



The Great Silk Road The Historical Basis For The Development Of National Tourism In Uzbekistan

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ABSTRACT

The article analyzes the restoration of Great Silk Road traditions during the development of national tourism in Uzbekistan. The Great Silk Road is of great importance in the emergence and development of economic, political, cultural and spiritual relations between the countries of the East and the West, and today the traditions of the Great Silk Road are being restored with the adoption of programs "One belt -one way", "TRACECA" in New conditions. The restoration of the Great Silk Road traditions has a positive impact on the development of national tourism in Uzbekistan. Great attention is paid to the formation of the infrastructure of tourism in Uzbekistan, ensuring safe tourism. All necessary conditions are created for tourists. The article also focuses on these issues.

KEYWORDS

Great Silk Road, National Tourism, the concept of Silk Road restoration, Tourism Development Policy, rich cultural heritage and national traditions, "One belt -one way", "TRACECA" programs, the formation of tourism infrastructure in Uzbekistan, ensuring safe tourism, rich historical spiritual heritage.

INTRODUCTION

The Great Silk Road is of great importance in the development of regional and international

relations in Central Asia, in the development of tourist relations. At the end of the XX and

beginning of the XXI century, great attention was paid to the restoration of the Silk Road in modern international relations and on this basis the Coordination of mutual economic-political, cultural, transport and communication relations between states within the framework of the Silk Road concept. At present, the TRACECA has been adopted an international cooperation program linking the Great Silk Road with each other in terms of economic, transport and communication, and the "Europe-Caucasus-Asia" transport corridor has a great influence on the development of domestic and foreign tourism in Uzbekistan. The implementation of the TRACECA program is connected with the plans of China to implement the strategy of "One belt -one way", the opening of the transport route – the "new Silk Road", on which shipments and passengers from China to Europe move, directly affects the development of tourism between the countries of the East and the West.

One of the main objectives of the "One belt - one way" project is aimed at supporting the global free trade order, kengaytirishga integration between Asian, European and African countries. According to calculations, the approximate economic scope of the entire project is 21 trillion US dollars. Today, more than 100 countries expressed their desire to participate in the project, more than 40 signed an agreement on cooperation with China [1. 355-356]. The implementation of the project "one way of space " shows its positive impact on the development of tourism in the international arena today.

Today, Uzbekistan has great opportunities for the development of Tourism, and there are more than 7.3 thousand objects of cultural heritage in the Republic. Of these objects of

cultural heritage, 209 are included in the list of objects of UNESCO's Butunjahan heritage, in addition, in Uzbekistan there are 11 national parks of the state reserve, 12 reserves, 106 museums and many other objects that can attract tourists. Today in Uzbekistan, great attention is paid to such issues as radical renewal of the country's tourism potential, implementation of a unified state policy in the formation of tourism infrastructure, broad promotion of the rich historical and cultural heritage of our people, ensuring safe tourism in our country, bringing national tourism products to the international tourism market. National tourism is understood to mean that the tourists of one country go to other foreign countries and move from one place within their country to another with tourist purposes [2. 6]. The historical material and spiritual heritage of the Uzbek people, Customs and traditions, ceremonies and holidays, formed and improved in the process of historical development, passed from ancestors to generations until the present time, and this process was greatly influenced by the Great Silk Road as an important factor of cultural dialogue. Taking into account the unique position of the Great Silk Road in the history of civilizations, the UNESCO Silk Road – having received the program" the way of communication", in October 1990 in Samarkand" development and formation of the "Great Silk Road of Central Asia in the past and Middle Ages", in October 1994 in "Development of tourism in the Great Silk Road", in February 1996 21-22 in Bukhara restoration of the "Silk Road", in February 21-23, 2019 in Bukhara and Samarkand "I International international political and scientific conferences" renaissance of tourism" were organized. Uzbekistan is located in the center of the historical and

modern Silk Road, in an important geopolitical and geo-economic space, has a great potential in the field of Tourism Development. Uzbekistan is a major initiator and supporter of the restoration and development of the Silk Road and Silk Road traditions [3.191].

In order to develop exchanges in the field of tourism, to promote joint programs and products under the brand "Silk Road", we are in favor of the establishment of the Silk Road International Tourism Association in Samarkand, which is located in the historical quarter of the world's civilizations and cultures. Within the framework of this initiative, we propose to conduct annual "one space – one way" tourist forums in our countries, [4. 308-309] - says President of the Republic of Uzbekistan Shavkat Mirziyoyev in his speech at the second international forum "one space – one way" in Beijing on April 27, 2019.

MAIN PART. MATERIALS AND METHODS.

Ancient architectural monuments in the territory of Uzbekistan, tourist objects served for various purposes, found osori-atikas show that our people have a rich history and high spirituality, and serve to increase national pride and pride in the minds and hearts of our citizens. Holy shrines in Uzbekistan serve the development of pilgrimage tourism, rich historical spiritual heritage, handicrafts, museums contribute to the development of educational tourism. In the Great Silk Road, a whole section of tourist services is provided for travelers[5.35].

In great history, nothing goes without a trace. It is preserved in the blood, historical memory of the peoples and manifested in their practical work. Therefore, it is powerful, - said President Shavkat Mirziyoyev,-preserving the

historical heritage, studying and leaving generations to generations is one of the most important priorities of the policy of our state [6. 29].

Today in Uzbekistan, a lot of attention is paid to advertising organizations serving tourists, State Museums, Galleries, objects of cultural heritage and protected natural areas. Preservation and reproduction of rich cultural heritage and traditions of the peoples of Uzbekistan, further development of national art, folk art and applied art, restoration and improvement of national traditions, traditions, customs, rituals, further promotion of domestic and foreign tourism "Oriental ceremonies" international music festival", "festival of status Art", "International Art Festival", "International Art Festival", "renaissance of pilgrimage tourism at the Great Silk Road junction" International Conference, International Tourism Forum, Such as the International Folk Music Festival" The Great Silk Road", events promoting and promoting our national music, culture are being held, making a worthy contribution to the development of national tourism in Uzbekistan.

At present, one of the promising sectors that will bring a high income to the national economy is tourism, says President Shavkat Mirziyoyev, – Uzbekistan is a state with great potential in the field of Tourism. There are more than 7 thousand 300 objects of cultural heritage in our country and most of them are included in the UNESCO list. At the same time, it is possible to open new tourist destinations, taking advantage of the unique nature of our country, the possibilities of beautiful recreation zones. With the active involvement of world brands in this sector, we should pay special attention to the development of

tourism, environmental, educational, ethnographic, gastronomic tourism and other sectors of this sector [7. 128-129].

At present, a lot of attention is paid to the development of tourism in Uzbekistan, increasing its role in ensuring rapid growth of the economy, creating new jobs through this, raising the potential of national tourist products in the world market. Normative-legal documents regulating relations in the field of tourism are being improved in the development of tourism infrastructure in Uzbekistan. At the same time, the effective use of Information Technology potential, the effective use of advertising in the development of national tourism, improving the activities of the participants of the information market as a means of attracting tourism, is of great importance today. It is necessary to connect to the International global Information Systems for the organization of tourism services and create local services, expand the information resources on the country's tourist opportunities in the Internet. The development of the tourism industry in Uzbekistan is a topical issue today, and the development of the tourism industry implies the efficient use of tourist resources and the high level of infrastructure providing services. Construction of modern hotels, creation of additional conditions for tourists, further expansion of tourist offices, development of tour operators, provision of hotel and restaurant services to the level of international requirements, extensive use of natural climate opportunities for sustainable development of ecotourism, restoration of historical monuments and monuments, attraction of foreign and local travelers to them, transportation to tourists, the

development of the tourism sector requires a systematic approach to improving the provision of services of translators and extracurricular persons, as well as training qualified personnel for the development of Tourism. One of the aspects that pays special attention in the process of forming the infrastructure of tourism in Uzbekistan is the issue of security of Tourism. When we say safe tourism, not only physical security is understood, but also security in the field of services, in the field of medical services is also understood.

RESULTS

When analyzing tourism systematically, it develops and develops in a state of mutual harmony with other systems, economic, political, social, spiritual, information and other spheres on the basis of complex internal relations and external relations. The tourism system has its own characteristics, purpose, functions and structure, the characteristics inherent in the tourism system are its openness, integrity, consistency and sequence. The tourism system is an open system, which operates on the basis of interconnection and interconnection with various external systems, the mutual exchange of their resources and information. The tourism system has the feature of self-development which ensures the self-preservation and improvement of the system. The purpose of the tourism system is to provide an example of creating the conditions necessary for the development of sustainable, mass and competitive tourism. The basis of the tourism system is a certain structure, which operates on the basis of the mechanism of action of relations and interaction between the elements. To the elements of the tourism system are attributed several groups of

subjects of tourist activity related to each other and to them: 1. Individuals namely tourists and their associations; 2. Subjects that produce and serve goods and services to tourists, offering consumer values to visitors; 3. Intermediaries offering tourist products in market conditions and organizing tourist trips; 4. Entrepreneurs of non-profit organizations, servants of the tourism industry, consumers of services, associations, unions and other associations that influence the development of the tourism industry; 5. Organizations preparing personnel and conducting scientific research in the field of Tourism; 6. State organizations carrying out legal regulatory activities in the field of Tourism, State, Unitary and Joint-Stock institutions engaged in the management of tourist activities, national and territorial organizations; 7. International and state organizations, international non-governmental organizations, their special institutions that help develop tourist activities; 8. It includes residential areas, local residents of tourist centers, etc., which are traveled by tourists.

The element of the tourism system is also included in it artificial or natural, in itself tourist resources – travel and visiting facilities that satisfy natural, historical, socio-cultural objects, spiritual and other exteriors of tourists, support their vital activities, restore and develop their physical strength. When the structure of Tourism system is said, it is understood that adorning is the unity of the elements and the stable connection between them, which is based on the objectives and objectives of the system, ensuring its integrity and stability. The activities of the tourism system characterize the activities of the elements aimed at the realization of a particular purpose in a continuous manner,

interrelated and interrelated. The tourism system consists of subsurface units, structures, structural elements and develops as a complex social system in direct connection with the economic, socio-political, spiritual spheres of life of society.

In the decree of the president of the Republic of Uzbekistan Shavkat Mirziyoyev dated February 7, 2017 № PF-4947 "On the strategy of actions for further development of the Republic of Uzbekistan" the following strategic tasks on the development of tourism are defined, which include the rapid development of the tourism industry, increasing its role and share in the economy, diversification and [8. 17] the tasks set out in this decree are to provide a systematic approach to tourism, it requires further improvement of the connection between its structure and its elements. Today, in addition to traditional tourism in the development of tourism in Uzbekistan, great attention is paid to the development of its visit, environmental, educational, ethnographic, gastronomic, Sports, treatment-health and other types. Currently, tourist infrastructure is being strengthened in Uzbekistan. Tirishga great attention is paid to training qualified personnel in the field, development of tourism marketing and management. The achievements in the field of international tourism are studied in a creative way and rely on positive aspects of international tourism in the introduction of foreign investors' funds in the field of Tourism Development in Uzbekistan, development of new tourism infrastructure in our country. It provides for employment of the population of providing services to tourists in Uzbekistan, creation of new jobs, development of national craftsmanship, kasanachilikni, restoration and

promotion of national values such as national dishes, national culture, national traditions, traditions, ceremonies and holidays. As a result of the development of tourism, funds from foreign and domestic tourism also have a positive impact on the development of other sectors of the economy in Uzbekistan. The development of national tourism in Uzbekistan requires training of specialists serving in the field of Tourism, Improvement of their knowledge and Skills, International Tourism University "Silk Road" is established and functioning in Samarkand on this issue. Tourism specialists are being trained in higher education institutions opened in Uzbekistan in cooperation with Russia, Korea, Turkey and European countries.

Thus, the improvement of the National Tourism system in Uzbekistan has a positive impact on the economy, politics, social and spiritual spheres of life. Innovative activities and creative thinking are required from employees working in the field of tourism in the development of national tourism in Uzbekistan, and today in Uzbekistan due to specific targeted and systematic measures, great attention is paid to the formation of the most advanced infrastructure of Tourism. Many opportunities and conditions for the formation of modern tourism industry are being created in Uzbekistan. Tourism is developing in Uzbekistan, modern tourist infrastructure facilities are being formed. Great attention is also paid to promoting the activity of entrepreneurs in the development of national tourism, the formation of the infrastructure of Tourism. All this puts the systematic study of the development of tourism in Uzbekistan on the agenda as a topical issue.

Great attention is paid to the training and retraining of personnel for the development of the tourism sector in Uzbekistan, Bachelor's and master's degrees in the fields of Tourism, International Tourism, Tourism Management, Organization of services of tourism operators, tourism marketing are being prepared in several higher and secondary special educational institutions of our country. In Uzbekistan, a lot of attention is paid to the development of the tourism sector in a way that increases the potential of the personnel serving it, the organization of the service and the preparation of qualified Gids.

Today in Uzbekistan, great attention is paid to the restoration of historical material and spiritual heritage, folklore, national clothes, traditions and traditions, ceremonies and holidays, architectural monuments, national crafts. The historical material and spiritual heritage of the Uzbek people, Customs and traditions, ceremonies and holidays, formed and improved in the process of historical development, passed from ancestors to generations until the present time, and this process was greatly influenced by the Great Silk Road as an important factor of cultural dialogue.

At present, the International Cooperation Program TRACECA (Transport Corridor Europe-Caucasus-Asia in English), linking the Great Silk Road with each other in terms of economic, transport-communication, was adopted and the work on the organization of the "Europe-Caucasus-Asia" transport corridor was carried out in 1993-2016. The main goal of the TRACECA program is to establish transport routes connecting Asia and Europe through the countries of Central Asia, and the implementation of the TRACECA will have a positive impact on the economic, scientific

and cultural development of the territories where this route passes. The implementation of the TRACECA program is connected with the plans of China to implement the strategy of "one Space-One Road", and a plan is being implemented to restore the transport route – the "New Silk Road", from China to Europe, where shipments and passengers are moving.

It is important to study the history and today's day of the Great Silk Road, giving information about the role of our people in the world history, the development of civilization, its great achievements, the rich and beneficial cooperation with other nations, and today plays an important role in the integration of Uzbekistan into the world community, the development of national tourism in Uzbekistan. National tourism plays an important role as a factor of cultural dialogue in the regions where the Great Silk Road passes.

Thus, in the 21st century, we have enough reason to believe that the Great Silk Road will come to the world again and again, and that it will be a period of restoring its previous glory in terms of strengthening effective relations between countries and peoples. Now it serves as a huge factor for the revival of continuous natural communication between the East and the West to take a deep root [9. 220].

CONCLUSIONS

Today, business in Uzbekistan, the development of entrepreneurship, increasing the standard of living of the population, ensuring a decent standard of living, creating new jobs, further improving the infrastructure of tourism, further upgrading the system of training specialists developing the industry, improving the quality of service, creating all favorable conditions for tourists coming to

our country are considered issues of urgent importance, restoration of great It will contribute to the further strengthening of the relations of peace, cooperation and harmony between the peoples of the world. Restoration of Great Silk Road traditions is one of the important factors contributing to the integration of Uzbekistan into the world community.

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