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**GEOGRAPHICAL FEATURES OF TOURISM DEVELOPMENT
IN BUKHARA REGION****Zaynutdinova D. K.***PhD Associate Professor of the Department of Ecology and Geography**Bukhara State University Republic of Uzbekistan, Bukhara city**e-mail: z.dilnoza83@mail.ru***Nematova Kh. Kh.***Master's student of 1 course of group 10-1-Geo-24,**Bukhara State University**e-mail: nematovaxurshida81@gmail.com*

Annotation: Tourism is rapidly developing as a major source of income in many countries worldwide. In this context, it is essential to study the potential, current state, development, and prospects of this sector in our country, particularly in the southwestern part of Uzbekistan—Bukhara region. A comprehensive analysis of the region's unique natural and geographical features, diverse natural resources, and breathtaking landscapes granted by nature will help identify effective ways to utilize them for tourism development. At the same time, special attention is being paid to effectively utilizing the existing tourism potential of the region in accordance with the priority tasks outlined in Uzbekistan's national tourism development programs. By addressing existing challenges and implementing promising projects, efforts are being made to ensure the dynamic growth of the tourism sector in the region.

Keywords: Local tourism, international tourism, desert tourism, ecological tourism, wellness tourism, adventure tourism, recreational resources, golden triangle.

Annotatsiya: Turizm dunyoning ko'plab mamlakatlarida asosiy daromad manbai sifatida jadal rivojlanmoqda. Shu nuqtai nazardan, mamlakatimizda, xususan, O'zbekistonning janubi—g'arbiy qismi-Buxoro viloyatida ushbu sohaning salohiyati, bugungi holati, rivojlanishi va istiqbollarini o'rganish zarur. Mintaqaning noyob tabiiy-geografik xususiyatlari, xilma-xil tabiiy resurslari va tabiat tomonidan berilgan hayratlanarli landshaftlarni har tomonlama tahlil qilish ulardan turizmni rivojlantirish uchun foydalanishning samarali usullarini aniqlashga yordam beradi. Shu bilan birga, O'zbekistonning turizmni rivojlantirish milliy dasturlarida belgilangan ustuvor vazifalarga muvofiq mintaqaning mavjud sayyohlik salohiyatidan samarali foydalanishga alohida e'tibor qaratilmoqda. Mavjud muammolarni hal etish va istiqbolli loyihalarni amalga oshirish orqali mintaqada turizm sohasining jadal o'sishini ta'minlashga harakat qilinmoqda.

Kalit so‘zlar: Mahalliy turizm, xalqaro turizm, cho‘l turizmi, ekologik turizm, sog‘lomlashtirish turizmi, sarguzasht turizmi, rekreatsiya resurslari, oltin uchburchak.

Аннотация: Туризм стремительно развивается как один из основных источников дохода во многих странах мира. В этом контексте важно изучить потенциал, текущее состояние, развитие и перспективы этой отрасли в нашей стране, в частности в юго-западной части Узбекистана – Бухарской области. Комплексный анализ уникальных природно-географических особенностей региона, разнообразных природных ресурсов и живописных пейзажей, дарованных природой, поможет определить эффективные пути их использования для развития туризма. В то же время особое внимание уделяется эффективному использованию существующего туристического потенциала региона в соответствии с приоритетными задачами, изложенными в национальных программах развития туризма Узбекистана. Решая существующие проблемы и реализуя перспективные проекты, предпринимаются меры для обеспечения динамичного роста туристической отрасли в регионе.

Ключевые слова: внутренний туризм, международный туризм, пустынный туризм, экологический туризм, оздоровительный туризм, приключенческий туризм, рекреационные ресурсы, золотой треугольник.

Introduction: Tourism is one of the important sectors of the international service market, not only being a powerful tool for economic development but also serving as an effective means to promote the national traditions, values, and history of a specific region. The tourism and recreational potential of various countries is a complex concept, and its development is closely related to various factors. This is largely connected to the natural-geographical characteristics and types of natural resources of each individual country, which form the basis of tourism potential, as well as the possibilities of historical and cultural heritage objects that are diverse in origin and essence. At the same time, several external factors with political, economic, legal, social, and psychological characteristics significantly affect the final indicators of the attractiveness of this sector. Currently, the growing importance of tourism services worldwide is linked to its increasing role in people’s lives and its impact on the economies of many countries. The emergence of additional services in tourism creates new job opportunities and allows for the organization of accommodation, catering, transport services, and other supplementary services for tourists.

There are two main types of tourism: domestic (local) and international (foreign) tourism. Domestic tourism is when individuals can travel, relax, and engage in other tourist activities freely within their own country (without visas, customs barriers, etc.). Local tourism and international tourism develop in close relation to each other. However, in local tourism, issues like communication, choice of food, transport, and other problems are relatively simpler. International tourism, on the other hand, can be organized along a designated route for a specific purpose, either in groups or individually. Here, first and foremost, tourists have the opportunity to get acquainted with the country’s unique historical monuments, cities, culture, arts, customs, and traditions, as well as enjoy the exceptional and beautiful landscapes of nature.

Object of Research and Methodology: In the years of independence, the rapid development of the tourism services sector in our country has been defined as one of the

targeted tasks and priority directions of state policy in the tourism sector in the future: "... to give tourism the status of a strategic sector of the economy and turn it into a leading force for the comprehensive and rapid development of all regions and interconnected sectors, as well as a powerful tool for sustainable development". In the development of tourism and recreation, comprehensive measures are being taken to fully utilize the existing opportunities, considering the natural-geographical, historical-cultural, and national characteristics of recreational areas. In particular, according to the Presidential Decree of the Republic of Uzbekistan No. DP-60 dated January 28, 2022, which approved the "On the development Strategy of the New Uzbekistan for 2022-2026", the 35th goal is "to increase the number of domestic tourists to over 12 million and the number of foreign tourists visiting the country to 9 million" under the program "Travel around Uzbekistan" [1]. In this regard, setting priorities and tasks for the rapid development of the tourism sector in our country, increasing its role and share in the economy, and improving the tourism infrastructure are of great importance. This program also highlights the rapid development of the tourism sector in Bukhara region alongside busy tourist areas such as Samarkand, Khiva, and Tashkent.

It is known that every year, numerous tourists from different parts of the world visit Bukhara, which has become famous worldwide for its sacred city status and as a gem of the ancient East, to see it at least once and enjoy its beauty. Taking this into account, the government has been paying special attention to improving the tourism infrastructure of Bukhara region. In the 184th paragraph of the program, the set of measures that need to be implemented for the development of the sector in this region is outlined. As a result, it is expected that the number of foreign and domestic tourists in Bukhara region will reach 5 million and export volume will reach 600 million USD during 2022-2026. This opens new opportunities for the development of the sector, as well as outlines several necessary reforms for implementation. On a regional scale, over the past five years, the flow of tourists to the region has increased by 15-20%. The majority of tourists come from foreign countries such as Spain, Japan, Malaysia, Indonesia, and the United Kingdom. Bukhara region has significant untapped potential for tourism development, and in this regard, it is essential to recognize that the region's natural-geographical location, climate, relief conditions, water resources, and biodiversity are directly related to offering various types of tourism, such as business, conference, cultural-educational, ecological, desert, extreme, medical, and folklore-ethnographic tourism.

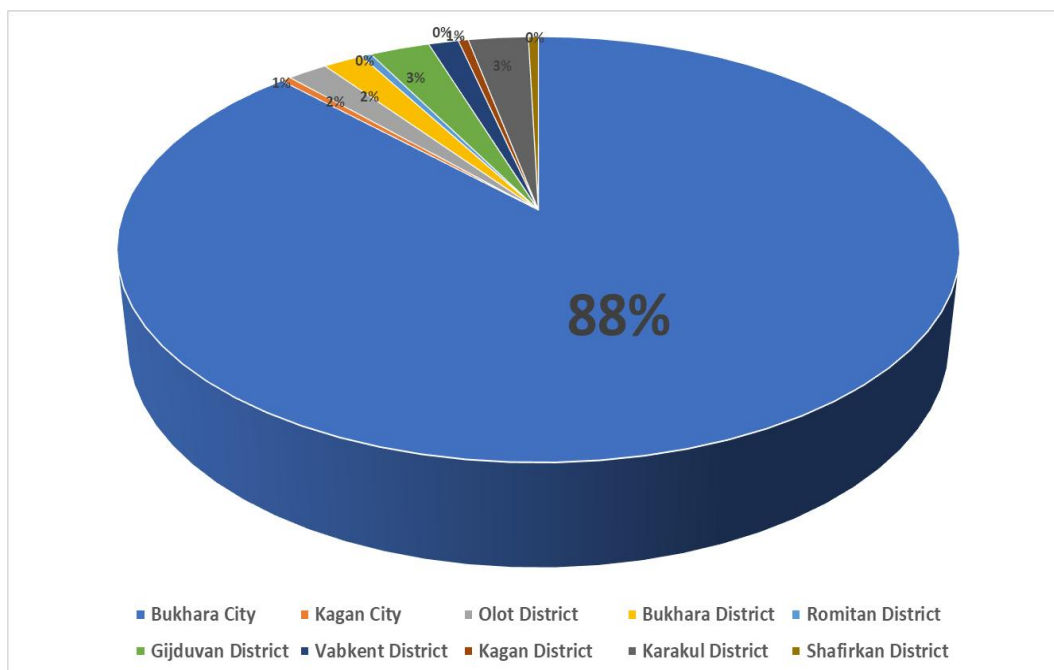
According to reports by the World Tourism Organization (UNWTO), tourism can become a powerful tool for reducing inequality if it involves the local population and all key stakeholders in its development. Tourism serves as an effective means of economic integration and diversification, as well as poverty reduction. This can affect people's earned income and standard of living, the development of the local and rural economy, as well as the natural and cultural environment. In addition, it can contribute to urban renewal and rural development by enabling people to thrive in their places of origin [2].

Results and Their Analysis: Although Bukhara region is famous for its rich historical and cultural heritage, the importance of natural-geographical factors in developing its tourism potential is immense. At this point, it is worth describing the natural-geographical factors of the region.

Bukhara is predominantly located in a flatland area, where desert and oasis landscapes prevail. The majority of the region is occupied by the Kyzylkum Desert, which makes up 88.6% of the total area. The region is located almost in the center of Central Asia's deserts. The area

has the climatic features of southern (subtropical) deserts, characterized by an extremely continental desert climate. There are significant temperature differences between day and night, as well as between summer and winter. The average rainfall is around 90-150 mm. The potential evaporation from the surface reaches 2000-2300 mm. The evaporation significantly exceeds the amount of precipitation, which is the main reason for the formation of the sharp continental climate. These climatic conditions create opportunities for various tourist activities in different seasons of the year. In particular, the mild temperatures in spring and autumn make them ideal times for relaxation, tourism, field excursions, and nature exploration. Due to its location in the desert zone, Bukhara does not have natural water sources. The main water supply comes from the Amu Darya River through the Amu-Bukhara and Amu-Karakul canals, and the Zarafshan River. With the intelligence of our ancestors, the Bukhara, Karakul, and Korovulbozor oases were formed, along with irrigated lands, historical and architectural monuments, cotton, grain, horticulture, vegetable growing, viticulture, and livestock farming systems, which developed unique agricultural traditions. Additionally, artificial lakes such as Karakir, Oyoqog'itma, and Katta Tuzkon serve as resting places for birds, offering picturesque views and creating opportunities for the development of fishing. Establishing small tourist areas in hydrographic regions to organize recreational activities like fishing, boating, nature walks, and bird-watching is effective [3].

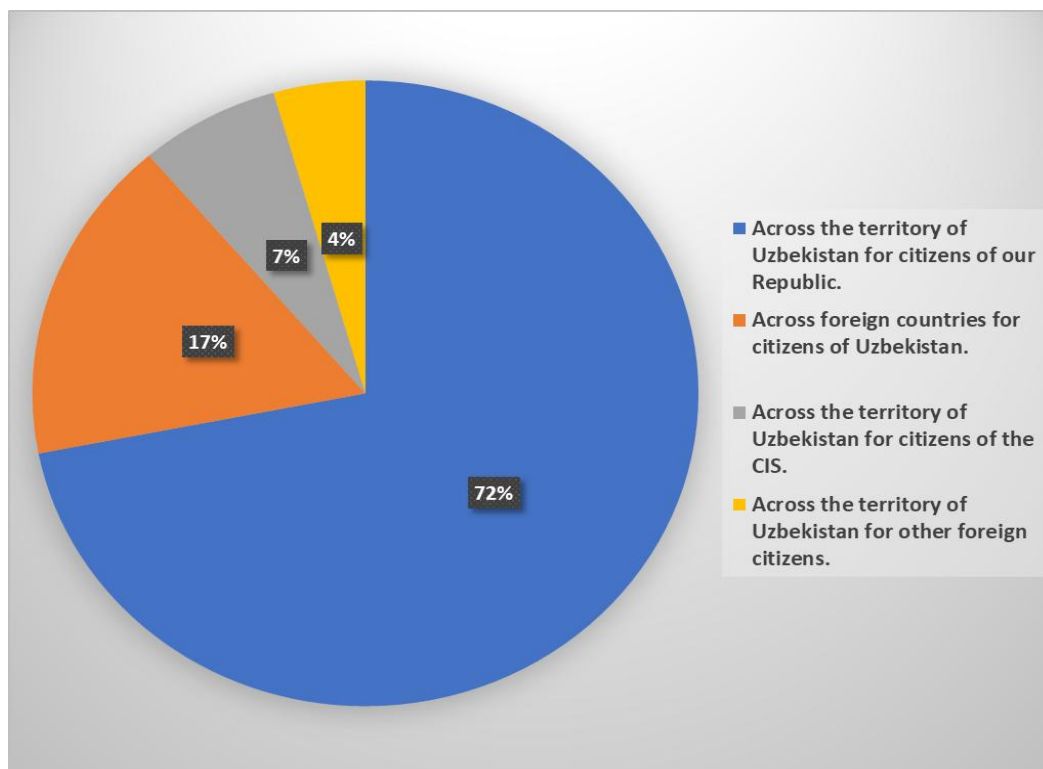
The region also has large reserves of underground water, which vary in mineralization, pressure, and sometimes temperature. In some areas, these waters come to the surface, forming therapeutic springs. These springs are important objects of medical tourism. One such object is the famous Sitorai Mohi Khosa sanatorium, built on the site of a mineral spring with water emerging from a depth of 1089 meters at +45°C. Historically, Bukhara was one of the main centers of the Great Silk Road, serving as a stopover for many travelers. This geographical advantage continues in modern tourism. Through the development of transport infrastructure, there are favorable opportunities to turn the region into an international tourism hub. The tourism in the region is interconnected with other tourist destinations in Uzbekistan. Bukhara, Samarkand, and Khiva cities are integrated into the "Golden Triangle", which is recognized for promoting international tourism. Together, these areas can create a major tourism route. By analyzing some statistical data related to the development of tourism in Bukhara region, it is possible to study the current state of the tourism services sector, identify existing problems, and develop effective solutions. Below, we present some of the results of our research in this regard (pictures 1).



Picture 1. The activity of hotels and other tourist accommodations in the cities and districts of Bukhara region (2023).

One of the main problems in the development of the tourism sector in Bukhara region is the underdeveloped tourism infrastructure at the district level and the uneven distribution of hotel accommodations. 87% of the region's hotels and other tourist accommodations are located in Bukhara city. In districts such as Jondor, Korovulbozor, and Peshku, there are no hotels or similar accommodations for tourists. However, these areas have many historical landmarks and natural recreational resources. Based on the existing opportunities in all regions of the province, it is crucial for the development of the sector to build comfortable and modern accommodations for tourists [4].

In 2023, a total of 5,377 tourist packages were sold in Bukhara region, with 72% of them sold to citizens of Uzbekistan within the country; 17% to foreign citizens of Uzbekistan; 7% to citizens of the Commonwealth of Independent States (CIS) within Uzbekistan; and 4. % to citizens of other foreign countries within Uzbekistan (pictures 2). In conclusion, it is worth noting that promoting the charming nature of our tourist attractions, our ancient and rich historical heritage, and our national traditions and values to the world through the intelligent use of modern information technologies will effectively increase the sales of tourist packages within Uzbekistan. This will create opportunities for the growth of tourism revenue.



Picture 2. The volume of tourist packages sold in Bukhara region in 2023.

The following areas of tourism development can serve as a basis for new promising projects in the region:

1. Ecotourism – Studying the unique flora and fauna of desert regions will spark interest in ecological and scientific tourism. This includes organizing ecological tours and nature watching excursions, as well as bird-watching programs in special areas.

2. Health Tourism – The region has hot springs and mineral water sources, providing great opportunities for health tourism. These locations can be used for therapeutic and preventive purposes by establishing sanatoriums and thermal water centers.

3. Cultural and Historical Tourism – Promoting historical monuments based on the geographical location. Bukhara, which was once one of the main centers of the Great Silk Road and a stopping point for many travelers, continues to benefit from this geographical advantage in modern tourism.

4. Adventure Tourism – Developing activities such as camel caravan and desert tours, air sports, cycling, and stargazing at night.

5. Water Sports and Recreation Tourism – Organizing nature watching activities to observe the diverse wildlife along the Zarafshon River and other hydrographic objects (Amu-Bukhoro, Amu-Korakul canals, and other lakes). Additionally, offering entertainment services like boat trips, fishing, and preparing special fish dishes would be exciting.

Increasing the number of new tourist routes and improving existing facilities across the Bukhara region requires comprehensive research into the region's natural-geographical features, enhancing the attractiveness of tourist resources, and introducing necessary high-quality infrastructure in response to current demands [5].

Conclusion: Bukhara region has significant potential for tourism development due to its rich historical heritage, unique geographical features, and cultural significance. However, the

region still faces challenges such as the underdeveloped tourism infrastructure in some areas and the uneven distribution of accommodations. By strategically utilizing modern technologies to promote the region's natural beauty, historical landmarks, and cultural values, there is a great opportunity to increase tourism and its economic impact.

The development of various tourism sectors, including ecotourism, health tourism, cultural and historical tourism, adventure tourism, and water sports, will not only attract more tourists but also enhance the overall tourism experience in the region. The implementation of high-quality infrastructure, new tourist routes, and improved services will play a key role in realizing the full potential of Bukhara as a major tourist destination in Uzbekistan.

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