

BEST INVESTMENT SECRETARY - THE IMPORTANCE OF SAMARKAND TRAVELING

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Abstract: *as the basic economic concepts of a market economy, the rapid and rapid introduction of the concept of investing in our present life is important for its essence and significance. This concept, as well as the discovery of such concepts and knowledge as investment policy, investment project, investment program concepts, investment policy, why we understand this.*

Keywords: *tourism, investment, historical monuments, eastern traditions, hotels, stability.*

Taking into account the importance of attracting investments for the national economy, the President of the Republic of Uzbekistan Sh.Mirziyoev at the expanded session of the Cabinet of Ministers dedicated to the "Investment Program for the Year of Socio-Economic Development of the Country in 2016 and Important Priority Directions for 2017" "There is a need to critically analyze foreign investments, primarily direct investments. The share of direct investments decreased by 30%. The loans of international financial institutions are inefficient, mainly in the Republican Road Fund, because there is no job, control or responsibility," he said.

The prospects for the development and improvement of domestic tourism in Uzbekistan are improving and the number of tourists who are coming to the country increase from year to year. For example, in the years of independence this figure was 0.1%, in 2005 it was 0.9%, and today it is more than 2%. Indeed, this index is a bit sad because we are based on our ancient architectural treasures and our comfortable atmosphere.

In 2017-2021, the volume of tourism services will increase by 2.2 times, and the number of tourists will increase by 2 times. According to statistical data, the number of tourists visiting Uzbekistan in 2016 was 1,600. It is worth noting that 1 200 of the tourists visited Samarkand region. Thus, in Samarkand region the employment rate of the population is high [1].

Also, tourists coming to Samarkand region in 2017 spent 480 billion sums for various services and goods in the region.

"In fact, the profit of all farmers in the region during the whole year, from cotton harvest, was only 52 billion sums. In the case of these two figures, you can clearly see that tourism that has never been overlooked is that our entire nation has several times more income than cotton, which is twelve months a year. However, given that the potential of Samarkand is unlikely to be expanded, tourism potential is unlimited."

Today tourism is one of the main directions of the economy of the Samarkand region. In this regard, systematic work on rational use of tourist resources, increasing the quality of services and adaptation of quality to modern requirements is being carried out. Thanks to created opportunities and privileges, today there are 100 hotels and over 60 private travel companies in Samarkand.

In particular, in the free tourist zone "Samarkand city", which will be created by the National Bank for Foreign Economic Activity for 2017-2019, 4 and 5 star new hotels, restaurants, aqua parks, oriental, European, amusement parks, pavilions, shopping malls and various recreational facilities. With the support of Uzindustrialconstructionbank, it is envisaged to build sports grounds, hotels and cottages, playgrounds, pavilions, swimming pools and various recreational facilities throughout the Oarage canal and its surroundings. The Concept of the Development of the Tourism Industry of the Republic of Uzbekistan has also provided clear guidelines for elaboration of the Concept Implementation Concept for 2017-2021 and the involvement of entrepreneurship in this area. In order to regulate the relationship in the field, there are several opinions about the development of a new version of the Law "On tourism". [2]

In order to finance the construction of modern hotels and other tourist infrastructure in the Samarkand city's free-of-charge tourist zone, foreign strategic (South Korea, Turkey and China) and local businessmen have begun.

In fact, the attraction of foreign and domestic investment plays an important role in the tourism industry. It is desirable to invest in the Samarkand region on the following tourist routes:

- Ecotourism.
- Hotel.
- Mountain tourism.
- Ancient monuments.

- Regular tourism.

It is well known that the most important of the above mentioned areas in Samarkand is ancient monuments. Particularly, in recent years our President Sh.M.Mirziyoyev has made a great contribution to this sphere. Particularly, Registan Square is a rebuild, and the beginning of the reconstruction of Al-Bukhari Holiday Park for tourists and locals is a wonderful gift.

It would be expedient to carry out the following activities in order to develop the above-mentioned areas and to attract foreign and domestic investors:

- Development of objects constructed in Samarkand in accordance with international standards;
- Expanding historic personalities, such as al-Bukhari, al-Motrudi and others, as well as making films about them;
- expansion of transport services in the area of ancient artifacts, construction of parking lots and organization of recreational facilities for tourists;
- State registration and recognition of unregistered historical monuments as an ancient monument.

In summary, one of the important factors in the development of tourism in Samarkand is attraction of foreign investments. Of course, tourism is one of the areas in the near future. There are a lot of shortcomings. We hope that our research and outreach research will provide a small contribution to Samarkand tourism.

References

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