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## UZBEKISTAN IS A COUNTRY OF UNFORGETTABLE TOURISM.

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### **Annotation:**

The article describes that at the present time tourism has become the dominant sector of economics in the world. Related to this in Uzbekistan paid a separate attention to the moderation of touristic industry.

### **Key words:**

Uzbekistan, tourism, The Great Silk Road, tourists, museums.

Uzbekistan is a warm and sunny region, which from ancient times attracted travelers from all over the world. It is famous for its extraordinary hospitality: people here will always meet you very warmly and cordially. It is amazingly beautiful and resource - rich country.

Uzbekistan is a country where representatives of various nationalities, religious denominations and cultures live. This is a region whose rich historical heritage harmoniously coexists with modern architecture and high-tech development. There are high mountains, hot deserts, endless lakes, wonderful valleys and gardens.

The country lies at the crossroads of the Great Silk Road, which rich history dates back almost million years.

The Great Silk Road is a peculiar phenomenon of the history of the development of mankind, its desire for unity and exchange of cultural values, the conquest of living space and markets for goods.

This largest transcontinental trade route in the history of mankind connected Europe and Asia, and also the emergence of trade relations was largely facilitated by the development in the mountains of Central Asia.

The main tourist path intersects with 32 large and small cities of Central Asia. The pearls of the Great Silk Road are Tashkent, Samarkand, Bukhara, Khiva and the cities of the Ferghana Valley. An exciting journey into the past awaits you.

The Great Silk Road, which once connected Europe with Asia, contributed to the development and prosperity of Central Asian region, and in particular, Samarkand, Bukhara, Khiva and Tashkent, which have preserved the unique flavor of eastern cities with their squares, caravanserais and medieval monuments of Islamic architecture, the latter have created worldwide fame for these cities of Uzbekistan, which is gradually turning into one of the world tourist centers in Asia.

Samarkand is a city of tourists. The coeval of Rome, the ancient city of Samarkand, has always been famous throughout the world for its deep history, national traditions and customs. Thanks to the architectural attractions inherited from our great ancestors, our region is among the fifty countries of the world in terms of tourist attendance.

Registan Square. This place is considered the heart of Samarkand. Every second person who came to Uzbekistan, definitely wants to visit and admire the ancient monuments erected in the 15<sup>th</sup> century.

Sacred Bukhara- this is what the Uzbeks respectfully call this glorious city. Indeed, Bukhara is not inferior to Samarkand in the abundance and significance of holy places and architectural masterpieces. And all because Bukhara is also a very advanced age: for more than 2000 years it has been standing under the scorching Asian sun, having become a witness during this time and devastating wars, each time rising from the ashes, and from the glorious times when the city was a major center of the Great Silk Road and the capital of the great state of the Samanids.

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Bukhara is a city of poetry and fairy tales. Here legends hover over the zigzags of street tapes, here in the verticals of the minarets is the flight of a human genius, and every stone in the masonry lace is covered with dust of eternity.

The historical center of Bukhara was included in the UNESCO World Heritage List. Thus, most of the city is an architectural monument.

Khiva is perhaps the most special Uzbek city, the history of which is inextricably linked with the history of the legendary state of Khorezmshah with its capital in Urgench.

Khiva is a very ancient city. Back in the 10<sup>th</sup> century, it was mentioned as a major shopping center on the Great Silk Road. All caravans bound for China and back made a stop here. From dawn to dusk, while the fortress gates were open, through them a string of camels laden with loaded luggage move through an endless stream.

The country differs from its neighbors by some more features. Over the past two decades, tourism has developed much faster than other sectors of the economy, and the demand and offers for tourism services have been constantly increasing. The country has great potential and all the conditions for the development of this sphere, no doubt. Year after year, there is an ever-increasing pace of tourism development in all respects, not only in external and internal tourism, but also in the number of increasing travel agencies, as well as in terms of profitable eco-tourism, medical and extreme tourism.

Travelling to Uzbekistan is extremely rich in historical, archaeological, architectural and natural attractions, which will be a real adventure for visitors with unexpected discoveries. Uzbekistan possesses perhaps the largest range of tourism services in Central Asia. Travelers here have the opportunity to get acquainted with a fascinating history not only in museums, but also directly surrounded by fairy-tale reality and magnificent an ensemble as well as experience the touching hospitality of the common people.

High minarets, grand mazes and mosques, magnificent palaces and mausoleums with their filigree decoration will make in an unforgettable impression on you. Lively bazaars with brightly dressed people, famous Uzbek delicacies, as well as ancient, rich traditions of the local people constantly come up in memory.

A tourist who is even a little familiar with the history of mankind does not need to ask question; why tourism is so attractive in Uzbekistan and what distinguishes it from hundreds of other tourist destinations. The answer is obvious. The same land that almost two and a half millennia ago beckoned to Alexander of Macedon. What fascinated the Arabs with the land they call Maverannahr- the land of two great Central Asian rivers- the Amu Darya and Syr Darya, powerful oasis cities inhabited by skilled artisans, the land of generous fields and gardens giving sun-fed crops.

It is often mistakenly believed that travelling to Uzbekistan in winter is not advisable. Recently however, the number of tourists, who precisely in winter, in the cool season, would like to experience the beauty of Uzbekistan from their own experience, is gradually growing. Therefore, we can rightfully say that Uzbekistan can actually be the purpose of travel at any time of the year. In order to more fully show all aspects of the tourism sector, tourism fairs, original festivals, holidays and cultural weeks are regularly held in Uzbekistan. For example, such as Navruz (throughout the country), Boysun Bahori (in Boysun ), Silk and Spices (in Bukhara), ‘Melodies of the East’ (in Samarkand on Registan Square), ‘Kovun Sayli (in Khiva), ‘Welcome to Uzbekistan’ (in Tashkent).

Uzbekistan has a huge tourist and recreational potential: there are 7.4 thousand objects of cultural heritage, 209 of them in the four museum cities are included in the UNESCO World Heritage List. The country has 11 national natural parks and state reserves, 12 reserves, 106 museums, 37 theatres, 187 parks of culture and recreation, and many other tourism facilities.

The concept of development of the tourism sector of the Republic of Uzbekistan in the period up to 2025 is aimed at achieving an increase in the effectiveness of ongoing reforms to create favorable economic conditions and prerequisites for the development of the national tourism sector, as well as developing priority goals and objectives for the accelerated development of the tourism industry, increasing its role and contribution to economy and improvement of the quality of tourism services, improvement of tourism infrastructure.

**Literature:**

1. [www.uzbekistan.travel.uz](http://www.uzbekistan.travel.uz)
2. <http://lex.uz>