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РОЗВИТОК ПУБЛІЧНОГО УПРАВЛІННЯ І АДМІНІСТРУВАННЯ В УМОВАХ СУСПІЛЬНОЇ НЕСТАБІЛЬНОСТІ

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DEVELOPMENT OF TOURISM IN UZBEKISTAN (IN THE EXAMPLE OF BUKHARA)

Uzbekistan, which has a rich cultural and historical heritage, attracts more and more tourists from all over the world every year. One of the most significant tourist centers of the country is Bukhara, a city that is not only a cultural and religious center, but also an important junction on the Great Silk Road. In recent years, there has been an active development of tourism infrastructure and an increase in the number of tourists, which opens up new prospects for the local economy and creates opportunities for further growth. This article examines the development of tourism in Bukhara, including an analysis of infrastructure, the role of guides and the impact of tourism on the economy of the region.

During the study, conducted over the past five years, data was collected on the dynamics of tourism development in Uzbekistan. Figure 1 presents data on the dynamics of the number of tourists in the Republic of Uzbekistan for the period 2019-2025



Fig. 1. Dynamics of the number of tourists in the Republic of Uzbekistan for the period 2019-2025. [1]

As the data in Figure 1 show over 8 years, the number of domestic tourists in the Republic of Uzbekistan increased by 1.8 times.

The country is also attractive for foreign tourists. Figure 2 presents data on the number of foreign tourists who visited the republic for the period 2019-2025.

As the data in Figure 2 show, the number of foreign tourists has increased 1.9 times over 8 years.

The study included surveys of tourists and local residents, interviews with tourism experts and analysis of statistics on the number of tourists and tourism income. In addition, the main problems faced by tourists and tourism workers were explored, and the potential for improving infrastructure and services was explored.

In recent years, there has been a steady increase in the number of tourists in Bukhara. However, challenges remain, such as a shortage of highly qualified guides, insufficient infrastructure in remote areas and the need to improve the quality of service.



Fig. 2. Dynamics of foreign tourists to the Republic of Uzbekistan for the period 2019-2025.[1]

The period from 2018 to 2023 has become significant for the tourism industry of Bukhara. At this time, a number of projects were implemented to improve infrastructure and update tourist facilities. The study included surveys among tourists, interviews with local experts and entrepreneurs working in the tourism sector, as well as analysis of statistical data on incoming tourists. Particular attention is paid to the impact of tourism on the local economy, which, thanks to the increase in the number of tourists, is experiencing growth in various sectors.

A number of problems were identified, such as a lack of qualified personnel in the tourism sector, a high level of competition in the tourism services market and the need to improve conditions for tourists, especially in small towns and remote areas.

Guides in Bukhara play a key role in providing a successful tourist experience. They not only conduct tours of historical monuments, but also serve as a link between the city's cultural heritage and modern tourists. Professional guides who have deep knowledge of the history and culture of Bukhara can significantly increase the attractiveness of the region.

At the moment, about 2,500 guides, including 417 specialists, work in Bukhara. There is a shortage of qualified guides, which limits the opportunities for tourists to fully familiarize themselves with the history and traditions of the

region. This is largely due to the lack of a sufficient level of education and advanced training courses [2].

In addition, the lack of translators and specialists in excursion services in foreign languages also hinders the growth of the flow of tourists. Research has shown that most tourists value the role of guides in their travel, especially if they can offer unique information about the culture and history of the city. This highlights the need to improve the skills of guides, create educational programs and involve local residents in excursion activities.

Thus, tourism in Uzbekistan and Bukhara continues to develop, but there are several aspects that require attention to further improve the situation.

Tourism has a positive impact on the region's economy. It creates jobs, increases tax revenue, and also stimulates the development of small businesses (restaurants, gift shops, etc.).

Tourism in Bukhara has high potential for further development, but for its successful growth it is necessary to solve a number of problems, such as improving the quality of tourism infrastructure, training and qualifications of guides, and stimulating local businesses. It has great potential for growth and development, but this requires additional efforts to improve the quality of infrastructure and staff training. An important part of the process is to improve the professional level of guides, which will significantly increase the attractiveness of the region for foreign tourists. It is also necessary to continue to develop tourist routes and improve living and travel conditions in the region to ensure a comfortable stay for travelers. In general, the development of tourism in Bukhara can become a significant factor in the sustainable economic growth of the region, contributing to its integration into the international tourism community.

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INNOVATION DEVELOPMENT IN UZBEKISTAN (STARTUPS)

Uzbekistan is actively implementing reforms in various sectors of the economy in order to stimulate innovative activity. The Decree of the President of the Republic of Uzbekistan dated 05.10.2020 No. UP-6079 "On approval of the Strategy "Digital Uzbekistan-2030" and measures for its effective implementation" was adopted [1]. This program and other government initiatives create the basis for the growth of the startup sector, which opens up new opportunities for young entrepreneurs