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**“YASHIL ENERGETIKA VA UNING QISHLOQ VA SUV XO‘JALIGIDAGI
O‘RNI” MAVZUSIDAGI XALQARO ILMIY VA ILMIY-TEXNIKAVIY
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PROSPECTS FOR THE DEVELOPMENT OF THE TOURISM SECTOR THROUGH THE EFFECTIVE USE OF NATURAL TOURIST RESOURCES

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Annotatsiya: O'zbekiston turizmimining milliy va zamonaviy infratuzilmasini takomillashtirish, uning samaradorligi, raqobatbardoshligini ta'minlash, iqtisodiy sharoitlar va omillarni yaratish maqsadida hozirgi kunda bir qancha islohotlar amalga oshirilmoqda. Ushbu islohotlarni amalga oshirishdan maqsad samaradorlikni oshirish, turizm sohasini jadal rivojlantirish, ustuvor maqsad va vazifalar belgilash, turizm sohasini iqtisodiyotdagi o'rnini va ulushini oshirish, xizmatlarni diversifikatsiyalash va ularning sifatini oshirishga qaratilgan.

Kalit so'zlar: Turizmni jadal rivojlantirish, diversifikatsiya, samarali reklama, infratuzilmani rivojlantirish, turistik oqim, MICE – turizm, ekstremal turizm.

Аннотация: В целях совершенствования национальной и современной инфраструктуры туризма Узбекистана, обеспечения ее эффективности и конкурентоспособности, создания экономических условий и факторов в настоящее время реализуется ряд реформ. Целью реализации данных реформ является повышение эффективности, ускоренное развитие туристической сферы, постановка приоритетных целей и задач, увеличение места и доли туристической сферы в экономике, диверсификация услуг и повышение их качества.

Ключевые слова: Бурное развитие туризма, диверсификация, эффективная реклама, развитие инфраструктуры, турпоток, MICE-туризм, экстремальный туризм.

Abstract: in order to improve the national and modern infrastructure of Uzbekistan's tourism, to ensure its efficiency and competitiveness, to create economic conditions and factors, several reforms are currently being implemented. The purpose of implementing these reforms is to increase efficiency, rapidly develop the tourism sector, set priority goals and tasks, increase the place and share of the tourism sector in the economy, diversify services and increase their quality.

Key words: Rapid development of tourism, diversification, effective advertising, infrastructure development, tourist flow, MICE - tourism, extreme tourism.

Currently, the contribution of tourism to the world economy is increasing year by year and has become one of the most important macroeconomic sectors. This sector occupies a key place in the national economy as a source of income for many sectors. In Uzbekistan, attention to this sector is also considered one of the important issues.

In accordance with the Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" and the Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611 "On the development and development of the tourism sector in the Republic of Uzbekistan" in 2019-2025, the development of infrastructure, attracting foreign investment and carrying out effective advertising and marketing work in this sector is being carried out. 2021-2025 - to increase the share of the tourism industry in the country's economy. In this direction, through the development of the necessary infrastructure and the promotion of the republic as a tourist country in the world market, the share of tourism in GDP should be increased to 5 percent (2.3% at the end of 2017), by the end of 2025, attracting more than 9 million tourists by the end of 2025, attracting more than 9 million tourists from abroad to date - 2 million.

In the long term, Uzbek tourism can not only develop in the national economy, but also enter the world and world tourism services market among the most advanced countries.

Based on the target tasks and stable indicators for the development of measures for tourism, it is possible to take measures in targeted areas.

❖ ensuring a regulatory and legal framework for the tourism sector, introducing international norms and standards that are suitable for tourism for the development of the sector, including:

- ❖ ensuring legislation supporting tourism activities, while monitoring the unification of the legislative framework with norms supporting production and industrial business entities;
- ❖ implementing phased measures to further liberalize the visa regime for citizens of safe countries, ensuring the main tourist attractions in the republic;
- ❖ attracting the private sector and creating the necessary conditions for the activity of entrepreneurs, and developing the sector;
- ❖ introducing and widely using public-private partnership mechanisms;
- ❖ developing attractive and sustainable tourism products of the Republic of Uzbekistan in various seasons, including thematic tourist zones and clusters in the countries of the country;
- ❖ Develop new tourism programs, taking into account promising types of tourism (pilgrimage, educational, ecological, ethnographic, gastronomic, sports, health-improving, rural, industrial, business, etc.);
- ❖ Develop and implement measures to develop modern and high-quality handicraft and souvenir production and “MICE - development tourism”.
- ❖ Determine the attractiveness of the proposed tourist tours by combining several types of tourism and enriching them with various uses;
- ❖ Increase the average duration of tourist tours across the country by two days, delivering up to 8 days, and moving them from the current 1.5-2.0 days to 3 days for cities;

The implementation of the above measures will help to form high-quality tourist products in our country, reduce dependence on seasonal factors and increase the load on hotels, especially in the off-season months of the year, effectively use domestic resources and expand the internal flow of tourists between regions, increasing their number from 14 million to 19 million per year, and form the image of our country as a safe country for travel and recreation with a developed tourism industry and rich tourist potential, as well as develop new tourism markets, increase the number of visitors from abroad from 4.8 million to 9 million per year, as well as increase the number of foreign partners in attracting tourists to Uzbekistan. The table below shows the indicators of the perspective plan to be implemented for 2018-2025:

T/r	Indicator name	2018 y.	2019 y.	2020 y.	2021 y.	2022 y.	2023 y.	2024 y.	2025 y.
1.	Number of foreign tourists visiting Uzbekistan (thousands of people)	5346	6041	7 010	8410	10010	10600	11250	11810
2.	Export of tourism services (millions of US dollars)	1041	1180	1360	1620	1900	2000	2080	2170
3.	Number of domestic tourists (thousands of visits)	15493	16100	17230	18806	20317	21867	23404	25010
4.	Number of hotels and similar accommodation facilities (units)	914	1100	1620	2200	2600	2800	2900	3050
5.	Number of rooms in accommodation facilities (thousands)	20,2	24	35	47	55	59	62	64
6.	Number of places in accommodation facilities (thousands)	41	49	72	95	110	122	124	128
7.	Number of tour operators (people)	983	1100	1190	1250	1320	1390	1420	1450

Note: The projected indicators may be subject to changes based on the results of the implementation of state and regional programs for the development of tourism. [National database

of legal documents (www.lex.uz), January 6, 2019 “Collection of legislative documents of the Republic of Uzbekistan”, January 14, 2019, No. 1-2, Article 5]

In Samarkand region, priority attention is being paid to work within the framework of providing new tourism destinations and products. As a result of new projects implemented in the sector, a total of 14 hotels and 28 guest houses were launched in the last five months of this year to create convenience for tourists. The number of tour operators increased by another 10. This indicates an increase of 1.8 times or 175% compared to the same period last year.

Also, in May 2022, 27,146 foreign and 330,235 local tourists visited the region, totaling 357,381. This figure is more than 159 percent compared to the same period in 2019.

The number of days tourists stayed in the region increased by 2.6 days compared to 2021. Daily expenses increased from 120.0 US dollars to 152 US dollars. Taking into account the possibility of increasing the export of tourism services by an additional 14 million US dollars per year in the future by extending the number of days tourists stay in the region by another day, systematic work is being carried out in this regard. In order to extend the period of stay of tourists, 62 new tourism destinations will be created this year.

There are 63 types of tourism in the world, including extreme, gastronomic, educational, sports, bird watching, medical, MICE, pilgrimage, mountain tourism, eco and agrotourism, and wine tourism, and the Samarkand region has opportunities to develop almost all of them.

Foreign tourists visiting our country are mainly interested in the national lifestyle and traditions of our people. Therefore, efforts are being made in the region to open new tourism destinations for tourists. In particular:

№	District	Qishok Tourism Center	Number:
1	Urgut district	Tersak	1
2	Payariq district	Choshtepa	2
3	Nurobad district	Aqsoy	3
4	Kattaqorgan district	Andoksoy	4
5	Qoshrobot district	Pangat	5
	Total:	Qishok Tourism Center	5

Work has begun on the establishment of 5 tourist villages. These tourist villages will provide a number of services, including family guest houses, catering establishments serving national dishes, pottery, and embroidery. 400 jobs will be created through the implementation of the projects. In Samarkand district, 100 tourism facilities and more than 500 new jobs will be created within the framework of the 2nd stage of the Konigil tourist village. This project will be linked to the Samarkand tourism center.

In the field of extreme tourism or safari tourism, 5 new routes have been established in the region today, including the Samarkand-Taragay route to the Amir Temur Cave with a total distance of 22 km, the Samarkand-Omonkotan-Kitab-Ayakchisoy route with a distance of 80 km, the Samarkand-Chonkaymish (the throne of Jesus Christ) route with a distance of 34 km, the Samarkand-Ohalik-Kengkotan route with an altitude of 2,239 meters above sea level with a distance of 14 km, and the Samarkand-Sharshara route with a distance of 12 km.

Extreme tourism routes such as mountaineering, mountain hiking, cycling, and speleology have been established on these routes. Also, a cable car is being built in the area adjacent to the Hazrati Davud shrine, the project cost of which is 10 million US dollars. A tourism complex will also be created on the 8 hectares of this project.

Orzu Makhmudov Street has been transformed into a gastronomic tourism street, where more than 40 catering establishments serving French, American, Russian, Italian, Turkish and Uzbek national dishes have been opened, and today a program has been developed to further increase the number of these streets. This includes transforming Islam Karimov Street into a shopping tourism street, Bozorov Street into a pub street, and Alisher Navoi Street into an art and tourism street,

thereby extending the period of stay of visiting tourists in the region and introducing new tourism destinations, creating additional tourism routes for foreign guests.

The region also has great potential for medical tourism. In particular, in dentistry, the relatively low prices compared to other countries of the world create a basis for organizing work in this area. Large-scale work is being carried out to increase the flow of tourists from neighboring countries by uniting sanatoriums specializing in radon water treatment in Nurabad district, and further expanding the activities of the Ergash Ota sanatorium in Kattakurgan district. The Intramed sanatorium under construction in Samarkand district is also being adapted to foreign tourists. Recently, the Samarkand Tourism Center, which reflects the business potential of the region, has been established, consisting of 8 4-5 star hotels with 1,300 rooms, a 3-story international congress center and exhibition complexes, thematic alleys, and the “Eternal City” historical complex. More than 10 tourism destinations (eco, water, medical, ethno, may, etc.) will be launched in this center. In particular, 4 hotels will specialize in medical tourism. One of them will offer full enotherapy-wine treatment procedures.

On March 18, 2022, the new terminal of Samarkand International Airport was solemnly opened. The new terminal will allow to increase the number of regular flights from 40 to 120 per week, and as a result of the modernization of the apron, the airfield will be expanded to accommodate up to 24 aircraft. The plan to expand the airport's route network is aimed at increasing the number of routes to 30 by 2030. For example, in 2019, flights were operated from Samarkand Airport on 5 routes. Independent studies conducted by the international analytical organization Lufthansa Consulting show that the passenger flow through this airport will increase from 480,000 to 2 million people per year.

Reconstruction work is underway at the Imam al-Bukhari complex in the Payariq district to organize the visit of pilgrims from the Islamic world. A pilgrimage tourism complex is being built here, consisting of a mosque with a capacity of 10,000 people, a thematic alley reflecting the religious heritage and tangible cultural heritage of our great ancestors on an area of 21 hectares, 3 hotels and 24 family guest houses, as well as catering establishments with the Halal standard serving 3,000 pilgrims.

In order to develop ecotourism in the area of the Koratepa reservoir in the Urgut district, large beaches and swimming pools are being created, in the area of the Kattakurgan reservoir, 5 business entities are providing recreation facilities and beach services, as well as 21 additional swimming and bathing pools for tourists in the region. This indicates that tourism opportunities in Samarkand are expanding, becoming an even more promising industry.

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