



OPTIMIZATION OF TOURISM INFROSTRUCTURE IN BUKHARA

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ABSTRACT

This article is about the infrastructure of Bukhara tourism. Uzbekistan is an attractive country for both travel and pilgrimage. Outstanding scientists and thinkers known to the whole world have found eternal peace on our sacred land. Their rich spiritual and cultural heritage is still of great interest throughout the world. This article examines the practice of tourism development and describes the current principles in this area.

KEYWORDS: *Infrastructure, Tourism Infrastructure, Development Problems, Spiritual And Cultural Heritage, Cultural, Historical, Religious (Pilgrimage), Adventure, Educational.*

INTRODUCTION

Bukhara has been a place of saints since ancient times. Bukhara is translated from Sanskrit as "Vkhara", which means the place of the saints. In this article we will tell you about the tourist infrastructure of our hometown.

Bukhara is one of the oldest cities in Central Asia, the largest and most famous trade centers on the Great Silk Road. Over the millennia, the city has won worldwide fame for its rich, unique history of formation, inextricably linked with the most important milestones in the development of global civilization, a truly enormous contribution to the development of cultural, educational and spiritual and religious values.

A direct proof of the historical value, cultural and civilizational significance for the entire enlightened world was the inclusion in 1993 of the historical center of the city of Bukhara in the list of UNESCO World Heritage Sites. [1]

During the period of independent development, the promotion of the tourist potential of the city of Bukhara and the Bukhara region, as well as the entire tourism industry of Uzbekistan, the formation of a modern tourism infrastructure, the creation of favorable conditions for tourists is constantly in the zone of increased attention of the state. To date, the number of subjects of tourist activity in the Bukhara region, engaged in the development of the tourism industry and related infrastructure, is increasing at a steady pace. [2]

Tourism is one of the most important sectors of the economy. Further improvement of this sector is required, making effective use of the existing opportunities. Uzbekistan is an attractive country for both travel and pilgrimage. Outstanding scientists and thinkers known to the whole world have found eternal peace on our sacred land. Their rich spiritual and cultural heritage is still of great interest throughout the world. [3]Tourism from the standpoint of the interests of the development of regional tourism considered:- as a target resource for restoring the vital forces of the local population and visiting tourists;- as an independent economic complex providing employment of the population and the receipt of additional income in the region;- as a factor in the preservation of the natural and recreational potential and increasing the competitiveness of the region.

The region, in turn, also has an impact on tourism. Through the following factors:- natural and geographical (nature, climate, terrain, etc.);- cultural and historical (monuments of architecture, history, etc.);- demographic (age of the region's population, an increase in the number working women, an increase in the proportion of single people);- socio-economic (raising the level of education, culture, the aesthetic needs of the population, a change in the structure of free time);- material and technical (infrastructure development - transport, accommodation facilities, catering establishments, recreational spheres, retail, etc.);- political (stability in the region, economic and financial the situation, the level of travel safety in the region).

MATERIALS AND METHODS

Today our state pays great attention to the maintenance and development of tourism infrastructure. Over the past few years, a huge amount of work has been done to create a comfortable tourist infrastructure, ensure safety and increase the attractiveness of the region for tourists. So, from July 15 in Uzbekistan for citizens of 101 countries, a visa-free regime was introduced for a period of no more than five days, following in transit through the republic. From May 1, short-term transit visas for a period of three days began to be issued to foreign citizens at the airports of Uzbekistan. A visa-free regime for a period of no more than five days was introduced in Uzbekistan on July 15 for citizens of 101 countries traveling in transit through the republic. From May 1, short-term transit visas for a period of three days began to be issued to foreign citizens at the airports of Uzbekistan. Bukhara is one of the most ancient cities not only of the Eurasian continent, but of the whole world. This is the homeland of the greatest thinkers, poets, architects such as Imam al Bukhari, Abu Ali ibn Sino, BahauddinNaqshband, Muhammad Narshahi. The city has been developing in the same place for more than twenty-five centuries, its cultural layers reach 20.5 meters. The most valuable heritage of the past is a rare combination of unique monuments of archeology (VII-V centuries BC), architecture (IX century AD), which have survived to this day. [4] Bukhara, located on the Great Silk Road, today is one of the centers of international tourism. More than 600 monuments are registered in the region, including 140 architectural monuments, 11 architectural ensembles, 300 archeological monuments. When drawing up a scientific concept for the development of tourism infrastructure, due to the absence of the sea, a mild climate in the region, other equally attractive factors that contribute to the development of tourism should be taken into account. Among them: Attracting intellectual tourists, holding scientific, scientific and practical international conferences, meetings of scientists, businessmen, conference tourism. A special place in the region should take cultural, historical, religious (pilgrimage), adventure, educational, educational, regional, ecological tourism. [5] In Bukhara, 49 particular emphasis can be placed on displaying and introducing traditional folk crafts. The first steps have already been taken to this, for the tenth year the international festival "Silk and Spices" has been held in Bukhara, during which the number of tourists significantly increases. For the further development of the sphere, first of all, it is necessary to improve the necessary infrastructure. The decree of the President of Uzbekistan Shavkat

Mirziyoyev "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" dated December 2, 2016 serves as an important factor in ensuring the further development of the tourism sector, giving tourism the status of a strategic sector of the economy, and effectively using the tourism potential in the regions. Over the past period, in accordance with the instructions of the head of our state, programs have been adopted aimed at improving the tourism infrastructure in Khorezm, Bukhara, Samarkand, Surkhandarya, Kashkadarya, Jizzakh and Fergana regions, organizing new tourist routes and widely promoting the tourism potential of the regions.

RESULTS

In particular, in Bukhara and Samarkand, work is underway to create round-the-clock tourist zones "Ancient Bukhara" and "Samarkand City" with an area of 10 hectares each, which will provide services to tourists. However, there are problems that hinder the accelerated development of tourism and the effective use of the tourism potential in the region: - firstly, the imperfection of statistical accounting of indicators of the development of the tourism industry in Uzbekistan, which makes it difficult to conduct a comprehensive assessment and obtain real data on tourism activities and their contribution to the country's economy; - secondly, insufficient development of the tourism industry and related infrastructure is caused by a shortage of 3-star and 4-star hotels with a modern level of comfort and an average price category; imperfect engineering, transport and social infrastructure in tourist centers; insufficient quantity and quality of service of roadside infrastructure facilities; insufficiently comfortable tourist information environment and lack of information centers; shortage and high degree of wear and tear of vehicles used to transport tourists; - thirdly, the lack of competitiveness of the national tourist product due to high rates for accommodation and air travel; limited and poor service in tourist centers; an insignificant range of event events across the republic that can satisfy the dynamic and demanding demand of the modern consumer; the lack of a client-oriented policy for the management of cultural institutions; the duration of the "off-season"; [6] 50 - fourthly, there is a high turnover of personnel among service workers due to seasonality; small business lacks modern methods of human resource management; - fifth, weak advertising campaign of the Republic of Uzbekistan on the international market of tourist services associated with insufficient promotion of the national tourist product and low information support of tourists about the available tourist potential.

DISCUSSION AND CONCLUSIONS

In Bukhara and the Bukhara region, it is planned to **build new hotels, cultural, recreational and shopping and entertainment centers** and other tourist infrastructure facilities with the creation of the necessary conditions for the development of tourism.

Will be improved catering system and **created the conditions for an evening of leisure tourists** in including through the construction of restaurants, of theatrical concert performances of Uzbek national music, demonstration of national customs and traditions in the area of cultural heritage. [7]

It is planned to **improve transport services, develop air and railway infrastructure**, increasing the number of flights and flights of the Afrosiyob electric train. Highways leading to tourist display sites will be built and reconstructed . [8]

A new "shopping" street will appear in the center of Bukhara with a network of specialized shops for souvenirs and gifts. On the tourist infrastructure facilities **will install ATMs and terminals, arrange currency exchange points and Wi-Fi-zone** in crowded places tourists.

It is planned to improve the tourist infrastructure around the Agutma lake of the Shafirkan region, overhaul the Visit Center of the Jeyran ecological center and build a zoological park around it. The necessary conditions for hunting, beach and sports tourism on the Korakir lake of the Peshkun region will be provided. Improvement of the territory around the Afshona museum with the construction of specialized hospitals is expected.

"Urgent measures" will be taken to **fully restore the Arc complex**. The restoration (clearing) of the destroyed part of its courtyard will be completed by 2021. [9]

A **tourist zone "KadimiyBukhoro" will appear** in the city. On its territory contemporary low-rise hotel, cultural, recreational and shopping centers for a full day and night leisure foreign tourists. In addition, in the historical part of Bukhara on the territory of the Shakhriston **market, a quarter of artisans and a covered market will be built**, consisting of two-storey houses, with traditional craft workshops and shops selling national souvenirs, gold embroidery products, books, fruits and vegetables, sweets and other products in demand among tourists. [10] The implementation of this project will involve, among other things, direct investments and charitable funds of the Russian businessman Alisher Usmanov.

A long-term concept for the planning of the historical part of the city of Bukhara and the restoration of objects of material cultural heritage will be created with the assistance of leading expert consultants from European countries. During construction and repair and restoration work in the specially protected historical and cultural territories of the Bukhara region, interference in their architecture will be minimal.

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