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Research Article

ON THE POTENTIAL FOR ENHANCEMENT OF TASHKENT'S TOURISM OPPORTUNITIES

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ABSTRACT

Visitors have always been drawn to our country by its rich history, objects of cultural heritage, instances of craftsmanship, gorgeous nature, and colorful food. Uzbekistan is therefore regarded as one of the most popular tourist destinations in Central Asia.

New Uzbekistan is implementing significant reforms in the field of tourism development. In this article, on the basis of the city of Tashkent, the potential for expanding the tourism industry's opportunities is analyzed, along with personal suggestions and comments.

KEYWORDS

Touristic image of Tashkent, Old city, madrasahs, examples of national crafts, national cuisine, Hastimom, Chorsu, Kukaldosh.

INTRODUCTION

There is little doubt that tourism will have a substantial impact on the economy of the country. There are nations and cities whose primary source of income is tourism. If we can accurately

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analyze Tashkent's touristic potential and market it to foreigners, our capital might become one of the world's most famous tourist destinations.

In the development of the tourism sector in our country from 2019 to 2025, it is necessary to transform tourism into a strategic sector of the national economy, to diversify and increase the quality of tourist services, and to improve the tourist infrastructure, including the attraction of foreign investments and the implementation of an efficient advertising and marketing campaign. The concept for the development of the tourism sector in the Republic of Uzbekistan from 2019 to 2025 was displayed. Also, according to the Cabinet of Ministers' decision titled Additional Measures for Comprehensive Socio-Economic Development of the Regions of Tashkent and Further Improvement of the Living Standards of the Population in 2022-2026," tourism in the capital will be rapidly developed, the tourist potential of the region will be effectively utilized, tourism infrastructure will be improved, and domestic and pilgrimage tourism will be promoted. The definitions of tourist development and the creation of new tourism products have been established. The tasks outlined in these legal documents are being carried out in stages. There are numerous accomplishments in this regard. Certainly, it is possible to acknowledge that our capital city's tourism options have grown substantially in recent years. This includes the disappearance of the "black market" for currency exchange, the of "green corridors" emergence at the international airport, and the increase in Internet

speed and WiFi coverage in the city. Yet, there are numerous things that need to be integrated into the sector and widely pushed. Using the example of the nation's capital, Tashkent, we will provide ideas and recommendations on how to increase the tourism potential of our nation.

THE MAIN PART

Tashkent, which is appropriately known as the "Gate to the East," is not only one of the ancient cities in Central Asia, but also one of the ancient cities in the world that has contributed to the development of world civilisation. The city was situated on the network of the Great Silk Road, where significant commerce caravans traversed. This had a favorable influence on the city's cultural life and development. By the 19th century, the city had twelve gates. Tashkent's Abulgasim, Ko'kaldosh, Baragkhan, Beklarbegi, and Eshonguzar madrasas were well-known and renowned centers of learning.

Over its more than 2,000-year history, Tashkent has witnessed various historical events, including battles, uprisings, and, on the other hand, cultural and educational growth. Regardless of the political climate, landscaping. gardening. handicrafts, and trade have always been developed in the city, and the people has always had a moderate level of living. Popular among the populace is the proverb, "The bird that eats the grain of Tashkent returns from Makkatullah." Throughout the world wars, Tashkent was also known as the "City of Bread" due to its reception of thousands of war victims. Since 1930, the city,

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which was designated as the capital of the Uzbek SSR at the time, has maintained this position. The vears of independence were a time of rapid growth in all facets of Tashkent's existence. In the city, new modern structures and amenities have been constructed. and infrastructure opportunities have grown. Currently, Tashkent is one of Central Asia's greatest megacities. In the Chorsu, Sebzor, Labzak, and Karakash districts of central Tashkent, you may observe the majesty of the old city alongside structures that combine modern landscape, architectural, and design accomplishments. As an economically, socially, and culturally developed Uzbek city, Tashkent has long drawn the interest of international tourists. A foreigner traveling to Uzbekistan chooses to begin his tour in the nation's capital. At the very least, he will arrive in the capital and spend his first several days seeing Tashkent. In a sense, it entails continually updating the capital's tourism attractions and developing creative techniques of efficient and effective use of current tourist resources.

During my nearly 20-year career at the Tashkent State University of Oriental Studies, I have witnessed many problems related to the touristic image of our capital, introducing many foreign students, researchers-scientists, and teachers to Uzbekistan, particularly Tashkent, as well as providing translation services to guests from the Far East, but in many cases the hospitality of our people and their care for foreigners have left very positive impressions about our country. That's when I realized that spirituality's "long tongue" might be lost in every aspect of life, especially

tourism, when materialism is "short-handed." What I'm trying to say is that if we first develop and then maintain our moral values, such as hospitality, respect, and concern for the visitor (foreigner), which are characteristic of our people, it will only benefit us. Consequently, based on my findings from dealing with international visitors and tourists. I feel that the following sectors of tourism in Tashkent must be developed.

- Pilgrimage tourism. Uzbekistan is one of the top pilgrimage destinations in the world. Uzbekistan, the birthplace of intellectuals such as Imam Bukhari, Imam Termizi, and prominent jurists such as Marginani and Moturidi, is a popular destination for Muslim travelers. At the same time, there are historical sites in our country that are sacred to members of various faiths. The presence of the most valuable wealth of the Islamic world - one of the examples of the Holy Quran - the Hazrat Imam (Hastimam) complex, where the Holy Quran of Caliph Osman is kept, as well as the presence of ancient madrasas and mosques, is appealing to Muslim tourists in Tashkent, and this expands the possibilities of pilgrimage tourism in the capital.
- Commercial tourism. According to history, merchants were the most restless travellers. In addition to trading goods and foodstuffs, merchants also facilitated the flow of civilizations between nations and peoples. Incomparable are the opportunities for commercial tourism to further the promotion of Uzbek culture abroad. Our national fabrics such as atlas, adras, silk, and dukhoba, dozens of handicraft items such as

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pottery, sculpture, painting, and jewelry, national musical instruments, dried fruits grown on the most beautiful slopes, hills, and gardens in our country, and local medicinal herbs and spices are all imported. That is certain to draw the merchant's notice. Given that all of the aforementioned products are available at the "Old Jova" (Chorsu) market in the capital and its surrounding shops, it is necessary to strengthen quality control in this market, ensure regular compliance with sanitary-epidemiological procedures, and improve the operation of currency exchange ATMs; in short, the creation of a favorable trade environment for tourists will undoubtedly have a positive effect on the development of commercial tourism.

- Ethnographic tourism. Today, ethnographic tourism, which is common among European and American citizens, is one of the most successful means of displaying and promoting national culture. It would not be incorrect to claim that our capital city has all the resources to demonstrate to international tourists the Uzbek national attitude, customs, traditions, and customs, and traditional living conditions. Among these are the renowned old gates of Tashkent, ancient neighborhoods and areas inhabited by locals, Navruz celebrations held in the city, festivals and exhibitions devoted to the nation's cultural legacy, and numerous museums.
- Scientific tourism. Visitors' primary travel objectives include scientific or creative tourism. This sort of tourism is relatively exclusive; it attracts primarily writers, poets, scientists, painters, and other creative individuals. There are

museums in Tashkent, including the National Archive Fund, which is admired by historians, archaeologists, source studies, archivists, and oriental researchers, as well as the Institute of Oriental Studies named after Abu Rayhan Beruni and the National Institute of Oriental Studies named after Navoi, which houses a treasure trove of valuable manuscripts and lithographic books written in old Turkish, Persian, Hindi, Arabic, and other languages. There is a library, which expands the opportunities for scientific tourism.

- Eco tourism. This is one of the most lucrative forms of tourism. Eco-tourists are fans of gorgeous nature and absolute naturalness, and they may be bored by the hectic pace of capital city life. Tourists will definitely be enchanted by the beauty of the Tashkent region's mountain slopes, such as Charvok, Chimyon, Burchmulla, Humson, and Beldirsoy, which are not far from the city.
- Gastronomic tourism. The city also boasts a wealth of resources for the growth of gourmet tourism. There are several cooking centers in Tashkent where many types of pilaf, which are regarded Uzbek national meals, are cooked, but only a few places can provide the authentic ambience of the Uzbek national tea house, which is unique in the East. There are also specific public dining venues in Tashkent where national dishes from many other countries (Turkish, Arab, Chinese, Japanese, Korean, Malay, Indian) are cooked, representing the unique culture of those countries and even erected on the basis of architectural models.

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As previously stated, Tashkent has sufficient resources to develop practically all sorts of tourism. The following issue is their promotion. In this regard, we must fully utilize the capabilities of social networks in order to boost promotion through unique pages and sites. It is critical to pay close attention to advertisements in the most widely spoken languages around the world (English, Spanish, Russian, French, German, Chinese, Japanese, Arabic). Furthermore, it is critical to creatively incorporate IT technologies in the sphere of tourism. Creation of numerous mobile applications for visitors to Uzbekistan, including all components required for a nice, fun, and useful vacation, giving a model travel program for visitors, covering all areas such as travel route, transportation, safety, and pricing lists.

summarize, Tashkent city has unique resources for increasing tourism opportunities, and effective use of them, attracting tourists through various modern methods of advertising and promotion, will have a positive effect not only on our country's economic well-being, but also on the strengthening of friendly relations with distant and near neighbors.

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