

IMPROVING TOURIST SEASON IN BUKHARA REGION

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Abstract: tourist season in the tourism industry of our country is one of the major problems that should be solved, as tourism companies and organizations cannot operate at the same time. One of the most important factors is the unfavorable weather conditions, and the second is that there is no such offer. Tourism is a peculiar leisure industry that includes a set of industries that are involved in the service of tourists. Collaboration in tourism facilitates the solution of the problem of full and rational use of labor resources by attracting unemployed or partially employed population to economic production. This is especially important in regions with underdeveloped industries.

Keywords: development of tourism, price, promotion, information technology, potential customers, hotels, tourism infrastructure.

УЛУЧШЕНИЕ ТУРИСТИЧЕСКОГО СЕЗОНА В БУХАРСКОЙ ОБЛАСТИ

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Аннотация: туристический сезон в туристической индустрии нашей страны является одной из основных проблем, которые необходимо решить, поскольку туристические компании и организации не могут работать одновременно. Одним из наиболее важных факторов являются неблагоприятные погодные условия, а во-вторых, такого предложения нет. Туризм - это своеобразная индустрия отдыха, включающая в себя комплекс отраслей, которые занимаются обслуживанием туристов. Сотрудничество в сфере туризма способствует решению проблемы полного и рационального использования трудовых ресурсов путем привлечения безработного или частично занятого населения к экономическому производству. Это особенно важно в регионах с неразвитой промышленностью.

Ключевые слова: развитие туризма, цена, продвижение, информационные технологии, потенциальные клиенты, отели, туристическая инфраструктура.

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Touristic seasonal fluctuation creates problems such as seasonal employment of the working people, non-compliance with the regular expenses of the touristic enterprise, the lack of infrastructure, tourist service facilities, and low attendance rates. In order to overcome these problems partly in the region, it would be expedient to apply the following suggestions:

- ✓ First and foremost, each region should utilize the tourist resources available to it, whether it is a cultural heritage object, whether it is underground or surface treasure, landscape, industry or not;
- ✓ Comfortable weather conditions should be created;
- ✓ Development of health and sports tourism. Especially in indoor spas and health resorts are recognized as the main products that can be shifted to non-tourist seasons;
- ✓ The establishment and development of medical tourist routes using Ibn Sino's medicine;
- ✓ Organization of cultural and special events;
- ✓ There are other strategies for improving the tourist flow in the Bukhara region. In particular, pay attention to price, promotion and information.

From any seasonal point of view, any financial investment related to placement or activity must be advertised. The greater the awareness of non-season propaganda, the stronger the price and the impact of advertising this season. Price and promotional programs will only be effective if they have a high level of information available to them. High season school and job vacations, traditions and weather guarantee tourists to

suppliers, and the importance of marketing and advertising strategies is based on the relevance of the demand [3, 126].

The Decree of the President of the Republic of Uzbekistan of December 2, 2016 "On measures to ensure the rapid development of the tourism industry of the Republic of Uzbekistan" is of great importance for the gradual development and elimination of the mistakes and shortcomings in the sphere. Therefore, the document envisages the creation of favorable economic, organizational and legal conditions for the development of tourism as a strategic area of the country's economy, more effective and efficient use of its potential in this area, cardinal improvement of network management. On May 19, 2017, President of the Republic of Uzbekistan Shavkat Mirziyoyev signed the Presidential Decree "On the Program of Rapid Development of Tourism Capacity of Bukhara and Bukhara Region in 2017-2019". The resolution sets out various measures, taking into account the tourist potential of the Bukhara region. In particular, construction of new hotels and tourism infrastructure, improvement of public catering system and creation of conditions for meaningful leisure of tourists, improvement of transport services, including development of air and railway infrastructure, improvement of Bukhara area, Promoting advertising campaigns and promoting Bukhara branding, provision of cadres for Bukhara tourist network. Among them are the festival of Bukhara, "Bukhara tradesmen", "East dishes", "Nasriddin Afandi", "Silk and spices", a strategic direction of seasonality, as well as annual festivals of "Qovun Sayli" has been determined. In addition, the Lake Ogitma in Shafirkan district, around the Tudakul reservoir, and the creation of conditions for health and recreational activities for hunting, beach and sporting tourism at the Karakul Lake in Peshku District projects have been approved [2, 4].

In the development of these infrastructure, it is possible to achieve considerable reduction of seasonal problems in the Bukhara region. However, in order to respond to the requirements of the free tourist zone, and on this basis, the development of the region requires the introduction of new tourist products, innovative ideas and development.

Bukhara is considered to be the oldest and most sacred city. Visiting this area will also help attract local and foreign tourists.

During the years of independence, attention to the restoration of ancient monuments and places of worship has been increasing. Today, many of them are becoming important tourist destinations. Therefore, we think it is expedient to promote the Seven Pir project in Bukhara.

This new direction is the pilgrimage to seven saints who have the prophecy in the Bukharian tradition, the Dome of Islam. These are:

1. Imam Abu Hafz Kabir Bukhari
2. Shaykh Sayfiddin Boharziy.
3. The Shaykh Mohammad Feyzobadi.
4. Piridastkir.
5. Boboi Porado'z.
6. Khoja Ismatulla Bukhari.
7. Said Abulhasani Poband.

This route is called "7 SAINTS OF HOLY CITY".

Special attention is paid to sports in Bukhara region. Regional wrestling competitions include badminton, basketball, freestyle wrestling, Greco-Roman wrestling, rhythmic gymnastics, athletics, synchronized swimming, bullet-shot, table tennis, belt wrestling, kurash, Uzbek martial arts, National tournaments will be held.

In conclusion, we have to make every effort to bring our culture, our culture to the next generation, and introduce it to the world. Having fully utilized all available opportunities in Bukhara to become a tourist destination we will be able to provide annual flow of tourist visits by offering unusual innovative projects.

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