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### RESEARCH ARTICLE

## INNOVATIVE ASPECTS OF THE DEVELOPMENT OF THE TOURISM INDUSTRY IN A NEW STAGE OF DEVELOPMENT OF UZBEKISTAN

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### Abstract

The article examines topical issues of tourism development in Uzbekistan at the present stage. The author emphasizes the need for an innovative approach to the study of tourism problems. In the context of a new stage in the development of society in the country, a lot of work has been done to improve the innovative foundations of tourism. In the conditions of deepening market economic relations, highly qualified personnel play an important role in the development of tourism.

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### Introduction:-

At the present stage, tourism is an important area in the economic development of the country. Tourism, as an important branch of the modern economy, has firmly found its place in the curricula of university education aimed at training competitive personnel - economists.

The President of the Republic of Uzbekistan noted that "we must turn the tourism industry into a strategic sector of the economy. One of the most important tasks facing the government is to ensure the growth of the flow of tourists to our country up to 7.5 million people this year. As you know, a number of reputable foreign publications named Uzbekistan among the countries that you should definitely visit in 2020. We need to use this high level of attention and trust effectively. Pilgrimage and medical tourism, which have great potential, require accelerated development."

It should be noted that scientists, economists, representatives of social sciences study conceptual, scientific problems of the tourism industry. In a new stage of development, we are proud that representatives of different nationalities, traditions and culture, which is unique, coexist in an amazing way in Uzbekistan.

In a new stage of development in Uzbekistan, a society is developing where rich historical and architectural heritage organically coexists with modern buildings, high technologies, and the works of artisans create unique pieces of architecture. A country with high mountains, hot deserts, endless lakes, wonderful valleys and gardens.

Tourism in Uzbekistan in a new stage of development is traditionally associated with UNESCO World Heritage Sites such as Samarkand, Bukhara and Khiva, Shakhrisabz. Their history goes back centuries. The ancient walls of the ramparts remember the great deeds of the warriors of the Sokhibkiran Amir Temur. This is evidenced by the scientific discoveries of King Mirzo Ulugbek.

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The ancient Samarkand Afrasiab, where you will be shown the site of the ancient palace, is the Shakh-Zinda architectural ensemble, the Bibikhane mausoleum and the sarcophagus of the first President of Uzbekistan Islam Karimov. Sacred Bukhara, whose majestic Kalyan minaret, keeps architectural architecture, centers of science and education - madras.

The ancient city of Shakhrisabz, which is the birthplace of the great commander and statesman of the Middle Ages, the organizer of a centralized state on the territory of present-day Uzbekistan, Shihabkhan Amir Timur, today attracts numerous tourists from all over the world. In the city of Shakhrisabz, the international festival of musical art "Shashmakom" is held once every two years. The surviving monuments of that time speak for themselves about the former greatness of the city. It is not without reason that UNESCO in 2000 declared the historical center of Shakhrisabz a masterpiece of world heritage.

Khorezm is one of the most ancient historical and cultural regions of Central Asia. Historical sources call Khorezm the Country of a Thousand Fortresses. And in fact, today in the territory of the Khorezm region archaeologists have discovered many ancient settlements, once powerful fortresses and royal palaces.

Petroglyphs of Sarmyshay in 30-40 km. to the north-east of the city of Navoi there is a tract of the Sarmysh River, where unique archaeological sites of the Stone Age, Bronze Age, Early Iron Age and the Middle Ages are located. To date, more than 10 thousand petroglyphs have been found here, scattered over an area of 20 square kilometers.

The most refined gourmet can be surprised by the exquisite Tashkent wedding pilaf. The pichak knife forged by hereditary blacksmiths in Shakhrikhan will cut the thinnest cobweb. The imagination of the connoisseur will be amazed by the millions of stitches of the Shakhrisabz hand-made ancient traditional embroidery of the "Basma" and "Iroki" styles. And there is also the Margilan atlas. Fergana woodcarving. Surkhandarya tandir kebab. Andijan ceramic dishes. Rishtan terracotta jugs. The diversity of the nature of Uzbekistan - from the ski slopes of Chimgan and Beldersay to the sultry sands of the Karakum desert - will amaze the imagination of a traveler who is plunging into the wonderful world of Uzbekistan for the first time. The vast expanses of the country are occupied by the Kyzyl Kum and Karakum deserts. In the once Hungry Steppe, fragrant honey melons the size of a torpedo ripen on melons. The unusual beauty of the Ustyurt plateau will remind you to the traveler, space images of unearthly landscapes of distant planets. The mountains of Uzbekistan are an arena for exciting travel. The height of the Khazret-Sultan peak is 4643 meters above sea level, but here you can also make a fascinating hike in the Tien Shan, Gissar and other mountain systems.

In Surkhandarya, the opening of the legendary Alexandria of Oxiana, the lost city of Alexander the Great, was announced. This discovery should lead to an increase in the popularity of the region among tourists. Uzbek scientists named the settlement of Kampyrtepa in the Surkhandarya region as the legendary Alexandria of Oxiana, the lost city of Alexander the Great. Archaeologists have been searching for it for many years. The location of Alexandria Oxiana, described in the works of the ancient historian Ptolemy, has been a mystery for scientists and archaeologists for many years.

In different parts of the country you can see carefully preserved rock paintings-petroglyphs of the late Stone Age - the work of prehistoric man, which has come down to us through the thickness of time tens of thousands of years. At the same time, throughout your trip to Uzbekistan, you will have the opportunity to feel the hospitality and friendliness of the people of Uzbekistan, who have cordiality and respect for guests in their blood. "The guest is above his own father." This is what they say here and this is what they do here. In the river valleys, which have been the centers of agriculture in Uzbekistan since ancient times, you will get acquainted with the rural life of the peoples of Uzbekistan. They will gladly tell you about the life, culture and history of their land, and will certainly treat you to green tea, pleasantly refreshing in the summer heat.

Tourism in Uzbekistan in the context of its new period of development is a variety of tourist products for the most sophisticated taste: historical and cultural tourism, ethnic tourism, ecological tourism, health tourism and others. In addition to the main tourist cities, there are many unique and interesting places, a visit to which can be an excellent addition to the main directions of tourism in Uzbekistan. Therefore, specific measures are being taken to further develop it. "There are over 8,200 cultural heritage sites in our country, of which only 500 sites are included in the tourist routes. The tourist infrastructure will be actively developed, including 200 billion soums of subsidies from the state budget for the construction of new modern hotels. "

A significant impetus to increase the number of hotel rooms was the simplification of requirements for budgetary accommodation facilities. So, in Uzbekistan, it is becoming more and more popular to stay in family guest houses. They can be found in large cities and remote highland areas. Guest houses are not only a place to sleep, but also a kind of tourist attraction, because living side by side with the bearers of a unique culture, a guest can learn to cook national dishes, learn about everyday life and even learn the spoken Uzbek language. Another option is to stay with friends or relatives, just like renting an apartment. Moreover, in order to register, it is enough to fill out the form on the website [e-mehmonhona.uz](http://e-mehmonhona.uz) (link). In a word, the most comfortable conditions for a tourist have been created. When planning a trip, you should pay attention to seasonal and active types of recreation. It will be optimal to plan your trip so that the tour program includes visits to historical centers in Bukhara, Samarkand, Khiva and Tashkent, and after the cultural and educational part - visits to madrasahs, mausoleums and museums, to go back to nature, for example, to the Bostanlyk region. These places are suitable for extreme lovers and families with children. So, the ski resort "Amirsoy" modern requirements and international standards of safety and service. Numerous mountain tracks of different difficulty levels are suitable for those who like active recreation, and summer holidays for the whole family can be organized on the shores of the Charvak reservoir.

Museum of Arts named after I.V. Savitsky in Karakalpakstan stores more than 85,000 exhibits, including paintings by Russian avant-garde artists and artifacts of the history of the peoples of the Central Asian region. It is thanks to the efforts of the Moscow artist Igor Vitalievich Savitsky that the heritage of the Russian avant-garde "Desert of Forbidden Art", an American documentary film, tells about the work and life of I.V. Savitsky about his collection, making the Nukus Museum one of the most popular tourist destinations in Uzbekistan.

Since 2018, the Calendar of Events has been published on the website of the State Committee of the Republic of Uzbekistan for Tourism Development and this is an excellent opportunity for tourists to visit interesting fairs. Throughout the year, you can get to the colorful harvest festivals - "KovunSayli", celebrate with the residents of Navruz or go to Surkhandarya to the "BoysunBahori" (Boysun Spring) or the Bakhshi Art Festival, become spectators of the mesmerizing "RaksSehri" (dance festival) or go to the Tashkent International Tourism Fair, which from year to year gathers thousands of travel enthusiasts. A grand fair that accommodates representatives of local and foreign travel companies in two pavilions, stands of representatives of transport companies, artisans, hotels and much more. In addition, a gastronomic festival is held as part of the fair. The country regularly hosts the International Investment Forum in the field of tourism, which has created an additional impetus for the rapid development of the tourism sector.

The UNESCO World Heritage Sites attract thousands of visitors. Each city of Uzbekistan gives hundreds of reasons to visit it. Such cities as Tashkent, Kokand, Andijan, Shakhrisabz are an endless modern oriental fairy tale.

The State Committee of the Republic of Uzbekistan for Tourism Development in the Corona of a Viral Pandemic has taken a number of measures to develop tourism infrastructure, simplify visa processing and registration procedures, and much more. It is worth noting the convenience of passing through customs points: upon arrival in Uzbekistan, the relatively double corridors created greatly facilitate the arrival of tourists in our country. A significant impetus to increase the number of hotel rooms was the simplification of requirements for budgetary accommodation facilities.

Certain work has been done in the country to train highly qualified personnel for the tourism industry. The International University of Tourism was opened in the City of Samarkand; the Faculty of Tourism was established at the Tashkent State Economic University.

The faculty and students of the joint international educational program are also active participants in tourism events held by the Tashkent State Economic University. Every year, students of SMOP, with the support of the university administration, visit the ancient cities of Samarkand, Bukhara, Khiva, getting acquainted with the sights of the ancient cities.

Thus, research on topical problems of the tourism industry becomes another important incentive to clarify the deficiencies and determine the vectors for the further development of the country at the present stage.

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