

**THE CITADEL ARK OF BUKHARA AS THE MOST IMPORTANT
TOURIST DESTINATION OF THE CITY***Hamroev Halim Rozikovich¹***Abstract**

The article analyzes the Ark fortress of the city of Bukhara, as the most important tourist attraction of tourism. The current state of this object is considered and the option of restoring the destroyed part of the citadel and developing tourism by creating a special tourist zone inside this proposed object.

Keywords: Free tourist zone, Ark, destination, tourist quarter.



¹ Ph.D., docent, Department of Tourism and Hotel Management,
Bukhara State University

Introduction

Bukhara is a holy city of the Muslim world. There are many mosques, tombs, madrassas, the latest of which date back to the 19th century. In comparison with other cities of Uzbekistan, Bukhara was larger and longer the capital of various states (Bukhorhudot, Samanids, Sheybanids, etc.) that existed in Central Asia. And each state, each dynasty left something valuable, peculiar to the city. Ark is the citadel served 14 centuries for the rulers of Bukhara, there are very few such analogues in the world. Although its main part of 1920 was destroyed by order of the Soviet leader Frunze and is in ruins. But it can and must be restored.

If many cities preserved their historical monuments as fragments, then here and there, and the city of Bukhara in its old part was able to survive as a whole, united. If you get to the old city, you feel that you are in the Middle Ages. Such poetic epithets as “Bukhara is a city an open-air museum” or “Bukhara is a pearl of the east” more accurately characterize the special value of this city.

The amazing interweaving of centuries, civilizations in Bukhara is the most striking confirmation of its uniqueness. Life in the old city is in full swing, people still live in houses, bustling trade takes place under the domes, craft workshops operate, mosques are filled, and all this is a little more important than the beautiful ancient buildings of silent monuments. Many tourists are more interested in how our ancestors lived, how their way of life was arranged, their national dishes, clothes, holidays and crafts. Millions of people of the world dream not only to look from the side at ancient monuments, but to feel the spirit of that time, to merge into the image. Bukhara is fraught with this great value.

Main part

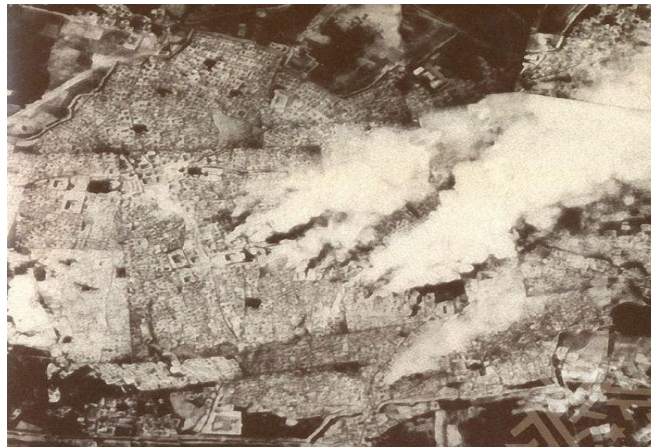
Bukhara is one of the oldest cities in the world. In 1993, the World Heritage List was included on the historic center of the city (UNESCO 1st Session, Colombia).

Ark Fortress is the citadel, which for many centuries served as the residence of local rulers. The Citadel Ark is an ancient symbol of state power. For centuries, the rulers of the Bukhara oasis lived here. It seems that since the creation of the world, this huge fortress has always stood in the center of Bukhara, which has always been a defense and support for Bukhara rulers. The story of the Ark is still a mystery. The age of the Ark is not precisely established, but, in any case, one and a half thousand years ago this magnificent fortress was already the seat of the ruler. It was built by the efforts of thousands of slaves who created an artificial hill manually, without powerful equipment, under the scorching sun many centuries ago. Over the past five centuries, Ark has remained the main residence of the Bukhara emir, the place from which the supreme command of the country came from. Here, in the Ark, in addition to the rulers, great scientists, poets and philosophers lived and worked such as Rudaki, Firdausi, Avicenna, Farabi, Omar Khayyam.

Outwardly, the modern Ark looks like a large earthen elevation. In plan, it is close to an irregular rectangle, somewhat elongated from west to east. The length of the walls is 789.60 m, the area is 3.96 hectare. The height from the level of Registan Square, near which it is located, ranges from 16 to 20 meters. The main entrance to the Ark is decorated in the form of two pillar-shaped towers. The upper part of the tower is connected by a gallery, over which a room with

terraces is built. Climbing to the gates The Ark is a gradually ascending path that leads through a covered long corridor to the Juma mosque. The ramp is surrounded by massive stone railings on both sides, its length is about 20 meters. Inside the Ark is a large complex of buildings. Ark rises above Registan Square - a symbol of greatness, power, and inaccessibility. And yet, the impression of inviolability was misleading, for Ark was repeatedly destroyed, and then rebuilt again. The old fortress saw many bloody wars. In 1220, when the soldiers of Genghis Khan captured Bukhara, the inhabitants of the city found refuge in Ark, but the soldiers of Genghis Khan, having penetrated the Ark, killed the defenders, plundered valuables and destroyed the fortress. The last time Ark was destroyed in 1920, as a result of an air bombardment, it was almost completely destroyed.

View of the Bukhara Ark after the bombing on the orders of the Soviet leader Frunze:



A source [8]

At present, only 20 percent of all the buildings and structures of the once-damaged citadel have been restored. The last restoration concerned only the facade of the Ark.

Currently, the Bukhara State Architectural and Art Museum-Reserve is located in the citadel (Its history begin from 1922, when the first small state museum was created, which was located first in the building of the former Chinese bank, then in other monuments of the city's architecture. Since 1947, the museum Located in the citadel of Ark, the former residence of the Bukhara emirs, in 1988 it acquires the status of republican significance and subordination and is renamed the Bukhara state architectural and art Museum-Reserve), including:

- Department of history from ancient times to the beginning of the XX century.

One of the oldest scientific departments of the museum, functioning since 1923. The department employs 6 researchers. The department includes the archeology sector. The department funds hold about 14,000 exhibits.

- Department of numismatics and epigraphy.

The department has been operating since 1987. It employs 2 researchers. Storage includes 19,880 items. The collection began in the 1920s; it is based on coins found during archaeological excavations in Bukhara and the region.

- Department of nature of the Bukhara region.

One of the oldest departments of the museum, functioning since 1951. The department has

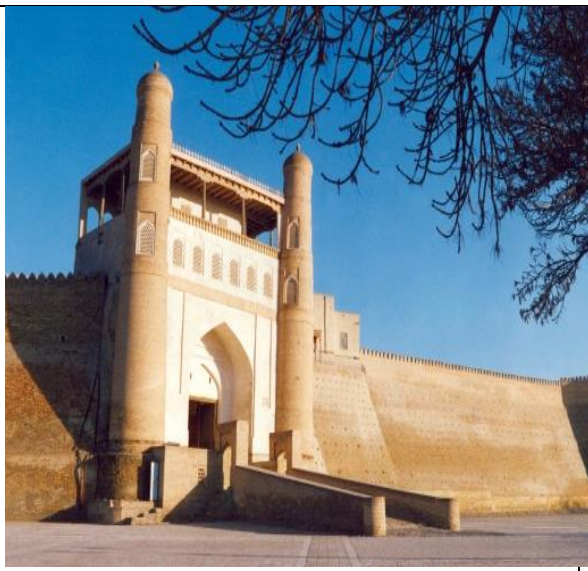

3 researchers. Storage includes 536 exhibits.

- Department of Modern History and Ethnography

The department was created in 1975. The department employs 11 people. Storage includes about 36,000 exhibits. The department includes the documentary fund and music library sector, which includes 32,456 exhibits, and the material fund sector, which includes 3,099 exhibits. Manages the department.

- Exhibition "Monuments of writing (IX — XX centuries)."

The basements of the museum are located in the basement.

	
<p>Western gate of Ark</p>	<p>One of the holes of museums</p>

A source [11]

This versatile museum consists of 12 branches. Independent expositions (28) located in 94 halls reflect the milestones of the history of Bukhara and its contribution to the development of human civilization. The museum-reserve stores 140 thousand exhibits covering the 7000-year-old history, material and spiritual culture of Bukhara. The museum regularly publishes collections of scientific works of scientists from Uzbekistan and other countries, published books, monographs, booklets, and colorful guidebooks. Scientific and practical conferences are held. Every year this museum is visited by 0.5 million. domestic and foreign visitors.

But, a financial analysis of the museum's activities shows that it is not able to completely restore the destroyed part of the citadel (and this is 80 percent of the Ark). At present, when the state began full-scale reform of the economy at least about five to ten years, it makes no sense to expect financial assistance from the state, especially from the local budget. We offer the best solution to this problem. In order to find money to restore the destroyed part of the Ark, it is necessary to create a special tourist, historical section (guzar), which shows the national, peculiar flavor of the city. It can be located partly on the territory of the museum (if it compares the efficiency of using the territory of the museum with other similar museums, it is very low), partly on the territory of the destroyed part of the Ark.

For this, it is necessary first of all to study the world experience on this subject, attract foreign specialists, hang up the qualifications of local personnel in the form of internships in developed countries where there is experience in finding such a person, prepare legal documents, etc.

This tourist quarter can be declared as a free tourist economic zone. Legally, the zone will have a special status.

The goals of creating such a free tourist zone are:

A) attracting foreign and domestic investments, will turn Ark of Bukhara into one of the tourism centers of the republic, and the tourism industry into one of the main sectors of the region's economy;

B) to preserve and restore the cultural, historical heritage of the peoples of Central Asia, especially the city of Bukhara.

To achieve the above goals, first of all, it is necessary to solve the following tasks:

- First of all, it is necessary to prepare normative legal documents so that after their adoption by the Supreme Soviet ("Oliy Majlis"), they make it possible to implement the free tourist zone (hereinafter referred to as FTZ) "Guzar";

- A clear definition of the competence of the administrative body of the FTZ "Guzar" and its relationship with local authorities and central authorities, as well as with the museum;

- Definition and creation of the organizational and managerial structure of the FTZ "Guzar", as well as relations with the subjects and objects of the zone;

- Studies to identify barriers that impede the arrival of investments in this quarter and the implementation of measures to eliminate these barriers;

- The study of factors that impede the free action of FTZ entities and the implementation of measures to eliminate them;

- Development of a unified program for the development of FTZ "Guzar" and mechanisms for its implementation;

- Work (advertising, "public relays", etc.) to raise the image of FTZ "Guzar", as well as the city of Bukhara on a global scale;

- coordinate the training, retraining of tourism personnel;

- conduct antitrust activities and encourage fair competition;

- carry out work to deepen and expand FTZGuzar.

The subjects of the FTZ "Guzar" can be any legal entity or individual who is a respondent of the Republic of Uzbekistan or foreign countries. To do this, they must register and receive a certificate. After that, they can receive benefits that are issued to residents of the FTZ "Guzar". As you develop, you can expand the zone of influence of FTZ.

The objects of the FTZ can be anything that should be shown to national and foreign tourists - cultural monuments, history, theaters, sports facilities, attractions, customs and traditions. Here it is impossible to set any boundaries - what they want to look for money is to be shown and earned. But the administration of the FTZ should constantly take care of expanding, increasing the number and improving the quality of the objects of the FTZ display, but nevertheless it will preserve the national flavor of the quarter.

FTZ on the basis of Article 17 of the Law “On Freedom of Economic Zones” of the Republic of Uzbekistan will have an independent budget.

The main items of budget revenue are as follows:

- Lease of land for the construction of hotels, craft workshops and other objects of the tourist - entertainment complex;
- state budget funds, i.e. to create the main objects of tourism infrastructure in the region, the state allocates budgetary funds, and may also allocate credit funds;
- proceeds from the issuance of leases of tourism of state property
- credits and grants from international organizations and funds;
- sponsorships and charitable foundations;
- due to the provision of various services (advertising, information, etc.).

The main items of budget expenditure:

- First of all, investment in the main objects of tourism infrastructure in the region;
- to finance information, advertising, television and other services;
- administrative expenses, it is necessary to have a competent small administration;
- lending to highly profitable projects;
- for restoration work Ark.

The initial version of the passport, which characterizes the main applicants of the project to create FTZ “Guzar” is shown in the non-following table:

№	Names of indicators	Unit	Costs
1	Summary of the project	Thousand USA Dollars	12000
2	Necessary volume of place	hector	1,5
3	Project implementation period	month	18
4	Source of finance		Local and foreign investors
5	Daily person volume of section	person	4000
6	Project payback period	month	32
7	The volume of services and work provided, after the full implementation of the project	Thousand USA Dollars	3000-4000
8	Annual income of section	Thousand USA Dollars	550
9	The number of jobs created in the section	Job place	250-350
10	The proportion of foreign tourists visiting the facility	%	80
11	The proportion of local tourists visiting the facility	%	20

Table 1. The initial plan for the creation of the FTZ "Guzar"

The creation of such a free tourist economic zone will have negative and positive consequences. We are sure that it will bring more positive than negative consequences. But all the same, they must be known in order to reduce the negative effects. The main positive consequences of creating an FTZ:

- new jobs, i.e. reduction in unemployment;
- foreign exchange earnings for the country, for the region;
- along with tourism, other sectors of the region's economy will develop - the services sector, transport, agriculture and many other industries that will work for tourists;
- The culture of communication will improve.

For the design, it is necessary to take into account the national characteristics of the Uzbeks, recreate the national color, take into account local customs and traditions, etc.

Conclusion

Thus, it is possible to create a historical, tourist quarter on the territory of the Ark, where there will be cultural - ethnographic tourism and gastronomic tourism. This quarter, where hotels, teahouses, restaurants of national cuisine, handicraft and handicraft production, special venues for demonstrating old folklore, a concert of folk art, various folk sports games and various show programs will be located. In addition, there will be various museums, exhibition complexes demonstrating the achievements of culture and the work of our ancestors. In general, there will be everything for normal relaxation and entertainment for tourists.

Here you can organize various shows showing national traditions, habits, be ancestors. Tourists can not only be showed the process of creating folk crafts (master classes), but they themselves can participate in the process of creating products.

Currently, more than three hectares of land (more than 70 percent of the territory) are in ruins. And to create a tourist quarter, you can limit yourself to 1-1.5 hectares of land. Here, first of all, it is necessary to create about 40 houses with a national flavor for hotels. About 250 to 300 tourists can be accommodated on these houses. There should be an atmosphere, the spirit of medieval Bukhara. Around these hotels, it is necessary to create the entire industry and infrastructure of tourism and leisure: museums, amphitheatres for various performances, pavilions, shops, restaurants, catering facilities and much more. In Bukhara there are many artisans, handicraftsmen, their workshops and stalls are scattered throughout the city. And the best of them can be concentrated in this tourist quarter. To do this, you can organize a competition and, based on the results of this competition, allow the best dynasties to build a workshop (where they will produce, sell and conduct master classes) on the territory of the tourist quarter or open a special counter for selling souvenirs of craft and handicraft products for sale to tourists.

Thus, the creation of such a quarter will make it possible to develop tourism in the region, to earn financial resources for the restoration of the destroyed part of the Ark, to synchronize the folk arts and crafts, historical and ethnographic features, and craft production of the region.

References

1. O‘zbekiston Respublikasi Vazirlar Mahkamasining 2017 - yil 15 - martdagi “O‘zbekiston Respublikasida turizm sohasini yanada qo‘llab-quvvatlash va rivojlantirish chora-tadbirlari to‘g‘risida”gi 137-sonli qarori.
2. Sh.M.Mirziyoyev “Buyuk kelajagimizni mard va oliyjanob xalqimiz bilan birga quramiz”. T.:O‘zbekiston, 2017.- 488-bet.O‘zbekiston Respublikasi Prezidentining 2017 yil 19 maydagi 2017-2019 yillarda Buxoro shahri va Buxoro viloyati turizm salohiyatini jadal rivojlantirish chora-tadbirlari to‘g‘risida gi PQ-2980-sonli qarori.
3. Аксенова Л.А. «Энциклопедия страны мира»/Л.А. Аксенова, Г.А. Галкина, Г.И. Гладкевич, - М: Росмэн-Пресс, 2008.
4. Андреев М.С., Чехович О.Д. Арк Бухары. Издательство «Дониш». Душанбе.1972.218с.
5. Биржаков М.Б. “Введение в Туризм”: Учебник. - СПб. «Издательский дом Герда». 2006. - 512 - с.
6. Косолапов А.Б. «Туристское страноведение. Европа и Азия: учебно-практическое пособие. - 3-е изд., стер. - М.: КНОРУС, 2008.
7. Сражения в пустыне (материалы об истории гражданских воин в Средней Азии). Под. Ред. М.Горького.М.1935.336с.
8. Ashurova M.Kh. The substantial economic benefits of tourism//Academy. – 2020. – №. 3 (54).
9. Bakhtiyorovna N. Z. L., Bakhtiyorovna N. Z. Z. Improvement of social prestige of entrepreneurial companies in Bukhara region //Academy. – 2020. – №. 3 (54).
10. Bakhtiyrovich D. K. General features of the tourism products in the service //Достижениянаукииобразования. – 2020. – №. 7 (61).
11. Djumanazarovna K. G. The role of the state in the formulation of innovation strategy in industrial enterprises //Academy. – 2020. – №. 4 (55).
12. Namraev H. Conception of zonal policy for Uzbekistan //Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2017. – С. 185-190.
13. Namraev H. Transition economies need special policies-liberalization policies //Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2017. – С. 1877-1881.
14. Khurramov O. K. The highlight priorities for the development of digital tourism in Uzbekistan //International scientific review of the problems and prospects of modern science and education. – 2020. – С. 61-62.
15. Khurramov O. K. The role of the tourism sector in the digitalization of the service economy //Economics and Innovative Technologies. – 2020. – Т. 2020. – №. 1. – С. 6.
16. Khurramov O. K., Kasimova H. J. The main advantages of internet marketing and differences from traditional marketing //Мироваянаука. – 2019. – №. 4. – С. 65-68.
17. Аралбаева Г. Г. и др. Инновационное развитие: потенциал науки и современного образования. – 2020.

18. Таджиева С. У. Развитие малого гостиничного бизнеса в Бухаре //Вестник науки и образования. – 2020. – №. 3-2 (81).
19. Таджиева С. У., Кодирова М. М. Основные направления развития программы локализации в Узбекистане //Современные тенденции развития науки и производства. – 2016. – С. 374-377.
20. Хамраев Х. Концепция создания туристической экономической зоны “Бухоро” //Alatoo Academic Studies. – 2016. – №. 2. – С. 231-236.
21. Хамраев Х. Р. Агрополис важный инструмент ускорения инновационных процессов в сельских местностях //Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования. – 2016. – С. 3566-3572.
22. Хамраев Х. Р., Исомов Б. С. Вопросы развития туризма в регионе и зональная политика. – 2020.- elibrary.ru
23. Хамроев Х. Р. Зонал сиёсат: методология, хорижий тажриба ва қўллаш йўналишлари //Монография. Тошкент.“Фан” нашриёти. 2008й. – 2008. – Т. 352.
24. Хуррамов О. К. Иқтисодиётнинг рақамлашуви ва рақамли туризм //Иқтисодиётда инновация. – 2020. – №. Special.
25. <http://www.goperu.ru/>
26. <http://www.tourism.com/>
27. <http://bukhara-museum.uz>.