

## **TRENDS IN THE DEVELOPMENT OF THE TOURISM INDUSTRY IN SAMARKAND**

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**Abstract:** *in the article, the development of tourism in Uzbekistan has been considered as a priority of the main state policy since the first days of independence. The prospect of tourism development in Samarkand was mentioned.*

**Keywords:** *tourism, service provision, decrees and decisions, export of tourism services, foreign and domestic tourism, foreign tourists, touristic potential of Samarkand.*

### **Introduction**

The tourism sector has become one of the most important economic sectors today. Therefore, many countries of the world, including Uzbekistan, are taking all measures to further develop this industry, create appropriate infrastructure at the level of world standards, and increase the flow of tourists.

Uzbekistan is a country with great potential and opportunities in the field of tourism. Due to this, comprehensive works are being carried out in our country for the development of the industry. In this regard, the issue of the development of the sector in the Decree-Decisions of the President on the rapid development of the tourism sector and the "Strategy of Actions" and the "Strategy of the Development of New Uzbekistan" created ample opportunities for the development of the tourism sector and its special types in our country and through this started a new stage of tourism development.

**Methodology.** The methodological basis of the research was based on the legal and regulatory documents, presidential decrees and decisions on the development prospects of the tourism industry in Samarkand. Also, the methods of induction and deduction were widely used in the analysis of views and opinions related to the research work. Statistical data grouping, comparative analysis, sample observation methods were used in the analysis of the data of the Statistical Committee of the Republic of Uzbekistan. Scientific abstraction and other methods were used to enrich the content of the work and give it concluding thoughts.

**Results.** The development of tourism in our country has been considered a priority of the main state policy since the first days of independence. All the necessary organizational and legal mechanisms for the development of the tourism sector were created, important regulatory documents were adopted, and this work is still ongoing.

In particular, the Law of the Oliy Majlis of the Republic of Uzbekistan "On Tourism", a number of Decrees and Resolutions of the President of the Republic of Uzbekistan on tourism, Resolutions of the Cabinet of Ministers of the Republic, guidelines of the Tourism Committee under the Ministry of Ecology and other official state agencies. , guidelines and procedures are being developed and implemented.

At the same time, the Decree of the President of the Republic of Uzbekistan on the "Uzbekistan-2030" strategy was approved in connection with the reforms that are being implemented to build a new Uzbekistan. "Increasing the number of tourists by creating ample conditions for the development of external and internal tourism in Uzbekistan" related to the priority direction of the "Uzbekistan-2030" strategy entitled "Ensuring the well-being of the population through sustainable economic growth" In accordance with the stated goal, the performance indicators of the goals to be achieved by 2030 have been determined, which are as follows:

- Increase the number of foreign tourists to 15 million, the number of domestic tourists to 25 million, and the number of pilgrims to 3 million.
- Creation of 30 large tourism clusters in the republic at the expense of attracting private investments, increasing the number of guest places by at least 2 times, building 25 ropeways in mountainous areas, increasing the number of tourism neighborhoods to 175.
- To increase the export of tourism services to 5 billion dollars, to increase the export of medical and educational tourism to 1.5 billion dollars per year.
- Introduction of the "Tax free" system for foreign tourists at all international airports for products purchased and cleared from the republic.
- Development of the national program "Masterpieces of Ancient History" and restoration of cultural heritage objects within its framework, organization of "open-air museums" in monuments.
- To further encourage the establishment of companies that provide intercity bus transportation on the scale of our country.
- Organization of a total of more than 1,000 electric charging stations, food and entertainment, trade and service points.

It is clear and obvious that such reforms carried out for the development of foreign and domestic tourism in Uzbekistan will show their results in the future.

In 2024, it is planned to attract 5 million domestic and 2.5 million foreign tourists and increase the export volume to 500 million US dollars.

Including; total during January-April of this year

708,346 (seven hundred and eight thousand three hundred and forty six) foreign tourists,

1 295 253 (one million two hundred ninety five thousand two hundred fifty three) local tourists visited.

As a result of tourist visits

Exports were made in the amount of 198 million 283 thousand US dollars. Also, 30 new tour operators and travel agents, 29 different accommodation facilities were established during January-April. A total of 618 new jobs were created during January-April of this year.

In order to attract foreign tourists, in February of this year, the representatives of our region returned from conducting promotional activities in the cities of Valencia, Spain and Hungary, which are members of the European Union. The Samarkand-Nantong business forum was held in Samarkand on March 5-6 this year. Within the framework of the business forum, presentations were made by the vice mayor of the Nantong City People's Government, the head of the Nantong City Trade Department, and the deputy mayor of the Haiyan City People's Government, as well as documents on B2B meetings and bilateral cooperation were signed. On March 15-17, the forum "Tourist potential of the regions of Uzbekistan" was held in Bishkek. On March 18-22, a presentation of Samarkand's tourist potential was held in London. In order to attract tourists from Great Britain and Ireland to our country, a presentation of "Samarkand - the tourism gate of New Uzbekistan" was held at the Embassy of Uzbekistan in London. On March 29, a theatrical performance of an artistic team from China's Shandong province was held at the Samarkand regional musical drama theater. On March 22-30, youth tourism week, goldsmithing international events were held. On April 22-24 of this year, representatives of the Tourism Department of Samarkand region took part in the "World Tourism Cities Federation Hills Tourism Summit 2024" in Wellington, the capital of New Zealand. At the summit, the tourism potential of Samarkand, conditions created for tourists and future plans were presented.

Also at the "Great Silk Road" art residence

This year, the "Silk Road" International University of Tourism and Cultural Heritage launched a large-scale "Art Residency" project, and up to now more than 5 different exhibitions have been held. In particular, the opening ceremony of the exhibition of archeological findings of the Sharjah Emirate

was held in this exhibition hall. Representatives of the delegation of the UAE Sharjah Emirate Government took part in the opening ceremony. More than 1,700 archeological findings from the Neolithic period to Islam were displayed in the exhibition about the history of relations between Arabia and Central Asia and in the Emirate of Sharjah. The exhibits were exhibited in Belgium, Portugal and Japan, and 80% of the findings were presented for the first time in Uzbekistan.

**Discussion.** By the end of this year, the value is 1 trillion. It is planned to create more than 6.5 thousand jobs as a result of the implementation of 74 tourism projects in the amount of 841 billion 980 million soums.

In particular, 55 new accommodation facilities will be established, and their total number will be 655, and the number of places will be 17,400, and the number of tour operators will be 326.

A 5-star hotel worth 30 million US dollars is planned to be commissioned in Samarkand city by "Karakol Stroy Engineering" LLC. "Wyndham" brand will be involved in the hotel on a franchise basis.

In the city of Samarkand, Arjun Construction LLC plans to put into operation a 500-bed 4+ star hotel project on an area of 3.0 hectares, worth 15.0 million dollars, through the reconstruction of the vacant hotel building facilities "Afrosiyob Palas" located on Registan street.

In the territory of Mironkul MFY, Samarkand district, the large mountain tourism complex "Edelweiss", which meets modern requirements and is worth 10.0 million dollars, will be commissioned by "Original Max Lux" FX on an area of 10.0 ha.

A modern sanatorium and hotel project worth 5.0 million dollars on 2.0 hectares of land will be put into use by "Ergash Ota" JSC in "Gozal" MFY area of Kattakurgan district.

"Samarkand Kanat Yo'llari" LLC JSC will put into operation a tourist service center worth 13.5 million dollars, a 1.5 km long ropeway project on an area of 10.0 hectares in the territory of "Aqsoy" MFY, Nurabad district.

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