

SPECIFIC IMPLEMENTATION OF TOURIST POLICY IN THE REGION

M.Sh.Boltaeva

Senior Lecturer, Bukhara State University, Bukhara

INTRODUCTION

This article provides information on tourism resources, tourism policy, the tourism potential of the region, the results of the work done, planned work on the organization and development of tourism in the region, as well as plans for the future.

Keywords: Tourism resource, "openness policy", accommodation tools, tourism potential, tourism policy, tourism business, new tourism destinations.

RESULTS.

“Each country has its own, sometimes unique, tourism resources, which are of great importance for tourists. By their economic nature, they make this or that country more or less attractive for tourists and form the basis of tourist rent. Thus, in Europe, Italy, France, Spain, Great Britain, Greece, Switzerland are the richest countries in terms of tourist resources, leading for many years in terms of the number of tourists received annually. However, in these countries, the bulk of tourism resources are concentrated in individual cities and towns, where the main flow of incoming tourists is concentrated. These cities and towns are called tourist centers.”.

In accordance with the Law of the Republic of Uzbekistan "On Tourism", the main directions of state policy in the field of tourism are:

1. Development of tourism as a strategic sector of the country's economy;
2. Ensuring the right of citizens to rest, freedom of movement and other rights while traveling;
3. Rational use and preservation of tourist resources;
4. Improvement of the regulatory and legal framework;
5. Create the necessary conditions for organizing tourism and excursions for children, youth, the elderly, as well as persons with disabilities and low-income segments of the population in the development of domestic and foreign tourism, including the development of social tourism;
6. Creation of favorable conditions for attracting and investing in tourism.

DISCUSSION

As a result of the implementation of the “openness policy” of our country, the number of countries for visa-free entry into Uzbekistan for citizens of foreign states has increased from 9 to 90. Last year, large-scale reforms were carried out in the Bukhara region to develop the tourism industry. In total, in 2017, there were 114 accommodation facilities to serve foreign and domestic tourists.

In 2017, there were 41 tour operators, today there are 121 guides, 232 guides, 89 restaurants, buses and minibuses for local and foreign tourists, the number of which was 281, and the number of tourist road signs was 128. In order to organize new tourist routes in Romitan area on the basis of the innovative tourist cluster "Bukhara Desert Oasis \$ Spa" and the Todakol reservoir, a modern beach-pool "Silk Road Ressorrt \$ Spa" was created.

Within the framework of the Eurasian Economic Forum in the Chinese province of Xi'an, the Poyi Kalon complex in the Bukhara region was recognized as the "eighth miracle of the Shanghai Cooperation Organization." In particular, on the initiative of the President, on February 21-23, 2019, the I International Forum "Pilgrimage Tourism" was held in Bukhara. The event was attended by more than 130 guests from 34 countries of the world, including representatives of leading international organizations of the Islamic world, tourism associations, companies in the field of pilgrimage tourism and religious scholars. The forum was widely covered by over 20 local OABs from over 20 countries from 14 countries. At the end of the event, the Bukhara Declaration was adopted on the recognition of Uzbekistan as one of the centers of pilgrimage tourism.

As a result of negotiations with foreign airlines, in addition to domestic and direct flights to Bukhara International Airport, a total of 871 charter flights from Russia, Europe, Turkey and Kazakhstan were performed.

Based on our analysis, tourism services will contribute a total of \$478.9 billion to the region's economy uzbek soums (including 79,9 billion uzbek soums from foreign tourists). This figure is 4,5 times higher than in 2020, and about 500 new jobs have been created in the tourism sector. Construction of adjacent infrastructure facilities at tourist facilities in the framework of the Decree of the President of the Republic of Uzbekistan dated April 2, 2021 № PP-5048 "On additional measures for the implementation of the Obod Qishloq and Obod Mahalla programs". A total of 52 facilities (including: 7 cultural heritage sites, 11 tourism and related infrastructure facilities, 21 road infrastructure, 12 engineering and communications, 1 other types of activities) for construction, reconstruction, expansion and modernization Target program in the amount of 123,1 billion uzbek soums have been developed.

On December 10-11, 2020, Bukhara hosted the I International Youth Tourism Forum, which was attended by foreign (online) delegates from about 100 regions and 40 (France, Singapore, Russia, Moldova, Germany, Nigeria). Within the framework of the forum, tourism ambassadors of the Bukhara region were appointed, who were awarded diplomas and badges.

Table-1 New tourist destinations in Bukhara

Tourist destinations	Regions
Eco tourism	Jayran Karakir Ugitma
Gastronomic tourism	National products Sweets
Agritourism	Romitansky region, Bukhara region Gijduvan region, Vobkent sky region
Ethno tourism	Artisans, Guest houses
Cultural tourism	Theatrical performances
Beach	Kuyi-mazar Todakol

In order to further develop domestic and foreign tourism, the President of the Republic introduced a number of benefits in our country. The following subsidies will be introduced from March 1, 2021 to June 1, 2022 in accordance with the Regulations on the procedure for reimbursement of part of travel expenses from the state budget of the Republic of Uzbekistan.:

- 25% of the cost of air tickets for domestic flights, the cost of railway tickets purchased through tour operators will be reduced by 15%, the total discount will be 40%;

- 15% of the cost of transport tickets and 10% of the cost of hotel services for organized tours for citizens of Uzbekistan and stateless persons permanently residing in Uzbekistan.
- The amount of the tourist (hotel) fee charged for accommodation for each night of stay is 0.4% of the base amount

In this regard, from March 20, 2019, the Russian airline SIBIR S7 launched regular flights from Bukhara International Airport on Wednesdays on the Novosibirsk-Bukhara-Novosibirsk route.

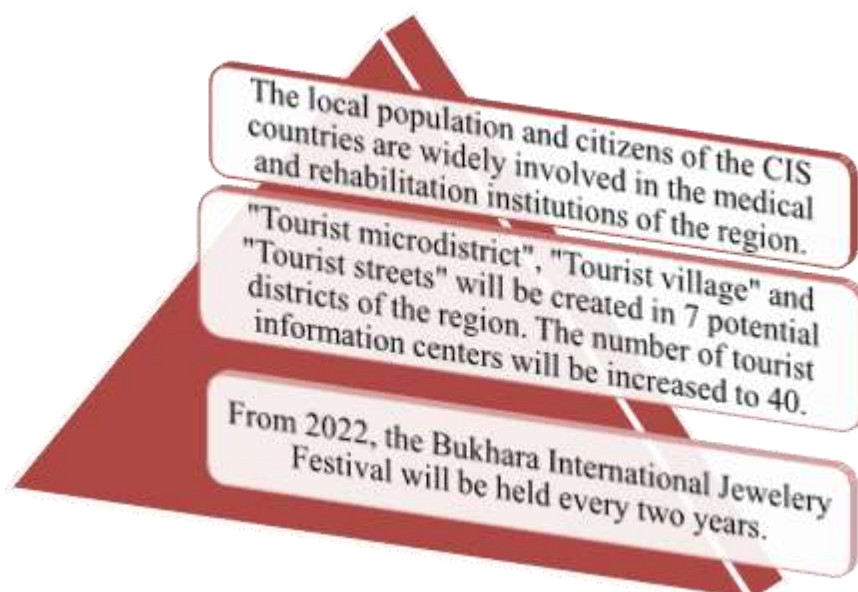
The well-known company QT AVTOBUS RENT LLC, engaged in intercity transportation, began its activities in the Bukhara region under the SIXT brand of AVTOBUS RENT SP LLC. The National Bank of Uzbekistan finances a number of projects. For example, this year the National Bank of Uzbekistan allocated a long-term loan in the amount of 10,0 billion uzbek soums for a period of 5 years to LLC "MUHABBAT KHAIRI SAKHOVAT" to create a network of hotels. In exchange for a loan, the company created a network operating under the Poykent Bukhara brand. Hotels One of the most popular shrines of the Bukhara region are the shrines of the Seven Pirs, the Shafirkan district "The shrine of Khoja Arif Mokhitabon", the Vobkent region "The shrine of Khoja Mahmud Anzhir Fagnavi", the Kagan region "The shrine of Hazrati Mirkulol". "Tomb of Hazrat Bahouddin Nakshbandi" of the Kagan region.

On September 27-28, a special "info-tour" was organized for representatives of tourism organizations, bloggers and the media to demonstrate the ancient artifacts of the Poykent archaeological site in the Karakul region.

In the village of Taliya, Bogiafzal farm, Shafirkan district, all conditions have been created for holding master classes for tourists.

Despite the fact that domestic services in Uzbekistan are very competitive in price, the cost of air tickets for foreign tourists remains 30-50% more expensive than for other routes, which restrains a sharp increase in tourist flows. The main reason for this is that Uzbekistan Airways has a monopoly in the country's air transportation market.

Table-2 The work that is planned to be carried out in the field of tourism in the Bukhara region in 2022-2026 is as follows:



CONCLUSSION

Based on this process, the following proposals have been developed for the development of domestic and foreign tourism in the Bukhara region:

1. Connectivity and infrastructure, including improved air and land links, facilitation of border crossing procedures, harmonization of visa requirements, and improvement of tourism infrastructure and facilities in areas with the potential for year-round activity within priority tourism clusters;
2. Quality and standards, including the development and implementation of effective and harmonized minimum quality, hygiene and environmental standards. This may include the development of a “Silk Road Quality Label” for tourism services, which will be adopted on a voluntary basis;
3. Professional training focusing on closing existing gaps between industry practice and the provision of tourism education and training, and developing integrated regional trainings and programs for public and private stakeholders in the tourism sector, maximizing the use of digital technologies;
4. Marketing and branding – including building a common “Visit the Silk Road” brand through the development and launch of the CAREC tourism web portal, along with the organization of joint and tourism promotion events, as well as business initiatives for tour operators and other tourism providers services.
5. Market research, including the development and implementation of common methodologies for collecting data and producing tourism statistics in line with international best practices, and promoting partnerships between public and private stakeholders in the tourism industry in the region to conduct joint market research to better understand customer preferences, desired experiences and needs.

REFERENCES

1. <https://xs.uz/uz/post/bukhoro-viloyati-sayohatlar-chorrahasiga-ajlantiriladi>
2. <https://www.buxstat.uz/uz/>
3. <https://www.adb.org/sites/default/files/institutional-document/388801/carec-2030-ru.pdf>
4. Болтаева М.Ш. Бухоро вилоятининг туристик салоҳияти ва уни ошириш йўллари. Бизнес эксперт журнали. №5, 2021й.
5. Болтаева М.Ш. Бухоро вилоятида туризмни ривожлантиришда табиий-иқтисодий салоҳиятдан самарали фойдаланиш ҳолати. “ЎЗБЕКИСТОННИ ТОП ЎН ТУРИСТИК ХУДУДЛАР ҚАТОРИГА КИРИТИШ ИСТИҚБОЛЛАРИ: БАРҚАРОР РИВОЖЛАНИШ ИМҚОНИЯТЛАРИ” мавзусидаги халқаро онлайн илмий-амалий анжуман материалларитўплами 2020 йил 11-12 декабрь
6. Boltayeva M. Raqamli iqtisodiyetni rivojlantirish sharoitida turizm xizmatlari marketing strategiyasidan foydalaniш //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz). – 2021. – Т. 5. – №. 5.
7. Khayrulloeva A. M., Sharipovna B. M. THE IMPACT OF THE PANDEMIC ON FINANCIAL AND ECONOMIC ACTIVITIES //Academy. – 2021. – №. 4 (67). – С. 27-28.

8. Раджабова М. А. ГЛАВА 8. ПЕРСПЕКТИВЫ РАЗВИТИЯ ЖЕНСКОГО ПАЛОМНИЧЕСКОГО ТУРИЗМА В УЗБЕКИСТАНЕ //Иновационное развитие науки и образования. – 2021. – С. 100-110.
9. Rajabova M. CREATION OF FREE ECONOMIC ZONES IN BUKHARA: PROBLEMS AND SOLUTIONS //ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz). – 2021. – Т. 7. – №. 7.
10. Saidkulova F. F., Rajabova M. A. PROSPECTIVE DEVELOPMENT OF WOMEN'S PILGRIMAGE TOURISM IN UZBEKISTAN //Scientific reports of Bukhara State University. – 2021. – Т. 5. – №. 2. – С. 265-276.