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ECONOMIC DEVELOPMENT AND PROSPECTS OF TOURISM IN BUKHARA REGION

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ABSTRACT **DOI No: 10.36713/epra32110** **Article DOI:https://doi.org/10.36713/epra32110**

This article presents the development of the tourism sector in the Bukhara region for 2020–2025 years development trends from the pandemic next recovery processes, tourism of infrastructure expansion and services of the volume growth analysis done of the province historical-cultural heritage, pilgrimage tourism, gastronomic tourism, crafts and modern tourist services the field development important factors as evaluated. Also in the field of tourism strong and weak sides, available opportunities and possible threats SWOT method based on studied. Research finally in Bukhara region tourism stable development, tourism seasonality reduce, digital technologies current verb, services adjective increase and territorial tourist to diversify products directed scientific and practical proposals work is out.

KEYWORDS: *Bukhara Region, Tourism, Domestic Tourism, International Tourism, Pilgrimage Tourism, Historical and Cultural Heritage, Tourist Infrastructure, SWOT Analysis, Tourism Services, Stable Development.*

Current global economy under the conditions of national tourism of the economy growth, population employment provision, services export expansion and of the regions investment attractiveness in progress important place occupies Tourism to oneself characteristic feature it is a hotel economy, general food, transport, trade, culture, crafts and other many economic activity types of to the development directly impact shows.

Tourism sector in Uzbekistan development state economic of the policy important from directions one is considered rich history of the country heritage , ancient cities, national customs and traditions and geographical location international tourist at the market competitive products shaping possible gives.

Bukhara region present from opportunities effective use for big to the potential have of the city of Bukhara historical center, Ark fortress, Poi- Kalon complex, Laby Pool ensemble, trade domes, ancient madrasas and mausoleums of the region main tourist resources organization This will make it possible. besides, Bukhara crafts, goldsmithing, jewelry, national dishes, traditional architecture and pilgrimage places tourist products enrichment for service does.

Bukhara Tourism 2020–2025 for separately to the point owner was era is considered The COVID-19 pandemic in 2020 international trips and services to the market negative impact showed . Next in years movement limitations mitigation of domestic tourism support , hotel infrastructure development and international propaganda of their work increase of the industry to recovery ground created . With this together , tourists of the number increase of tourism economic efficiency automatically increase does not mean Tourists in the area how much time one remains visit during how much money spending , services quality, local population to their income added contribution and cultural of inheritance preservation both important indicators is considered.

The research goal is to develop the tourism sector in the Bukhara region in 2020-2025. development the situation economic and statistically analysis SWOT analysis through main problem and opportunities determination and of the industry promising development directions consists of justification.

RESEARCH METHODOLOGY AND INFORMATION SOURCES

In the study systemic analysis, comparison, dynamic analysis, statistical grouping, SWOT analysis and logical generalization from the methods used.

Analysis information base Uzbekistan Republic National Statistics Committee open data, Bukhara region of the administration official information and Uzbekistan Republic Ministers Court Resolution No. 543 of September 28, 2022

ANALYSIS AND RESULTS

2020 world tourism for sharp decline period International of air travel restriction, interstate of movement reduction, quarantine requirements and population in income uncertainty tourist to services was demand reduced.

Bukhara region both international tourist to the stream related hotels, tourist agencies, guides, transport services and general meal enterprises to difficulties shower came Especially foreign for tourists intended services segment outside to restrictions sensitive that expression It happened.

Pandemic period tourism in development only outside to the market to lean on dangerous that showed. Domestic tourism development, small entrepreneurship support, digital services current verb and to crises flexible business models shaping necessity It will increase.

This point terms of 2020 only decline period not, but the industry exists problems determination and next development strategy again seeing exit stage as both assessment possible.

From 2021 starting in the field of tourism recovery processes observed . For domestic travel was of demand increase, service to show of activity step by step revival and tourist to the infrastructure investments attraction being of recovery main factors It happened.

On September 28 , 2022 reception done Ministers Cabinet Resolution No. 543 in Bukhara region for 2022–2026 tourism development important institutional from the basics one it happened It has internal and foreign tourists flow increase , hotels and other placement tools increase , services export expansion and hotel number fund employment improvement according to purposeful indicators defined [1].

This The resolution, including the 2022 for 2.4 million domestic tourist visits and 450 thousand foreign tourist, 2026 for and 4.1 million domestic tourist visits and 1.8 million foreign to a tourist to achieve goals in sight is captured. With this together, by 2026 fate hotels number of 258 , family guest 345 houses and 76 hostels delivery planned [1].

These numbers in the decision designated purposeful indicators and they relevant in years in practice achieved results as interpretation to do correct not . However present plans in the province tourist services the market expansion and placement to diversify its infrastructure directed politics directions exactly shows .

In 2022 of tourism recovery with one in line, of tourists needs satisfaction for family guest houses, small hotels, hostels, general meal branches and excursion services development important importance profession did it.

Tourism activity in Bukhara region in 2023–2024 increase is internal and international tourists in the flow, touristic at events and services in export expression happened.

Bukhara region of the administration official to your knowledge according to , in January-August 2024 880.2 thousand to the region person foreign traveler visit ordered This is the year 2023 suitable 753.2 thousand during the period person to the indicator compared to 16.8 percent growth means During this period tourist services exports for 220.1 million US dollars domestic tourism visits and 2.8 million people organization [2].

These data are Bukhara tourism in 2024 recovery with one in line, services of the market expanded both shows . But for January-August relevant numbers whole year result as reception to do possible not .

In 2024 international tourism promotion making , crafting and national culture to popularize directed events both important importance profession did Including in Bukhara II International goldsmith and jewelry 157 people from 42 countries participated in the festival foreign guest participation what did record This is done . events of the region tourist brandy strengthening, local products promotion to do and international cooperation to expand service does [2].

2024 again one important meaning - pilgrimage tourism development and Bukhara international on a scale attractiveness to increase directed are works . Historical at that monuments with one in line, religious-educational heritage , national values and traditional life type tourist product as present verb opportunity exists.

2025 results to the Bukhara region visit ordered the number of tourists is 7.5 million organization reached, out of 2.7 million people excess foreign tourists that is known done There are also 717 hotels in the region basically 18.5 thousand person the guest reception to do strength created emphasized [3, 4]. These data show that in 2025, the tourist flow and accommodation possibilities will expand.

In general, the dynamics of 2020-2025 will include three main stages: a decline due to the pandemic, recovery and infrastructure development, and then the expansion of the tourism market. In the next stage, attention should be paid not only to increasing the number of tourists, but also to increasing the economic impact of each tourist.

In the assessment of the development of the tourism sector, the volume of accommodation facilities, catering services, transport, excursion and entertainment services is important. In the Bukhara region, these services develop in an interdependent manner: tourist attractions attract tourists, hotels and restaurants ensure their stay in the area, and trade and crafts increase the impact of the visit on the local economy.

According to open data by region of the National Statistics Committee of the Republic of Uzbekistan, the volume of accommodation and catering services in the Bukhara region amounted to 3,814.5 billion soums in 2020, 4,556.9 billion soums in 2021, 6,360.2 billion soums in 2022, 7,953.6 billion soums in 2023, 9,542.6 billion soums in 2024, and 11,576.6 billion soums in 2025 [5].

Table 1.
Dynamics of volume of accommodation and catering services in Bukhara region

Year	Services Volume , Billion Soums	Previous Per Year Relatively Growth,%
2020	3,814.5	—
2021	4,556.9	19.5
2022	6 360.2	39.6
2023	7,953.6	25.1
2024	9,542.6	20.0
2025	11,576.6	21.3

Source: Uzbekistan Republic SIAT open statistical data of the National Statistics Committee based on [5] Growth pace author by calculated.

Table to the information according to, in 2020–2025 to live and meal services volume by about 3.03 times increased nominal figure for 2025 is for 2020 compared to 203 percent more growth means.

However this growth fully realistic economic growth as assessment possible not . Because current in prices services inflation, price increases change , population income and to account taken services composition both impact does, real growth determination for prices index with corrected indicators and services from physical indicators of size use to the goal suitable.

Infrastructure development again one indicator — family guest their homes and other alternative placement The National Statistics Committee 's 2024 to the information according to , in Bukhara region , individual and other placement 62 tools organization reached They have 336 rooms and 879 beds exists is , year during this 18.9 thousand in objects person guest [6]. These indicators indicate that there is potential for growth in the small accommodation market. At the same time, in the development of the hotel industry , not only the number of facilities is important, but also the quality of services, sanitary requirements, staff qualifications, online booking opportunities and guest satisfaction.

In order to increase the efficiency of tourist services in Bukhara region, the following directions are considered as priorities:

- Bringing the quality of services in hotels closer to international standards;
- Small guest their homes digital reservation integration into systems;
- Guides and tourist service indicator of employees foreign languages according to qualification increase;
- Transport, food and excursion services only tourist to packages unification;
- Local craftsmanship products tourist trade to the chain wide attraction verb

Tourist of infrastructure efficiency services between to adapt depend for example, historical to the object visit ordered tourist's local restaurant, crafts workshop or family guest from home use local in the economy created added of value to increase take comes.

Bukhara region tourism development prospects and dominant directions are as follows:

1. Diversification of tourist products

Tourism in Bukhara should not be limited to visiting historical monuments. Tourist products following directions according to expansion to the goal suitable :

- **Visit tourism.** Historical and religious-enlightenment the places unifying scientific based routes work exit
- **Gastronomic tourism.** Bukhara pilaf, national breads, traditional sweets and local the dishes preparation the process tourist to programs input
- **Craftsmanship tourism.** Jewelry, jewelry and other craftsmanship types according to skill classes, workshop visits and exhibitions organization verb
- **Village tourism.** Village of the population traditional life style, local products and craftsmanship with related programs development
- **Events tourism.** Festivals, exhibitions, scientific conferences and cultural events calendar international at the market in advance promotion to do
- **Ecological and nature tourism.** Natural landscapes and city outside attention worthy to the regions responsible visit programs work exit

These directions development tourist of products diversity increases and seasonality the effect to reduce service does.

2. Digital tourism development

Modern tourists the trip planning, hotel choice, from transport use and attention worthy places about information in receiving digital to the means relies on That is why in Bukhara region only digital tourist the environment shaping important to the point owner

Such system the following cover to take possible:

1.Many multilingual tourist information portal;
2.Tourist interactive map of objects;
3.Hotel and online reservation of excursion services;
4.Electronic tickets and audio guides;
5.Tourists opinions collection and analysis to do;
6.Events calendar and integration into traffic schedules.

Digital solutions not only tourists for convenience creates, but territorial management to the authorities demand tracking, services as problems determination and tourist my flow management possible gives.

3. Tourist infrastructure and ease of transportation increase

Tourism competitiveness tourist to objects arrived to go, city inside movement and from services use convenience directly In

this regard, it is necessary to coordinate transport links between the historic center, train station, airport, hotels and tourist attractions outside the city. Improving pedestrian walkways, road signs, recreation areas, sanitation facilities and a comfortable environment for people with disabilities are also important tasks.

In order to preserve the historic urban environment, transport solutions should be aligned with the requirements of cultural heritage protection. In particular, it is advisable to regulate traffic in the historic center, expand safe areas for pedestrians, and encourage the use of public transport.

4. Personnel preparation and services adjective increase

In tourism human factor solution doer to the point have guides, hotel employees, restaurant staff and tourist agencies of specialists qualification of tourists general to the impression impact shows.

Therefore supreme education institutions, professional education organizations and in partnership with the private sector practical training programs development to the goal according to these programs foreign languages, digital services, cultural inheritance comment, customers with communication, sanitary requirements and emergency in cases movement skills cover to take necessary.

Skill development in their programs local culture and history deep to know both important place seizure necessary. Because tourist of service value not only convenience, but also reliable information and meaningful experience with both is determined.

5. Sustainable tourism and cultural inheritance protection to do

Bukhara tourism far fixed-term future historical-cultural inheritance to keep with organ related. Cultural inheritance of objects condition deterioration or historical of the environment change of the region main tourist to the advantage damage delivery possible.

Therefore tourist my flow management of objects reception to do strength assessment, repair their work scientific basically organization verb and waste management system improvement necessary.

Principles of sustainable tourism the following in view holds:

- Cultural inheritance objects protection to do to the requirements compliance verb;
- Water and energy resources economical use;
- Waste reduction and selection;
- Local of the population interests to account to take;
- Tourist of income in the area to stay encourage;
- Natural and cultural to the environment negative impact monitoring.

CONCLUSION AND PROPOSALS

Bukhara region tourism in 2020–2025 years development analysis to do following conclusions shaping possible gives.

First, the 2020 pandemic of the tourism sector outside to the markets sensitivity expression did. Next domestic tourism in the years support, infrastructure development and tourist services again restoration of the industry to grow ground created.

Secondly, for the years 2022–2026 intended state programs in Bukhara region tourist my flow increase, placement tools expansion and services export increase for purposeful directions set. This is planned indicators with in practice achieved the results separately assessment is important.

Third, official in statistics reflection did to the information according to, in Bukhara region to live and meal services volume from 3,814.5 billion soums in 2020 to 11,576.6 billion soums in 2025 reached. This current in prices services of the volume noticeable what has grown shows. But real growth the impact of inflation in the assessment to account to take necessary.

Fourth, SWOT analysis results Bukhara main It has rich historical and cultural advantages heritage, international recognition, pilgrimage tourism and craftsmanship traditions that shows. Thus together, services adjective to the same degree to bring, touristic my flow regions according to division and seasonality reduction important tasks as remains.

Fifth, the field promising development for following practical proposals before is being pushed:

1.**The only one digital tourist the platform development.** It is touristic facilities, transport, hotels, guides, events calendar and online booking services unification.

2.**Tourist diversification of products.** Pilgrimage, gastronomy, crafts, village and ecological tourism mutual connected routes based on development

3.**Services adjective increase** Tourism staff for foreign languages, digital technologies and customers with work according to regularly qualification increase programs organization verb

4.**Local entrepreneurship encouragement.** Family guest houses , national restaurants, crafts workshops and local product work the producers tourist value to the chain wide attraction to do

5.**Tourist seasonality reduction** Year during festivals, cultural events, gastronomic programs and thematic tours planning.

6.**Cultural inheritance protection to do** Tourist to objects falling load monitoring, resources economical use and historical the environment care measures reinforcement.

7.**Efficiency monitoring current verb** By the number of tourists one in line average stay term, expenses, number fund employment, tourists satisfaction and local employment evaluation

In general Bukhara region tourism development for big natural, historical, cultural and economic to the potential have From this potential effective use tourism only services field as not, but regional diversification of the economy , population employment to increase entrepreneurship support and cultural inheritance of care important means as development demand does.

Next in tourism policy in the years quantitative growth and adjective indicators compatibility provided, Bukhara region national and international tourist in the market competitiveness further reinforcement opportunity increases.

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