

## **The Current State and Analysis of the Tourist Potential of the Bukhara Region**

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SCIENCE BOX

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### **Abstract:**

This article studies and describes the entire range of tourist resources of the city of Bukhara and the Bukhara region. An analysis of their current state is made and recommendations are given to improve the effective use of the region's tourism potential. Bukhara is one of the oldest cities in Central Asia, known as the largest trade center on the Great Silk Road. Over the millennia, the city has won worldwide fame for its rich, unique history of formation, inextricably linked with the most important milestones in the development of global civilization.

**Key words:** agro tourism, pilgrimage tourism, historical and cultural heritage of the city of Bukhara, Tourism potential, administrative center, demand, tourist, travel, the Silk Road, potential tourist, tourism industry.

Bukhara is one of the oldest cities in Central Asia, known as the largest trade center on the Great Silk Road. Over the millennia, the city has won worldwide fame for its rich, unique history of formation, inextricably linked with the most important milestones in the development of global civilization. The history of the formation and development of Bukhara has made a truly enormous contribution to the development of cultural, educational and spiritual and religious values in world civilization.

The inclusion in 1993 of the historical center of the city of Bukhara in the UNESCO World Heritage List was a direct proof of the historical value, cultural and civilizational significance for the entire enlightened world.

During the period of independent development, the promotion of the tourism potential of the city of Bukhara and the Bukhara region, as well as the entire tourism industry of Uzbekistan, the formation of a modern tourism infrastructure, the creation of favorable conditions for tourists is constantly in the zone of increased attention of the state. Today, the number of subjects of tourist activity in the Bukhara region, engaged in the development of the tourism industry and related infrastructure, is growing at a steady pace.

In addition to the cultural and historical heritage of the Bukhara region, there are a number of other opportunities for the development of the tourist attractiveness of the region, these are:

Popularization of traditions and original culture of Uzbeks. Culture and traditions in Uzbekistan have been developing for centuries and are now carefully preserved by the people in all regions. Uzbek culture is original, very rich and every ceremony, ritual and tradition has a deep meaning. It is also worth noting that each region of Uzbekistan has its own unique traditions, which can be radically different from neighboring regions. Given this fact, the creation of cultural centers in the countryside of the Bukhara region will be very relevant, where all the traditional rituals of the Uzbeks will be restored and shown in detail: a wedding ceremony, laying a newborn in beshik, traditions of receiving guests in an Uzbek family, etc .;

Pilgrimage tourism. If the religion of Islam appeared on the Arabian land, then it received its further development in Bukhara. The achievements of our Bukhara scientists are invaluable in the development of our religion. The Arab Caliphate awarded Bukhara such honorary titles as "Kubbat-ul Islam - the dome of Islam" and "Bukhoroi Sharif - noble Bukhara". The mention in some sources of the pilgrimage in Bukhara as a small hajj is not unreasonable. Enjoying great prestige in the Muslim world, the city was established as a reference for the elements of Mecca. The Hajj pilgrimage was so popular in one of the centers of the Islamic religion, Bukhara, that one of the 11 gates of the city was nicknamed "Salorkazh" (later "Karakul"), that is, "The leader of the pilgrims in the Hajj". The population of Bukhara went to Hajj precisely from these (one of the two preserved in the city) gates;

Currently active, about 40 cultural events and festivals and fairs are held in Bukhara. Such as: "Day of Bukhara City", "Day of Bukhara Crafts", "Silk and Spices", "Plov Festival" and many others;

Desert flora and fauna. Kara-Kum and Kyzyl-Kum can be an attractive place for excursions for tourists and become one of the points of the program when traveling around the country. People live in the desert, nomads move, along the edges of the desert there are mountains, among which there are lakes.

In addition, there are many sensational traces of both ancient civilization and ancient evolutions in the deserts. For example, many prehistoric fossils, trees and dinosaur footprints along with skeletons have been found in the Kyzyl-Kum desert. More than 4000 petroglyphs (rock paintings) can be observed in the Sarmysh-say gorge, which is located in Kyzyl-Kum. In addition, numerous ruins of abandoned settlements, fortifications and caravanserais are also found everywhere here, especially along the rivers. Both deserts have unusual natural wonders such as gas craters with blazing fires, huge sulfur craters, thermal springs, impenetrable shrubs and fossilized remains of volcanoes, etc. ;

Ecocenter "Jeyran" is the only one in the world that specializes in breeding gazelles. Also, the Ecocenter contains various rare species of animals, including gazelles, Bukhara deer, markhor, ureals, otters, Przewalski's horses, and gerbils. The nursery specializes in breeding rare species of animals. Ecocenter "Jeyran" is located 42 km from Bukhara, in the southwest of the Kyzyl Kum desert, and is a protected natural area. It was established in 1977 with the aim of protecting and restoring the population of rare and endangered animal species. Here you can develop ecological tourism, arrange car safaris;

Interest for bird watchers. Uzbekistan also boasts a huge variety of birds. There are more than 460 species of birds, both migratory and local origin. Of these, more than 265 species nest in Uzbekistan, and 31 species are on the verge of extinction and are subject to control and monitoring by the OIE. The Zaravshan reserve, with deep lagoons and forest zones, is home to such birds as: White-headed Remez, Heron, Tit Bukhara, White-winged Woodpecker, Tuvik Turkestan and Bormotushka Pale. In the area of Lake Tuda-Kul near Bukhara, you can find the Caspian Reed Warblers, as well as the Turkestan Warblers. Addicted to searching for the rarest species, in these places you can find Small Cormorant and Marble Teal. However, there are quite a few constant companions here: Red-Nosed Dive, White-Tailed Pigalitsa, Tugay Nightingale, Black-bellied Ryabok, Red Heron and Hookhotunya. In the bushes, Slavka Belousaya is found here, as well as Skoroput Long-tailed and Green Bee-eater;

The Tudakul reservoir is located in a natural desert depression; the water's edge is 223.5 m east of Bukhara, 26 km from the city. Kuyimazar reservoir was built nearby, to the southwest. Shallow depths and intense warming by the sun ensured the rapid development of aquatic vegetation, microorganisms and invertebrates on Tudakul. There are numerous fish typical for Central Asia in the lake: carp, bream, catfish and other species. On the Tudakul reservoir there are white-tailed eagles and long-tailed eagles included in the Red Book of Uzbekistan, as well as crested grebe, white-eyed duck, red-nosed duck, crested duck, great merganser, rag, marsh harrier, long-tailed buzzard, common kestrel, black-headed gull, gray coot, red-nosed duck , swans, pelicans. Waterfowl are mostly seen at rest during their seasonal migrations to the south. The bustard is found in the coastal thickets. Among the mammals on the coast of Tudakul, the gazelle, fox, wild cat, and tolai hare were noted. The Tudakul and Kuyimazar reservoirs are included in the list of wetlands of global importance protected by the Ramsar Convention. Tudakul is not only an attractive place for those interested in flora and fauna, but also an excellent place for a resort vacation. At the moment, there are only 2 recreation areas on the bank of the reservoir: the Lazurny recreation area and the Silk Road Family Resort.

At the same time, it should be noted that the existing tourism potential of the region is not used

effectively enough. A set of measures is to be implemented, such as:

- creation of a new modern look of the city of Bukhara and the Bukhara region;
- modernization of urban and transport infrastructure;
- an increase in the number of subjects of tourist activity: modern hotels to effectively attract the flow of tourists from Europe, Africa, Asia and the CIS;
- creation of new interesting tourist routes;
- expanding the base of qualified personnel in the service sector, etc.

It is necessary to expand the practical organization of special information tours for representatives of foreign media and foreign tour operators.

In order to further develop and improve the efficiency of using the tourist potential of the city of Bukhara and the Bukhara region, create the most favorable conditions for wide acquaintance of tourists with unique objects of cultural heritage, ensure the dynamic development of modern tourist infrastructure in the region, expand the list and improve the quality of tourist, hotel and transport services in accordance with modern requirements, a program for the accelerated development of the tourist potential of the city of Bukhara and the Bukhara region for 2017 - 2019 was approved, which was consistently implemented in all spheres of the region's economy.

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