

THE PRESENT CONDITION OF TOURISM IN SAMARKAND, THE RESULTS OF RESEARCH

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Abstract: today's world where we live in, hospitality industry is developing more and more. Most of developed countries have their tourism sector which is main part of economics. Samarkand is one of the most historical places in Asia and main tourist destination of Central Asia. Due to this it is important to organize more comfortable and modern tourism infrastructure in Samarkand. In this article, you can see some opinions about tourism of Samarkand. Including number of visitors in region by age, country, gender and others. It also analyzes the infrastructure of region, namely, transport, accommodation, restaurants.

Keywords: hospitality industry, Samarkand, Historical places, Great Silk Road, Research survey, Spring season of tourism, Central Asia, Tourism specialists in Samarkand.

СОВРЕМЕННОЕ СОСТОЯНИЕ ТУРИЗМА В САМАРКАНДЕ, РЕЗУЛЬТАТЫ ИССЛЕДОВАНИЯ

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Аннотация: в современном мире, в котором мы живем, индустрия гостеприимства развивается все больше и больше. Большинство развитых стран имеют свой сектор туризма, который является основной частью экономики. Самарканд является одним из самых исторических мест в Азии и основным туристическим центром Центральной Азии. В связи с этим важно организовать более комфортную и современную туристическую инфраструктуру в Самарканде. В этой статье вы можете увидеть некоторые мнения о туризме Самарканда. В том числе количество посетителей в регионе по возрасту, стране, полу и другим признакам. Также анализируется инфраструктура региона, а именно транспорт, проживание, рестораны.

Ключевые слова: индустрия гостеприимства, Самарканд, исторические места, Великий шелковый путь, исследование, весенний сезон туризма, Центральная Азия, специалисты по туризму в Самарканде.

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The role of the service field at life of people is invaluable. Because of this, it is developing day by day in the world industry. It is being given attention to improve this sector in Uzbekistan as well. Clearly, it can be example that the part of the service field in GDP was 54.0 percent in 2014th years.

Tourism is also related to service industry, and the one of the most developing sides of economics. If tourism can develop more in Uzbekistan, it can give possibility to organize new kind of economical industry.

Uzbekistan is situated in Eurasia and can be new destination for foreign tourists, also it has perfect strategic possibility to create new international tourist destination. There are several tourism resources, historical and architectural places, buildings in such cities like Samarkand, Bukhara, Khiwa and Shakhrisabz that are famous of Uzbekistan's. Some tourist resources of Uzbekistan are placed on UNESCO's historical, cultural heritages list. One example of world's high attention to Uzbekistan's tourism is that, in 2014, USA's popular magazine "Huffington Post" admitted Samarkand as the one of the 50 cities which anybody have to see there.

The economical, social, cultural and political centre of Samarkand region is Samarkand city, and it was based in 8th century. Samarkand is the second big city of Uzbekistan. It had been the one of the main commercial points on The Great Silk Road during that period.

During the 14th and 15th centuries, Samarkand was the capital of centralized empire of Temurids and functioned as the centre of education, culture.

The hospitality industry is the most perspective sides of the Samarkand city. It can rise more and more in the future. Because, tourism has rising-demand tendency. If we see information of the last 3 years, index of

hospitality services in 2014 are more than 1.8 times in 2012. The price of tourist services was 27.9 billion UZS (Uzbek soums), index of 2014 showed 45.5 billion UZS.

The following table shows index of tour products which was sold by tour operators of Samarkand in 2014:

Table 1. Index of tour products [1]

	Number of products	Price (thousand UZS)
Samarkand city		
All	6708	12303192
For local people	6684	11804499
Include		
For citizens in Uzbekistan	4216	585707
For citizens to foreign countries	197	1100333
For CIS countries	95	96033
CIS citizens in Uzbekistan	49	165410
Except CIS countries in Uzbekistan	2222	9956050

The number of visitors to Samarkand who wants to see magical city is increasing nowadays. The percent of annual growing index is 10-15 %. Next table shows the number of visitors and services in hotels of Samarkand:

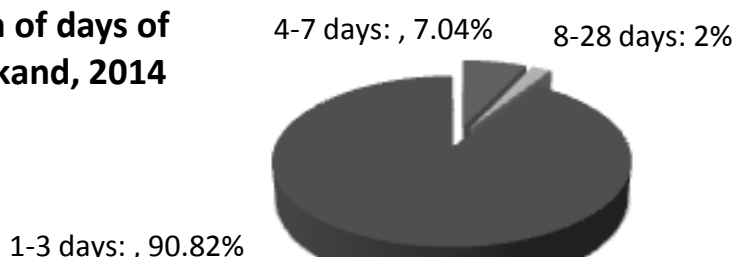
Table 2. Index of tour services, hotels and visitors [2]

N	Indexes of	Measure	2012	2013	2014
1	Number of hotels	Piece	69	77	94
2	Rooms	Piece	1976	2262	2404
3	Capacity	Piece	3885	4331	4778
4	Tourism organizations and operators	Piece	45	50	65
5	Visitors	Thousand people	103.6	130.0	167.4
6	Tourism services (with hotel services)	Billion UZS	27.9	38.5	45.5
7	Increasing	Percent	118.1	125.3	124.1

Moreover, local tourism is also developing in Samarkand. Annually, it is serving for more than 500 thousands of local tourists.

Following diagram gives information about duration of foreign visitors in Samarkand in 2014th years:

Figure 1. Duration of days of tourists in Samarkand, 2014



The year 2014 was the weightiest period for Samarkand tourism at a glance. Nowadays, specialists are trying to achieve more results than that. To get obvious information about opinions and demands of tourists who visit to Samarkand, the only tourist information center and Samarkand institute of economics and service reported research survey from the tourists in 2016. We can say that that results was the most positive thoughts on tourism infrastructure of city. The followings are some of this information:

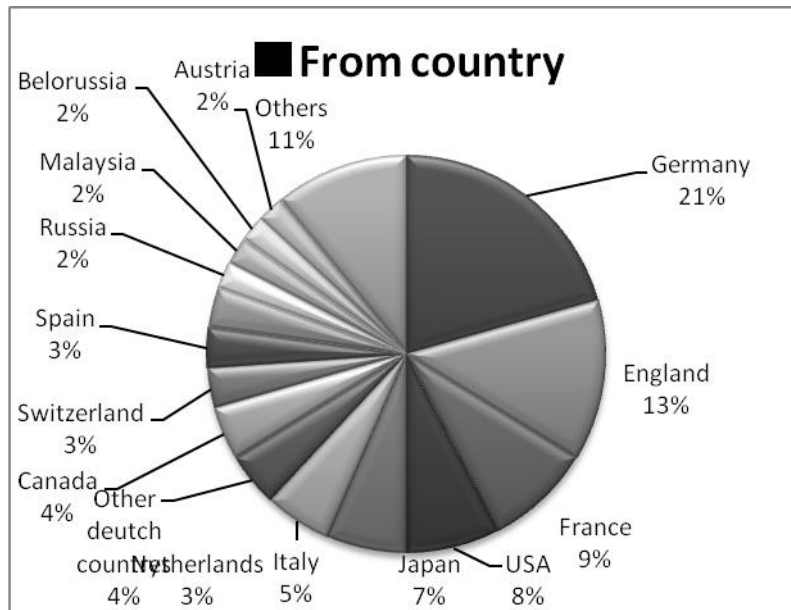


Fig. 2. Information of countries which tourists visited from, 2016 (April - June) [3]

You can see on the above-given diagram most of tourists visited from Germany, England and France to Samarkand in the spring season of 2016. Generally, most of tourists in Uzbekistan is from those countries.

“Type of travel” diagram shows that tourists of Samarkand like to travel without guide, or it has some problems to choose good guide for them. Because, Samarkand has lots of historical places and on most of conditions it is need to take guide. It will be somehow interesting.

■ Type of travel
with
Figure 3. information about type of travel in Samarkand, 2016 (April-June) [4]

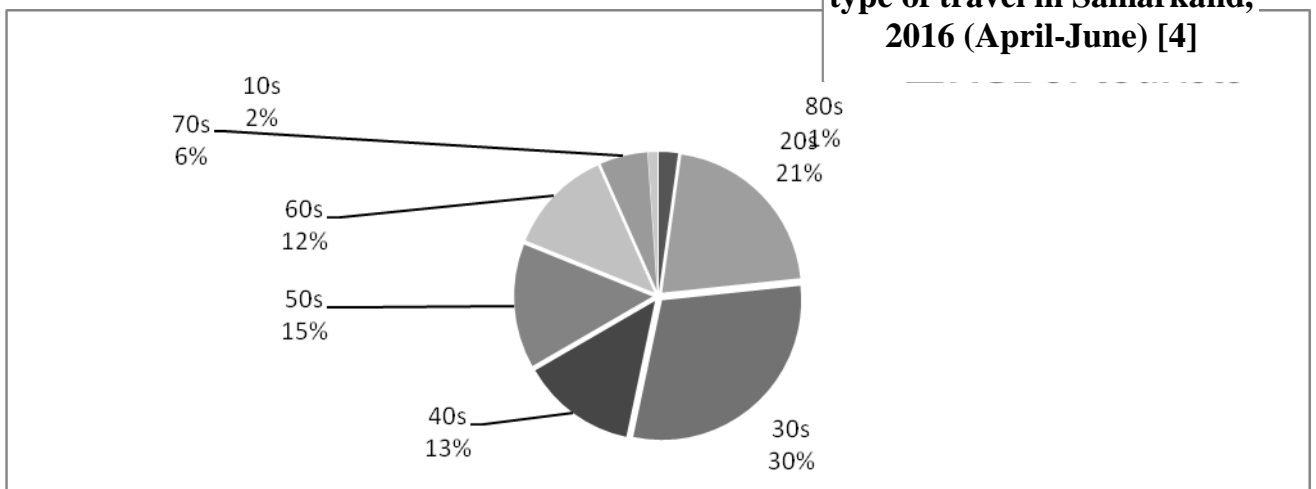


Fig. 4. Information about Age of visitors to Samarkand, 2016 (April-June) [5]

According to above-mentioned information we can say that age of main part of tourists is between 20 and 50. Due to this diagram, it is clear that Samarkand can be good place for youth as well.

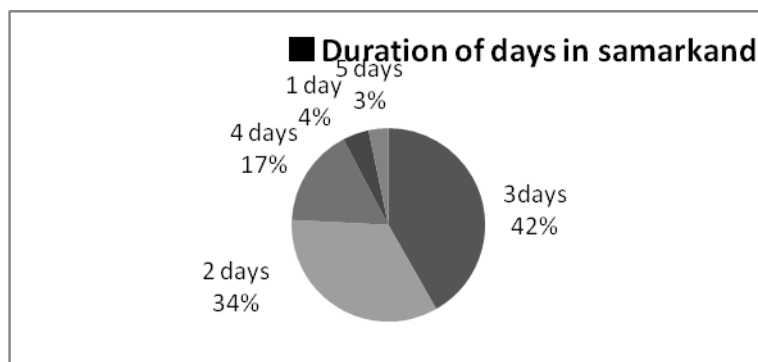


Fig. 5. Information about duration of days of tourists in Samarkand, 2016 (April-June)

5th diagram gives information of days of tourists stayed in Samarkand. It is clear that foreign tourists of Samarkand stayed in here 2-3 days only. So that tourism specialists of Uzbekistan should pay attention to organize more attractions for tourists on the aim to stay more days.

Above-mentioned information gives most of tourists like to travel historical places of Samarkand. But, there are some kinds of tourists who visit to local house and talking with local family, like to cook national foods, participate in weddings and others like these. According to this information we must say that it is important to create new kind of tourist destinations and activities in Samarkand to attract more foreign tourists.

In conclusion, we can say that all of above-mentioned information is according to comparatively research survey of students in Samarkand. If Specialists of tourism in Samarkand can get more clear information about opinions of tourists, it can be good manual for developing tourism of Samarkand in the future.

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