



SAMARQAND VILOYATIDA TURIZM SOHADA TADBIRKORLIKNI RIVOJLANTIRISH YO'LLARI

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Annotatsiya. Maqolada Samarqand viloyatida turizm, sohaning mazmun-mohiyati, rivojlanish istiqbollari, huquqiy asoslari, turizm xizmati sohasi sifatida iqtisodiyotimizdagi o'рни, shuningdek, mamlakatimizda turizmning muammolari va yechimlari bo'yicha takliflar berilgan.

Kalit so'zlar: turizm, xizmat ko'rsatish sohasi, turistik, mehmonxona, infratuzilma, raqobatbardoshlik, raqamli iqtisodiyot, eksport, valyuta, marketing, ichki bozor, muammo va boshqalar.

ПУТИ РАЗВИТИЯ ПРЕДПРИНИМАТЕЛЬСТВА В СФЕРЕ ТУРИЗМА В САМАРКАНДСКОЙ ОБЛАСТИ

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Аннотация. В статье представлены туризм в Самаркандской области, сущность отрасли, перспективы ее развития, правовая база, ее роль в нашей экономике как сферы туристических услуг, а также предложения по проблемам и решениям туризма в Самаркандской области.

Ключевые слова: туризм, сфера услуг, турист, гостиница, инфраструктура, конкурентоспособность, цифровая экономика, экспорт, валюта, маркетинг, внутренний рынок, проблема и т.д.

WAYS OF DEVELOPING ENTREPRENEURSHIP IN THE FIELD OF TOURISM IN THE SAMARKAND REGION

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Abstract. The article presents tourism in the Samarkand region, the essence of the industry, the prospects for its development, the legal framework, its role in our economy as a sphere of tourism services, as well as proposals on the problems and solutions of tourism in the Samarkand region.

Keywords: tourism, service sector, tourist, hotel, infrastructure, competitiveness, digital economy, export, currency, marketing, domestic market, problem, etc.

Introduction.

The rich historical heritage of our country, great personalities and the unique historical monuments created by them do not leave anyone indifferent, especially guests from abroad. Possessing a rich historical and cultural heritage, our country is one of the ten leading countries in the world in terms of tourism development. There are more than 7,000 unique historical monuments and architectural objects in our country that are of great tourist value. At present, the role and influence of tourism, like other industries, on the development of countries is increasing every day.

PF-60 of the Decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the development strategy of the new Uzbekistan for 2022-2026" in priority area 35 "rapid development of the national economy and ensuring high rates of tariff growth":

“Traveling around Uzbekistan” is planned within the framework of the program increase the number of local tourists from 12 million people and increase the number of foreign tourists visiting the republic to 9 million people. To achieve this goal, it is necessary to widely introduce barrier-free tourism infrastructure in the main tourist cities of the country. By 2026, doubling the number of people employed in tourism to 520,000 people, developing tourism infrastructure and cultural heritage sites, adopting a state program for the efficient use of more than 8,000 cultural heritage sites, turning Samarkand into a “Tourism Gateway”. “In the next five years, to increase the volume of tourist services by at least 10 times. Ensuring employment of 40 thousand people in the tourism sector. In 2022, the task was set to create the Samarkand tourist center and the necessary infrastructure, including the Eternal City historical complex.

Among the reforms being carried out in our country, program plans have been drawn up for the implementation of a number of works on tourism and its development. Strong competition in the rapidly developing tourism industry requires the use of advanced technologies in tourism activities. In particular, the urgent need is to further develop tourism in the Samarkand region, ensure the inflow of foreign currency into our economy, improve tourism services and increase competition in the domestic market, work in mutual cooperation and create our own models based on the experience of the leading developed countries of the world. This implies the relevance of the topic, and it sets the task of developing tourism in our republic, especially in the Samarkand region, finding new methods of tourist service, and increasing their efficiency. The study of these problems, their scientific analysis, making proposals for solving existing problems based on the knowledge and experience gained in this regard show the relevance of the topic.

Literature review.

The methodological basis of the study is legal documents in the field of tourism development, as well as proposals and recommendations for the implementation of the tasks specified in these resolutions and resolutions, as well as modern statistical methods and observations, analysis and generalization. methods are widely used in the collection and processing of relevant statistical data. The level of knowledge of the problem.

European scientists first tried to prove that tourism is an economic activity. One of the scientists, in particular, the definition of tourism by Walter Hunziker, which is considered the scientific basis of this field, is “the totality of relations formed by trips of foreigners to any place and resulting from their temporary overnight stays without the purpose of permanent residence or earnings - this is tourism ” (Fayzieva, 2006).

According to Khamidov (2006) professor Tourism is a complex, multifaceted concept, which, as a direction of environmentally sustainable development, is a complex of interconnected networks, a type of activity, a form of recreation, a network of the national economy and a way to spend free time. , creating many new jobs, additional income and as an important source for the development of entrepreneurship and the economy of the regions, determines the directions for the effective use of rich and diverse natural, cultural and historical objects by considering them on the basis of ensuring nature management. protection and environmental safety.

According to Weaver & Lawton (2014) entrepreneurship in the tourism sector involves the creation and management of businesses that cater to the needs and desires of tourists. This can range from accommodation and transportation to cultural experiences and gastronomy. Successful entrepreneurship in tourism requires innovation, adaptability, and a deep understanding of customer preferences.

According to Richards & Munsters (2010), the Samarkand region is renowned for its cultural heritage, including historic sites like Registan Square and the Mausoleum of Tamerlane. Leveraging cultural heritage tourism can be a significant driver of entrepreneurship. Entrepreneurial ventures can include guided tours, cultural workshops, and the creation of authentic local experiences.

Dredge & Jamal (2015) approved, that sustainable tourism practices are gaining momentum worldwide. In the Samarkand region, entrepreneurship in tourism can be aligned with sustainable practices. This includes eco-friendly accommodations, responsible tour operations, and the preservation of cultural and natural assets.

According to Buhalis & Amaranggana (2014), in the modern era, digital entrepreneurship plays a crucial role in the tourism sector. Entrepreneurs can develop online platforms and applications for booking accommodations, tours, and activities in the Samarkand region. These platforms can connect tourists with local entrepreneurs and enhance their experience [1].

Analysis and discussion of the results.

In recent years, especially in 2019-2022, attention has been paid to the improvement and further development of the regulatory framework in this area. In particular, presidential decrees aimed at strengthening the industry during the pandemic, laws and government decisions were adopted and implemented. In particular, Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. PF-5611 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan", Decree of the President of the Republic of Uzbekistan dated December 20, 2021 "Additional measures to develop family entrepreneurship and expand sources of income for the population » on events" Decree No. PQ-55, Decree of the President of the Republic of Uzbekistan dated November 28 No. PQ-4539, 2019 "On additional measures to further develop handicrafts and support artisans", Decree of the President of the Republic of Uzbekistan, 12/30/2021 Decree of the President of the Republic of Uzbekistan No. Pq-77 in And also for the further development of the tourism potential of the Samarkand region, holding prestigious international events and preparing the region to receive numerous guests from foreign countries, the accelerated development of modern tourism infrastructure and the construction of new resorts for tourists, expanding the economic national and income of the region. bases, as well as new works Among them are the resolutions of the Cabinet of Ministers of the Republic of Uzbekistan dated September 30, 2019 No. 828 "On the effective use of the tourist potential of the Samarkand region and additional measures for its development" in order to organize places.

In recent years, a number of reforms have been implemented in the Samarkand region in terms of tourism development. The creation in 2022 in Samarkand of the international tourist center "The Great Silk Road", as well as the construction of 8 modern hotels, a congress hall, the "Eternal City" complex, an amphitheater and many other facilities in this diversified center will serve the development of the industry.

As a result of the ongoing work, more than 553,000 foreign tourists have visited Samarkand since the beginning of 2022. In the corresponding period of last year, this figure amounted to 112 thousand people. The regions of our republic were visited by more than 2,300,000 local tourists, the daily expenses of foreign tourists amount to 152 US dollars, local tourists - 550,000 soums. By extending their stay by one more day, the export of tourism services will increase by an additional 14 million US dollars per year (Fig.1).

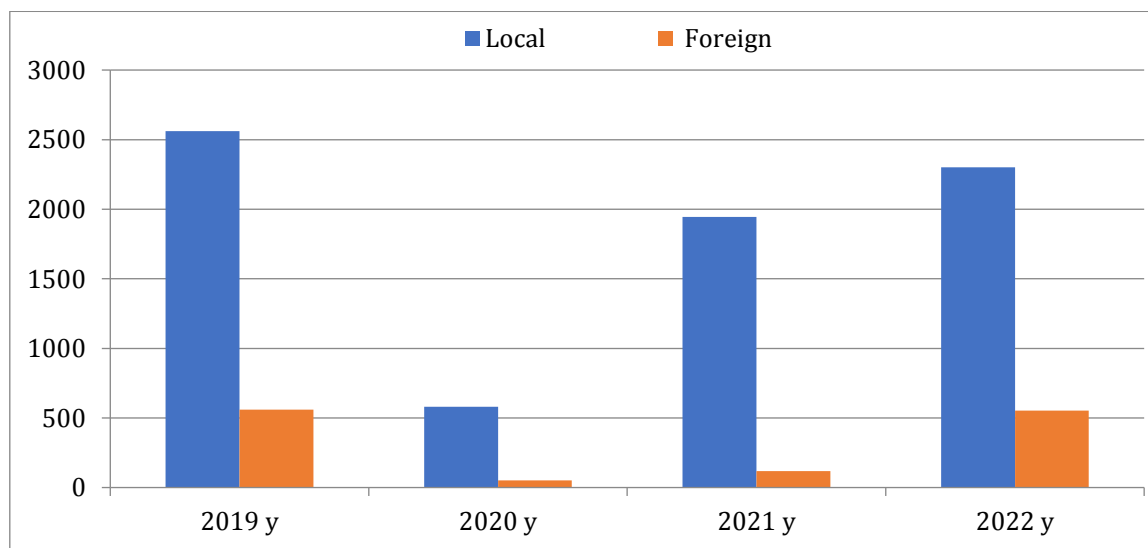


Figure 1. Visits of domestic and foreign tourists (thousand people)[14]

According to the table above, about 50% of all tourists visiting the country are tourists from the Russian Federation, followed by the neighboring countries of Kazakhstan, Tajikistan, followed by tourists from Turkey, European countries and the United States (Table 1).

Table 1

Information about tourists who visited in 2019-2022 ¹⁴

In the cross-section of states	2019 January-Septemer	2021 January-Septemer	2022 January-Septemer
Total:	359 300	112 704	553 068
Russia federation	110550	27800	213 683
Kazakistan	36700	18350	71 865
Tadjikistan	62502	31251	125 000
Turkish	5235	3079	17 050
Europe	125000	27802	95 000
Asia	12513	2120	21 400
Middle Eastern countries	2550	1052	3 550
USA and South American countries	4250	1250	5 520

In our opinion, in order to further develop the tourism sector, we consider it necessary to study and analyze the tourism markets of Turkey and Europe and present them with packages suitable for their needs.

As a result of recent actions, we see that the average length of stay of tourists has also increased (Table 2).

Table 2

Information about the average day of stay of tourists ¹⁵

№	In a period of years	Average number of days stay of tourists			Volume of exports of services rendered (million dollars):		
		2019 y.	2021y	2022 y.	2019 y.	2021 y.	2022 y.
	Total:	2.2	2	2,6	12,8	5,0	12,5

Today, the average length of stay for tourists in Samarkand is 2.6 days. This means that it is 0.6 days more than in 2021, and the volume of exports of these services amounted to \$12.5 million, which is \$7.5 million more than in 2021. It can be seen how important the development potential of the industry is for our national economy.

It can be seen that over 8 months of 2022, 18.5 thousand new jobs were created as a result of the creation of more than 21 thousand new jobs through the implementation of 365 projects worth 5.9 trillion soms only in the service sector.

The given data and figures show that the rapid development of the service sector, especially tourism services, not only develops the region's economy, but is also an important factor in its competitiveness.

Because the transition to the service economy is the main factor of the modern national economy and a source of great income. Tourism belongs to the service sector and is one of the rapidly developing sectors of the economy. Its rapid growth in our country brings a large amount of foreign exchange earnings, has a positive effect on the economy, and allows for the further development of the tourism industry.

As a result of the ongoing scientific research, it was found that the following problems exist in the field:

- Only 50% of the possibilities of historical monuments and museums in the region are used.
- Today, there are 98 potential cultural heritage sites in Samarkand region, 51 of which are currently included in tour routes.
- There are few places for tourists to have meaningful rest at night.

¹⁴ <https://www.fencing.uz/ru/page/5363/1>

¹⁵ Information of the State Statistics Committee of Uzbekistan

- There is a lack of parking spaces at cultural heritage sites.
- Samarkand International Airport has been rebuilt as a new modern one, but it is a burden that its possibilities are being used to the full, that is, in order to develop domestic tourism, it is necessary to start local flights (Urganch, Fergana, Termiz).
- It is necessary to organize medical tourism zones by combining health centers specialized in treatment with mineral waters available in the district.

Conclusions and suggestions.

Based on the above, we consider it appropriate to make the following proposals to improve the quality of tourist services in Samarkand region:

First, financing, management-organizational measures aimed at solving urgent problems and strategic tasks, as well as determining the terms of their implementation, implementation parameters and perspectives;

Secondly, improvement of regulatory and legal documents related to tourist activities

Thirdly, in Bunda, improving the infrastructure of the regions by attracting enterprising entrepreneurs and foreign investors. We believe that it is necessary to introduce special tax incentives and give preferential treatment to the import of necessary equipment and technologies.

In our opinion, taking into account that there are opportunities for the development of almost all types of tourism in the regions, it is necessary to carry out the necessary work to increase the efficiency of their development. According to the recommendations of international tourism experts, management and commercial functions should be separated in the management of the tourism industry in our country. If this recommendation is implemented, the tourism infrastructure will develop, the scale of attracting investments to new projects will increase. This, in turn, determines measures to systematically organize and improve the quality of services to residents and tourists at tourism facilities.

Additional jobs will be created through the introduction of the system of effective use of existing opportunities in the region, as well as the development of infrastructure in the fields of tourism in the city of Samarkand, Bulung'ur district, Pakhtachi district, Samarkand district, and the development of tourist services and markets that take into account the state of tourism resources visited by tourists.

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