

## Tourism Potential of Samarkand Region and Opportunities in the Field

**Berdikulova Iroda Rayimkulovna<sup>1</sup>**

### *Abstract*

*This article describes the prospects for the development of tourism in our country . In particular, the results obtained in the field of tourism in 2022 and the forecast parameters planned for 2023 are mentioned in the example of Samarkand region.*

**Keywords:** *tourism, tourism infrastructure, priority tasks, guesthouses, hotels, sports services, tourism services, tourism personnel, self-employment.*

---

<sup>1</sup>Samarkand Institute of Economy and Service senior teacher

Samarkand is famous for its rich historical and architectural attractions, reflecting the influence of different civilizations and eras. One of the most famous attractions is Registan - the main square of Samarkand, surrounded by mosques and madrasahs, included in the UNESCO World Heritage List. We can also mention other famous attractions - Gori-Amir and Shokhi-Zinda mausoleums, Ulugbek observatory, Bibi-Khonim mosque and others. Samarkand is also famous for its traditional markets, where you can buy handicrafts, various souvenirs, textiles and other local products.

Tourists visiting Samarkand will have the opportunity to immerse themselves in the rich history of this city, enjoy the unique architecture and heritage of the East mirroring the West. In addition, they can taste Uzbek national dishes and get acquainted with the hospitality of local people.

1,204.2 from 152 countries to Samarkand region during 2022 a thousand foreign tourists visited. Export of tourism services amounted to 197.6 million dollars. The number of local tourists is 4,247,000 .

Currently, the average stay of foreign tourists is 2.6 days (cost of 1 day is 65-213 US dollars). In 2023, 1.5 million foreign tourists will be attracted to Samarkand, and the export of tourism services is expected to reach 250 million US dollars. It is planned to increase the number of local tourists to the region to 5 million in 2023 . , discounts of up to 50% have been announced for the New Year, Nowruz and Independence Day holidays, during the Youth Tourism Month in June during Ramadan and Eid al-Adha, and in connection with the Tourism Month for the Elderly in November .

During low season and domestic tourism days, businessmen engaged in services such as transport, accommodation, catering are announcing up to 50% discounts for tourists. In accordance with the decision of the President of the Republic of Uzbekistan dated April 30, 2022 No. 232 on "Additional measures to diversify domestic tourism services", the "Cashback" system was introduced among business entities and residents of the region

For citizens of Uzbekistan (*local tourists*) "Travel around Uzbekistan!" within the framework of the program, a procedure for returning part of the costs of internal travel throughout the republic ("Cashback") was introduced. Reimbursement of travel expenses is carried out through a special electronic platform, including its mobile application. The platform is integrated with the special mobile application of the State Tax Committee (SaliqUz), the authenticity of expenses is checked using the mobile application, and trips are registered by showing the matrix bar code (QR-code) of the purchase receipt and the places of permanent residence of local tourists.

Reimbursement of travel expenses is carried out at the same time during the trip, provided that:

- use of air, rail and (or) road transport;
- use of placement tools services;
- visiting cultural organizations.
- Reimbursement of travel expenses is made to each tourist in the following amounts:
- 15 percent of the price of a round-trip ticket by air, but not exceeding 150,000 soums;
- 15 percent of the price of a round-trip ticket on the railway or bus, but not exceeding 80,000 soums;

- 15 percent of the cost of an overnight stay in an accommodation facility, but not exceeding 80,000 soums;
- 50 percent of the price of each ticket to the theater, museum, circus and art galleries, but not exceeding 20,000 soums.

Travel expenses will be refunded to local tourists' bank cards upon completion of domestic trips made through the platform only.

5-day tour program for the convenience of tourists, along the pilgrimage, business, classic eco, agro, gastronomic and shopping tourism facilities, as well as interesting places, tourist villages and streets of the region, "Tourism Nation" was developed. Also, 1-2 and 3-day travel programs in Samarkand region have been developed in three languages (*Uzbek, English, Russian*).

The construction and commissioning of the "Silk Road Tourism Center" in Samarkand district this year also serves to increase the flow of local and foreign tourists.

"Travel around Uzbekistan!" within the framework of the program, the forecast indicators of the residents of the district and cities of the region to travel around the country in the gatherings of citizens of the neighborhood are 1 million 44 thousand 755 people, and in practice 1 million 245 thousand 774 (119.2%) people;

The forecast indicators for organization of internal tourism flow of employees of enterprises and organizations are 15 thousand 025 people, in practice 16 thousand 432 (109.4%) people;

The forecast indicators for the organization of women's travel were 10 thousand 171 people, in practice 12 thousand 225 (120.2%) people;

The forecast indicators for the organization of a trip to Moynaq district of pupils, students and company employees through the internal tourism program were 4 thousand 838 people, and in practice 4 thousand 324 (89.4%) people;

The forecast indicators for organizing a trip to Khorezm region of schoolchildren, students and pensioners through the domestic tourism program "Travel to Manguberdi homeland" were 50 thousand 450 people, and in practice 73 thousand 112 (123%) people;

The forecast indicators for organizing the trips of restless and low-income families through the "Family Travel" program were 85 people, and in practice, 273 (321.1%) people were organized to travel across the Republic.

Pilgrimage tourism in the region during 2022: 2 international conferences, 5 *joint* international conferences, 10 international scientific seminars (*roundtables*), 3 international training seminars, 2 international exhibitions, 1 international book presentation, 1 international roundtable, 24 international level visits were held.

In order to organize the visit of pilgrims from the Islamic world, reconstruction works are being carried out in the "Imam Al Bukhari" complex in Payariq district. There is a 10,000-seat mosque, a themed boulevard displaying the religious heritage and material cultural heritage of our great ancestors on an area of 21 hectares, 3 hotels and 24 family guest houses, as well as "halal" catering establishments serving 3,000 pilgrims. It is planned to build a pilgrimage tourism complex.

During 2022, 12 cultural heritage objects were renovated. The official opening ceremony of the week as part of the "International Pilgrimage Tourism Week" will be held in Samarkand region

on November 1-3 . Conference "Islamic Heritage of Uzbekistan" , "National Melodies Festival " was held.

"Halal" standard is being introduced to catering establishments, restaurants and accommodation facilities for pilgrim tourism tourists. This year, at the global summit "Halal in Travel Awards" dedicated to the restoration and development of the tourism market of the Muslim world in Singapore, the city of Samarkand won the "Islamic Heritage Destination of the Year" and "The Best Developing Muslim City of the Year" nominations.

During the current year, 7 international and 9 local events were organized in the region, through which more than 200,000 foreign and local tourists visited the region. Kebab Festival, International Gastronomic Festival, International Pilgrimage Tourism Week are among them. 18 local and foreign events are planned to be held in the region in 2023 .

During 2022, there will be 79 family guest houses in the region (171% compared to the plan and 158 new jobs), 22 hostels (121% compared to the plan and 66 new jobs) and 35 tour operators and travel agents (70 new jobs). place) was launched, the total number of accommodation facilities was 534 (154 hotels, 48 hostels, 305 family guest houses and 25 sanatoriums), and the total number of places in them was 16,113. Next year, 51 family guest houses, 17 hostels will be established, and 211 permanent jobs will be created.

Also, in order to develop tourism infrastructure, in 2022, in accordance with the decision of the Cabinet of Ministers of the Republic of Uzbekistan No. 110 dated March 3, 2022, 13 ( *Shakhi-Zinda complex, Bibi-Khonim mosque, Saray Mulk Khanim mausoleum, Registan ansanbli, Amir Temur mausoleum, Ashratkhana mausoleum* ) , *Makhdumi Khorezmi Mosque, Rukhabad Complex, Khoja Daniyori Mausoleum, Former St. Nicholas Church, White Palace Mausoleum, Dari Zanjir Complex and Samarkand Archaeological Research Institute building*) restoration works worth 14.8 billion soms were carried out in cultural heritage objects. the attractiveness of the objects was preserved, the roads leading to them and the surroundings of the objects were beautified, and favorable conditions were created for tourists.

More than 100 sanitary-hygienic toilets in the facilities visited by tourists were built and renovated in accordance with the requirements of sanitary and urban planning standards and regulations. As a result, facilities were created for tourists and persons with disabilities.

On the basis of the decision of the Cabinet of Ministers No. 433 of July 10, 2020, tourism information centers providing free and paid services to tourists were launched in the area adjacent to the Mirzo Ulugbek Observatory and at the Samarkand International Airport. From this information center, tourists use services such as hotel, guide-interpreter, transport, meals, SIM card acquisition. 18 free WI-FI points have been established around tourist attractions and their adjacent areas.

Samarkand , a total of 8 hotels, 18,000 square meters. 3-storey international congress center and exhibition complexes were completed and put into use on the square. The historical complex of the Eternal City has been established, and in its territory there are 17 national craft workshops in the fields of pottery, blacksmithing, margylan satin, Chust knife making, painting, applied art, Bukhara paper, goldsmithing, 2 restaurants, 3 national-style teahouses, 2 sweet shops. , Chorsu eastern bazaar, national clothing gallery, trade, library, puppet theater, chess school buildings were completed and put into use.

At the same time, according to the decision of the Cabinet of Ministers of the Republic of

Uzbekistan No. 232 of April 30, 2022, it is planned to turn 11 neighborhoods with high tourism potential into "Tourism Neighborhood" in Urgut District.

Creating and renovating 100 sanitary and hygienic toilets in highly-visited and densely populated facilities to meet the requirements of sanitary and urban planning standards and regulations, creating 20 Wi-Fi points and 5 tourist information centers, as well as the 2nd stage of the tourist village "Konigil" as a result of its completion, it is planned to launch about 30 catering, accommodation, retail outlets, artisan centers and other service facilities.

the implementation of investment projects in the field of tourism in Samarkand region during the months of January-November 2022 7.7 215 trillion soums 26,128 large and small projects were implemented new jobs were created. Of this, 160 4072 jobs, 133 in accommodation facilities and tour operator enterprises 8160 in public catering and recreation facilities jobs , 35 763 jobs in enterprises providing transport and delivery services in the field of tourism and more than 13 thousand in other related services jobs were created and population employment was ensured. 2 more before the end of the year so , 40 550 together with individual entrepreneurs and self-employed persons due to the launch of billion som projects It is planned to create new jobs.

The following tourism clusters were established:

1. Samarkand district-"Business tourism cluster".
2. Urgut district - Karatepa-Omonqo'ton - "Mountain tourism cluster".
3. Payariq district - "Imam al-Bukhari" complex - "Pilgrimage tourism cluster".
4. Samarkand city - Bozorov st. "PUB-STREET" - "Gastronomic tourism cluster" .
5. Toyloq district - "Wine tourism cluster" .

It is also planned to establish a small tourism zone "Ohalik-Aqboyro-Mironkul" in Samarkand district in 2023

In conclusion, it can be said that the potential of tourism in Samarkand offers an unforgettable experience for every tourist, allowing to get acquainted with the rich cultural heritage of Uzbekistan and feel its unique atmosphere.