

Development Situation Of Rural Tourism In Samarkand Region

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Abstract— *The article analyzes the organizational and economic mechanisms of rural tourism in Uzbekistan and the state of its development and areas of state regulation.*

Keywords—rural tourism, tourism services, market mechanism, economic mechanism, organizational-economic mechanism, health tourism, medical tourism, ecotourism, excursion tourism, sports tourism, extreme tourism, pilgrimage tourism, skills, personnel.

1. INTRODUCTION

President of the Republic of Uzbekistan Sh. Mirziyoyev and the Government have adopted a number of decrees and resolutions on raising the sector to a new level due to the socio-economic development of the country, reforming various sectors of the national economy and further development of tourism infrastructure.

2. MAIN PART

In particular, the President of the Republic of Uzbekistan in 2016

Decree No. PD-4861 of December 2, 2016 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" and Resolution No. PR-2666 of December 2, 2016 "On the organization of the State Committee for Tourism Development of the Republic of Uzbekistan" The Resolution of the Cabinet of Ministers No. 38 of January 26, 2017 "On the program of additional measures for socio-economic development of the regions of Samarkand region, further improvement of living standards" was adopted. According to the resolution, it is planned to identify additional measures for socio-economic development of the region, the creation of additional jobs through the development of industry, construction and services in the region and further improve the living standards of the population. In Samarkand region, the governor of the region adopted a resolution No. 35-R of January 28, 2017. The decision consists of 4 sections, 25 items, the financial value of which is 46.0 mln. doll, 18.4 mln. The program is approved in the amount of 3.4 billion soums. Section 2 of the program consists of 10 items and directly covers the tasks in the field of tourism. In 2017, the program includes the construction of 40 new hotels, ecotourism and rural tourism, tourist complexes in the field of agritourism, landscaping of Pakhtachi, Payarik and Nurabad districts, Dobusiya Shahrstan, Koktepa monument, Hazrati Davud shrine, cultural heritage. and restoration, restoration of a handicraft center in Urgut district, establishment of an Information Center at Samarkand International Airport and Railway Station, organization of theatrical performances in Registan Square.

Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated March 15, 2017 No 137 "On measures to further support and develop the tourism sector in the Republic of Uzbekistan." Its main purpose is to further support the development of tourism and tourism infrastructure, active promotion of national tourism products and brands in international tourism markets. The State Committee for Tourism Development has approved the Regulation on the procedure for collecting tourist (hotel) fees in the territory of the Republic of Uzbekistan, which provides for the creation of a control mechanism for the maintenance of hotel and other accommodation facilities and the connection of all hotels to the system.

There are 176 tourism entities in Samarkand region, including 71 tour operators and 105 modern hotels with a capacity of 4,500 guests at a time. Almost all tourist routes and tourist entities are located in Samarkand.

Tourist routes have been developed for tourists visiting Samarkand, including Amir Temur and Ruhobod mausoleums, Registan ensemble (Sherdor, Tillakori, MirzoUlugbek madrasas), Bibikhanim and HazratiHizr mosques, Shahi Zinda monument, Xuja Doniyor Rashad, Ziyaratgohi. devonbegi complex, GavsulAzam, Khoja Omon, Chor Chinor shrines in Urgut district, Imam Al Bukhari complex in Payariq district, Hazrati David shrines in Nurabad district.

On the site of the former JSC "Alpomish" in Samarkand, in cooperation with foreign investors, modern hotels, cottages, entertainment and shopping centers of various levels of service, as well as amphitheatres, restaurants, cafes, bowling alleys of different nationalities, providing conditions for full recreation of tourists. , Samarkand City Tourism Zone, which includes karaoke bars, souvenir shops and other tourism infrastructure, is the largest project in Samarkand.

In the future, tourism policy aimed at the development of rural tourism will be implemented in all regions of Uzbekistan, including at the level of regions and individual entities in order to eliminate the contradictions between existing tourism and the regional economy. This is due to the lack of legal documents to support rural tourism, the slowness of regional programs to stimulate the development of the industry, and a number of problems that hinder the development of the industry.

In particular, the state tourism policy will be developed on the basis of the formation of rural tourism, aimed at increasing its efficiency in the future, based on the strategy and tactics for this. A strategy is a method of using tools and general directions to achieve a set goal, which does not negate the adopted strategy, but allows you to put aside all other options and bring

together actions to solve the set task. The tourism strategy defines the state activities in the field of development and reorganization of tourism and focuses on the development of targeted programs and a general concept of development that require large financial resources. Therefore, the strategy in rural tourism is a long-term direction that organizes tourism in rural areas, attracting and benefiting tourists. Therefore, the organizational and economic mechanism of rural tourism is the methods and measures to achieve the goal set for the implementation of tourism activities in rural areas, which include the procedure for licensing rural tourism, price formation and taxation in rural tourism.

In general, due to the opportunities of the tourism industry, the development of rural tourism in our country will continue to grow in the future. To do this effectively, it is necessary to improve the organizational and economic mechanism of rural tourism and its regulatory mechanisms.

By the Decree of the President of Uzbekistan "On measures to further develop the tourism sector in the Republic of Uzbekistan" from November 1, 2019, the State Committee for Tourism Development will hold meetings of citizens with the highest tourism potential (towns, villages, auls and urban, town, rural and neighborhood) begins to form a list. The press service of the Committee reports. If at least 20 family guest houses are created in the areas of public gatherings and at least five types of services (excluding accommodation and / or catering services) are provided for tourists, they are called "Tourism sightseeing", "Tourism village". or "Tourism neighborhood ". From 2020, the citizens' assembly with the status of "Tourism village", "Tourism neighborhood " or "Tourism destination" will be included in the state programs "Prosperous Village" and "Prosperous Neighborhood".

However, rural tourism is associated with access to credit due to infrastructural conditions, weak property base (lack of fixed assets), shortcomings in the implementation of obligations under the loan agreement, high level of difference between business profitability and credit resource payment rate problems, high demand of banks for collateral, high costs for entrepreneurs to find a place in the market, as well as high rents for non-residential buildings, lack of qualified personnel, problems with changes in prices for goods and services in regional and international markets, local tourism the existence of certain institutional barriers, such as insufficient response by local governments, will require further improvement of the organizational and economic mechanisms for the development of rural tourism in the future.

3. CONCLUSION

It should be noted that from June 1, 2017, together with the relevant ministries, committees and the Council of Ministers of the Republic of Karakalpakstan, regional and Tashkent city dominations to organize free training courses for entrepreneurs implementing projects on the basis of privatized facilities in each district. Within 3 months, proposals are being made to establish business incubators to provide expert, legal and advisory assistance to start-up entrepreneurs in preparing business plans, obtaining the necessary information and solving practical issues related to doing business.

4. REFERENCES

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