

Special directions of tourism development in Bukhara region: problems and solutions.

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Abstract: This article contains information about tourism, forms of tourism, activities aimed at the development of tourism in Bukhara region, problems and solutions related to the improvement of tourism.

Keywords: Tourism, marketing research, market research, respondent, advertising and sales channels, Bukhara tourism.

Uzbekistan attracts the attention of the whole world with its many historical and architectural monuments, diverse climate and rapid development.

Over the centuries, Uzbekistan was located on the path of trade, merchants and travelers, geographers and missionaries, invaders and conquerors of the Great Silk Road. At the same time, Uzbekistan is becoming one of the fascinating tourist destinations for those interested in the enterprising, culture, history, tradition and exotic countries.¹

Bukhara has been a densely populated center of the oasis since ancient times. He is 2500 years old. Bukhara, which has preserved more than 140 ancient architectural monuments and a comfortable atmosphere, remains one of the favorite places of tourists.

The mausoleum of Ismail Samoni covered with a net, the huge fortress and the strong residence of the ruler of Bukhara, the Ark, Minarai Kalon, many mosques and madrasahs like a living labyrinth, caravansary palaces, and monuments such as baths are among the incomparable jewels of holy Bukhara remains.²

Based on the above considerations, we implemented marketing research aimed at "Development of tourism in Bukhara".

Many people understand Marketing Research and Market Research as the same activity. It is known that "market research" includes the quantitative assessment and analysis of the market itself, while marketing research covers all factors affecting the marketing of goods and services. That is, it includes the study of the effectiveness of advertising and sales channels, the analysis of marketing methods of products and competing firms, as well as all issues related to consumer behavior.³

After selecting the persons to be surveyed, the researcher contacts them using the following methods: personal interview, mail questionnaire, and telephone interview. Let's start our review of these methods with a phone conversation. The main disadvantage of this method is that the owners of personal phones form a certain group of the population. True, earlier they paid more attention to this factor. Nowadays, a conversation on the phone is becoming more important in conducting a quick and active survey. Telephone conversation is convenient for researching the markets of industrial goods. It should be short and to the point to be effective. Otherwise, the interview may distract the interviewer and end prematurely. The advantage of conducting a survey by mail is that it is possible to establish communication with any family and entrepreneur with very little effort. In this case, it is also prohibited to replace the results of the survey with the fault of the interview. However, the main disadvantage of this method is the low response rate for mailed requests. A 50% response rate is considered a very good result.⁴

¹ <http://www.uzbekistan-geneva.ch/turizm-191.html>

² <http://www.uzbekistan-geneva.ch/turizm-191.html>

³ <https://www.elib.buxdu.uz/index.php/pages/referatlar-mustaqil-ish-kurs-ishi/item/13610-marketing-tadqiqotlari-va-uning-bosqichlari>

⁴ <https://www.elib.buxdu.uz/index.php/pages/referatlar-mustaqil-ish-kurs-ishi/item/13610-marketing-tadqiqotlari-va-uning-bosqichlari>

This questionnaire is aimed at "Development of tourism in Bukhara", in which we asked the residents of Uzbekistan to express their opinions about Bukhara tourism. All age groups were included in the questionnaire, and more than half of the respondents (57,5%) were people between 21-30 years old. 20% were occupied by people under 20 years old, 7,5-12,5% by 31-40 and 41-50-year-olds.

57,5% of survey participants are women and 42,5% are men. As for their activities, most of the respondents answered that they are students, which is 65% of the number of participants. In addition, 8 people work in budget organizations and 4 people in private enterprises. The share of retired and unemployed respondents equals 5%.

As for the places of residence of the respondents, 87,5% of participants live in Bukhara, 7,5% live in Tashkent, and 5% live in Samarkand.

The questionnaire mainly contains questions about tourist and dining places in Bukhara, and the first question is: how often do you visit tourist places in Bukhara region? - was. 29,3% of people answered this question once a month, and 22% answered once a quarter. The number of visitors once a year was 19,5%, the indicator of this stratum is 5% more than the number of visitors several times a week. The number of non-visitors is only 9,8%.

It was found out that people mainly aim to visit new places when planning their trip, 61% of such respondents made up 56,1% of the population who prioritized closeness to nature. The price/quality and novelty study goals are in the next places, with 36,6 and 31,7 percent.

Among the respondents, it was felt that there is interest in many tourism activities, such as pilgrimage tourism, gastronomic tourism, and visiting event fairs were the most chosen destinations, which received about 45% of the total respondents' votes. Cultural-educational and ethnographic tourism ranks next in popularity. These indicators make up 31,7% and 36,6% of the total respondents. Wellness was 29,3% and Oasis tourism was 14,6%. Tourist indicators for sports and commercial purposes equaled 9,8%.

85% of the respondents prefer to plan their holidays independently, while 15% turn to tourist agents. 53,7% of respondents chose the most optimal option for vacationing in the spring season. 39% of respondents consider summer to be the best time to relax. 7,3% of votes corresponded to winter and autumn seasons.

The service level of tourist places in Bukhara region is set as 7 on average (24,5%), but indicators that collected more responses indicate good service quality.

The next request in the questionnaire is to evaluate the activity of food centers in different categories:

The price is 30 people

Online ordering - 23 people

Quality/taste - satisfying and excellent balance 18 people

Restaurants - 22 people

Service - 27 people

Is defined as satisfactory by the most interesting thing here is that the bad category of online ordering is significantly higher than the others.

53,7% chose hotels as the most preferred choice for overnight stay during the trip, 19,5% chose to spend the night in nature, and 7,3% chose home hotels. 14,6% of the population said that they are not interested in this question.

The following are the main factors hindering the development of tourism in Bukhara.



92,7% of respondents expressed their desire to visit Bukhara again, only 7,3% of participants indicated that they did not have such a desire.

From this survey, it can be analyzed that the main flow of tourists is in the spring and summer seasons, therefore, it is necessary to adapt the activities of tourist attractions to these seasons, and to focus on the organization of tourist attractions or events that can attract tourists in winter and autumn need.

I think this is due to the fact that there are not many favorable rates or the population is not aware of these rates. If tour agents engage in more advertising and offer affordable rates to the population, the flow of tourists will increase.

But for those who like to plan their own trips, it is necessary to pay attention to the improvement of facilities in the infrastructure.

Most of the respondents said that proximity to nature and visiting new places are more important to them than price. Based on this, the organization of more touristic places close to nature and places for recreation will help to create more tourist factor.

Bukhara's tourism sector can be further improved by solving such problems and by increasing marketing channels to inform about these places.

To realize the long-term vision, it is necessary to develop a strategic framework that builds on the main strengths of tourism in the Bukhara region, addresses its main weaknesses, reflects the main opportunities and is resilient to the main threats. Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT) is presented in Table 1:

Table –1
Analysis of Strengths, Weaknesses, Opportunities and Threats (SWOT)

Strengths	Weaknesses
Pristine natural resources, unique tangible and intangible cultural heritage, and diversity across Bukhara region. ▪ Low population density even in metropolitan cities, making it a safe tourist destination.	▪ High cost and poor air connectivity between CAREC capitals and distant markets. ▪ Inadequate transportation infrastructure, roadside facilities on tourist routes, last mile

<ul style="list-style-type: none">▪ Diversity and uniqueness of nomadic and sedentary cultures throughout the region, ethnic groups and religions.▪ Historic cities, heritage of ancient empires and UNESCO World Heritage Sites in the country.▪ Quality of accommodation and other tourist facilities in the capital and cities.	<ul style="list-style-type: none">▪ access, tourist services and signage at tourist sites.▪ Cumbersome and time-consuming border crossing and visa procedures (including at airports).▪ Lack of brand awareness and image, resulting in a lack of knowledge of Uzbekistan and a poor perception of them as tourism destinations.
Opportunities	Threats
<ul style="list-style-type: none">▪ Growing international interest and recognition of the Silk Road.▪ Continuous expansion of international tourism, especially to fast growing Asian markets, and travelers seeking new experiences and unusual destinations.▪ Major regional infrastructure projects being developed in the region.▪ The continued growth of information technology to enable potential travelers to collect information and interact digitally with potential service providers.	<ul style="list-style-type: none">▪ Growing global health risks and geopolitical conflicts with serious potential implications for the travel and tourism industry.▪ Climate change with global warming and environmental degradation.▪ Security and political instability in some border countries with Uzbekistan.

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