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SAMARKAND TOURISM DESTINATION: STATUS AND DEVELOPMENT

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ABSTRACT: The article discusses the current tourism potential of the Samarkand tourist destination and the work done to develop this sector. He also covered the reforms being implemented by the leadership of Samarkand region.

Keywords: tourism, tourism destination, inbound and domestic tourism, tourist flow, tourism services, tourist potential, hotels, family guest houses.

Introduction.

Today, not only historical or traditional, but also new types, forms and forms of tourism are emerging, and these new trends are leading the industry to be considered not only as a source of foreign exchange inflows, but also as a key factor in regional development. This has led to the emergence of new appearances and quality indicators of the industry over time in the era of globalization, which is constantly monitored, not only by those working in the industry, but also by consumers of tourism in the process of recreation. Obeying the laws of the region, treating them with respect, or following the culture of recreation in order to be cultured and pass on all the resources used and enjoyed to the next generation is becoming one of the current problems in tourism.

Tourism in general means travel is an adventure. For this reason, they are composed of social life and labor processes. The tourism potential of our country is not inferior to the developing countries of tourism in the world. Today, in the Samarkand tourist destination, tourists can enjoy not only centuries-old historical monuments, but also unique natural landscapes, meaningful rest, travel, get acquainted with

national customs and traditions, taste oriental sweets, fruits, vegetables and horticultural products. rish, shopping in oriental markets, visiting holy shrines, healing and other opportunities.

Material and methods.

The article describes the current state of development of the Samarkand tourism destination on the basis of systematic, logical, functional analysis, comparative, statistical analysis methods.

The statistics of the State Statistics Committee of the Republic of Uzbekistan and the Department of Tourism Development of Samarkand region are also provided.

The following sources were used to cover the article:

- Raximov Z.O., Xaitboev R., Ibadullaev N.E., Safarov B.Sh. Touring. Study guide. - Tashkent: "Science and Technology", 2018, 300 pages;
- Raximov Z.O. Entrepreneurship in tourism. Study guide. - Samarkand: SamISI, 2019, 232 pages.

Results.

If we analyze the work done in the Samarkand tourism destination in January-December 2019, in January-December 2018, a total of 3,120,000 tourists visited the region, including 560,000 foreign tourists from 154 foreign countries. which is an increase of 1.59 times compared to the corresponding period of 2018. The number of local tourists also reached 2,560,000, which is 1.2 times more than in 2018.

Looking at the existing tourist potential of Samarkand, in January-December 2019, a total of 161 accommodation facilities (1239 rooms, 2841 places) were launched:

- 33 hotels (742 rooms, 1683 seats)
- 128 family hotel houses (497 rooms, 1158 beds)

Today in Samarkand there are 296 accommodation facilities, including 109 hotels (2388 rooms, 5238 beds), 151 family guest houses (589 rooms, 1362 beds), 29 hostels (250 rooms, 738). seats), 5 guest houses (31 rooms, 88 seats), 2 boutique hotels (68 rooms, 132 seats).

In addition, 243 tourist vehicles, including 93 minibuses, 124 buses and 20 electric cars, 174 tour operators and 230 guide-interpreters provide tourist services to local and foreign citizens.

In the tourism destination of Samarkand in 2019, 9 tourist information centers for foreign and domestic tourists were established, 76 standard sanitary-hygienic outlets were built, road signs leading to 65 tourist facilities, 55 tourist facilities were built. A Wi-Fi zone has been set up.

In addition, representatives of the Samarkand region demonstrated the tourism potential of the region at international exhibitions in Italy, China, India, Finland, Latvia, Russia, the United Arab Emirates, Germany and Ukraine.

Discussion.

Until recently, the routes offered to tourists were mainly limited to the historical monuments and museums of the Samarkand tourist destination. Today, in addition to historical and cultural types of tourism, new branches of tourism, such as pilgrimage tourism, tourist villages, ecotourism, agrotourism, are developing in the Samarkand tourist destination.

Zarafshan National Park in Jambay district, Ohalik and Mironkul mountain villages in Samarkand district, Takhtakoracha pass in Urgut district, reservoir in Beshkon, Omonkoton and Qoratepa villages, Sazaghan in Nurobot district, Resorts located in the villages of Anjirli, Jam, Ibrayim Ota, springs and

recreation areas in the villages of Pangat, Qizilbel, Karatash, Jonbulak in Koshrabat district, as well as Fozilman State Forestry are popular with tourists.

In addition, pilgrimage tourism is developing in the Samarkand tourist destination. The role of pilgrimage tourism in increasing tourism potential is huge. Pilgrimage tourism consists of pilgrimage and religious tourism aimed at enlightenment travel.

The largest tourist attraction in Samarkand is the shrine of Imam al-Bukhari, which is revered in the Islamic world. The number of pilgrimage sites has been growing in recent years. Today, the mausoleum of the First President Islam Karimov, the shrines of Khoja Abdu Dorun, Khoja Abdu Berun, Khoja Ishaq Vali, Sheikh Khudoydadi Vali are always in the spotlight of tourists. Recently, a large-scale work has been carried out in our country to develop the "Tourism Village".

Conclusion.

In the Samarkand tourism destination, the implementation of priority investment projects aimed at the development of tourism infrastructure, the reconstruction of historical monuments in accordance with modern requirements will give positive results in the development of this sector. The establishment of modern service points around the tourist facilities, along with attracting tourists, will serve to provide employment to the population of the area where the facility is located and provide them with a permanent source of income.

Acknowledgement.

Informing the world about the work carried out in the field of tourism in Samarkand tourism, the introduction of new routes for tourists, the introduction of new services, cooperation with foreign travel agencies and companies will make an important contribution to the development of this industry.

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