

PRINCIPLES OF BUILDING AND DESIGNING TOURISM CITIES IN UZBEKISTAN

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Abstract

Uzbekistan's rich historical and cultural heritage has the potential to attract visitors from different parts of the world. However, it is clear that there are challenges that need to be overcome in order to fully realize this potential. The article includes proposals for infrastructure development and service provision. Quality improvement and promotion efforts offer a strategic roadmap for the development of the country's tourism industry. By investing in these areas and implementing supportive policies, Uzbekistan can become more competitive and can move towards becoming an attractive tourist center. With the right initiatives, the country will definitely achieve significant growth in the tourism sector..

Keywords: *World Tourism and Travel Council (WTC), tourist visits, favorable conditions for tourists, service improvement, tourist attractions, advertising, competitive countries in tourism, Kazakhstan, Kyrgyzstan, Tajikistan, historical and cultural heritage , archaeological monuments*

Introduction

According to the assessment given by the World Tourism and Travel Council (WTC), Uzbekistan ranks 150th among the countries of the world in terms of tourist visits.

Despite the fact that our country has a place in the world tourist market, the level of creating comfortable conditions for tourists, improving service, increasing the attractiveness of tourist attractions, and strengthening advertising is very low. Therefore, thinking about a significant increase in this regard depends on these factors.

In the ranking of competitive countries in tourism, the 140 most attractive tourist destinations in the world (in terms of cultural resources, cheap infrastructure, price of tourist products, level of security, international transparency) were recorded, and Kazakhstan is on the 85th place in this list. , Kyrgyzstan ranks 116th, Tajikistan ranks 119th, and Uzbekistan ranks last among Central Asian countries and is not included in this ranking.

Recently, I saw an article on one of the official websites that 1,800,000 tourists visited our country in the first half of 2017, which is a 17% increase compared to 2016. In my opinion, these figures are somewhat exaggerated. Because I myself work in the field of tourism, I think so. I will try to show the reasons for this in the course of my article.

Extensive work is being done to develop tourism in our country. What should we do to further increase the flow of tourists, to attract them more than ever?

Uzbekistan has a large historical and cultural heritage - more than 7,300 ancient, architectural and archaeological monuments. Most of them are located in the cities of Samarkand, Bukhara, Khiva, Shahrisabz, Termiz, Kokan and Tashkent. More than 200 historical monuments and monuments in our country are included in the UNESCO cultural heritage list.

Why can't we introduce them to the world when we have so many historical and rich cultural heritages? For this, we have enough valuable and commendable historical heritage. 15 million tourists visit the French city of Paris a year. And we do not go beyond counting the number of tourists every year, and if there is a slight increase from the previous year, we vote it out. Is it possible that we cannot achieve the result of a single town while being a country with a large tourist potential?

The figures show that 1 million 800 thousand tourists visited our country. If the main tourist season in our country begins in the middle of March and the end of the first season lasts until the end of June, it is difficult to imagine that so many tourists will come and go during this period.

In addition, we do not have enough hotels, all of them are almost equal to the prices of hotels in European countries, and the price is increasing significantly every year. In this regard, if we "appeal" to Paris again, the number of hotels in the city and its surrounding areas is 4,260. In our country, this indicator is 4 and a half times lower than the national level, that is, there are only 750 hotels in our country.

According to data, at the moment the share of tourism in the country's gross domestic product is 2 percent. This is a very low indicator. The number of companies and organizations that have implemented tourism activities is 433.

On December 22 of this year, the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, in his Address to the Parliament, made the following comments about the tourism industry among all other sectors:

"Today, tourism is one of the promising industries that bring high income to the national economy. Uzbekistan is a country with great potential in the field of tourism. There are more than 7,300 objects of cultural heritage in our country, and about 200 of them are included in the UNESCO list.

At the same time, it is possible to open new tourist destinations using the opportunities of our country's unique nature and beautiful resorts. Actively involving world brands in this field, we need to pay special attention to the development of pilgrimage tourism, ecological, educational, ethnographic, gastronomic tourism and other branches of this field. In this regard, we should take into account that the use of public-private partnerships opens wide opportunities for the development of the sector.

It is necessary to develop and accelerate the program of visiting holy places and monuments in the cities of Samarkand, Bukhara, and Tashkent. It is necessary to fully utilize the great opportunities in the field of domestic tourism."

Also, the decree of the head of our state dated December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan" is significant in that it aims to eliminate the errors and shortcomings encountered in the sector and to develop it consistently.

When the President spoke about tourism at the extended meeting of the Cabinet of Ministers, dedicated to the main results of the socio-economic development of our country in 2016 and the most important priority directions of the economic program for 2017, the development of such a profitable sector is being neglected. emphasized the need to take specific measures to

increase its contribution to the development of the economy of Uzbekistan, to promote our historical and cultural values, as well as to replenish foreign exchange reserves.

With its rich history, colorful cultural heritage and amazing natural landscapes, Uzbekistan has the potential to become a major tourist destination. To fully exploit this potential, the country needs to carefully develop and design tourism cities that can attract domestic and international visitors. In this article, we consider the principles that can guide the process of establishing and designing tourist cities in Uzbekistan.

1. Preservation of cultural heritage: Tourism cities in Uzbekistan should be designed in such a way as to preserve and showcase the country's rich cultural heritage. This includes restoration and preservation of historical monuments, traditional architecture and cultural monuments. By infusing the historical character of the cities into the design, visitors can get acquainted with the unique cultural identity of Uzbekistan.

2. Sustainable development: Sustainable development should be the main principle in establishing tourism cities in Uzbekistan. This includes green infrastructure, waste management systems and energy efficient practices. By prioritizing sustainability, Uzbekistan can minimize its environmental impact and ensure the long-term viability of the tourism industry.

3. Infrastructure and Accessibility: Well-planned infrastructure and accessibility are essential for the success of tourism cities. This includes the development of modern transport systems, including airports, roads and public transport, as well as the provision of adequate accommodation, restaurants and entertainment facilities. Easy accessibility encourages more visitors to explore the country's tourist cities.

4. Promotion of cultural exchange: Tourist towns should be designed to provide cultural exchange between local residents and tourists. This can be achieved by establishing cultural centers, museums, art galleries and theaters where traditional music and dance can be performed. Creating opportunities for interaction and collaboration will enrich the visitor experience and help deepen the appreciation of Uzbekistan's culture.

5. Diversification of tourist offers: To attract a wide range of tourists, tourist cities in Uzbekistan should offer a variety of tourist experiences. This includes heritage tourism, adventure tourism, ecotourism, culinary tourism and wellness tourism. By diversifying its tourism offers, Uzbekistan can satisfy the various interests of travelers and encourage them to stay longer.

6. Cooperation with the local community: Cooperation with the local community is important in the establishment and design of tourist towns. Involving local people in the planning process, providing economic opportunities and preserving their traditional way of life are key aspects of building sustainable and inclusive tourism destinations.

In conclusion, in the construction and design of tourism cities in Uzbekistan, the preservation of cultural heritage, sustainable development, infrastructure and comfort, promotion of cultural exchange, diversification of tourist offers, and the preservation of cultural heritage, promotion of cultural exchange, diversification of tourism offers, and cooperation with the local community should be followed. Following these principles, Uzbekistan can create vibrant and attractive tourism cities that attract visitors from different parts of the world, contribute to the country's economic development and cultural exchange.

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