

**FACTORS FOR THE DEVELOPMENT OF INTERNATIONAL TOURISM SERVICES
IN THE ZARAFSHAN VALLEY**

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Abstract

The article is devoted to the development of a mechanism for the integrated development of international tourism in the Samarkand, Bukhara and Navoi regions of Uzbekistan, which are part of the Zarafshan Valley. The “Non-governmental Center for the Development of International Tourism in the Zarafshan Valley” and the organizational structures and mechanisms of its operation are recommended.

Keywords

Valley, Region, National Model, Area, Standard, Strategy, Concept, Method, Geography Of Tourism, Recreation.

I. INTRODUCTION

An analysis of scientific literature on the development of tourism in our country shows that currently, the processes of forming and improving a national tourism model are ongoing in the Republic of Uzbekistan. This model should demonstrate that the national tourism market being developed in the country, like any other market, has a positive impact on the socio-political and economic situation of the country.

If the state does not deal with the issues of professional, highly qualified specialists in tourism, the protection of the natural and cultural environment, information and advertising work, and the requirements for simplifying formalities, tourism will not be able to achieve the expected levels of development. Therefore, it is of great importance for the state to develop tourism, form a market for tourist services, reform methods and mechanisms of economic regulation, improve the organizational management structures of tourism, increase its export potential, and, most importantly, develop methodological and practical approaches to the conditions for attracting foreign investment.

II. LITERATURE REVIEW

Currently, market relations have created quite difficult conditions for tourism in the Republic of Uzbekistan. There is a need to improve the tourism system and develop private, practical, economic mechanisms that differ from centralized mechanisms for managing tourism.

The basis for finding solutions to the above-mentioned urgent problems is the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev dated December 2, 2016 No. PF-4861 "On measures to ensure the accelerated development of the tourism sector of the Republic of Uzbekistan", which creates favorable conditions for the development of tourism in our country, including international tourism. The Presidential Decree[1.2] states:

- "Rapid development of tourism in the country, more complete and effective use of the existing huge tourism potential:

- Development of tourism industry facilities in all regions of the republic that meet modern world standards and the demands and needs of tourists ;

The decree is aimed at ensuring the rapid development of the tourism network, giving tourism the status of a strategic sector of the economy, turning it into a powerful tool for sustainable growth of the country's economy, effective use of tourism potential in the regions, and strengthening the role of tourism in improving the living standards and quality of the population.

Many scientific studies have been conducted in Uzbekistan on the development of national tourism, and new studies are also being conducted. However, the scientific and practical studies carried out so far have mostly been carried out within the borders of the regions. These studies also cover issues related to the development of domestic tourism in our country[8.7.4.6.5.]. Important studies on the development of international tourism have also been carried out in Uzbekistan[12.9.10.11]. The continuation of these studies in large regions of our country is among the urgent issues.

III. RESEARCH METHODOLOGY

We used methods of logical analysis and synthesis, economic, logical, scientific abstraction, comparative analysis, monographic research, study in dynamics, data grouping, induction and deduction, statistical methods in the research.

IV. ANALYSIS AND RESULTS

Organizational and economic mechanisms for the creation of international tourism development centers in the Zarafshan Valley should be developed based on the following 2 sources :

1. Development of international tourism in the Zarafshon Valley based on the concept;
2. Based on methods of international tourism development and modern experiences in them.

Currently, the most commonly used methods for organizing tourism centers in the world are the following[3]:

Method of evaluation of the tourism area. The requirements of this method are as follows:

- evaluation of the tourist object (evaluation of natural complexes, their components and features);
- separation of the subject of assessment (type of tourism, cycle of recreational activities, levels of vacationers, assessment of use loads);
- researching the specifics of evaluation (in international and domestic tourism);

Medical biological assessment. This assessment method studies the degree of influence of climatic conditions on humans, the advantages and disadvantages of natural climatic conditions. The healing and health-improving properties of one or more natural resources are determined. This method of tourism geography is most often used in the creation of health centers and resorts.

Spiritual aesthetic method. In this method, it is studied that unique views in nature, landscapes (mountain gorges, lakes, springs, natural museums and sculptures, rare species of animals, etc.) are of interest to tourists.

Technological assessment method. In this method of tourism geography, when organizing newly created tourist centers, firstly, the possibility or potential of using these places for tourist purposes is studied, and secondly, the degree of technological use of these places is studied.

Social survey method. In this method of tourism geography, when creating new tourist centers, questionnaires are distributed among the population through the media, television and radio broadcasts, the responses are analyzed, and conclusions are drawn.

Mapping method.

- develops advertising, movement and use maps for tourists and excursionists;
- develops maps for the development of tourism centers in the country and its territories.

We present the possibilities of organizing an international tourism development center in the Zarafshan Valley according to the mentioned methods:

the preliminary evaluation method , the valley has the resources of international tourism, historical-cultural, international pilgrimage, ecotourism and national heritage tourism.

According to **the medical biological evaluation method** - the degree of influence of climatic conditions on humans is not dangerous, natural climatic conditions for international tourists are favorable during the period of March-October, and unfavorable during the winter season - during the period of November-February. In the valley there are health sanatoriums, healing springs, healing mud and healing medicinal plants .

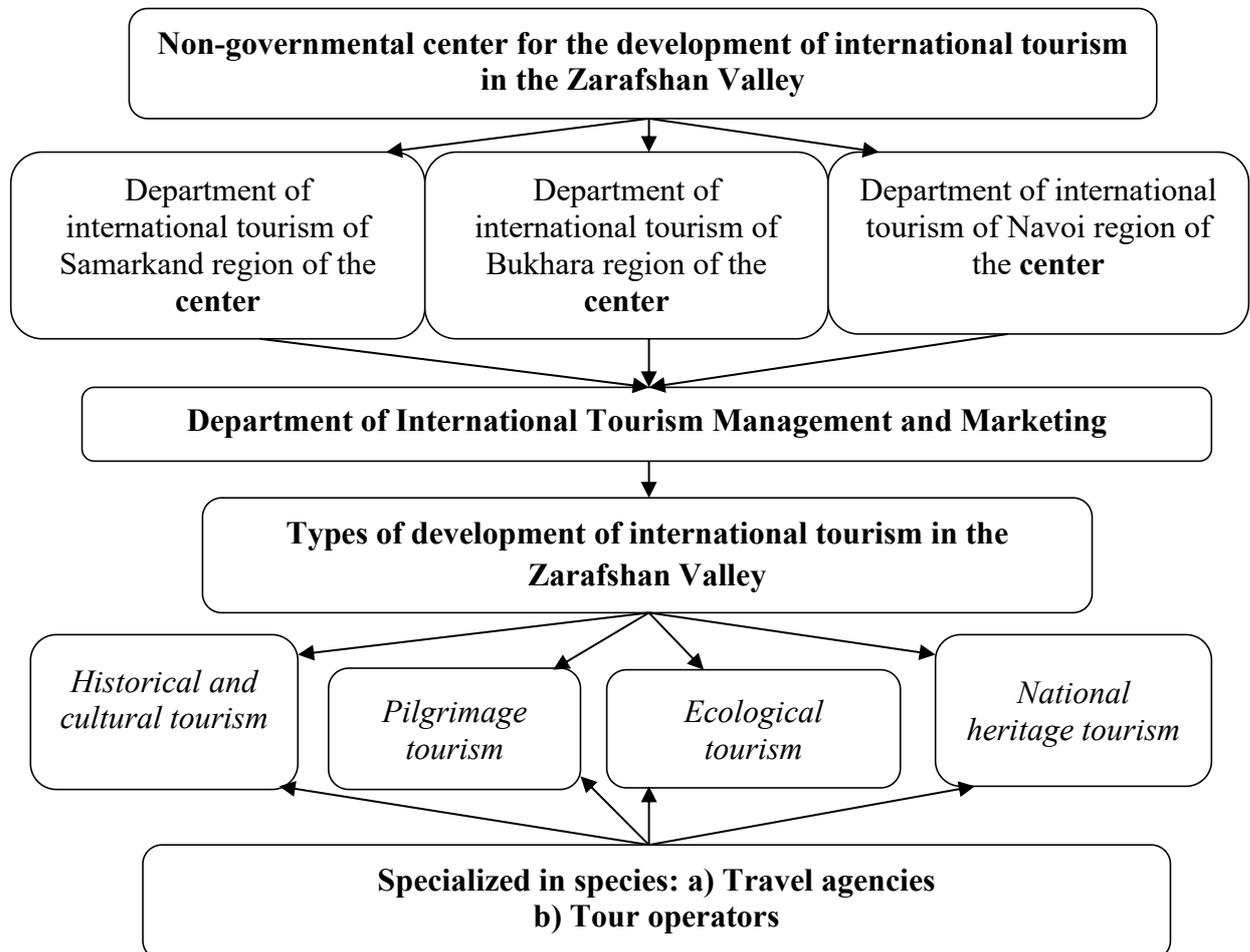
According to **the spiritual aesthetic method** - there are 3 state nature reserves, 6 state nature reserves, 1 national park, unique landscapes (mountain gorges, lakes, springs, nature museums and sculptures, rare animal species) in the Zarafshan Valley.

According to **the technological assessment method** , all the resources of international tourism in the Zarafshan Valley have the potential to be used in international tourism. Secondly, the areas and locations of the resources where international tourism resources are located meet all technological requirements.

the social survey method - in the Zarafshan Valley The non-governmental center for the development of international tourism may periodically conduct social survey research as necessary.

According to the mapping method - A map of international tourism resources in the Zarafshan Valley has not been compiled. Research and organizational work are being conducted in this direction.

Based on the concept of international tourism development in the Zarafshan Valley, the organizational and economic structure of international tourism development centers can be developed from the point of view of using the resources of 1st historical and cultural tourism, 2nd pilgrimage tourism, 3rd ecotourism, 4th national heritage tourism as the main goal of tourism (Figure 1).



**Figure 1. Development of international tourism in Zarafshan Valley
the structural structure of the non-governmental center.**

1. The State Committee for Tourism Development in Uzbekistan will officially register the “Non-governmental Center for the Development of International Tourism in the Zarafshan Valley” and provide comprehensive assistance and guidance on the development of international tourism, based on the legal and regulatory documents of our state.

2. “Non-governmental Center for the Development of International Tourism in the Zarafshan Valley” - will submit proposals for initiatives and economic cooperation on the development of international tourism in the Zarafshan Valley to the branches of the State Committee for the Development of Tourism of Uzbekistan in Samarkand, Bukhara and Navoi regions, as well as to travel companies and tourist organizations engaged in international tourism in all three regions, and will establish the “Administrative Management of the Center” office.

3. The Center develops strategic plans for the development of international tourism in the Zarafshan Valley. Based on the experiences of European countries with developed international tourism, "Non-governmental Center for the Development of International Tourism in the Zarafshan Valley" will initially establish "International Tourism Management" and "International Tourism Marketing" departments within its structure.

Employees of these departments begin their work by studying advanced technologies, models and practices in international tourism management and marketing. These two departments are responsible for: selection and training of personnel for the development of international tourism in Valley 1; 2. in the development of international tourism, identifying promising types of tourism, determining the resources of these types and preparing definitions and descriptions, identifying development problems, developing solutions to these problems, creating development strategies: 3- training tour operators by types based on the requirements of international tourism: 4- knowing the issues of bringing international tourism services to the level of world tourism requirements.

4. "Non-governmental center for the development of international tourism in the Zarafshan Valley" appoints its representatives for international tourism in Samarkand, Bukhara and Navoi regions.

5. The representatives of the center in Samarkand, Bukhara and Navoi regions monitor the international tourism process in their regions, trends in the types of international tourism, statistics, problems, information and constantly report to the center.

V. CONCLUSION/RECOMMENDATIONS

According to our conclusions based on the results of the conducted research, one of the most important issues in the development of international tourism in the regions of the Zarafshan Valley is the organization of voluntary initiative cooperation in these regions. This cooperation will work together with the administrative management in the regions. Working in this framework will create the basis for the emergence of new initiatives in the development of international tourism in the regions, encourage the adoption of independent plans and decisions.

The organization of the “Non-governmental Center for the Development of International Tourism in the Zarafshan Valley” in the development of international tourism in the Zarafshan Valley will serve as the main organizational and management structure for the effective development of international tourism in the Samarkand, Bukhara and Navoi regions of the valley. It will create the basis for the restoration of previous economic structures in the Zarafshan Valley economic region, strengthen initiative efforts in the development of international tourism.

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