



MODERN CONCEPT OF TOURISM DEVELOPMENT IN SURKHANDARYA REGION

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ABSTRACT: This article lists the modern concept of tourism development in surkhandarya region.

KEYWORDS: tourism, Surkhandarya, Zarausay, Teshiktash caves, Bobotag and Boysuntag, UNESCO.

The paintings on the Zarausay, Teshiktash caves, Bobotag and Boysuntag rocks of the Surkhandarya oasis testify to the fact that this land is one of the cradles of world civilization. The history of ancient states such as Bactria, Kushan, unique monuments such as Dalvarzintepa, Kampirtepa, Zartepa fortress prove that there was a high development here even in ancient times.

The creator of Surkhandarya himself was endowed with beautiful nature. Anyone who has seen such beautiful places as Oltinsoy, Sangardak, Sayrob, Darband, Khanjiza, Bobotag, and heard the epic "Alpomish" from the bakhshis, will be fascinated by this land forever.

Sh.M.MIRZIYOEV,
President of the Republic of Uzbekistan

INTRODUCTION

Surkhandarya region, with its favorable geographical location and natural conditions, has long attracted people, and the history of this country is not only the history of a country or a people, but also an integral part of the history of the peoples of the world. The passage of the Great Silk Road through this country was the basis for the formation of different cultures in different periods and served as a ground for the crossroads of cultures.

In 2001, Boysun was recognized by UNESCO as a "Masterpiece of Oral and Intangible Cultural Heritage" along with its unique cultural traditions, national costumes, folklore, and thirsty tones. The

traditional annual festival of open folklore "Boysun Bahori" has laid a solid foundation for Surkhandarya region to confidently enter the world tourism market.

Surkhandarya region has more than 561 monuments of cultural heritage, covering the period from the Paleolithic to the XX century. Of these, 444 are archeological, 36 are architectural and sacred sites, 39 are monumental and art monuments, and 42 are landmarks. These unique tourist resources are mainly located in the Eski Termez and Sherabad regions, and such monuments are also common in other districts of the region. In addition, at the initiative of the President of the Republic of Uzbekistan, 5.5 hectares of land were allocated in Termez to immortalize the memory of the late Japanese scientist Kato Kyudzo. work has been done.

The total area in the province is 24,554 ha. Interest in the nature of the Surkhandarya State Reserve is growing not only among the population of Uzbekistan, but also abroad. The reserve is rich in plant species, with more than 600 species of plants found in the area. More than 20 plant species are rare and protected and included in the Red Book. These include Tubergen tulips, Surkhan tulips, anzur onions, snake onions, red earth astragalus, Boysun astragalus and other plants. In particular, international conservation organizations, in particular the UN TD and the GEF, are focusing on the conservation and reproduction of biodiversity on Mount Kohitang, and are planning to implement international projects in this regard. The Uzbektefilm film studio has made a TV film "In the Footsteps of a Morkhor" about a rare and endangered animal species - a stork or a goat with twisted horns, which has been repeatedly shown on national television.

There is also a gorge "Zarautsoy" on the territory of the "Surkhan State Reserve", which depicts hunting scenes on the rocks of the Mesolithic people. These rock paintings depict the hunting scenes of ancient people with ocher paints, which are 9-10 thousand years old and are famous for the fact that there are few such rock paintings on earth. The protection of the monument is satisfactory, and there are all the conditions for it to remain one of the main routes in the development of international ecotourism.

Also, in accordance with the instructions of the Cabinet of Ministers of the Republic of Uzbekistan dated May 3, 2018 No 324 on the establishment of small tourist zones-mountain clusters in Sherabad, Boysun, Sariosiya districts of the region in 2019-2020, the Turkish company IDEALIST established Boysun small tourism zone. A master plan was developed. Accordingly, cultural, medical and nature tourism centers reflecting traditional rural life will be created in the area from Omonkhona village of Boysun district to Zovboshi mountainous area. In particular, a large cultural center, workshops of applied arts and crafts, a lawn complex, glass porches, parking and other service facilities will be built in the cultural tourism center, while a hotel, shops, a medical facility, a villa and eco-parks will be built in the nature tourism center. It is planned to build a mountain road station, special areas, a mosque and hotels in the medical tourism center.

In 2021, the implementation of 70 projects to further develop the existing tourism infrastructure and build new ones to develop the tourism potential of the region, in particular

- 3 objects of ecological and exotic tourism, ie small tourist zones - mountain clusters;
- 40 objects of gastronomic tourism;
- 101 out of 76 tourist routes;
- 45 subjects of 38 tour operators;
- 15 out of 22 tourist vehicles;
- 3 operating guides to 10;

- Increasing the number of information centers from 3 to 5;
- Increasing the number of Wi-Fi zones from 30 to 70;
- It is planned to increase the number of available accommodation facilities to 3,000 by increasing the number of existing 156 accommodation facilities, ie 56 hotels and 100 family guest houses, to 220.

In addition, it is planned to hold 10 regular local and 5 international events, participate in 5 foreign fairs, and launch domestic and foreign flights.

As a result, by the end of 2021 it is planned to visit more than 100,000 tourists, including 80,000 local and 20,000 foreign tourists, and provide them with hotel services worth 4 billion soums, which is 100% more than last year.

In addition, under the leadership of the State Committee for Tourism Development, the Council of Ministers of the Republic of Karakalpakstan, regional and Tashkent city khokimiyats and ministries, committees, central banks and commercial banks and major organizations to eliminate more than 1 million. There are clear weekly and monthly plans for domestic tourists to travel to the region.

The role of highways in the internal and external transport links of the region is incomparable. Therefore, in order to create additional conveniences for residents and tourists of the region, there are regular road transport from Termez, Denau, Sherabad to several foreign countries and different parts of the country. In addition, the existence of the Termez-Tashkent railway, Tashguzor-Baysun-Kumkurgan railway and Hayraton railway bridges over the Amudarya River creates a sharp increase in the volume of trade in raw materials and goods, passenger traffic, not only in the region but also throughout the country and neighboring countries.

Modern aircrafts fly from Termez International Airport to the capital Tashkent, as well as to Samarkand, Namangan, Bukhara, Andijan, and abroad to Moscow and Ashgabat. The region has the only river port in the country, Termez.

This, in turn, will contribute to the development of industry, services, agriculture and tourism in Termez and Sherabad, Boysun districts.

Tourist resources of Surkhandarya region

Tourist resources	Composition	Geographical distribution
<i>Natural resources and biodiversity</i>	Nature of deserts, terrain, flora and fauna	Throughout the province
<i>Mountain clusters</i>	Zovboshi mountainous areas, Omonkhana and Darband villages; Shalkan village, Khojaikon salt cave areas and orchards; Khanjiza mountain ranges and Sangardak village	Boysun, Sherabad, Sariosiya districts
<i>Archaeological tourism resources</i>	Ancient cities and Buddhist monuments and archeological finds, such as Eski Termez	Termez, Angor, Muzrabat, Sherabad, Boysun, Shurchi, Denau districts

Tourist resources	Composition	Geographical distribution
	Fortress, Kurganzol, Zartepa, Kampirtepa, Dalvazintepa, Qoratepa, Fayoztepa, Kholchayon	
<i>Resources related to historical monuments</i>	Historical and architectural monuments	Termez, Jarqurghon, Denau districts
<i>Shrines</i>	Al-Hakim at-Termizi, Abu Isa Imam Termizi, Khoja Alovuddin Attar, Mawlana Muhammad Zahid, Sufi Alloyar, Haydarkul Haji shrines and other sacred places in the region	Termez, Sherabad, Denau, Oltinsoy, Uzun districts
<i>Resources of special types of tourism</i>	Crafts, customs, national arts and games	Boysun, Sherabad, Jarqurghon districts

Informing the world about the unique monuments of such incomparable cultural and historical significance and attracting as many foreign tourists as possible is one of the most urgent tasks for the development of this sector in the near future.

The deepest cave in the Boysun district, known as the "Dark Star" or "Reverse Everest", "Underground Jamalungmasi", the highest point of Uzbekistan - the peak of "Hazrati Sultan", "Zov Bashi", Sangardak and Khanjiza in Sariosiya and Uzun districts New exotic and extreme tourist routes have been opened along the Hamkon meteorite lake in Sherabad district. In order to increase the physical fitness of the younger generation, including the training of climbers and rock climbers, cooperation has been established with the Republican Alpiniada Association.

There are also opportunities to develop tourist routes and improve the quality of services at the mausoleums of Khoja Alovuddin Attor, Haydarkul Haji in Denau district, Sufi Olloyor and Mavlon Muhammad Zahid mausoleums in Altynsay district, and Akostonabobo shrines in Uzun district.

Another direction of tourism development in the region is the organization of medical tourism services. This is due to the use of medical facilities in Sherabad (Gorinbulaksay healing water, Khojaikon salt cave), Boysun (Omonxona mineral water), Oltinsoy (Khojaipok sulfur water) districts.

It is necessary to study more foreign experience in promoting the tourism potential of Surkhandarya region, to organize advertising and marketing on a new basis, to record and disseminate unique legends about cultural heritage monuments, and to create new tourist routes.

Such positive changes in the development of tourism are primarily due to the globalization of tourism in the country and the strong growth of the world tourism market. Factors such as improving the road infrastructure connecting the Surkhandarya oasis with other tourist centers, increasing the quality of tourism services have a positive impact on the consistent development of tourism in the region.

The results of the analysis show that Surkhandarya region is one of the leaders in terms of the abundance of tourist excursion resources and their technological zones of natural areas, cultural and archaeological heritage, excursions.

Despite the huge potential, the region lags far behind Samarkand, Bukhara, Surkhandarya and Kashkadarya regions in terms of the number of hotels and tourism services and the quality of services provided.

In this regard, it is necessary to analyze the factors influencing the development of tourism in the region.

Hotel service. Currently, there are 56 hotels with 2374 beds and 38 travel agencies in the region. Compared to previous years, the growth in these areas is 90%.

The number and capacity of hotels in Surkhandarya region is very low compared to Tashkent, Samarkand and Bukhara regions.

The duration of tourists visiting Surkhandarya in the region is also much shorter. For example, the average night stay in Tashkent is 2.8 nights, in Samarkand 2.2 nights and in Bukhara 2 nights, while in Surkhandarya it is 2.9 nights.

For this purpose, in the direction of Termez-Baysun-Sariosiya "Golden Triangle" and "Journey to the Land of Waterfalls" 3 days; Types of treatment and travel for the Afghan people "Surkhan Medical Tourism" 10-15 days; "Journey across Surkhandarya" for 5-6 days to the holy places, mountains and beautiful places for the people of Tajikistan and local beaches; It is necessary to organize new 2-3-day tours "In the footsteps of the Buddha" along the archeological monuments and Buddhist buildings.

Another important indicator in the analysis of hotel activities is their level of employment. This figure is determined on the basis of the ratio of the number of nights of guests admitted during the year to the annual capacity of hotels (person-nights). Its optimal level is 70%, compared to only 25% in 2017 in Surkhandarya. At first glance, this situation leads to the conclusion that hotels are mostly empty. On the other hand, foreign tourists point out the lack of hotel space during the tourist season. This is due to the shortness of the tourist season (hotels are active for only 6 months) and the fact that the pricing policy in hotels does not meet modern requirements (usually the price is set for 1 person, and in foreign countries - for 1 room). Usually the second tourist does not book this room after the tourist pays for the 1st place and orders a place. As a result, the employment rate will be reduced by 2 times.

Organizations providing tourism services. Despite the high tourism potential of the region, the number of tourism organizations operating in it is very small. This situation is explained by the lack of specialists who are able to offer quality tourist services. As a result, the proceeds from trips to Surkhandarya will go to tourism organizations in other regions.

The number and low qualification of tourism organizations in the region also has a negative impact on the export potential of Surkhandarya tourism. As can be seen from the data, tourism export revenues are mainly derived from the activities of hotels, in which the share of tourism operators is very low.

Advocacy in global information resources. It should be noted that the promotion of the region's tourism potential on global Internet resources is also not in demand. For example, the well-known resource in the field of tourism www.booking.com lists 32 hotels in Tashkent, 32 in Samarkand region, 22 in Bukhara region, and only 2 hotels in Surkhandarya region. Another web portal www.tripadvisor.com contains a list of 32 hotels and 26 apartments in Tashkent, 26 hotels and 31 apartments in Samarkand, 19 hotels and 27 apartments in Bukhara, including 1 hotel in Surkhandarya region. just This fact can be taken by foreign tourists as evidence of the slow development of tourism services and infrastructure in Surkhandarya compared to other historical cities of Uzbekistan. In fact, this is due to the low level of information in the tourism sector in the region.

The results of the analysis show that the reason why foreign tourists sometimes do not plan to visit Surkhandarya is that they do not have enough information about the advantages available here. At the same time, the impressions of foreign tourists visiting Surkhandarya are not inferior to the cities of Samarkand, Bukhara and Khiva, and the history of the oasis is more ancient. In addition, the international tourism media notes that the preparation of dishes of different nationalities is well developed only in Tashkent, and in other places, especially in Surkhandarya, places for foreign tourists are relatively limited.

Cultural, natural and recreational resources for tourism development. Surkhandarya region plays an important role in the world in terms of cultural and natural resources. The available resources will allow for a deep diversification of the region's tourism potential and prolong the tourist season. In addition, Surkhandarya has long been known as one of the centers of science. The fact that the share of young people in the population is 46% also shows that the region has great potential in terms of human resources. However, currently there is a shortage of qualified personnel in the field of tourism in the region. There is a great need for qualified personnel with adequate training in the areas from the lowest levels of tourist service to the level of management. There is also an opportunity to attract foreign experts to increase competition in this area.

Opportunities for tourism development in Surkhandarya region until 2029. The development of tourism in Surkhandarya region is closely linked with a number of factors in the economy, demography, eco-biology, technology and other areas, which include:

- International tourism has been developing steadily in the world for almost sixty years, and the demand for tourism services is growing in China, India, Russia, the Middle East and many developing countries in East Asia, which are close to Uzbekistan;
- Travel around the Great Silk Road and countries that reflect the culture of the East is becoming an interesting destination for the population of many Western countries, the popularity of historical and cultural tourism;
- There is a growing interest among the world's population, especially tourists, to personally visit the regions that are causing significant damage to the environment in order to gain a deeper understanding of environmental issues;
- Increasing interest of tourists in ethno-national, cultural and national cuisine of different nationalities (gastronomic tourism);
- Increased interest in active recreation (sports, hunting, extreme tourism, etc.) among young people;
- The emergence of various new requirements for family travel for people of all ages around the world, and so on.

The experience of developed countries in the field of tourism shows that for the development of tourism, taking into account long-term trends, it is necessary to create an appropriate infrastructure and a number of necessary conditions. In this sense, the main goal of this Concept is to ensure the rapid development of tourism in Surkhandarya region, to create conditions for increasing the competitiveness of the region at the national and international levels.

The successful development of tourism, as defined in the Concept, depends on the active cooperation of the regional administration, the regional department of the State Committee for Tourism Development of the Republic of Uzbekistan and a number of other responsible organizations and local tourism businesses. Based on the main goal of the concept, one of the long-term tasks is to bring the tourism

sector in Surkhandarya region to the level of Samarkand and Bukhara regions. To do this, Surkhandarya must find its place as one of the leading centers in the world tourism market and achieve a significant increase in the number of tourists visiting it.

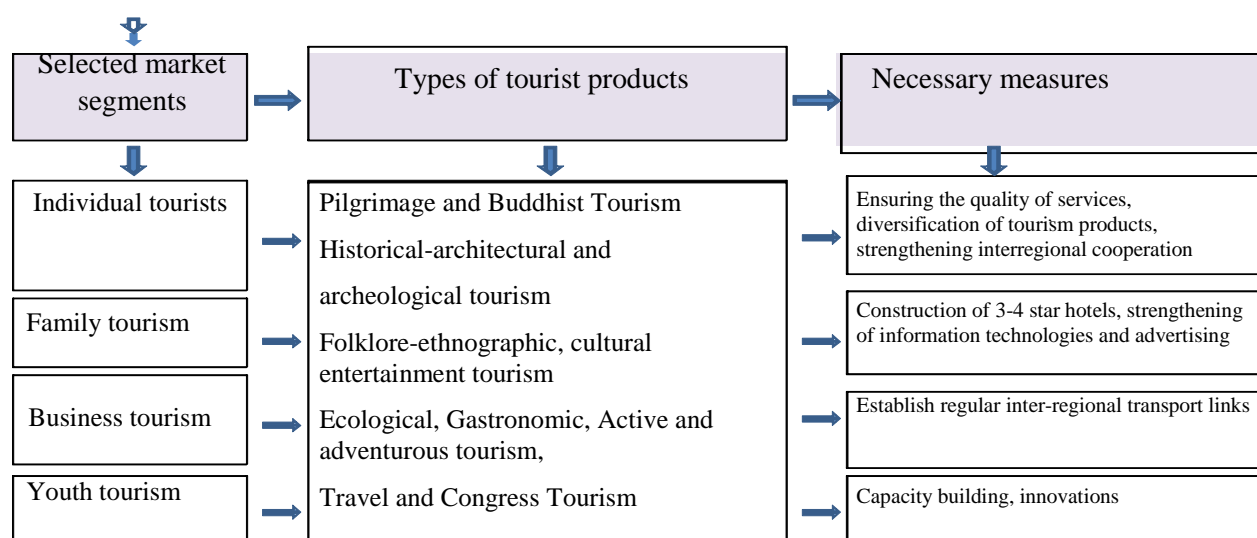
One of the important components of the Concept is to determine the expected parameters. In determining the parameters set out in this Concept, the President of the Republic of Uzbekistan signed decrees PF-5326 of February 3, 2018, PQ-3509 of February 6, PQ-3514 of February 7, 2018. Decisions No. 324 were taken as a basis. In preparing the concept, priority was given to the global tourism market and trends in tourism in the Republic of Uzbekistan, active cooperation between local representatives of the tourism industry. In achieving such lofty goals Surkhandarya region attracts both local and foreign tourists, rich historical and cultural heritage. global advocacy is extremely important. The growth in the number of foreign tourists plays an important role in increasing foreign exchange earnings to the region, diversifying exports and improving the living standards of the population. Also, the development of local tourism will protect the region from various negative influences on the world tourism market, increase the sense of patriotism and self-awareness among young people. The development of domestic and international tourism requires the development and consistent implementation of programs that include general and specific measures.

The measures that need to be taken to achieve the set goals include:

Tourism product and its diversification. One of the main tasks in the development of tourism in Surkhandarya is to improve the tourist product, to extend the tourist season on the basis of improving its quality. In order to increase the income from tourism in the region, it is necessary to create the necessary conditions for individual and comfortable travel, ie to develop a map of the region that is understandable to all, especially tourists, to establish tourist offices or centers in places where they congregate. attention should be paid to the installation of characters in foreign languages as well.

In addition to specializing in historical and architectural tourism, which has been going on for many years, it is also necessary to master its new market of ecological, gastronomic, archeological tourism. To diversify tourism products and increase their attractiveness, it is recommended to establish mutually beneficial cooperation with other regions, especially with tourism organizations of the neighboring Republic of Tajikistan. Many tourists who visit Surkhandarya write about their visit to the archeological monuments of Tajikistan and get unforgettable impressions from it. Joint efforts of local authorities and tourism organizations of Surkhandarya region and the Republic of Tajikistan will allow more efficient use of cultural and natural tourism resources of both sides, diversification of tourism products. In this way, remote areas will also benefit from the development of tourism.

Directions for increasing the competitiveness of tourism products in Surkhandarya region



Cultural recreation and entertainment. In addition to modern parks, interesting themed parks can be organized in the region. For example, many tourists know that Old Termez was once a center of Buddhism in South and Southeast Asia. to promote the national culture of the two peoples to local and foreign tourists by turning the house of Japanese scientist Kato Kyuzo into a home hotel and decorating the 1st floor in the style of an Uzbek apartment and the 2nd floor in the style of a Japanese apartment; to create a "Friendship Garden" by creating a landscape of the courtyard of this house in harmony with the Uzbek-Japanese gardens, which in turn also serves as a theme park; By organizing an excavation site for tourists outside the protected area of the Dalvarzintepa monument, and introducing archeological tourism in this area, tourists will be able to visit, pray and enjoy cultural recreation.

Given the high level and taste of tourists, it is extremely important to comply with modern requirements in the provision of tourist services. In particular, in all forms of modern tourism, there is a desire of tourists to hold things with their own hands in various processes, to make them, to take a direct part in their preparation. Therefore, in creating each tourist route, it is necessary to take into account the participation of tourists in at least one type of activity. For example, it is possible to hold master classes in craft fairs and invite tourists to participate in them. In addition, street demonstrations are now widespread in European cities, and it has become a good tradition to have live statues and interesting demonstrations on the central streets of tourist cities. In this direction, in Surkhandarya, it is possible to organize demonstrations of national traditions, such as wrestling, folklore ensembles and trumpet performances with the participation of wrestlers.

Improving the quality of services. Improving the quality of tourism services is one of the top priorities. The rapid development of science and technology allows to provide high-quality, flawless services in the field of tourism. In addition, this is a requirement of the period.

That is why it is necessary to take into account the wishes of each tourist. To improve the quality of services, it is necessary to study international standards in this area and communicate them to industry representatives. It is necessary to improve the quality of training in the field of tourism, to regularly acquaint

the representatives of the tourism industry and other relevant industries with the new requirements for the quality of services according to international standards.

For example, in order to improve the quality of services in the advanced countries of the world, including Turkey, a system of certification of professional qualifications has been introduced. According to him, in the field of tourism, catering and other services, the concept of "consumer-oriented service" is widely promoted, employees are trained in the culture of treatment, the ability to treat each customer with respect and kindness.

It is advisable to set national requirements for hotels and other accommodation facilities in accordance with international standards and monitor the quality of services with the help of non-governmental organizations operating in the field of tourism.

Organization of transport services at the level of modern requirements. In order to make more effective use of the tourist potential of Surkhandarya region, it is necessary to comprehensively develop the types of transport that serve tourists. First of all, it is necessary to achieve the international recognition of Surkhandarya airport as a high-quality service airport. To do this, it is necessary to combine Termez flights with flights from Japan, Korea, China, Turkey and European countries, increase the number of flights with the Russian Federation, organize Nukus-Termez, Fergana-Termez, Urgench-Termez flights. This will allow tourists visiting Uzbekistan to plan to arrive through this airport. As a result, the number of tourists visiting the region will increase sharply.

It is also planned to increase the number of vehicles connecting the region with other regions of Uzbekistan, in particular, in April-June and August-November, ie during the tourist season, the launch of trains from Nukus, Bukhara, Urgench, additional trains Karshi-Boysun and visitors to Boysun railway station. It is necessary to create all the conditions for the meeting.

In addition, bus and taxi services from Termez International Airport and railway station to historical monuments such as Abu Isa Imam Termezi, Al-Hakim at-Termizi, Sultan-Saodat and Boysun, Sherabad, Sariosiya districts, bicycles, scooters and cars for tourists. It is also advisable to study the issue of rent organization in depth. In many countries, bicycle and car rental services for tourists are highly developed. This allows tourists to have fun in groups. At the same time, in the future it is advisable to build travel infrastructure on electrified bicycle scooters in Termez, Sherabad, Boysun, Uzun districts. This measure will have a positive effect in reducing the negative impact on the ecology of the region at a time when the number of tourists is growing sharply.

In the development of local tourism, the introduction of certain discounts for accommodation and transport services during the off-season is a common practice in many countries. In the UK, for example, the National Express transport company sets a price of £ 5 (US \$ 7) for a passenger to get to any destination and notifies all students electronically. As a result, students travel to even the most remote locations at affordable prices, contributing to the economic development of those places.

Improving the quality of hotel services. It is desirable to raise the quality of services provided to tourists in hotels and other accommodation facilities to international standards, to provide them with comfortable and affordable accommodation for students and young people, to increase the number of hotels, houses and out-of-town campsites for middle-income tourists.

Given the fact that in international tourism there is a segment of tourists living only in five-star hotels, it is advisable to consider the construction of such hotels in the future. It is no secret that the existing tourist

sites, unique nature, archeology and shrines of Surkhandarya are of growing interest to the middle and upper classes of the world.

Tourism promotion. The creation of a tourist web portal of Surkhandarya region and the intensification of propaganda work in it, the expansion of participation in international exhibitions will also give good results. In addition, the creation of high-quality feature and documentary films about the unique nature and folk art of Boysun, historical and architectural monuments and Buddhist buildings of Old Termez, as well as attractions in the oasis will also contribute to the development of tourism. This method is widely used to promote the tourism potential of Turkey, Brazil and Argentina.

Creating a favorable investment climate. Tourism is the industry with the most benefits and attractive conditions for investment worldwide. In order to increase the contribution of this sector to the regional and national economy in Surkhandarya region, it is necessary to introduce certain taxes and other benefits to related organizations. These include the introduction of preferential rates for property taxation of hotels. Such benefits should be provided for the purpose of carrying out current modernization of hotels and strengthening tourism promotion by travel agencies. It is also necessary to attract more direct investment in the industry, to develop financial assistance mechanisms for the development of new types of tourism products (ecological, gastronomic, active and other forms of tourism).

Growth of investment volumes. In 2019-2021, the average annual capital investment from all sources

It is planned to increase by 15% and 3.9 times compared to the reporting year, including 4.4 times the volume of centralized funds.

Over the next three years, 32.3 trillion. decentralized investments of UZS 1 billion and an average annual growth rate of 121%. At the same time, 37% of priority foreign direct investment is in Turkey, 19% - in the United States, 12% - in China, 4.9% - in the United Kingdom, 4.2% - in Germany, 2.5% - in South Korea, the remaining 20 It is planned to attract 4% at the expense of other countries.

Foreign investment will be attracted primarily for projects formed in 2019-2021, including in the form of clusters. The volume of foreign investments in Boysun, Sariosiya, Sherabad districts, where the level of utilization of industrial potential is low, will be increased by 2-3 times.

On January 11, 2018, the President of the Republic of Uzbekistan held a meeting dedicated to the critical analysis of the main results of the Ministry of Foreign Affairs and diplomatic missions of the Republic of Uzbekistan in 2017 and the development of mutually beneficial international cooperation in trade, economic, investment, tourism and other important areas. priority foreign partner states were identified.

CONCLUSION

On this basis, Surkhandarya region will have to implement joint investment projects with Japan, Austria, Afghanistan and Tajikistan - the priority areas for cooperation. It is also necessary to establish cooperation with Turkey, Pakistan and India, as well as China, Thailand and South Korea, based on the region's potential for pilgrimage and Buddhist tourism.

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