

## OPPORTUNITIES FOR INTERNATIONAL TOURISM DEVELOPMENT IN BUKHARA

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### Abstract:

**Bukhara region has great tourism potential. Bukhara attracts many tourists from all over the world to Uzbekistan. However, there are a number of factors that seriously hinder the flow of tourists. The main goal of the article is to analyze the development of innovative processes in the field of tourism, bring international tourism in the Bukhara region to a new level, rationally use domestic opportunities and create a modern tourist infrastructure for foreign investment.**

*Keywords: international tourism, architectural monuments, foreign investment, tourism services, tourism cluster.*

### Introduction

Bukhara is one of the most famous places for its nature and ancient monuments. Today the number of tourists is growing. For this reason, a number of positive initiatives in the field of tourism have been implemented and are being implemented in the region. In particular, the Resolution of the President of the Republic of Uzbekistan dated May 19, 2017 No. PK-2980 "On measures to accelerate the development of tourism potential of Bukhara region and Bukhara city in 2017-2019" was adopted. The Program for Rapid Development of Tourism Capacity of the city has been approved and is being implemented.[1]

When talking about the development of international tourism in our country and raising it to a new level, the rational use of domestic opportunities, first of all, it is necessary to focus on such centers as Samarkand, Bukhara, Khiva, Shahrisabz, which are rich in ancient cultural and architectural monuments. These cities have historical monuments that amaze and amaze the world. In many countries of the world, Uzbekistan is famous for these cities. The construction and architectural monuments erected in these cities have fascinated foreign tourists for centuries. Such historical cities of Uzbekistan can rightly be called "Jewels of the East". Great poets, writers and historians admired the beauty of these cities, the craftsmen and architects who lived in them.

Bukhara is one of the most important historical and cultural centers on the Great Silk Road. Bukhara, like Samarkand, is a city of ancient historical significance, rich in ancient architectural monuments, which attracts many tourists. Known and famous for its more than 140 architectural monuments, Bukhara has retained the appearance of an ancient eastern city

more than any other city in Central Asia. The city of Bukhara is a true annals of Central Asian architecture, reflecting the millennial history and the main stages of development. Each monument in the city has kept the secrets of its long past. The age of this wonderful city is measured by several decades. It is known that in the autumn of 1995, at the 28th session of the UNESCO Conference in Paris, it was decided to celebrate the 2,500th anniversary of the city of Bukhara on a global scale, and this conference was held with great solemnity.

In the distant past, the extensive international trade routes from the territory of Bukhara, which were important for that period, first of all, the Great Silk Road, allowed the development of the territory of Bukhara. Bukhara has rightly been called the abode of honor, the Kaaba of sincerity, and the gathering place of celebrities. The charm and uniqueness of ancient Bukhara lies in its unique architectural monuments. For centuries, Bukhara has been a leader among the cities of Turkestan. This period of urban development is characterized by the development of handicrafts, trade, construction equipment, science, literature and art. Famous Central Asian poets Ferdowsi, Rudaki, the world-famous encyclopedic scholar Abu Ali Ibn Sino and others lived and worked here. Bukhara has a special place in the Muslim world. There are many historical and cultural monuments in Bukhara, which allows to call Bukhara a museum city.

The mausoleum of Ismail Somoni, a wonderful monument of Muslim history, has been preserved for many years and has survived in good condition to this day. It reflects the best achievements of early medieval architecture. Despite the simplicity of the mausoleum's composition, it amazes with the variety of architectural methods and is rightly considered the "Pearl of the Orient". It is impossible to imagine Bukhara without the Big Tower. The tower, one of the most famous architectural monuments in Central Asia and built more than 900 years ago, has a special place in the image of Bukhara. It is sometimes called the Death Tower or the Death Tower. Legend has it that criminals and unfaithful women who were sentenced to death were thrown out of it.

In the central part of Bukhara there is an ancient fortress - the Ark. The museum is the oldest architectural monument in the city. Other monuments in the city are also of great interest. Chorminor Madrasah with four high minarets, Balahovuz Mosque with twenty wooden porches, Abdulazizkhan, Mir Arab Madrasahs and other tourist attractions attract attention. It is impossible not to mention the magnificent building of the Summer Khan's Palace, such as Sitorai Mohi-Khosa. According to historical monuments, the palace combines the creative potential of European craftsmen invited from wonderful local and other places. This monument occupies a magnificent green area. Among the many buildings in Sitorai Mohi-Hosa Palace, the "White Hall" for ceremonial receptions stands out.

Bukhara, the administrative and economic center of Bukhara region, has a population of more than 240,000. There are a number of industrial enterprises in the city. Gold embroidery

and tea weaving made Bukhara famous in the world. Items created by skilled local craftsmen - artistic suzannas, women's clothes, various tea belts, gold doppies, are known far and wide from our republic. Bukhara attracts many tourists to Uzbekistan from around the world. If we take into account the analysis of tourists coming here in the past years, it is very popular, especially from Muslim countries [2].

In recent years, Uzbekistan has built magnificent facilities, cultural recreation areas and shrines. In recent years, our country has hosted major world championships in boxing, Uzbek national wrestling, tennis, and these events attract tourists from many foreign countries. These factors should not be overlooked in the development of international tourism. Along with other regions, countries, cities, historical monuments, architectural monuments and beautiful nature, people want to see the way of life, customs and traditions of the local population, ie ethnographic tourism. Therefore, travel broadens the human mind, serves to gain a deeper understanding of the world, to know and study other peoples, and brings people closer to each other politically. This, in turn, is an important factor in the development of economic and cultural ties between countries.

Another factor that seriously discourages the flow of tourists is that tourists come to see the most famous monuments in Uzbekistan and the entire city-building ensembles. However, the reception of tourists by these facilities is extremely low. One of the most important directions in the state policy of tourism development is the establishment of joint ventures, the joint development and construction of tourist complexes, the attraction of foreign direct investment in the modernization of existing facilities around the world. Among the priority areas of foreign investment are the creation of modern tourism infrastructure, including transport, telecommunications, information services, business infrastructure. Without them, the transition to a real market economy and the expansion of international investment will not be possible. The desire of foreign investors to maximize profits, as well as the favorable conditions for the future implementation of this project - the main driving force of any investment process with foreign capital.

Innovative processes in the field of tourism reflect the systemic relationship of the elements of production, distribution, exchange and consumption. Since the main purpose of tourism is to adequately meet the spiritual and material needs of tourists, the innovation process should be directed to this end. Tourists' needs can be met only with quality and responsive services. Therefore, the innovation process is mainly aimed at improving the quality of tourist services and restoring consumer prices. The purpose of the management of these processes is to ensure the smooth operation and development of tourism infrastructure and the use of resources [3].

At present, local governments are not able to ensure systematic management of the implementation of innovative processes in the field of tourism. Management is mainly involved in controlling the quantity and quality of the general fund of enterprises, the

introduction of railway and bus transport services. Given the wide open socio-economic structure of the tourism services sector, the lack of a unified system of governance leads to a mismatch between the goals and objectives of the tourism market and a decline in competitiveness. New centers of economic growth require the creation of tourist clusters to ensure the effectiveness of innovative processes based on the harmonization of goals and attitudes of businesses and consumers of tourism services. This, in turn, will allow for the transition from quantitative to qualitative changes, as well as to prepare the ground for future competitiveness and the establishment of a long-term development strategy of tourism enterprises in the region.

Clearly, any complex territorial structure, as well as the tourism cluster, needs the coordination of the activities of various types of economic entities by the state and local governments. In order to increase the effectiveness of the implementation of innovative processes in the tourism cluster, an economic organizational mechanism of management is proposed. This mechanism assumes that the control system of the movement is compatible with the objectives, methods, means and other elements that are the elements of control.

One of the important tasks of the economic organizational mechanism for the management of innovation processes is the interaction of the participants of the tourism cluster, the creation of new forms and means of cooperation. In order for cooperation in the field to be continuous, effective and creative, it is necessary to take into account the characteristics of the innovative processes taking place within the tourism cluster. In this environment, a dynamic approach is the basis for choosing a methodological direction, while a goal-oriented approach covers the whole process of management, from planning to control. Eventually, the strategy will be implemented and results will be achieved.

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