

CHARACTERISTICS OF THE TOURIST DISTRICT OF BUKHARA REGION

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ANNOTATION

This article provides information on the principles of tourist zoning in the Bukhara region, the stages of tourist zoning.

Keywords: Tourist centers, tourist zoning, Yu. A. Sladen's method, tourist areas, hierarchy of tourist areas.

INTRODUCTION

To implement the activities of camp sites, economists have developed the stages of tourist zoning, which is carried out by Yu. Based on the methods of A. Sleden.

“Tourist zoning is the process of belonging to a region, which is determined by special features and is divided into different tourist areas and degrees of manifestation of features.

WHO divides the world into five main tourist regions: Europe, America, South Asia, Southeast Asia, Oceania, Africa, Middle East. The development and further development of the scientific foundations of tourist zoning will make it possible to identify new tourist resources and new tourist sources and other conditions for the development of tourism in undeveloped territories, to identify and create new tourist destinations of a different order, to specialize their tourism. Yu. A. Sleden identifies seven principles of tourist zoning.

1. Integrity - the tourist area is a unique and integral natural and public space.
2. Management of types of tourism activities.
3. Separation of the organizational centers of the tourist organization.
4. Search for tourist destinations that should operate in the region.
5. Hierarchy of tourist areas.
6. The level of development of tourism infrastructure.
7. Historical community of historical and tourist development

To organize and establish the zoning of tourist areas in the region, we tried to effectively use the above seven principles of tourist zoning Yu. A. Sladen.

Table-1 Principles of zoning of tourist territories of the Bukhara region

1. Integrity - the tourist area is a unique and integral natural and public space.	Bukhara is an ancient city with thousand-year-old values
2. Management of types of tourism activities.	Main Department of Tourism and Sports of Bukhara region
3. Separation of the organizational centers of the tourist organization.	Bukhara Regional Department for the Coordination of Safe Tourism
4. Search for tourist destinations that should operate in the region.	Women's pilgrimage tourism in the Bukhara region Extreme tourism Gastronomic tourism
5. Hierarchy of tourist areas.	Ministry of Tourism Regional administration town hall Territorial authorities
6. The level of development of tourism infrastructure.	Not very developed
7. Historical community of historical and tourist development	Historical monuments are very ancient.

Development of the service sector - a socially oriented market is one of the most important conditions for the formation of the economy. The market reforms being carried out in the country today have affected society in solving the most important socio-economic problems of development has a great influence on the increasing role of the service sector. A variety of services affects the quality of life of a significant part of the population and improve well-being. *At the turn of the reforms in 2016–2017, Uzbekistan is achieving significant growth in inbound tourism. From 2016 to 2019, the number of foreign tourists increased from 2.0 million to 6.7 million, respectively.*

In the same year, according to the UN World Tourism Organization (UNWTO), Uzbekistan entered the top five countries with the most dynamically developing tourism industry and The Guardian recognized the country as the best tourist destination in the world.

There are many opportunities and conditions in Uzbekistan for the development of this sphere. Uzbekistan, as a unique country, has the vast tourism potential of its ancient civilizations and cultures that have been developed, developed and attracted by the world's best destinations for holidays and excursions. Today, there are more than 7,000 rare historical monuments in the country, and unique and unique architectural samples. The country's national parks and national parks are the treasures of its rich and varied nature. The centuries-old traditions of national culture, arts and crafts are carefully preserved and developed in the country. Our world-renowned national cuisine and culinary traditions are a symbol of the hospitality of the East. The cities of Samarkand, Bukhara, Khiva and Shahrisabz are included in the list of UNESCO World Heritage Site in Uzbekistan, and "The unique event of the most important cultural and socio-economic significance in the history of the world – the Great Silk Road has just passed through the centers of these cities and cultures" is of particular importance.

Citizens of the Republic of Uzbekistan who have left its borders by gender and purpose of travel (in January-March 2021,%) In January-March 2021, the purpose of travel of Uzbek citizens who left its borders were: 6,6 thousand people (70,9% of men and 29,1% of women) - treatment, 2,4 thousand people (92,7% of men and 7,3% of women) - business necessity, 39,4 thousand people (56,9% of men and 43,1% of women) - study, 57,9 thousand people (55,5% of men and 44,5% of women) - rest and leisure, 195,6 thousand people (56,5% of men and 43,5% of women) - visiting relatives. Under the age of 18, the proportion of men who went abroad was 53,6%, 46,4% were women. 67,7% of men and 32,3% of women left the country at the age of 19-30. At the age of 31-55, men accounted for 55,0%, women – 45,0%. At the age of 56 and older, men accounted for 33,9%, women – 66,1%.

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 January-March 2021, the number of foreign citizens who visited the Republic of Uzbekistan for tourism amounted to 238,8 thousand people¹). In January-March of the previous year, this indicator was recorded at the level of 1 214,0 thousand people. Compared to the same period last year, the number of foreigners who entered Uzbekistan decreased 5,1 times. Along with this, the number of citizens of Uzbekistan who left the republic for the purpose of tourism in January-March 2021 totaled 301,9 thousand people), in January-March last year, the same figure was 1 435,3 thousand people. Compared to the same period last year, the number of citizens who left for foreign countries decreased by 4,8 times.

A number of works in the field of pilgrimage tourism have been carried out in the Bukhara region. 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.

Despite the pandemic conditions, due to the benefits created by the state in the tourism business, due to the launch of 78 new large and small hotels (724 rooms, 1919 beds) in 2021, their total number will increase to 415 (4463 halls, 10323 beds). There are 163 large hotels (3320 rooms, 6974 beds), 197 family guest houses (682 rooms, 1837 beds), hostels - 52 (429 rooms, 1456 beds) and 1 motels (29 rooms, 51 beds).

Similar tour operators (121 (2 new), guides (252 (41 new)), restaurants for tourists (90 (3 new), tourist buses and minibuses (281), tourist road A significant increase in the number of indicators (128 new (5 new), tourist information centers - 26 (5 new). In 2021, the number of tourists visiting Bukhara reached 2,2 million people, and the number of foreign tourists exceeded 48,9 thousand people. This figure is almost 8 times higher than the level of 2020 in domestic tourism and 3,5 times the number of foreign tourists.

In just 12 months of 2021, 1,136,680 people visited the country, including 42,538 foreign citizens and 629,896 local tourists. During the reporting period, 63 delegations with a total number of 1046 people were received.

Table-2 Tourism potential of Bukhara region



CAREC tourism development vision and regional priority tourism clusters.

The proposed concept of regional tourism under CAREC is based on the Silk Road as the most important tourism asset for the entire region and at the core of the overall regional tourism umbrella brand. It aims to maximize the international recognition of the Silk Road brand in order to further develop the tourism market segments mentioned in chapter III through the development of regional priority tourism clusters. The following main routes and bypass roads are proposed along the Silk Road.

- Northern route of the Silk Road: it connects Urumqi, Almaty, Bishkek, Shymkent, Tashkent, Samarkand, Bukhara, Merv, Ashgabat, Turkmenbashi, Baku, Tbilisi and Batumi. For the northern route, two detours are proposed: one through Lake Issyk-Kul to Osh, Fergana, Khujand, Samarkand; the other is from Shymkent, Turkestan, Kyzylorda, Aral, Kulsary, Atyrau, and then by sea or air to Baku.
- Silk Road Southern Route: Connects Khotan, Kashgar, Islamabad, Lahore, Hyderabad, Karachi and Gwadar. The southern route also has two branches: one from Kashgar, Sary-Tash, Osh; the other is from Islamabad, Peshawar, Kabul, Herat and Merv.

To realize the long-term vision, it is necessary to develop a strategic framework that builds on the main strengths of tourism in the Bukhara region, addresses its main weaknesses, reflects the main opportunities and is resilient to the main threats.

Table –2 Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT)

Strengths	Weaknesses
<p>Pristine natural resources, unique tangible and intangible cultural heritage, and diversity across Bukhara region.</p> <p>✓ Low population density even in metropolitan cities, making it a safe tourist destination.</p> <p>✓ Diversity and uniqueness of nomadic and sedentary cultures throughout the region, ethnic groups and religions.</p> <p>✓ Historic cities, heritage of ancient empires and UNESCO World Heritage Sites in the country.</p> <p>✓ Quality of accommodation and other tourist facilities in the capital and cities.</p>	<p>✓ High cost and poor air connectivity between CAREC capitals and distant markets.</p> <p>✓ Inadequate transportation infrastructure, roadside facilities on tourist routes, last mile access, tourist services and signage at tourist sites.</p> <p>✓ Cumbersome and time-consuming border crossing and visa procedures (including at airports).</p> <p>✓ Lack of brand awareness and image, resulting in a lack of knowledge of Bukhara and a poor perception of them as tourism destinations.</p>
Opportunities	Threats
<p>✓ Growing international interest and recognition of the Silk Road.</p> <p>✓ Continuous expansion of international tourism, especially to fast growing Asian markets, and travelers seeking new experiences and unusual destinations.</p> <p>✓ Major regional infrastructure projects being developed in the region.</p>	<p>✓ Growing global health risks and geopolitical conflicts with serious potential implications for the travel and tourism industry.</p> <p>✓ Climate change with global warming and environmental degradation.</p> <p>✓ Natural and man-made disasters.</p>

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