

## THE MOST ATTRACTIVE CITIES OF UZBEKISTAN FOR TOURISTS

*Mamadiyurova Kamola Meli qizi*

*Student of group Tourism and hospitality*

*“Silk Road” International University of Tourism and Cultural Heritage*

[kamolamamadiyurova5@gmail.com](mailto:kamolamamadiyurova5@gmail.com)

**Annotation;** This article will talk about the most attractive cities of Uzbekistan for tourists. Detailed information will be given about cities such as Bukhara, Samarkand, Khiva, Tashkent, which are famous for their historical monuments, cultural heritage, ancient urban planning and modern infrastructure. The article analyzes the tourist potential, attractions and tourist services of each city. Uzbekistan is the cradle of the most ancient civilizations in Central Asia. Many cities located on its territory have a thousand-year history and attract tourists with their rich cultural heritage, architectural monuments and national customs. Every year, thousands of tourists from all over the world visit this land and watch such destinations as Registan Square in Samarkand, Ark fortress in Bukhara, Ichan fortress complex in Khiva and modern architecture of Tashkent. This article will talk about the most popular tourist cities of Uzbekistan.

**Keywords;** Uzbekistan tourism, Attractive cities of Uzbekistan, Samarkand, Bukhara, Khiva, Tashkent, Historical cities, Cultural heritage

**Аннотация;** В этой статье речь пойдет о самых привлекательных городах Узбекистана для туристов. Будет дана подробная информация о таких городах, как Бухара, Самарканд, Хива, Ташкент, которые славятся своими историческими памятниками, культурным наследием, древним градостроительным искусством и современной инфраструктурой. В статье анализируется туристический потенциал, достопримечательности и туристические услуги каждого города. Узбекистан является колыбелью древнейших цивилизаций Центральной Азии. Многие города, расположенные на его территории, имеют тысячелетнюю историю и привлекают туристов своим богатым культурным наследием, архитектурными памятниками и национальными обычаями. Каждый год тысячи туристов со всего мира посещают эту страну и наблюдают за такими достопримечательностями, как площадь Регистан в Самарканде, крепость Арк в Бухаре, крепостной комплекс Ичан в Хиве и современная архитектура Ташкента. В этой статье речь пойдет о самых популярных туристических городах Узбекистана. ( Godrich j. 1978)

**Ключевые слова:** Туризм в Узбекистане, Привлекательные города Узбекистана, Самарканд, Бухара, Хива, Ташкент, Исторические города, Культурное наследие

**Annotatsiya;** ushbu maqolada O'zbekistonning sayyohlar uchun eng jozibali shaharlari haqida so'z boradi. Tarixiy obidalari, madaniy merosi, qadimiy shaharsozlik san'ati va zamonaviy infratuzilmasi bilan mashhur Buxoro, Samarqand, Xiva, Toshkent kabi shaharlar haqida batafsil ma'lumot beriladi. Maqolada har bir shaharning turistik salohiyati, diqqatga sazovor joylari va

turistik xizmatlari tahlil qilinadi. O'zbekiston Markaziy Osiyodagi eng qadimiy sivilizatsiyalar beshigi hisoblanadi. Uning hududida joylashgan ko'plab shaharlar ming yillik tarixga ega va boy madaniy merosi, me'moriy yodgorliklari va milliy urf-odatlar bilan sayyohlarni o'ziga jalb qiladi. Har yili dunyoning turli burchaklaridan minglab sayyohlar ushbu zaminga tashrif buyurib, Samarqanddagi Registon maydoni, Buxorodagi Ark qal'asi, Xivadagi Ichan qal'a majmuasi va Toshkentning zamonaviy arxitekturasi kabi yo'nalishlarni tomosha qilishadi. Ushbu maqolada O'zbekistonning eng mashhur sayyohlik shaharlari haqida so'z boradi.

**Kalit so'zlar;** O'zbekiston turizmi, O'zbekistonning jozibador shaharlari, Samarqand, Buxoro, Xiva, Toshkent, tarixiy shaharlar, madaniy meros

Tourism in new and far-away destinations is on the rise. There are a whole host of new territories with spectacular natural resources and historical and cultural sites, and which are now beginning to fiercely promote these. We are dealing with a vast region that remained hidden to potential visitors as just another part of the vast sprawl of what was the USSR. Central Asia and its five republics began to emerge on the global tourism map back in the 1990s and currently promise huge development potential. As we have already said, Central Asia offers considerable tourism potential, yet it has attracted very little attention from the academic world (Kantarci, 2007a). In fact, our thorough examination of existing reading on the subject in the main international magazines and journals on tourism has revealed only five articles on one or more of the Central Asian republics. Although all these articles are certainly of interest, they seek clearly different objectives and rely on different approaches, meaning we are still lacking a coherent and consistent basis for undertaking research on tourism in Kazakhstan, Turkmenistan, Kyrgyzstan, Tajikistan and Uzbekistan (Thompson, 2004; Kantarci, 2007a and b; Palmer, 2009; Li, Kang, Reisinger & Kim 2012).

Samarkand is one of the oldest and most famous cities in Uzbekistan, which attracts tourists from all over the world with its many historical and cultural heritage sites. This city has existed since BC and in ancient times reached its peak of development under the Sahibqiron Emir Temür. It is regarded as the "masterpiece of the East", the "center of Islamic culture". Registan Square, located in Samarkand, is the heart of the city. The square consists of three huge madrasas, known for their incomparable architecture and Mosaic decoration. The Shahi Zinda complex, on the other hand, is known for its holiness and architectural elegance. The mausoleums here have been an important pilgrimage site of the Islamic world for centuries. Also, the Ulugbek Observatory occupies a special place in the history of science. One of the most accurate star maps of the world was created here by Mirzo Ulugbek, grandson of Amir Temur. Samarkand is distinguished not only by historical monuments, but also by its modern tourist infrastructure. Many hotels, restaurants with national cuisine and craft centers operate in the city. Every year, thousands of foreign and domestic tourists visit Samarkand and get acquainted with its historical monuments, enjoy the hospitality and culture of the Uzbek people.

Bukhara is one of the oldest and most sacred cities in Uzbekistan and has served as a major center of Islamic civilization for thousands of years. It is known as "Bukharoi Sharif" and is described in historical sources as "the city of 365 shrines". With its religious, scientific and

cultural heritage, Bukhara occupies a special place not only in Central Asia, but throughout the Muslim world. The Ark fortress, located in the center of the city, is one of the most ancient monuments of Bukhara. It was the seat of the emirs in ancient times and was considered the center of the political life of the city. The Kalyan tower and the Mir Arab Madrasa located next to it are masterpieces of Islamic architecture. These structures amaze tourists with their muazzam structure, elegant patterns and religious significance. Another of Bukhara's attractions is the Labi Pond Complex. The madrasas, mosques and the quiet environment around the pond are ideal resorts for tourists. Ancient baths, caravanserais and craft markets can also be found in Bukhara. In particular, there is an opportunity to see with your own eyes national crafts such as serums, rugs and ceramics. Today, Bukhara is included in the UNESCO World Heritage list, placing it at the center of great attention in the field of Tourism. Modern hotels, guides, guide services and restaurants decorated in the national style serve tourists in the city. Visiting Bukhara is not only a journey into history, but also a immersion in the world of spirituality and spirituality.

Khiva is one of the most unique and historical cities in Uzbekistan, which is distinguished by its perfectly preserved ancient architectural ensemble. It was the political, economic and cultural center of the khwarazm oasis during the Georgian period. Khiva-has a thousand-year history, but at the same time has not lost its original state, that is, it is recognized as a “living museum city”.

The heart of the city — Ichan castle — consists entirely of historical structures, which was added to the UNESCO World Heritage List in 1990. Within the walls of the fortress are located more than 50 historical buildings, about 200 housing units, a madrasa, a mosque, minarets, mausoleums. In particular, the Kalta Minor, Muhammad Amin Khan madrasa, Juma Mosque and Pahlavon Mahmud mausoleum are some of the most famous monuments that attract the attention of tourists. An ancient oriental way of life has been preserved in Khiva: narrow streets, stone sidewalks, houses made of clay, and workshops offering National Handicrafts attract tourists. In the shops inside the Ichan Castle, local Zoroastrians, wood carvers and Potters create their products in a lively way, which makes the city more attractive. Modern Khiva is also developing with a tourist infrastructure: there are hotels, guides, modern cafes and restaurants built in the national style. International festivals, concerts and cultural events are also held annually in Khiva. Visiting Khiva means, as it were, a trip back several centuries, a feeling of the past life and a close understanding of the rich culture of the Uzbek people.

In conclusion, Uzbekistan is a country that attracts world tourists with its rich history, cultural heritage and unique architectural monuments. In particular, cities such as Samarkand, Bukhara, Khiva and Tashkent stand out as the most attractive places in the tourism industry. In these cities, antiquity and modernity are harmonized, giving tourists the opportunity not only to watch historical monuments, but also to get acquainted with national culture, traditions and folk crafts. In Uzbekistan, necessary infrastructures are being created for the development of the tourism sector, the quality of hotels and services is increasing, and advertising is being carried out internationally. This will serve to make Uzbekistan one of the most popular tourist destinations in the world in the future. Each tourist returns from this land with unforgettable impressions.



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