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## Tourism potential of Uzbekistan

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## TOURISM POTENTIAL OF UZBEKISTAN

**Davronov Istamkhuja Olimovich<sup>1</sup>**

**Abstract.** Uzbekistan with its many historical and architectural monuments, a variety of climate and rapid economic development attracted attention all over the world. Recently, tourist's interest in Uzbekistan has remarkably increased and accordingly, the range of travel facilities and the services of local tour operators are being enlarged year by year in order to draw more travelers to explore this wonderful place. However, the number of people interested in this mysterious country from year to year. On the district of Uzbekistan there are many cities where **hundreds of old monuments** from different ages are located. Amid them are Samarkand, Bukhara, Khiva, Shakhreizabs, Termez and Kokand. These cities were the main centers of knowledge, science and art. Therefore, a great number of new hotels and guest houses have appeared, new restaurants and cafes have reached international Standards, and modern means of transportation, from cars to tour buses, are available to transport more and more travelers. This article aims to analyze the current potential tourism of Uzbekistan.

**Keywords:** Uzbekistan, tourism industry, historical buildings, Bukhara, Samarkand.

### 1. Introduction

Uzbekistan is located in Central Asia, and is not only landlocked, but it is one of two doubly landlocked countries in the world. Uzbekistan does, however, have a border along the Aral Sea. The terrain of Uzbekistan is largely flat deserts, with the eastern mountain ranges, and a fertile valley region. The Qizilqum Desert stretches across much of northern Uzbekistan with lowlands, near the Fergana Valley, with plains covering much of the land. Through the valley flows the Syr Darya, which empties into the northern Aral Sea. The other important rivers are the Amu Darya and Zarafshan. The Tian Shan Mountains traverse southeastern Uzbekistan and the highest point in the country is at Adelunga Toghi, which is 4,301 meters (14,111 feet) above sea level.

### 2. The tourism industry of Uzbekistan

The tourism industry in Uzbekistan has a significant potential for development. It is associated with the presence of a large number of unique natural sites (lakes, mountains, river floodplain forests) and a rich cultural and historical heritage. Great architects created palaces,

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mosques and mausoleums, world famous monuments of ancient architecture memorializing Alexander the Great and Genghis Khan. Many of those **masterpieces** have not survived to the present; however, from those which have been preserved, it is possible to restore the pages of the distant past. The Great Silk Road, one of the most significant achievements in history of World civilization, also passed through these cities. To enjoy your stay in these historical sites diffused with the atmosphere of ancient times, great efforts have been made to ensure that modern travelers feel comfortable and secure. Therefore, a great number of new hotels and guest houses have appeared, new restaurants and cafes have reached international Standards, and modern means of transportation, from cars to tour buses, are available to transport more and more travelers.

Throughout the country there are more than 7,000 monuments of architecture and art of different epochs and civilizations, many of which are included in the list of cultural World Heritage Site. "All of this can and should turn our country into one of the centers of world tourism", - said president of Uzbekistan Islam Karimov.

In Uzbekistan, more than 350 organizations with different forms of ownership, with a license to engage in tourism activities, of which 300 - private firms. To date, the share of private business in the structure of the tourist flow and the total volume of tourist services is 90%. Uneven concentration of objects of tourist interest, hotel, transport and other infrastructure of the hospitality industry in Uzbekistan leads to the fact that 76.2% of the total tourist flow accounts for the major tourist centers - Samarkand, Bukhara, Khiva and Tashkent. The remaining 24.6% of foreign tourists are showing interest in the attractions located in the Fergana Valley, and three areas of the south.

### **3. The touristic power of Uzbekistan**

Traveling around Uzbekistan is an experience filled with glamorous cultural discoveries, history and breathtaking natural beauty. Travelers have the opportunity to travel through living history, not just among residue kept in the confines of a museum, but also experience the silence of the distant past among the sites of ancient settlements, temples and tombs - a great place to escape from busy civilization. They still enure as places for religious pilgrimage, as they have for a thousand years. You will always remember domes and caravanserais, the tall minarets, grandiose madrassahs and mosques, palaces and mausoleums decorated with incredible ceramic ornamentation, noisy and colorful oriental bazaars, interesting legends, and the warm hospitality and ancient traditions of the local people.

This is a territory full of oriental romance, for anyone in search of a view into the past. A land of cotton and orchards, **entertaining bazaars**, and artisans practicing their trades in the same manner as has been done for thousands of years.

Deserts which were the center of the ancient creation of countless nations, caravan paths that crossed the vast, scorching land, all this was once a part of **the Great Silk Road** connecting ancient China and Europe. These days the modern tourism infrastructure allows for easy travel in the desert and steppe areas of this region, where you can experience adventurous camel riding, sleep in yurts - the only dwellings in the boundless desert, equipped

with all necessary facilities, and spend an evening next to the fire listening to a folklore performance.

The mountainous areas of Uzbekistan can also be considered some of the most **beautiful landscapes** in Central Asia. These picturesque places are worth seeing for those who want to connect with nature, to withdraw from reality and consider their own place in the world. Forests mingle with alpine meadows, which in turn give way to snowcapped vertexes with mighty tongues of glaciers. The western Tian-Shan mountaintops splendor under the blue sky, and below them lie alpine grazing, savage gorges and river rapids that are difficult to access and have for years have been an attraction for adventure seekers. Summer tourism activities include mountain canoeing, rafting, biking, hiking, trekking, mountaineering, horse riding and leisure accommodations in newly built mountain resorts. Winter in the mountains is likewise full of opportunities for heli-boarding, heli-skiing, snowboarding and paragliding. Professional instructors provide high quality services for the achievement of **your adventure dreams**.

#### 4. Main advantages of Uzbekistan in tourism industry

Yet Uzbekistan is not only about **white-haired old men**, the unique **cultural heritage** of its people, **oriental hospitality** and **famous Uzbek cuisine**. Uzbekistan is also **modern**, a perfect place for rest, amusement and even. Film making! Interesting, inexpensive, clean, safe - these are the pillars that support what many call an exciting trip to Uzbekistan.

**Exciting.** The rich history of the region, world glorious monuments of architecture and applied art, tours in the ancient cities of Uzbekistan, stories related by professional guides which one could listen to eternally - all of which you might assume.

**Inexpensive.** All travelers coming to Uzbekistan note one established fact: prices here are very modest to extremely low. This is the main reason why spending money here is nothing but a pleasure. Shopping in the souvenir stores and arts and crafts boutiques, entertainment centers, wonderful restaurants offering a rich diversity of cuisine and the unique night life of the capital - are among the number of tourist attractions.

**Clean.** In the streets of Bukhara and other large cities of Uzbekistan, you can walk without stumbling upon empty bottles of beer, stepping over cigarette packs or having to find your way around garbage heaps. Unusually clean, wide and shady streets, green parks and clear fountains are among its charming elements.

**Safe.** Many cannot help but wonder about Uzbekistan's stability, with no wars or revolutions, and a very low rate of petty crime. The local population is known for its hospitality and peaceful disposition - something that will stand out among your good memories of Uzbekistan.â

## **5. The main touristic destination of Uzbekistan:**

### **Bukhara**

Bukhara is a museum city, with about 140 architectural monuments. The region around Bukhara has been inhabited for at least five millennia, and the city has existed for half that time. Located on the Silk Road, the city has long been a center of trade (with karavansarays), scholarship, culture, and religion. The historic center of Bukhara, which contains numerous mosques and madrassas, has been listed by UNESCO as a World Heritage Site. Important monuments that survive from the early time include the famous Ismail Samanai tomb, impressive in its sober elegance and the best Survivor example of 10th century architecture in the whole Muslim world. From the 11th century Karakhanid period comes the outstanding Poi-Kalyan Clock, a masterpiece of decoration in the bridge, along with most of the Magoki even mosque and the Chashma Ayub shrine. The Ulugbek medresseh is a survivor contribution from telluride. With the advent of the Sheibanids came some of the most celebrated buildings of Bukhara: the Poi-Kalyan group, the Lyabi-Khauz ensemble, under the Medresseh and the Gaukushon madrasah in the Hodja-Kalon ensemble. Later buildings from this phase include Bukhara's history of monumental madrasahs at important Crossroads: Taking bush (Dome of the Moneychangers), team-Tilpak Furusho (Dome of the Headguard Sellers), Tim Bazzazan, and Tiro-Abdullah Khan. In the early 17th century fine buildings were added, including a new Great Mosque, Magoki Qurna (1637), and the impost Abdullaziz Khan madrasah (1652).

### **Samarkand**

Samarkand with its Registan, Bibi-Khanym Mosque, Gur-Emir and Shah-i-Zinda, , minarets, walls and gates are acknowledged sites of world tourism.

The general conference of UNESC accepted the decision of inclusion in the list of anniversaries the celebrating of 2750-th anniversary of Samarkand. Samarkand is one of pearls of East. Here are many unique monuments of culture and architecture, which are evidence of high mastery of the ancient architects. The restoration works are carrying out at the memorial complex Shah-i-Zinda. Basic principle of rebuilding of the center of Samarkand is a preservation of monuments in their integrity. The complex of historical center of the town is included in the list of a world heritage of UNESCO under the name "Samarkand is an intersection of world culture."

### **Khiva**

Ancient Khiva is one of three most important tourism centers of Uzbekistan with great historical cultural and ethnographic potential. The territory of the Khorezm Province and Karakalpakstan is strewn with plenty of natural, historic, architectural and archeological sites. The Khorezm Province itself possesses near to 300 historic monuments.

In the last few years, the tourism potential at the region was improved with some new facilities and attractions. One of them is the Savitsky Museum in the town of Nukus, which houses a collection of unique works of avant-gardism. The museum also has amazing regional collection. A number of ecological tours are organized to the ship cemetery located in Muynak area along what has once been the coastline of the Aral Sea

In 2013 Khorezm was visited by 47,000 tourists, of which foreigners accounted for 19,700. The majority of them came from countries such as France, Germany, Israel, Great Britain, Australia and Japan. The visitors of Khiva were mostly at the age of 50-70 (46%); about 21% of tourists were of the age 30-40. 32% of the visitors of Khorezm was independent travelers, that received visa support from local travel agencies.

### **Shahrisabz**

The city of **Shahrisabz** is located behind high-mountainous pass the **Tahta-Karacha** at the height of 650 m. above sea level. «Shahrisabz» means «green city». Everyone who will arrive to this fine city will see one big green garden. Now in Shahrisabz there are many architectural sights these are ruins of a mentioned above palace Ak-saray, the mausoleums of Dorus-Siadat, Shamsad-Dina Kuljala, Gumbazi-Sejidan, a memorial complex of Dorut Tilovat, a mosque the Kok-Gumbaz. The city administration tries to keep ancient city monuments for the future generations. It is necessary to notice that historical center of Shahrisabz was included in the UNESCO World heritage list. In **Shahrisabz** in a kishlak of Hodzha-Ilgar was born great commander **Amir Temur**. Here he grew and dominated. He has made **Shahrisabz** his residence. He has collected in the city the best masters which erected palaces and mosques. So in a city has been constructed the palace which is known today as Ak-saray. In XIV century Amir Temur has ordered to enclose Shahrisabz with a fortification. The city was considered as the science and culture center. There arrived known scientists and poets such as: Navoi, Dzhami, also in the city lived and worked Ulugbek.

### **Termez**

**Termez** is the administrative center of Surkhandarya region which is in the southern part of Uzbekistan. In the ancient times Termez was called Taramastha - Taramata (in translation from Baktrian means "bank of a river "). In 327 B.C. Alexander the Great occupied Termez and named it after himself - Alexandria. Termez changed its name many times. In the Vth-VIth centuries A.D. Termez was initially under Eftalits control, and then under Sassanid Empire. Termezshah dynasty ruled in Termez from the VIIth century. In 705 the city was conquered by Arabs. Termez became an administrative, craft, trading, and also scientific and educational center in the IXth-XIIth centuries. During this period the length of defensive constructions of the city comprised 10 kilometers. There were 9 gate at it. World-famous scientists, writers and theologians worked in Termez.

### **Fergana**

Today **Fergana valley** is one of the prosperous regions of Uzbekistan. Fertile oases enclose the region. Along the northern boundary of the valley there flows the Syr Darya River, which is formed by the confluence of two smaller rivers - the Karadarya and the Naryn. Their waters feed three main canals - the Big Fergana Canal, the Southern Fergana Canal and the Northern Fergana Canal - the first nation-wide constructions of the twentieth century. The big cities - Fergana, Kokand, Andijan and Namangan are located in the oases of the valley.

is one of the most ancient cities of Central Asia.

In the 10th century Margilan was already the biggest city of Fergana Oasis and was famous for its silk fabrics, which along the Great Silk Road were delivered by merchants to

Egypt and Greece, Bagdad, Khorasan and Kashgar. Today too we can call Margilan the silk capital of Uzbekistan.

In 50 kilometres from Fergana there is a small town Rishtan. From the old days the citizens of Rishtan have been renowned for their ceramics. For over 800 years from generation to generation the craftsmen have imparted the secrets of producing ceramics from the local red clay and the glaze manufactured from the natural mineral dyes and ashes of the mountain herbs.

For a long time Kokand was the main city of Fergana valley. The first written evidence about the town of Khavikand can be found in the 10th century chronicles where it was mentioned as a town located on the Great Silk Road and famous for its crafts. In 18-19th centuries it was the capital of powerful Kokand khanate, the state that dominated most of the territory of modern Uzbekistan and contiguous states. Kokand was a big religious center. In the years of its prosperity there were 35 madrassahs and 100 mosques here.

### **Conclusion**

In addition to the famous traditions of Uzbek hospitality, which are so deeply rooted within its people, the unique local customs and tasty national cuisine of Uzbekistan make it a very attractive tourism destination for travelers from all over the world. Uzbekistan with its rich history, architectural monuments and the quality of service is growing rapidly in to the tourism industry.

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