

Development of National Tourism

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Abstract – In this article, I mentioned the development of national tourism and its negative aspects. National tourism has a great political, economic and cultural impact on the country. And various measures are being taken to develop national tourism, because tourism is a means of connection with other countries and we have to improve this connection. And I have to say that national tourism is a mirror of economic development.

Keywords – Development, Tourism, Economic, Cultural, National, Country, Resources, Traditions, Marketing, Management.

I. INTRODUCTION

Today, the tourism industry is widespread all over the world and millions of people become its participants every year. And tourism has been developed to meet the needs of people for recreation, travel, intertainment and has become a source of good income. In the development of national tourism, it is necessary to give the population a proper understanding and improve the relationship between tourism organizations and customers. The tourism sector is also developing rapidly in our country, and various decisions are being made to develop national tourism. For example, in pursuance of the Decree of the President of the Republic of Uzbekistan dated February 3, 2018 № DP-5326 «On additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan», and to ensure an accelerated development of local tourism as one of the most important factors of sustainable socio-economic development of the regions, a familiarization of citizens with cultural and historical heritage and natural resources of the country, it is decided to make a lot of opportunities for local tourism. "Uzbekistan is a convenient country for both travel and pilgrimage. Because our ancestors, who are known and famous all over the world, have settled in our homeland forever. There is a great interest in the rich spiritual and cultural heritage left by them in the international arena. In order to further develop the industry, first of all, it is necessary to improve the necessary infrastructure. The first is transport, the second is logistics" said The President of Republic of Uzbekistan Shavkat Miziyojev.

II. MATERIALS AND METHODS

In this way the national company "Uzbektourism" has developed the following tourist routes, depending on the type of travel: the classic route (Tashkent, Samarkand, Bukhara, Khiva, Tashkent; Tashkent, Samarkand, Bukhara Shakhrisabz, Tashkent). This route is associated with visits to the most ancient monuments and other historical and cultural monuments; eco-tourism (Chimgan, Charvak recreation and medical camp, Zaamin reserve, Bukhara region through Samarkand). Archeological tourism (along the territory of Karakalpakstan, Surkhandarya, Samarkand). This route aims to get acquainted with the most ancient finds and archeological sites of Uzbekistan; extreme tourism (Chimgan, Fergana Valley, Aral Sea, Bukhara, Navoi region); religious tourism (Tashkent, Samarkand, Bukhara) - is connected with visiting historical and religious monuments of our country. Uzbekistan attracts the attention of the whole world with its many historical and architectural monuments, unique climate and rapid development. For

centuries, Uzbekistan has been on the path of traders, traders and travelers, geographers and missionaries, invaders and conquerors of the Great Silk Road. At the same time, Uzbekistan is becoming one of the most attractive tourist destinations for those who are interested in entrepreneurship, culture, history, traditions and exotic countries. Uzbekistan is proud of its architectural monuments that have survived to this day. The Ichan-Kala complex in Khiva, the historical centers in Bukhara, the cities of Shakhrisabz and Samarkand are included in the UNESCO World Heritage List. The unique monuments and architectural structures in these cities reflect the past and play a major role in the history of the country. Tashkent is the capital of Uzbekistan and one of the largest cities in Central Asia. As in the distant past, Tashkent is now a crossroads of international transport routes with the help of Uzbekistan Airways and international airlines. Tashkent is one of the oldest cities in the world. In 2009, it celebrated its 2,200th anniversary.

III. MAIN PART

At the same time, Tashkent is a modern production center, where more than 500 companies offer a variety of products; from airplanes to tractors, from televisions to textiles and footwear. Tashkent is rapidly becoming a modern international metropolis with a combination of historical monuments and modern skyscrapers. Today, there are about a hundred museums in Uzbekistan, half of which are located in the capital. Each of them reflects the rich cultural heritage of the Uzbek people. In the center of the capital is the State Museum of the History of the Timurids, whose huge blue dome is reminiscent of the ancient dome of Samarkand. Its exhibits testify to the formation of medieval forms of statehood in the territory of Uzbekistan and reflect the development of science, culture and art in the time of Amir Temur.

For centuries, the cities of Uzbekistan have played an important role in the life of the Great Silk Road and the ancient transcontinental highway. Only Samarkand was called "the heart of the Great Silk Road." In ancient times, Samarkand was described by such names as "Pearl of Islamic Architecture", "Mirror of the World". Samarkand, which is as ancient as Rome, Athens and Babylon, celebrated its 2750th anniversary. Samarkand reached its peak of prosperity when it was chosen as the capital of the Great Movarounnahr state during the reign of Amir Temur, the great commander and ruler of Central Asia after Genghis Khan. During this time, extensive urban planning work was carried out. The great ruler gathered in Samarkand the most skilled craftsmen and masters of his time, and the works created by them have been living for centuries. Ulugbek, the grandson of Amir Temur, continued these traditions. Today the monuments in Samarkand are beautiful and huge. In this city one can feel the breath of ancient history preserved in ancient ruins, madrasas, mausoleums and minarets.

The legendary Registan Square is a unique architectural monument of Central Asia. In ancient times, this area was the commercial and social center of Samarkand. Ulugbek, Sherdor and Tillaqori madrasas, three huge buildings of several centuries, were erected here.

Gori-Amir Mausoleum is another gem of ancient Samarkand. The tombs of the great ruler Amir Temur and his two grandchildren, including the great scientist and thinker of the East Mirzo Ulugbek are located. Gori-Amir Mausoleum is a very popular place for tourists, as the leaves of blue tulips are tightly placed and the buds look like buds.

Registan Square, Gori-Amir, Bibi-Honim, Shohi-Zinda mausoleums, Ulugbek Observatory, as well as a number of monuments attract visitors to the city.

The traditions and customs of the Uzbek people living at the crossroads of the Great Silk Road have been formed over the centuries as a result of the customs of Zoroastrians, Sogdians, Bactrians and nomadic tribes, as well as Islamic traditions.

During the trip around Uzbekistan, tourists can not only see the architectural monuments, but also take part in the celebration of national holidays. (For example, Navruz renewal, the spring holiday March 21 when the day and night are equal). Each route includes a visit to local homes for tourists to see the lifestyle of the local people, taste national dishes and watch folklore shows.

The Uzbek national cuisine is especially noteworthy for its variety. The dishes reflect the lifestyle and culture of the Uzbek people, based on the rich experience of their ancestors. No delicacy can be indifferent to the Uzbek hospitality filled with the smell of spices. Uzbekistan is famous not only for its historical and legendary architecture, but also for its active tourist destinations. The convenient geographical location of our country allows us to combine modern convenience and wildlife. Any natural landscapes on the territory of Uzbekistan; mountains, valleys, deserts, rivers and lakes can be found. Although the tourism sector in Uzbekistan is relatively new, it has outperformed many other sectors.

Our country has a great potential for the development of international tourism. Twenty years ago, no one knew Uzbekistan as a promising tourist destination. After gaining independence, the state has developed new principles in the field of tourism. On July 27, 1992, the National Company "Uzbektourism" was established by the decree of the President of the Republic of Uzbekistan. The main task of Uzbektourism is to implement state policy in the field of tourism and create a national model of tourism development.

In addition, the national company coordinates the activities of all tourism organizations in the country, encourages the development of all areas of tourism, deals with personnel issues, attracts investment in the formation of material and technical base and the development of infrastructure.

Since 1993, our country has been a member of the International Tourism Organization (UNWTO). Since 2004, UNWTO's office for tourism coordination on the transcontinental highway has been operating in Samarkand, the "heart" of the Great Silk Road. The government is working hard to modernize the tourism industry, improve the transport and hotel infrastructure in the country, as well as improve the regulatory framework for tourism.

In order to promote tourism products abroad, the marketing project "Mega-info-tour" is being implemented for foreign tourism companies and the media. Such trips play an important role in expanding the tourist season, optimizing the flow of tourists to our country, as well as showing that each season in Uzbekistan is unique for tourists.

In addition, the UNWTO-led International Silk Road Tourism Fair in Tashkent plays an important role in supporting the tourism potential of Uzbekistan. The main purpose of the fair is to unite Uzbek and foreign experts in the field of tourism, to further expand professional cooperation between them. Today, this international fair is one of the largest exhibitions in Central Asia.

The legendary past, the historical and engineering heritage of the Silk Road, the magnificent landscapes of nature, the local handicrafts passed down from generation to generation, the hospitality and human values of the people amaze and fascinate tourists and at the same time delight them. attracts people from all corners of Uzbekistan.

Also the protection of tourist resources located in the region helps to develop national tourism. The state should also create opportunities at all stages of search and attraction of investors and implementation of investment projects in the regions. For example, more people will know and be interested in the country if there are plans to promote the country's tourism potential and attract foreign tourists.

First of all, if we pay attention to national tourism, if we preserve tourist resources, historical and cultural sites, it will be a great achievement for national tourism and will attract foreign tourists. The national traditions of the country are also important because not all tourists come to see the buildings. Preservation of our historical traditions and giving more information about them as much as possible depends on tourist organizations and tourist funds. Therefore, training and retraining of the necessary personnel will help stabilize national tourism. The essence of national tourism is in its nationality. Historical traditions, culture, national cuisine play an important role in national tourism. Because a tourist visiting the country is primarily interested in the history and traditions of this country. It is important to create favorable conditions for tourists, to organize the transportation for tourists. I would also like to say that attention should be paid not only to foreign tourists but also to local tourists and this requires marketing because advertising is a means of attracting customers. In this regard, there is a great demand for qualified marketers in the field of tourism. In order to train such personnel, there should be training courses throughout the country.

There is also a lack of accommodation facilities and infrastructure, especially in the tourist season, the lack of coordination of passenger transport in various modes of transport, as well as the low level of organization of providing tourists with information about the existing tourism potential. The ineffectiveness of marketing campaigns to promote the specifics of cultural heritage sites and pilgrimages in the regions has a negative impact on the rapid development of tourism. Administrative barriers, underdeveloped infrastructure and services, high tariffs and a lack of staff are the main obstacles to tourism development. Lack of tourism investments. While investment in services is a well-established economic activity in the developed countries, it is still lagging behind in developing ones. Investment in service-oriented projects, particularly tourism, in developing countries is often regarded as a high-risk task. Accordingly, though they may have a natural tourism potential, it is very difficult for many poor and least developed OIC countries to gain access to reasonable financing for their touristic projects even when they manage to tackle the problems of project identification and planning. Lack of consistent tourism strategies and policies. Although jobs are created by tourism, most are relatively low-level such as bar work, hotel service, restaurant serving, and so forth. These low-wage, low-skill workers have little prospect for advancement or promotion. Tourism can often cause environmental damage with risks like erosion,

pollution, the loss of natural habitats, and forest fires. Even if tourists behave responsibly, the sheer number of them can cause damage. Ancient buildings, monuments, and temples often struggle to cope with increased traffic and suffer inevitable wear-and-tear. Reefs and other natural tourist attractions can suffer permanent damage.

One of the only problems in the development of tourism in our country is the island problem. The process of socio-economic development of national tourism is impossible without the connection with the ecological environment. This is because the environment changes as a result of tourism. Therefore, today, great attention should be paid to the formation of a pure ecology of environmental protection. There are opportunities to reduce environmental damage and adverse events based on tourism development management tools and clear planning. Environmental policy should be based on the availability of long-term and well-thought-out tourism products. Similar problems affect the development of national tourism. And we, the youth, must help to develop national tourism because the future of the state is in our hand. Personally, I am also interested in the field of tourism, so I am studying in the field of tourism and I want to implement useful plans in this area in the future. For example, our country has enough historical places and they are well carried of, but as I said above, tourists do not come only to see historical buildings. That is why we need to increase the number of modern, developed cities in our country and make a good impression on tourists. After that tourists can travel to all regions of the country. Take Dubai, for example, which has almost no historical sites but receives millions of tourists each year. Why? Because there are good tourist services and opportunities. I want to say that it is good to preserve the old monuments, but it's time to build new ones. In the future, I will try to make rapid changes in the field of tourism, where I want to work. Then national tourism also includes such qualities as hospitality, friendship, helpfulness because there should be good relationship between tourist organizations and tourists. That is why psychology is a necessary science for tourism. Knowing not only psychology but also economics, geography, politics or foreign languages makes it easier to work in this field. The purpose of national tourism is to create conditions to improve people's lives. Improving international relations also depends on national tourism. Exchange of experience with foreign countries is also important. Despite globalisation, despite online; place still matters. Whether driven by a sense of pride, authenticity, convenience and/ or eco-concerns, travellers and consumers will continue to embrace 'local' products, services and knowledge. This trend also extends through to travellers looking for local tourism experiences. Local can also translate to authentic. Travellers are looking for local heroes and authentic local experiences. Locally-produced goods offer travellers a sense of authenticity, community and connection to place. So this brings me to look at how it all relates to local. Travellers all love a local secret. The local shopping precinct, the local 'best' café or barista. In the numerous focus groups we have conducted, we often find the trip highlight involves that secret place in the national park tourists were told about by a local in the pub – the place not on the tourist map, or the steak at the local pub that was bigger than the plate it was on! And I want to give some information about our local tourism because it's also related to national tourism. For example I want to say about local tourism in our capital. For many years, Tashkent has been the most important business and cultural center of the country, attracting tourists and businessmen from various countries of the world. Tashkent has a large list of attractions. It will take several days to visit all of them.

Wide avenues, green alleys, fountains and eco-parks for leisurely walks and unique artifacts about the history and culture of the peoples of Central Asia in the numerous museums of the city. Also majestic architectural ensembles, mosques and minarets. Theaters and galleries for every taste. Here everyone can create his or her own itinerary through the top attractions of the city! A huge part of this positive impact comes from the money. It is not the most romantic of reasons but this is what it boils down to. Instead of eating at large multinational chains, local travel means that travellers will be discovering and frequenting that tiny local eatery just off the beach that locals love and instead of staying in a chain branded hotel they'll be spending the night in a local guesthouse. With local tourism travellers are putting their hard earned money directly into the hands of the local population instead of allowing large multinational chains to take the lions share. This ends up being a lot cheaper for travellers and more profitable for the local services that help them. National tourism is more than just the latest buzzword, it is a very real and tangible way of travelling that has a positive impact on not only the wider environment, but also the local people in the destinations we visit. Tourism marketing and management is also very important to develop national tourism in country. What is Tourism Marketing? Tourism marketing is the collective name given to the various marketing strategies used by businesses within the tourism industry. This includes, for example, hotels and other forms of accommodation, along with airlines, car rental services, restaurants, entertainment venues, travel agents and tour operators. The purpose behind tourism marketing is to promote the business, make it stand out from rivals, attract customers, and generate brand awareness. Many modern tourism marketing strategies make use of the internet, with websites, online adverts, email and social media platforms often playing a key role. As it is one of the world's largest industries, the tourism industry is extremely competitive. This means that businesses operating within the industry need to find ways to stand

out from rivals, promote themselves as being the best option for tourists, and highlight some of the things that make them different, or superior. Marketing is essential for achieving this and many of the best tourism marketing tips focus on helping businesses to find a unique selling point and promote it. Of course, it is also crucial that marketers keep up with the latest trends, so that they can create a diverse marketing mix and use the best methods for getting their message out. The outbreak of COVID has caused significant disruption to tourism and requires airlines, hotels, cruise companies, restaurants and other businesses to adapt accordingly and keep up with the latest tourism trends. Customer safety has always been a major concern for those in the tourism industry, but customer needs in this area have evolved with the emergence of COVID. In particular, there is a greater emphasis on hygiene than ever before and this needs to be reflected within your tourism marketing efforts. This means highlighting the steps you have taken to keep your property or business COVID-secure. Customers need to be convinced that they are going to be safe, so you need to emphasise these concepts of hygiene and safety on your own website, on marketing content, on third-party platforms and through customer communication. Tourism management refers to everything that is related to the hospitality and travel industries. It offers extensive training opportunities for management positions in the travel, accommodations, and food industry. Tourism management can also include working in associations or agencies that are directly involved with tourism services.

IV. CONCLUSION

Tourism drives economic prosperity and sustained development in many regions around the world. National tourism is the tourism of resident visitors, within and outside the economic territory of the country of reference. And we all need to contribute to national tourism so that we can see the results of what we do now in the future. And we also need to address different issues together. And I want to say that government also should support tourist organizations in the local areas of country. National tourism is one of the factors that introduces a country to the world and I think the development of tourism is the development of this country.

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