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## SOCIO-ECONOMIC BASICS OF USING THE AUTHORITY OF SAMARKAND TOURIST DESTINATION IN THE MARKET OF TOURIST SERVICES IN UZBEKISTAN

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**Abstract:** The socioeconomic issues of utilizing the potential of the Samarkand tourist destination in the market for Uzbekistan's tourism services are studied in the article in order to guarantee the steady socioeconomic development of the Samarkand tourist destination of the Republic of Uzbekistan. To better understand the meaning of the key terms "Tourist destination" and "Tourism services market," literature analysis was done. The analysis of the tourism-related activities in Samarkand from January to September 2022 is highlighted.

A model of reciprocal relations within the tourist destination has been developed and is being proposed because Uzbekistan's tourist destinations with high tourist potential also call for the development of such a model.

**Keywords:** Tourism, tourist destination, market of tourism services, potential, development strategy, analysis, relationship model.

**Introduction.** The broad reforms being carried out today in every area have as their ultimate goals the growth of our nation's economy and the enhancement of the general welfare of the populace. According to Sh.M. Mirziyoev, the President of the Republic of Uzbekistan: "One of the crucial economic sectors is tourism. This network needs to be further improved, and the best way to do that is to take advantage of the opportunities that are already available."

Comprehensive initiatives have been taken in recent years to promote the growth of tourism and sports in the republic, the widespread practice of physical education and sport among the populace, the improvement of infrastructure, the creation of favorable travel conditions by ensuring the interdependence of regions with high tourism potential, and the preservation of cultural heritage have been phased.

A lot of thought goes into ensuring that our nation's economy grows as a result of making effective use of the tourism industry's potential while economic reforms are being implemented. As stated in the Decree of the President of the Republic of Uzbekistan No. PF-60 "On the Development Strategy of New Uzbekistan for 2022-2026" dated January 28, 2022, "Ensuring Rapid Development of the National Economy and High Growth Rates" is the third priority of the development strategy of New Uzbekistan for 2022-2026. The 35th goal of increasing the number of domestic tourists from the current 12 million and increasing the number of foreign tourists (9 million) visiting defines the following priority tasks within the framework of the "Travel around Uzbekistan" program:

Infrastructure for accessible tourism is being widely implemented in the nation's top tourist destinations. The number of people working in the tourism industry should double to 520,000 by 2026.

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Adoption of the state program for the growth of the tourism industry, the development of cultural heritage infrastructure, and the efficient use of more than 8,000 cultural heritage items.

by transforming Samarkand into a "Tourism Gate," to at least ten times increase the volume of tourism services in the following five years. ensuring the employment of 40.000 people in the tourism industry the construction of the "Eternal City" historical complex and the establishment of the Samarkand tourism center in 2022 [1].

**Literature review.** National and international scientific sources are currently working to describe and categorize the wide range of activities and fields in tourism, to identify the dominant factor among them, and to identify the relationships between industries, economies, and industries.

"Tourist destination" and "Tourism services market" are two key concepts in the tourism system, where it is particularly clear how this system interacts and is interconnected with the external socio-economic macroenvironments at the regional level.

N.S. Ibragimov claims that the words "destination" or "tourist destination" are how the term "Destination" is expressed in Uzbek [3];

A destination, in the words of H.M. Mamatkulov, is a region or location that provides a particular service, caters to tourists' needs, and fulfills their objectives [4];

According to E.G. Alyonova, a tourist destination is a location with a border—real or imagined—such as a physical, political, or market border that draws a steady stream of visitors because of its allure. The money received from tourists supports all of the historical and culturally significant locations that are currently in existence. The primary objective of management entities in the organizational and economic mechanism of the formation of a tourist destination is to create, support, or change the desires and opinions of consumers-subjects of the region's tourist product [5];

A.F. Gorokhov asserts that a tourist destination should be viewed as a group of travel-related goods that are intensively produced and consumed, and are embodied in time and space [6];

According to Z.O. Rakhimov's scientific work, a "tourist destination" is any location, address, place of residence, or historical pilgrimage that is visited by people who do not reside locally and do not fall under the definition of the local population. [7].

The market for tourism services has received a variety of definitions to this point. Including:

I.S. Tukhliev claims that the market for tourism services is a front that brings together supply and demand, ensures the sale and purchase of tourist goods, and establishes business ties between the manufacturer and the buyer of tourist goods. [8];

In accordance with B.Sh. Safarov's tariff, the market for tourism services is a setting that fosters the activity of customers who have the ability and desire to buy goods produced by an economic entity (tour operator, tour agent). [10].

**Methodology.** The socio-economic challenges of utilizing the potential of the Samarkand tourist destination in the Uzbekistani market for tourism services were researched, and the reforms made and put into place in the area of tourism development were highlighted, in order to ensure the steady socio-economic development of the Samarkand tourist destination of the Republic of Uzbekistan. Scientific findings and recommendations have been developed regarding the potential for the growth of the tourism industry and the more thorough and efficient utilization of the enormous potential of

Samarkand as a tourist destination. The research process included the use of scientific abstract thought, logical approach, comparison, systematic approach, logical statistical analysis, sociological survey, and expert evaluation methods.

**Results.** There are 13 different types of tourism (pilgrimage, excursion, gastronomic, business, ecotourism, ethnotourism, mountain-extreme, sports, business, education, medical) that can be engaged in when visiting the Samarkand tourist destination between January and September 2022.

32 new hotels with a combined total of 4248 beds and 2075 rooms opened in Samarkand in 2022. Thirteen new hotels were put into service in September, totaling 1420 rooms and 2899 beds. Seven additional new hotels with 840 beds are expected to open by the end of 2022.

553 thousand 068 foreign tourists from 114 countries visited the Samarkand region between January and September 15, 2022. (Table 1).

Today, visitors stay for 2.6 days on average. Foreign tourists spend 152 US dollars per day, while domestic visitors pay 550,000 soums. The export of tourism services will rise by an additional 14 million US dollars a year if they stay an extra day.

The implementation of 365 projects totaling 5.9 trillion soums will generate more than 21,000 new jobs in the service industry. In 2022's first eight months, 18,500 new jobs were created. Within the framework of the second stage of the Konigil tourism village in Samarkand, more than 500 new jobs and 100 new tourism facilities will be created. The Samarkand tourism center will be linked to this project.

The Flydubai airline's inaugural flight from Dubai to the United Arab Emirates stopped in Samarkand. Initial flight schedules call for 2 weekly departures, then increase to 5 weekly departures.

**Table 1**

**Dynamics of tourist visits to Samarkand tourist destination in 2017-2022 (January-September 2022)<sup>1</sup>**

Indicator name	Years					
	2017	2018	2019	2020	2021	2022
<b>Visits of domestic and foreign tourists (thousands of people)</b>	<b>1 160,6</b>	<b>2 456,0</b>	<b>3 120,0</b>	<b>633,2</b>	<b>2 062,4</b>	<b>2 853,0</b>
Visits of domestic tourists (thousands of people)	1 100,0	2 105,0	2 560,0	581,2	1 943,4	2 300,0
Visits of foreign tourists (thousands of people)	60,6	351,0	560,0	52,0	119,0	553,0

<sup>1</sup> Манба: Samarqand viloyati turizm va madaniy meros bosh boshqarmasi ma'lumotlari asosida tayёрланди.

Several investment projects are currently being planned for the growth of Samarkand as a tourist destination. Including:

- In the vicinity of the Hazrat David shrine, a ropeway is being constructed with a \$12 million US project budget. In the 8 ha area, a tourism complex will also be built as part of the project. (2022-2023 year);
- The "PET AGRO OIL" LLC JV project in Toyloq district cost 50 million dollars. launching a project that includes building a new mosque, a library, and classrooms as well as renovating the tomb of Imam al-Dorami, the mentor of Imam Al-Bukhari. (2022-2025 years);
- commissioning by JV "SAG" by the end of 2022 of a 300-bed, 5-star hotel project valued at \$10 million USD in the Payariq district (2023);
- A 110-bed hotel, a logistics hub, and a recreation center worth \$7 million USD will be completed by the end of 2022 by "Bro Beans" LLC in the Toyloq district (2023).

At the same time, Samarkand, a popular tourist destination, underwent extensive renovation and construction work. A few examples include:

- The Samarkand tourism center, the biggest tourist hub in Central Asia, combines business, cultural, medical, and culinary tourism facilities. It has 14 cottage towns, a central square with a fountain, Gashtak (an artificial lake for fishing), a congress center, 8 hotels, and the historical-ethnographic park "Boqiy Shahar."

The largest congress facility in the CIS nations fosters the growth of both business and business tourism. The center's grounds cover 260 hectares. The functional area of the congress center is 18,000 square meters, there are 31.8 km of pedestrian and bicycle paths, and there are 1,185 rooms in 8 hotels (including 2 5-star hotels), which can accommodate more than 2,000 people at once. Of this, more than 170 hectares of land have been improved.

- "Konigil" is the first tourism village in Uzbekistan.

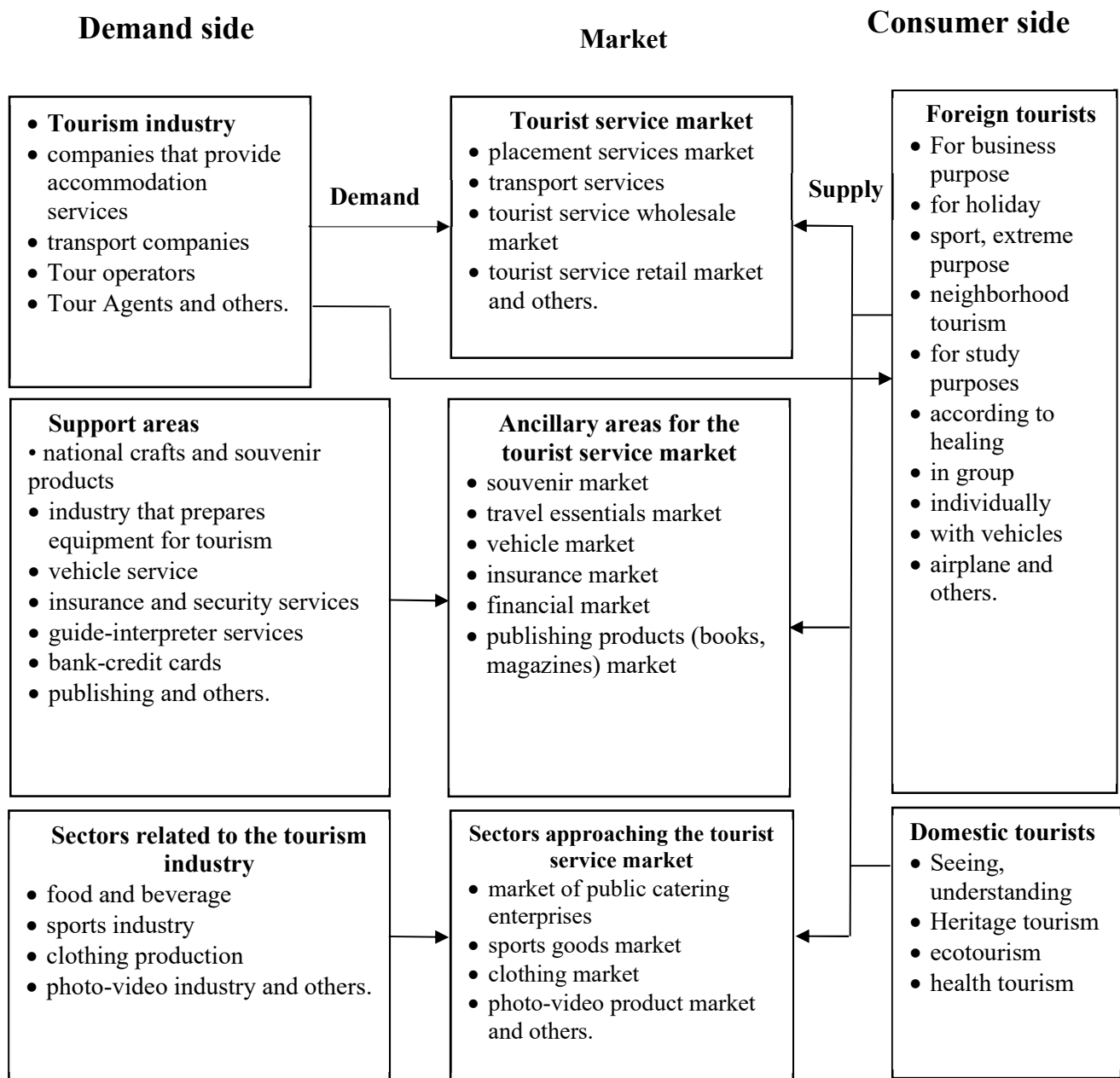
In the first stage 38 households were established on a 3 hectare, 2.2 km<sup>2</sup> area. There are currently 52 facilities, including bakeries, national food points, family guest houses, craft workshops, and souvenir shops.

In the second stage through 54 "e-execution auctions," a total of 7.1 hectares of land were sold to entrepreneurs so they could begin their businesses in the tourism and service industries. At this time, 300 new jobs are expected to be created.

- For both domestic and international tourists, Konigil has grown to be a desirable destination. 3.5 km total, 2.2 km along Siyob Creek and 1.3 km along Obi Rahmat Creek. A new route with a length of 7.1 hectares has been established. Approximately 100 tourist facilities will be built at this time (hotels, craft workshops, souvenir shops, food outlets, entertainment venues, etc.). One side of Konigil will be connected to Cho'ponota village as a result of the construction work, and another side will be connected to the Great Silk Road's international tourism hub;
- Tour of Registan by foot from the Samarkand tourism center. The new 8.4 km route for our visitors includes 7 historical and cultural heritage sites, 205 stores, 21 restaurants, and 36 service stations. Through a walking tour, visitors can learn about our history and diverse culture.

**Discussion.** The Uzbek tourist destination has adequate development potential. This situation is caused by a significant number of exceptional and beautiful natural features (lakes, mountain peaks, forests along rivers), as well as a rich cultural and historical heritage. In our nation, there are more than 8,000 architectural, artistic, and historical monuments from various cultures and historical eras, the majority of which are on the UNESCO list of world cultural treasures.

The research findings on the perception of Uzbekistan as a tourist destination as a Central Asian nation that is steadily developing revealed that it has all the potential to grow as a tourist destination. We propose the following model of interaction within the tourist destination because Uzbekistan's tourist destinations with high potential now need to be developed a model of interaction between the offering and consuming parties (Figure 1).



### Figure 1. A model of interaction within a tourist destination

**Conclusion.** The realization of priority investment projects aimed at tourist infrastructure facilities and the repair of historical sites in accordance with contemporary needs will contribute to the growth of the tourism industry in the Samarkand tourist destination. Along with drawing tourists, the construction of contemporary gas stations close to tourist attractions helps to give locals a stable source of income and employment in the vicinity of the facility.

**Acknowledgement.** Informing the countries of the world about the activities carried out in the field of tourism in the tourism destination of Samarkand, the new routes established for tourists, the introduction of new services, establishing cooperation with foreign tourism firms and companies will make an important contribution to the development of this industry.

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