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IMPROVEMENT OF WAYS TO DEVELOP TOURISM INFRASTRUCTURE IN SAMARKAND REGION

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Today, the tourism industry is considered as an income sector of economy. In particular, several works are being carried out in the regions of Uzbekistan to develop and improve the modern tourism infrastructure. In addition, regulatory legal documents, new standards and management systems regulating tourism activities are being improved. The decree of the President of the Republic of Uzbekistan dated 05.01.2019 No-PF-5611 on additional measures for the rapid development of tourism in the Republic of Uzbekistan was adopted [1]. Accordingly, comprehensive measures for the development of tourism in the country as one of the strategic sectors that ensure the diversification of the national economy, the rapid development of regions, the creation of new jobs, the increase of incomes and living standards of the population and the increase of the country's investment attractiveness are phased According to statistics, about 7 million foreign tourists came to Uzbekistan for tourist purposes in 2023 and their stay in the country increased to four days on average, which is 1.3 times more than in 2022. This positive situation means the rapid development of tourism in our country by increasing the level of world interest in our cultural heritage objects.

Tourism infrastructure is one of the important issues of the tourism sector and it implies effective use of natural-climatic, historical-cultural, educational, social and internal tourism resources. We know that Samarkand region was considered the tourism center of Uzbekistan. It is a center of ancient history, cultural heritage objects, old traditions. Decision of the President of the Republic of Uzbekistan, dated 24.12.2022, No-PQ-455 on additional measures for effective use of tourism and transport authorities of Samarkand region and development of the region on the basis of the concept under "Samarqand - tourism gate of the new Uzbekistan" accepted [2]. Accordingly, to increase the flow of foreign and local tourists to the Samarkand region, creating the necessary conditions for the effective use of the potential of the new tourism infrastructure facilities, as well as improving tourism opportunities for foreign airlines at the newly modernized Samarkand International Airport, the development the system of transport and logistics of the regions were set as a main goal for the region. In that year 2022, the "Bokhiy Shakhar" complex, which has become an international tourism center, was established on an area with a total area of 7 hectares. In these architectural monuments, which embody the rich ancient history and traditions of Uzbekistan, the streets representing each region of our country and decorated with monuments of the cultural heritage of that region are the center of attention of tourists.

1. Central street. The central street with the ceremonial arch of victory is called Samarkand. Walking along the path made of natural stone, visitors can visit the national library or the puppet theater, in addition, meeting with the art of embroidery, national costumes and the art of coinage and also there they may enjoy eating Samarkand bread or samsa.

2. Fergana street. If we direct the trip to the street that reflects the Fergana region, it can be seen as the first Uzbek region in terms of carpets and satins, as well as Rishton pottery and cuisine. The main dishes of the region are the legendary pilaf and bread.

3. Bukhara and Khiva street The next legendary street is Bukhara and Khiva street. Half of the city's territory is occupied by Bukhara and Khiva's famous architecture. There visitors can see forged products, as well as Khanka and Ghiguvan pottery. In addition to the workshops, chess and applied arts schools must be visited on Khiva Street. A separate building has been allocated for exhibition-workshops of artists who create in different styles and directions, but who express a general understanding of the specific features of the visual art of Uzbekistan. In this area there are two national restaurants named "Afrosiyab" and "Buyuk Samarkand". The menu of these restaurants focuses on Uzbek cuisine and traditional oriental recipes. Most of the products are brought from Uzbekistan in order to preserve the original taste and cooking technology. The restaurant also is suitable for holding national Uzbek party events.

Samarkand region is the leading region in Uzbekistan in terms of the number of cultural heritage objects. As of January 1, 2023, there are a total of 1,607 tangible cultural heritage objects in the Samarkand region [3]. Of these:

- archaeological monuments - 975;
- architectural monuments - 562;

- monumental art monuments - 36;
- attractions – 34.

According to A.N. Norchayev's definition of tourism infrastructure, "Tourism infrastructure is a complex of organizations and facilities to satisfy the growing demands of tourists" [4]. If we interpret the given definition, while the desire of tourists to travel increases, the demand for the development of tourism infrastructure also increases. It should be noted that there are still numerous tourism resources which have not been tapped in Samarkand region. For example, The potential of tourism in districts such as Koshrabot, Urgut, Nurabad is quite high, but due to the lack of infrastructure, tourist resources in these areas remain as raw materials.

In conclusion, the following suggestions are made regarding the development of tourism potential and infrastructure in Samarkand region:

1. Increasing public transport and organizing separate routes for guests at airports, may develop tourism infrastructure in regions which effects to develop tourism types;
2. Renovation of accommodation facilities based on standards and establishment of quality service;
3. Developing and promote live advertising to the world by investing in our cultural heritage sites, natural landscapes, recreation areas;
4. Involving local communities in tourism planning and development to ensure sustainable growth and cultural preservation;
5. Developing marketing campaigns to attract tourists, both domestically and internationally;
6. Providing training programs for hospitality workers and tour guides to enhance the quality of services offered.

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