

**TOURIST POTENTIAL OF THE BUKHARA REGION**

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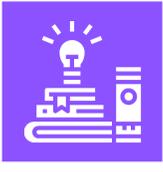
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Bukhara, Republic of Uzbekistan**Annotation:**

This article considers the potential of tourism in terms of cultural and historical values of Bukhara, the quality of services in the field of ethnic, ecological, tourism, the development of rural and gastronomic tourism and offers suggestions for improvement. After the negative impact of the pandemic on the economy, especially on tourism, an analysis of strategic plans for the development of tourism in Uzbekistan, especially in Bukhara. The article summarizes the analysis of the number of historical monuments, the presence of tour agencies, the number of hotels, hostels, the quality of service in them.

**Key words:** Tourism potential, administrative center, demand, tourist, travel, the Silk Road, potential tourist, tourism industry.

Bukhara is the capital of Islamic culture. Bukhara region is located in the south-west of Uzbekistan. The administrative center of the region is the city of Bukhara. It is one of the main centers of handicrafts, culture, spirituality and the center of tourism of the Republic of Uzbekistan. The Bukhara people are famous for their hospitality, friendliness and hard work.

The desert Kyzylkum occupies most of the Bukhara region. The area has 39,400 square meters. km in area. The climate of the Bukhara region, as well as all the others, the territories of the Republic of Uzbekistan, is considered sharp-continental. The population is more than 1.4 million people. The urban population is 32% of the total number, and the rest of 68% live in rural areas. Bukhara is considered the center of Islam and the capital of Middle Asia religion, the place where the descendants of our prophet are buried, there are a large number of Islamic shrines. At the same time, Bukhara has always been a refuge for many other world religions. You can bring as an example, Jewish synagogues in the city, Catholic, Orthodox churches.





The Bukhara region consists of 11 administrative districts, one of which is the city of Bukhara. Large cities include cities like Kagan, Gizhduvan and Romitan. Modern Bukhara has a very large tourist potential. To preserve the legacy of the ancestors, the craft and development of the region and to attract even more flow of tourists in Bukhara, several festivals are held annually: "Day of the city of Bukhara", "Day of Bukhara Crafts", "Silk and Spices". Tourists get acquainted with great interest and study local culture, Folklore and traditions of the region at festivals. Foreign citizens are always interesting to study the country's culture not only in specially designated places, such as monuments, attractions, cultural and historical facilities, but also directly in these places of residence of the local population. It can be rural home residents, their life, their management. The art of baking traditional Uzbek pellets in tandir can be equated in national heritage.

The highlight of the city of Bukhara is its special location of attractions, all of them are concentrated in one place of the old city. All of them are intertwined by streets, alleys, where the local population lives, there are madrasas and mosques, power points and craft workshops. All this creates a kind of flavoring the old part of the city.

In Bukhara, there are a lot of historical architectural monuments, which each of them has interesting fairy tales, legends and stories. As an example of Minaret Kalan, who could not destroy even Genghis Khan.

According to legend, in 1220, Mongols invaded in Bukhara. By order of the ruler, the city is destroyed. At this moment, Genghis Khan's hat flew and fell to the ground, when he looked at the top of the tower. Leaning up to raise her, he thought: "The Divine Tower, and he is angry with me for the fact that I did not bow. I didn't kneel into anyone, and this building was the first exception in my life." Genghis Khan did not destroy the shrine, and thanks to the tower preserved the central, southern and western part of the city.

Minaret Kalyan, the symbol of the city of Bukhara, was built in 1127 by the architect Bako on the orders of the ruler of the Karakanids of Arslan-Khan. The architectural feature of Uzbekistan is about 48 meters high - 105-speed tower with 16 arches. Each bowl has a different pattern and shape.

In the new part of the city there are modern buildings, shopping centers, markets, educational institutions, restaurants and cafes, where everyone can find something in their interests. The infrastructure of roads is improved, the



channel system was restored within the city, in particular, they cleaned and updated the AMU-Bukhara Channel and the Shokhrud channel. All this is done to improve the quality of life as the local population and attracting foreign guests.

An important question that is now standing in front of the whole world is to raise all areas of business, after falling during the coronavirus pandemic. Not exception has become a tourist business that has become a colossal damage throughout the world, including in Uzbekistan.

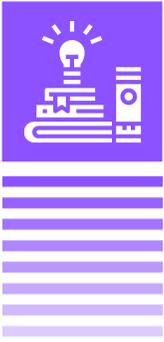
For the quickest raising of the tourism industry, the government plays a crucial role, since without the help of government programs and subsidies in this sphere, it may not be at all.

According to experts, the tourist industry will begin to develop initially from the development of local tourism, and only then you can expect foreign guests. Given these factors, it is necessary to develop accessible and interesting excursion and tourist routes for the local population. To help small businesses in the field of tourism by canceling certain types of taxes, such as tax rapid and the creation of utility services on reduced tariffs. Thus, the sphere of services in tourism will be able to start working and offer their services, and tourists will receive quality services and goods with healthy competition.

It is also necessary to consider new interesting routes for the countryside, where tourists can get acquainted with the life of the local population, the kitchen, to participate in their daily life and learn a lot of interesting facts about life on the village. These routes must be developed not only for the interests of foreign tourists, but also for residents of Uzbekistan.

The tourist product can also be considered the entire people of Uzbekistan. The famous hospitality of the Uzbek people is known to the whole world. We can make it a brand of our country, and for this you need to develop personnel in tourism. Each resident, i.e. The entire population of the country can be a professional scene in the field of tourism, just causing the territory around her house, observing the purity, smiling in the passing and always ready to help anyone who needs it.

The full promotion of the development of tourism raised to the rank of public policy will contribute to the fact that tourism will become an integral part of our life, an important source of income, both for the state and for individuals and organizations involved in this sphere.



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