

CURRENT ISSUES OF TOURISM POTENTIAL OF UZBEKISTAN AND ITS DEVELOPMENT

Makhzuna Khushnazarova Gulamjanovna

assistant Tashkent State the University of Economics

mahzunahonim22@gmail.com

Annotation: *This article outlines the issues of tourism potential and tourism development of our country, as well as the tasks and measures to be implemented to increase the role and role of tourism in the rise of our economy and further increase the standard of living of the population.*

Key words: *Tourism sector, hotel, tourism museum, tourism culture, tourism, tourism, tourism, tourism, tourism, tourism competence.*

In the course of the research, the best practices of foreign countries in the development of tourism were studied. The article used theoretical observation, systematic approach, observation, generalization, comparative analysis, logical modeling, synthesis, comparison, analysis of fundamental and practical developments in the field of tourism, principles of objectivity, sociological and statistical research methods.

Uzbekistan is a country with great potential in the field of tourism. Uzbekistan is the main link of the Silk Road project of the World Tourism Organization, and most of the tours offered to tourists under this project pass through the territory of Uzbekistan. In Uzbekistan, mainly cultural tourism is more developed than other types. At a time when tourism has become a priority area in the countries of the world today, developing the potential of pilgrimage tourism related to our natural, spiritual, cultural, and material heritage in our country, attracting local residents and foreign tourists to it determines the state's perspective. It is known that there are more than 7-8 thousand historical monuments in Uzbekistan, 209 of which are included in the list of UNESCO World Heritage Sites. As a country rich in preservation of monuments of Islamic culture and historical monuments, Uzbekistan occupies 9th place. Uzbekistan is included among the ten leading countries in the world in terms of the number of historical architectural monuments, and four large cities have been protected by the international organization UNESCO as monuments of world culture.

33% of Uzbekistan's tourist potential is made up of architectural monuments.

Historical cities such as Samarkand, Bukhara, Khiva are unique open-air museums. It is on the basis of museumized objects in these historical cities that a number of decrees and decisions have been developed and implemented in recent years regarding the development of innovative art objects. Of the objects of cultural and historical significance, 545 are architectural, 575 are historical, 1457 are art, and more than 5500 are archaeological objects. [1] In addition, the republic has 11 national parks and state reserves, 12 nature reserves, 122 museums and many other tourist attractions.

However, for many years, this potential was not fully utilized.

For example, during 2011-2016, the average annual visit of foreign visitors to the country increased by only 8%. In 2016, the process of fundamental reform of the tourism sector of Uzbekistan began. Like all the economic sectors of Uzbekistan, the tourism sector has started to develop in a new way. In early December 2016, the head of state set the task of "rapid development" of the tourism sector and signed a relevant document on this, and a comprehensive approach to the development of the tourism sector began to be implemented.

As a result, an authorized state body, the State Committee for the Development of Tourism, was established, decisions of the head of state and the government were made to provide businessmen with tax privileges and preferences in the field of tourism, to effectively promote national tourism potential in domestic and foreign markets, and visa liberalization was carried out. [2]

Changes in the field of tourism are one of the strategic directions of the development of the national economy, which ensures the rapid development of regions. Between 2016 and 2019, there was a significant increase in the number of international tourists visiting Uzbekistan. For comparison, in 2016, 2 million foreign tourists visited the country, and in 2019, their number increased by 3.3 times to 6.7 million.[3] It is important to note that the increase in the number of tourists is different in different regions. The regulation of the tourism industry was adopted in 1991-2021 in order to increase its investment attractiveness by creating favorable conditions for local and foreign tourists, diversifying the type of tourist products and, most importantly, improving the legal basis of the sector. more than half of the 107 regulatory and legal documents - 90 documents - were signed after December 2016, thus tourism received the status of a strategic branch of the economy. Simplification of the visa regime between the countries, as well as ensuring the mobility of citizens, reduces the costs of registration and increases the flow of foreign tourists. In 2018, a visa-free regime was introduced in Uzbekistan for citizens of 9 countries. [5] For special types of foreign citizens, 5 new types of visas have been introduced, such as "Citizen", "Student", "Academic", "Tibbièt" and "Zièrat". The simplification of the visa regime has shown its positive results: in 2019, the growth in the number of foreign tourists was 26 percent on average, while the growth rate among visa-free countries reached 58 percent.

During the years of independence, there were ample opportunities for the restoration and repair of historical and cultural heritage sites and the development of international and local tourism along them. In order to develop museum tourism, the museums and reserves of Uzbekistan actively participated in tourist fairs and started organizing mobile exhibitions with interesting exhibits, booklets, photo collections and models of historical monuments. New tourist destinations have been developed to increase the flow of tourists. In the museum and exhibition halls, exhibits are constantly changed, expositions are updated and new exhibitions are organized. Electronic versions of expositions and exhibition collections, multimedia products were prepared. Opportunities to use modern information technologies were created for students.

However, it should be noted that the potential of 122 museums in our country has not been fully utilized in the development of tourism. More than 2.5 million ashes are preserved in museums, 112 thousand of them are unique not only in our country, but also in the world.

For example, visitors from all over the world come to the Savitsky, Termiz Archaeology, and State Art Museums of Uzbekistan. Unfortunately, during inspections of museums, it was noted that more than 3,000 rare and rare cultural treasures were looted in 14 museums across the country. In particular, it was found that 81 cultural treasures worth 31.5 billion soums were exchanged for fakes in the Bukhara State Museum. A total of 101 museum pieces in the "Ichan-Kal'a" state museum fund were found to be untrue. In general, the amount of damage caused to cultural heritage objects in 30 years exceeded 4 trillion soums. Therefore,

Extensive projects are being implemented in various directions of tourism in our country. In particular, in recent years new tourist destinations such as mountaineering, horse riding, camel riding, cycling, off-road trips, fishing, rafting, heliskiing, geotourism, educational tourism, and medical tourism have become popular. In recent years, MICE tourism, that is, increasing the flow of tourists through the organization of various meetings, conferences and exhibitions in Uzbekistan, has been paying great attention. Sports tournament "Game of Braves" traditionally held in Khorezm, "Bakhshichilik art" festival in Surkhondar, "Muynak-2019" car rally competitions were organized in Karakalpakstan.

Uzbekistan is the leading country with the most developed ecotourism in Central Asia. Our country attracts the attention of tourists with its rich fauna and flora, unique landscape, national traditions and culinary cuisine. Ugom-Chotqal State National Nature Park, Chotqal State Biosphere Reserve, Aydar-Arnasoy lake system and Chimèn-Chorvoq resort-recreation zones are being carried out within the framework of issues of tourism development in Uzbekistan. At the same time, there are many tourist destinations in our country, not less than Chimèn, Bildirsoy and Zomin, but their potential has not been used yet. For example, Boybulok, which is considered one of the deepest caves in the world in Boisun (the deepest in Osijë, 1,415 meters), Vishnevsky (715 meters), Teshiktash caves where Neanderthal remains were found, Darband Gorge, Uzundara Castle, a monument of ancient Hellenic culture, attracts tourists from all over the world. Such opportunities are also available in Tovoqsoy in Bostonliq, Ovjasoy in Ohangaron, Yangiabad in Angren, Miraki in Shahrisabz, Nanay in Yangikurgan, and Chodak in Pop.

Various measures are being implemented in Uzbekistan to develop medical tourism and attract more tourists to medical facilities. The dynamics of the popularity of our country's sanatoriums is as follows: in 2013, about 4 thousand foreign citizens from 26 countries of the world visited Uzbekistan for medical services, in 2015 - more than 8 thousand people from 40 countries, in 2019 - more than 24 thousand people from 49 countries visited Uzbekistan. According to information, the number of foreign citizens who visited Uzbekistan for medical purposes in 2019 exceeded 50 thousand.

It should be noted that there is a wide opportunity to develop medical tourism in our country, but the opportunities in this direction are not fully utilized. Today, only 18 of the 206 thermal and mineral water springs in our regions are used. For example, the temperature of the water in the Arashan lake system located at an altitude of 2.5-3 thousand meters in the Kamchik pass (Ohangaron district) is 36 degrees in winter, and it is not inferior to foreign resorts. Or, in Chimboy, Karaozak, Takhtakopir, Mubarek, Qarlik, there are all the

possibilities to establish sanatoriums in the area of thermal springs that come out from underground at a temperature of 40-70 degrees, but they are not used. Particular attention is paid to ensuring the priority participation of the private sector in the rapid development of the tourism industry of our country. Now, hundreds of entrepreneurs and artisans are involved in the field of tourism, they are engaged in the production of souvenir products, hotel management, and providing services to tourists. In order to attract foreign investments in the field of tourism, a number of privileges were introduced for the construction of hotels on the basis of public-private partnership. As a result, the number of accommodation facilities increased dramatically. In particular, between 2016 and 2020, their number increased from 750 to 1,308, and the number of available places increased from 34,000 to 62,000. Also, during 2018-2020, the number of guest houses increased 13 times to 1386.[4]

In conclusion, it should be noted that today in our country, great progress has been made in terms of development of the tourism industry and legal regulation and systematic development by the state. The main factor in the development of the sector was the creation of great privileges and opportunities for entrepreneurs in order to develop this sector. Pilgrimage tourism, historical-educational tourism, MICE tourism have become the main directions of international cooperation. The analysis shows that along with traditional types of tourism, new and promising directions such as gastronomic, medical, ethnographic, pilgrimage tourism, business tourism and film tourism, educational and transit tourism began to develop in 2017. At the same time, some shortcomings and unused opportunities and problems are also visible: non-compliant with international standards.

REFERENCES:

1. Джалилов О.З. Проблемы и перспективы развития историко-культурного туризма в Узбекистане (1991-2010 гг.) автореф. дисс. к анд. ист. наук. – Ташкент, 2011
2. Хушназарова, М. Г. (2022). ТУРИСТСКОЕ ОБРАЗОВАНИЯ И ПРОВЕДЕНИЕ НАУЧНЫХ ИССЛЕДОВАНИЙ ЗА РУБЕЖОМ. Архив научных исследований, 2(1).
3. Khushnazarova, M. G. (2022). The role of improving the tourism brand in increasing the attractiveness of the national tourism product. Молодой специалист, (1), 29.
4. Khushnazarova, M. G. (2021). FOREIGN STANDARDS IN THE TRAINING OF QUALIFIED SPECIALISTS IN THE FIELD OF TOURISM. Galaxy International Interdisciplinary Research Journal, 9(11), 313-316.
5. Хушназарова, М. Г., Мардонова, Х. А. К., Мусаев, М. К., & Тохирова, Д. М. К. (2021). КРАТКИЙ ОБЗОР ИСТОРИИ АЗИАТСКОГО ГОРОДА САМАРКАНД. Academic research in educational sciences, 2(2), 835-842.
6. Safarova, N. O. (2020). SHARQ MUTAFAKKIRLARINING OILA TO'G'RISIDAGI QARASHLARI. Студенческий вестник, (18-10), 55-57.
7. Aktamovna, A. D., Aktamovna, A. X., & Kuvondikkizi, T. G. (2020). A non-traditional approach to organizing lessons. Bbk, 83, 43.



8. Сафарова, Н. О. (2020). The moral importance of national values in family education. Молодой ученый, (36), 129-131
9. Y.A.Ergasheva, A.J.Eralov. Public Policy in the Field of Tourism in the Republic of Uzbekistan and its Result. American Journal of Social and Humanitarian Research (AJSHR). Vol. №3. April 2022.