

**THE IMPACT OF THE INFRASTRUCTURE OF HISTORICAL CITIES ON  
INCREASING THE ATTRACTIVENESS OF UZBEKISTAN AS A TOURIST  
DESTINATION: THEORY AND PRACTICE**

*Elmuratova Umida Farxadovna*

*PhD in historical sciences, dotsent of the Institute of Tashkent*

*Textile and light industry*

**Abstract:** The theoretical foundations of the development and management of tourist activities in the historical cities of Uzbekistan are studied scientific aspects. In particular, proposals and recommendations have been developed on the organization and management of tourist complexes in the process of increasing their investment attractiveness on the basis of existing problems with increasing tourism and the number of foreign tourists, ways to eliminate them, the formation of tourist complexes with high efficiency, improving the investment climate in the regions.

**Key words:** tourism, tourism industry, domestic tourism, historical monuments, tourist routes, Organization of tourist com-plexes, tourism market, excursion services, socio-economic relations and tourist products.

**INTRODUCTION**

Uzbekistan, historically located at the crossroads of the world's main trade and cultural routes - the Great Silk Road, is recognized for its wealth of modern tourist centers. Currently, effective work is being carried out in the world to improve the tourist potential of regions through the reconstruction of historical cities and the restoration of architectural monuments. In this regard, preserving the structural structure of historic cities, creating conservation zones, offering effective tourist routes, and properly implementing the restoration of architectural monuments are becoming increasingly important. A number of scientific studies are being conducted around the world to restore architectural monuments, improve the tourist potential of regions through their efficient use, and create new tourist destinations in historic cities. In this regard, the regeneration of ancient cities and historical neighborhoods, the repair of monuments, the implementation of projects for the restoration of partially or completely destroyed monuments, the preservation of the historical appearance of cities, and the proposal of effective tourist route directions, while studying the advantages and disadvantages of existing tourist routes, are of great importance. In recent years, a lot of work has been done in our republic to develop the tourism infrastructure of historical areas, and a number of reforms are being carried out to rid historical urban areas of modern objects and clearly define the location of architectural objects on tourist routes. "...Turning tourism into a strategic sector of the economy remains a priority for us. One of the most important tasks facing the government is to increase the number of tourists visiting our country to 7.5 million this year" [1].

In this regard, it is important to conduct scientific research on historical cities and architectural objects in our country and develop proposals for their repair and reconstruction, create favorable conditions for increasing tourism potential, as well as develop effective tourist routes. In the areas of our historical cities rich in tourist resources, the formation of competitive and highly efficient tourist complexes that meet modern requirements, and the organization and management of tourist complexes in the process of increasing their investment attractiveness

based on improving the investment climate in the regions, are of particular importance. The organization of tourist complexes provides its participants with the opportunity to use innovative technologies, attract a qualified workforce, improve the quality of information and business services, and increase efficiency.

The Law of the Republic of Uzbekistan "On Tourism" defines tourism as follows: "Tourism is the departure (travel) of an individual from his place of permanent residence without engaging in activities related to earning income from resources in the country (place) of temporary stay" [2]. It also helps to develop the tourism sector based on the formation of tourist complexes in areas with high tourist resource potential, organize effective cooperation between the country's regions, and create opportunities for the sustainable development of the tourism industry infrastructure in an innovative direction.

#### **ANALYSIS OF THE RELATED LITERATURE**

Currently, Uzbekistan has a large number of historical sites, cities and architectural objects, and the issue of their targeted use on the basis of scientific research is of great importance. The tourism sector also plays an important role in the development of the state, as it serves to ensure the employment of the population and provide a stable source of income. Therefore, it is important to pay special attention to the comprehensive development of the sector in our country, taking into account the specific characteristics of these regions. At the same time, the tourism sector has become one of the leading sectors of the world economy, and scientific and practical work is being done to modernize the tourism sector in our republic, form and improve the regulatory and legal framework for the sustainable development of the sector, analyze the goods and services created in the local and international tourism services market, and demonstrate their impact on the development of the tourism industry. In-depth study is of great importance. Among the scientists who have conducted scientific research on the essence of the tourism sector in Uzbekistan, its place in socio-economic development, and issues of its development, we can cite S.S. Gulomov, N.T. Tukhliyev, Yo.A. Abdullayev, M.M. Mukhammedov, M.Q. Pardayev, G.H. Kudratov, I.S. Tukhliyev, Q.J. Mirzayev [3].

Tourism comes from the French word *tour*, which means travel. The Law of the Republic of Uzbekistan "On Tourism" defines tourism as follows: "Tourism is the departure (travel) of an individual from his permanent place of residence for a period of not more than one year for health, educational, professional or other purposes in a place (country) visited without engaging in remunerated activity"[4]. Tourism helps preserve folk crafts and national crafts, and expresses the culture of regions and countries [5].

M.T. Alieva, in her scientific research work, gave a concise definition of the concept of tourism: "Tourism is the temporary stay of people from their permanent places of residence to a country or a place outside their own country for the purpose of leisure and recreation, health improvement, acquaintance or professional development, but without being engaged in paid labor activity at the place of arrival. that is to say. Therefore, tourism is the set of relationships, connections, and events associated with people's visits to places that are not considered their permanent or long-term residence and are not related to their labor activity[6] A systematic approach to the theory and practice of managing economic systems at various levels has been proposed by many researchers [7].

Tourism is understood as the travel of people in their free time to countries other than their permanent places of residence or within their own countries for the purposes of recreation,

recreation, hospitality, education or professional practice, but not for the purpose of remunerated work in the places they visit [8]. The tourism market is a complex system that includes socio-economic relations between sellers (supply) and buyers (demand) of tourism products, as well as economic mechanisms that directly regulate the demand and supply of tourism products [9].

Y. V. Tishukov in his treatise states that “The tourism industry is a set of hotels and other accommodation facilities, means of transport, public catering facilities, recreational facilities and facilities, facilities for acquaintance, business, health, sports and other purposes, organizations carrying out tour operator and travel agency activities, as well as organizations providing excursion services and guide services.” While recognizing, M.B. Birzhakov expresses the opinion that “Tourist service is a set of actions in the field of service provision aimed at providing and satisfying the needs of a tourist or tourist, which correspond to the goals of tourism, the direction and nature of tourist service, the tourist product, and the principles of universal morality and order” [10]. Tourism is a movement process related to all situations related to recreation and leisure, from space flight to beach vacation. It is a temporary trip of citizens away from their permanent places of residence for health, acquaintance, professional, sports, religious and other purposes, not associated with paid activity [11].

While the tourism industry is essentially a service sector, the bulk of the industry's activity is directly related to the activities of manufacturing enterprises. At the same time, the fact that the development of the tourism sector does not require very large amounts of material resources, unlike the material processing industries, and the dependence of activity on the availability of natural resources indicates that there is a possibility of rapid development of the sector in our country in a short time. The systemic reforms being undertaken at the state level since 2016 to develop the tourism services sector also indicate that the sector can be one of the "growth" points in the rapid development of the country's development.

#### **RESEARCH METHODOLOGY**

The article analyzes the scientific works and educational literature of local and foreign scholars on tourism. Theoretical analysis and observation methods were used as the research methodology.

#### **ANALYSIS AND RESULTS**

In our opinion, tourism can be understood as the process of people traveling from their area of permanent residence to a country or a region other than their own for the purpose of traveling, enjoying, relaxing, improving their health, making new friends, or exchanging professional skills. A tourist complex is a socio-economic and territorial environment in which various types of tourism can develop. The formation and development of tourist routes in historical cities is one of the priority areas for the development of domestic tourism. At the same time, the main tourist activity in the formation of modern tourist complexes: tourist products, recreational products, tourist markets, sanatorium facilities and products, natural tourist resources, hotels, hotel services and guest houses, as well as tourist infrastructure: industry, industrial products, transport, social facilities, healthcare, housing, financial sector, banks and insurance organizations are organized into structural components such as material and technical resources and ensure that the needs of tourists are met. One or more types of tourism participate in the creation of tourist complexes with a certain orientation. It is important to consider the orientation of tourist complexes in relation to the types of tourism that have a sufficiently large significance in the general classification of tourist activity. The role of historical cities, historical

and cultural heritage monuments in our country, which have made a significant contribution to the tourism sector, is incomparable. Among them, the city of Karshi is also one of the centuries-old ancient cities. There are 28 archaeological monuments, 25 architectural monuments and 1 remarkable settlement in the city of Karshi. As a result of the development of the tourism industry in the region based on these historical monuments, it continues to attract travelers from all over the world.

Management units include organizationally separate structural divisions, as well as individual specialists or part of them (for example, managers who organize and coordinate the activities of several structural divisions) who perform certain management functions. The management level is understood as a set of management relations occupying a certain level in the enterprise management system. When organizing tourist complexes in historical cities, it is necessary to identify the specific characteristics of the territory and ensure appropriate activities. Based on the results of the studies conducted, the following can be cited as the main characteristics of tourist complexes. We can see that the main goal of creating tourist complexes in the cities of the past is to stimulate the development of a particular region or to ensure the rapid growth of individual sectors of the economy. The development of tourism activities in the of ancient cities is directly dependent on the development indicators of an effective and competitive tourism market, and a number of tasks must be implemented and conditions must be created for this.

### **CONCLUSION**

The fact that the organization of tourist complexes in the cities of Tahiriya is organized taking into account several approaches at the same time ensures the effectiveness of the activities of network complexes. When organizing tourist complexes, firstly, a territorial approach is taken, that is, the clear boundaries of the complex, the network within the delimited territory and the enterprises associated with its activities (raw material suppliers, processing and market infrastructure), and secondly, a process approach (the sequence of production cycles) is also taken into account. The development of a policy for the formation of tourist complexes in the ancient cities region is carried out in four stages: the goals and objectives of the policy for the formation of the tourist complex are determined, the principles of the policy for the formation of the tourist complex are developed, regulatory legal documents regulating the activities of the tourist complex are adopted, and it is necessary to develop mechanisms for implementing the policy for the formation of the tourist complex.

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