

DEVELOPMENT OF TOURISM IN BUKHARA DURING THE
YEARS OF INDEPENDENCE

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Abstract: This article talks about the development of tourism in Bukhara during the years of independence.

Keywords: tourism, attractions, monuments, resorts, Bukhara, traveler, international direction.

РАЗВИТИЕ ТУРИЗМА В БУХАРЕ ЗА ГОДЫ НЕЗАВИСИМОСТИ

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Аннотация: В данной статье рассказывается о развитии туризма в Бухаре за годы независимости.

Ключевые слова: туризм, достопримечательности, памятники, курорты, Бухара, путешественник, международное направление.

MUSTAQILLIK YILLARIDA BUXORODA TURIZM RIVOJLANISHI

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Annotatsiya: Ushbu maqolada mustaqillik yillarida Buxoroda turizmning rivojlanishi yoritilgan.

Kalit so'zlar: turizm, diqqatga sazovor joylar, obidalar, kurortlar, Buxoro, sayohatchi, xalqaro yo'nalish.

Deep political and socio-economic changes taking place in the republic during the transition to market relations are also reflected in tourism, which is one of the important and promising branches of the national economy.

Uzbekistan has taken a place among the countries with a relative advantage in the development of international tourism and ensuring high competitiveness. The President of our country I.A. Karimov: "Uzbekistan has great opportunities for the development of tourism. The cities of Uzbekistan such as Samarkand, Bukhara, Khiva

are famous all over the world. There are more than four thousand architectural monuments in the territory of our republic.

"The natural and climatic conditions make it possible to receive travelers in winter"⁷⁹. The basis of tourism is no natural conditions, a large number of historical-architectural monuments, spas, holiday homes, sightseeing facilities, national parks and nature reserves that form the heritage of Central Asia since ancient times. organizes branches. At the same time, it does not give effective use to stabilize the current state of tourism in the republic.

Considering the above, the first President of our Republic, I.A. Karimov, emphasized that the development of the tourism industry and effective use of its opportunities is one of the most urgent tasks, "Tourism, in simple terms, means understanding the world, understanding the world, and at the same time going to the world stage... Tashkent, Samarkand , our cities like Bukhara and Khiva have a history of 2500-3000 years. This is a great spiritual wealth. It can be turned into material wealth by developing tourism"⁸⁰. Foreign exchange earnings from tourism in developed countries make up 10-35% of the total export volume. Rapid development is typical for the tourism sector, characterized by high annual growth rates (up to 24%) in a number of countries.

In recent years, the decrees of the President of the Republic of Uzbekistan on tourism and the decisions of the Cabinet of Ministers are aimed at expanding and strengthening international relations, integration into the international tourist market, promotion of the cultural, historical and spiritual heritage of Uzbekistan to the world community and tourists. includes activities aimed at bringing the quality of service to the level of world standards. These legal documents envisage solutions to a number of problems, along with many measures for the development of the tourism sector and its infrastructure in the Republic. These include increasing the role of the state in creating conditions that ensure the competitiveness of the tourism sector, introducing advanced experience, methods and tools of tourism development gathered in the world practice into our national economy.[1]

At present, the development of theoretical, methodological and practical approaches to solve the problems of sustainable development of national tourism in our republic, the formation of the market of tourist products, the economic methods of regulating the activities of this sector and the organizational structures of its management, and the improvement of the economic mechanism of tourism development are of great importance.

International tourism is the growing need of people to get to know countries, have fun, have fun, spend their free time productively, restore their health, participate in world and sports competitions, enrich their spiritual world, the traditions of other nations. It occupies a special place in the quest to know the habit and lifestyle.

It should be noted that, if we look into the past, humanity has always changed its sphere of action in space, discovered new lands, enriched its lifestyle, and strived for the further development and improvement of social relations. This has a positive effect on the formation and development of a person, and tourism, especially its international direction, is of decisive importance. International tourism is very multifaceted, and its components are hotel, catering, transport, trade, recreation and sightseeing, and many other areas and processes are interconnected and act. .

The role and importance of international tourism in the world economy is increasing year by year, and it is becoming one of the most profitable sectors in the world.[2]

In recent years, the deepening of the processes of globalization and international integration has a positive effect on the development of tourism. As a result of fundamental changes in the world economy and international economic relations in the last quarter of the 20th century, trade-economic, scientific-technical and cultural relations between the countries became significantly more active. The rise of economic development in different countries of the world requires the expansion of the scope of people traveling from one country to another for various purposes. This makes tourism one of the most promising branches of the national economy.[3]

According to the World Tourism Organization (WTO), today 11% of the world's gross national product, 10% of investments, 11% of the world consumer product, and 5% of tax revenues are contributed to the tourism sector. 81 XX century . From the beginning of the 1990s to the present, the average annual rate of investments in this field was 30 percent. Currently, one out of every 16 jobs is responsible for tourism. After the export of oil products and cars, tourism takes the place of oil in the world export. Spending on the development of tourism pays off quickly compared to spending on other areas. At the same time, it is not a unique and important source of the economy or a source of income, but the comprehensive development of additional systematic relations with countries, improvement of friendly relations, culture, art, traditional customs of different countries and peoples.[4]

Tourism, which is rapidly developing all over the world, can take the first place among the service industries in the near future. Currently, there are countries in the world that live, develop and get rich due to the development of tourism. In some countries, income from tourism increases the income of the country's national income. Small countries such as Andorra, Lichtenstein, Monaco, San Marino not only provide themselves with the necessary amenities, but also gain wealth due to the income from tourism. In such countries, tourism is considered the basis of the economy and provides from 20 to 50 percent of the national income.

Austria, Germany, Switzerland, Scandinavian countries have great experience in developing international tourism. In recent years, countries such as China, Malaysia, Israel, and Turkey have been doing great work in this important field.[6]

Uzbekistan has a number of opportunities for comprehensive development of the tourism sector, due to its favorable geographical location, heavenly natural conditions, it occupies a special place in the world culture and can compete with many countries with unique architectural monuments. It attracts the attention of the people of the whole world with its sweet and juicy fruits, melons and watermelons, various unique national dishes, and finally, its beautiful traditions, customs, open-faced and hospitable people. attracts.[5]

It is appropriate to mention the following words of Harish Varman, the regional representative of the World Tourism Organization for Asia, about the development of international tourism in Uzbekistan. "Tashkent and Uzbekistan in general," he says, "made a great impression on me." It can be seen that Uzbekistan and its ancient cities have great opportunities for tourism development. People's rich culture, centuries-old history, archeological objects, architectural monuments, attractive nature and, most importantly, a warm, friendly hospitable environment will amaze you. All this is a good reason for tourists to come here.[7]

As a result of researching the theoretical and practical problems of improving service quality and efficiency in hotels during the implementation of measures aimed at mitigating the impact of the global economic crisis, I came to a number of conclusions and worked out the following recommendations.

1. In the system of complex services provided to tourists, hotel services are in the central place and it is a component of every tour. However, the issue of quality and efficiency of hotel services remains an area that has been little studied by the scientists of our country and, accordingly, is poorly covered in the economic literature.

2. There are more than 100 hotels in Bukhara region alone, which can accommodate more than 3,000 guests at the same time. Such a situation requires the scientific research of this field and the development of appropriate recommendations for improving its efficiency and improving the quality of services provided to guests.

3. In order to improve the quality and efficiency of service in hotels, a system of internal and external factors affecting their change was developed, and methods of expanding tourism development opportunities were shown by determining their influence. The influence of factors such as hotel capacity, load level, sum of expenses, flow of foreign and domestic tourists, number of services provided, profitability of the hotel, qualifications of specialists, internal capabilities. its increase is due to changes in the efficiency of the hotel industry.

4. A number of indicators and methods of their determination were recommended to assess the possibilities of improving the quality and efficiency of service in hotels.

These include a number of indicators of hotel revenues, costs, profitability, and quality indicators. Methods of their detection were also shown.

5. Due to the fact that the reforms carried out in our country are aimed not at reform, but at ensuring the decent living of people, it was justified that improving the quality of hotel services should be considered not only from an economic, but also from a social point of view.

6. The analysis of the duration of tourists' visits showed that the main part of the customers staying in hotels is 1-3 (87.7%) and 4-7 days (9.64%) and uses hotel services. This situation requires the high quality of services provided to tourists during a short-term trip. This requires ensuring the promptness of services, civilized and polite service personnel, quality and variety of services.

In our opinion, the implementation of the developed suggestions and recommendations will be the basis for the development of appropriate measures to improve the quality and efficiency of service in the hotels operating in our republic, in particular in the Samarkand region.

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