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FEATURES OF THE FORMATION OF THE NATIONAL MODEL OF TOURISM DEVELOPMENT IN UZBEKISTAN

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ABSTRACT

The article examines topical issues of preserving the richest historical and cultural heritage of the Republic of Uzbekistan, popularization of historical memory about it, and also discusses the prospects for the development of various types of tourism within the framework of the implementation of the "Strategy of Actions for the Further Development of the Republic of Uzbekistan" in 2017-2021.

KEYWORDS

Tourism, historical and cultural heritage, respondents, survey, ancient cities

INTRODUCTION

In the scientific and practical literature devoted to the development of tourism, the term "national model of tourism" is often used [1], which the authors seek to characterize as "socio-economic, political and legal processes taking place in this area, allowing to identify the specifics and features that strikingly distinguish national tourism from tourism in other countries [2].

Meanwhile, no one gives a specific description of this concept, and therefore, it is sometimes difficult to identify the features of the development of the tourism industry of each state, its role in the economy. Most often, it comes down to generalization of economic indicators of tourism, geographical ranking of the country and its tourist zones.

In the Decree of the President of the Republic of Uzbekistan Sh.M.Mirziyoyev on the Strategy of Actions in 2017-2021, one of the main priorities for the development and liberalization of the economy is the accelerated development of the tourism industry, increasing its role and contribution to the economy, diversification and improvement of the quality of tourist services, expansion of tourist infrastructure.

Among the works of domestic authors are articles and monographs by I.Ivatov, K.M. Khursandov, H.F. Ochilova, O.H.Khamidov, S.R.Safaeva, O.P. Kobzeva, O.Z. Jalilov, D. Bobozhonova, N. Tukhlieva, U. Zhiyanova, M.A.Rakhimov, H.H. Musaev, and publications by a number of other researchers, in which such issues of tourism development as gastronomic, ecological, safe tourism, foreign experience in tourism development, the regulatory framework for tourism development, as well as the role of the Great Silk Road in unlocking the tourism potential in the Republic of Uzbekistan are studied.

The question of the revival of the Great Silk Road, its role in the development of tourism in Uzbekistan is very relevant today, and therefore many authors pay great attention to this issue. In the monograph Kobzeva O.P., Jalilova O.Z. the issues related to the development of various programs and projects for the revival of the Great Silk Road at the present stage, the use of the Silk Road brand by tourist centers and Silk Road participating countries, the deepening of

cooperation between Uzbekistan and China in the financial sphere, increasing mutual investment, stimulating mutual infrastructure construction, as well as a positive trend of expansion in the tourism sector. Both sides have huge potential in this area, which is largely the historical heritage of the Great Silk Road. It is necessary to emphasize the importance of establishing twinning ties between the cities of Tashkent, Shanghai, Samarkand and Xi'an, Navoi and Zhuzhou, Samarkand region and Shaanxi Province. Thus, the main purpose of the authors of the monograph was to study new plans, initiatives for the Revival of the Great Silk Road and cooperation between Uzbekistan and China in various fields, especially in the field of tourism.

Various aspects of the study of tourism development in Uzbekistan were touched upon in the dissertations of Kamolov B., Norkulova D.Z., Alimova M.T., Khamidov O.H., Usmanova S.B., Sidikova M.H., Abidova Z.K., Mansurov M.Sh., Mukhammedova M.S. In particular, the dissertation of Norkulova D.Z. analyzes the features of social tourism services in Uzbekistan, as well as the use of international best practices in the development of social tourism. Recommendations on the organization of social tourism services among young people and people with disabilities are given.

ANALYSES AND RESULTS

The traditional culture of the peoples of Uzbekistan is among the oldest layers of the civilization of Central Asia, where it is represented in folk clothes, rituals and customs, holidays and games, music and decor, theatrical and folklore art, religion, peculiarities of mentality and life, national cuisine.

The tourism industry is one of the youngest and dynamically developing industries in Uzbekistan. Uzbekistan has unique natural, historical and architectural resources that attract a large flow of tourists and is among the top ten[3] in terms of rich material and spiritual heritage. However, according to the estimates of the World Tourism Council, Uzbekistan ranks 150th among the countries of the world in terms of tourist arrivals, this is a very low indicator compared to other Central Asian states (e.g. Kazakhstan ranks 89th) [4].

Uzbekistan has a total of 8,208 immovable objects of material cultural heritage, of which 4,788 monuments of archeology, 2,265 monuments of architecture, 625 monuments of monumental art, 530 attractions [5], 100 museums, 50 theaters, 72 concert organizations, 1 circus, 192 parks of culture and recreation, 3 zoos[6].

Our country is developing the tourism and hospitality industry based on the careful preservation of traditions and monuments of the past and the creation of new innovative solutions in it and is a leader in the field of cultural and educational tourism among other

countries of the Central Asian region[7]. It should be noted that the city of Tashkent occupies a dominant position in all major indicators of the tourism industry: 73.4% (292%) of firms and organizations account for 58.8% (329.5 thousand) visitors. The same indicator is for Samarkand (13.1 and 4.1%), Bukhara (4.5 and 9.2%) and Khorezm (1 and 21%) regions. These four regions account for 92% of firms and organizations in Uzbekistan, as well as 93.1% of visitors to the service. The share of Syrdarya, Namangan and Surkhandarya, Kashkadarya, Ferghana regions is 2.3% and 1.5%, respectively[8].

In the era of globalization and integration of the states of the region into the world economy, including with the aim of developing the tourism industry, the development of transport communications, where the Great Silk Road is important, is important in the flourishing and growing well-being of the peoples inhabiting them. The restoration of the Great Silk Road has become one of the most urgent tasks of our time. And Uzbekistan is actively involved in the implementation of this major international project, in particular, in terms of the development of international historical and cultural tourism on the Great Silk Road[9].

Since the shortest and most profitable routes of this world-famous trade highway of antiquity ran through the territory of Uzbekistan, which was located in the heart of Central Asia, our country has a number of

advantages, including such ancient cities as Samarkand, Bukhara, Khiva, etc., with preserved architectural complexes, living crafts and folklore, rich historical the past, which makes it special for attracting tourists. In our research work, we examined the tourist route through the cities of Uzbekistan along which the Great Silk Road passed and identified the peculiarities of each region:

2) Favorable natural and climatic conditions of the country and a developed service sector

In the Message of President Sh.M.Mirziyoyev to the Oliy Majlis on December 28, 2018, it was noted that comprehensive measures were taken to develop tourism, attract investment in the sphere, and increase the potential of personnel. Uzbekistan among potential tourists is mainly associated primarily with ancient cities, historical and cultural monuments. However, the country has great potential for the development of its other species – natural favorable climatic conditions, national reserves, recreational areas in mountainous areas. The recreational resources available in the country allow us to develop all types of tourism, such as ecotourism, geotourism, mountaineering, extreme, cultural tourism, fishing, rafting; various tourist routes and receive guests all year round. As a result, Uzbekistan is able to offer a wide range of services both for lovers of cultural and educational recreation and for active recreation.

Uzbekistan is gradually turning into one of the most attractive places for lovers of descents from mountain peaks. There are many resort villages and hotels in the mountains, there are a huge number of hiking and skiing routes, as well as popular slopes for mountaineering. Big Chimgan is one of the best climbing sites. Speleotourism is developed in the mountains of Baysantau - the cave "Dark Star" in Surkhandarya region, the tract "Kala and Shiron" in Kashkadarya region - the cave of Amir Temur.

In the period from March to November, the mountainous regions of Uzbekistan attract lovers of hiking, and from April to September - cycling. The most popular hiking routes of the country pass through the protected areas of the Chimgan Mountains and the Hissar and Turkestan ridges surrounding Samarkand, the Matchinsky and Fan Mountains. One of the routes is through Nurata, along Kyzylkum, towards Khiva. It is interesting to descend into the Sarmysh gorge, famous for its petroglyph art gallery, the largest in the world. In addition, cyclists pass through villages, where they get acquainted with the way of life of local residents. For extreme sports near Samarkand there is a route along the spurs of the Aktau ridge.

The first step in organizing trips related to geotourism was the initiative of the State Committee for Geology and Mineral Resources, which proposed to include the Kitab State Geological Reserve in the UNESCO Global Network of Geoparks, as well as to expand the register

of ecotourist sites, including geoparks, to increase the flow of foreign travelers.

Currently, local residents are creating a certain infrastructure, which is conventionally called "topchan-tourism". They are provided with meals and leisure activities, sports, including fishing.

However, their own observations and special studies in this regard showed that among the prospective tourists from Italy, Germany, Azerbaijan, Slovenia, Russia, Turkey, Serbia, Armenia, France had no idea about the tourism potential of the state of Uzbekistan.

However, there were also those who visited our country at least once, and noted the positive factors that attracted them to visit the Republic of Uzbekistan.

A positive factor that attracted most tourists:

A safe country-21.1%, hospitable people-23.3%, affordable vacation prices-15.9%, national cuisine - 27%, relatively inexpensive medical care-9.8%, rich historical and cultural heritage - 39.6%

In our opinion, in order to achieve large-scale goals for the development of all types of tourism, it is necessary to distribute them among performers on individual issues requiring cooperation with relevant ministries, departments, local khokimiyats. Specialists from all fields of activity should also interact (specialists with medical education are needed for the development of

medical tourism, engineers, local historians for mountain skiing, agronomists, animal breeders, etc.).

3) The political and economic situation in the state.

In general, each region in Uzbekistan is unique and a realistic approach to tourism and understanding of it as an economic sphere with significant benefits for the socio-economic development of the regions of Uzbekistan is gradually being formed.

Until 2016, the country was one of the most closed in the world, in order to obtain a visa, it was necessary to apply to the country's diplomatic missions abroad. This created additional inconveniences for tourists wishing to visit Uzbekistan[10].

It is worth noting that countries with a low level of economic development, unstable political situation cause reasonable concerns among tourists. The tourism industry of Uzbekistan has tourism potential, while the liberalization of the country's economy has attracted more and more international investors in the hotel and restaurant business, as well as the oil and gas, textile, and construction industries. According to the country's indicators, it has achieved high results in various world tourism ratings:

The tourism industry in Uzbekistan has been reformed in recent years, as part of the simplification of registration procedures, an interdepartmental Set of practical measures has been developed and

implemented to improve the quality of services provided, including simplification of passport and customs control, at international airports and train stations of the country.

In particular, the practice of organizing, at the request of tour operators, the accelerated passage of registration procedures by tourists at the airport of Tashkent, where the State Tourism Bureau has also been opened to distribute information and handouts about Uzbekistan to tourists.

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CONCLUSION

— The above facts indicate the practical creation of a National tourism model in the Republic of Uzbekistan in 2017-2021

— The main components of the national tourism model are: 1) rich historical and cultural heritage of Uzbekistan 2) stable political and economic situation of the country 3) favorable natural and climatic conditions and a sufficiently developed service sector 4) lifestyle, lifestyle, traditions, religion, diverse national cuisine, unusual types of folk applied arts, holidays and national

games, music and decor, theatrical and folklore art, which distinguishes them from other states.

— Since 2017, the tourism sector in Uzbekistan has been considered as a strategic branch of the national economy. Since then, a comprehensive approach to the development of the country's tourism industry has been implemented.

— In the conditions of Uzbekistan, when there are all 4 seasons of the year and in each season nature acquires a specific appearance, there are all conditions for the systematic development of all types of tourism in each region. In particular, we have considered that the priority areas of tourism are cultural and educational, ecological, zierat tourism.

— Uzbekistan with a stable political and economic situation attracts tourists not only for recreation, but also for education, business meetings, and commercial purposes.

— The tourist flow was distributed as follows: the city of Tashkent occupies a dominant position in all the main indicators of the tourism industry, a similar indicator for the Samarkand, Bukhara and Khorezm regions. These four regions account for 92% of firms and organizations in Uzbekistan, as well as 93.1% of visitors to the service.

—The largest number of tourists for the period from 2017-2021 was from Central Asian countries-

Kazakhstan, from the CIS-the Russian Federation, from far abroad-Turkey.

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