

CULTURAL HERITAGE IS THE DEVELOPMENT FACTOR OF TOURISM**Rejabov Giyosiddin Qutbidinovich****Independent student of Tashkent****State University of Economics**E-mail: rejabovg@gmail.com

This intercontinental trade route, the largest in human history, connected Europe and Asia and in the past stretched from the ancient Roman state to the ancient capital of Japan, Nara. Of course, trade between the East and the West had been carried on since ancient times, sunk in the depths of the past, but these were separate parts of the Great Road that was built in the future. The formation of trade relations was greatly facilitated by the discovery and mining of semi-precious stones in the mountains of Central Asia - lapis lazuli, nephrite, agate, and turquoise, which are highly valued in the East. For example, there was a "lazurite road" from Central Asia to Iran, Mesopotamia and even Egypt. At the same time, the "jade road" was formed, which connected the districts of Khotan and Yorkent with the regions of North China. In addition, agate stones were brought to the countries of East Asia from the countries of Sogdiya and Bactria, and turquoise was brought from Khorezm. All these directions eventually merged into the Great Silk Road. Historians believe that the real beginning of the great road that connected the caravan routes from Central Asia to the West and South and the roads leading from China to Eastern Turkestan was in the middle of the second century BC, at that time the Western lands - the countries of Central Asia - were discovered for the first time by the Chinese.

In 1987, UNESCO adopted the international program "Silk Road - Road of Communication" as part of the UN Decade of Cultural Development. This program provides a comprehensive study of the rich cultural history of the peoples of Central Asia. However, its main goal is to establish stronger cultural and economic ties between the East and the West, to improve relations between the numerous peoples living on these great continents. Many (more than 30) international scientific conferences (including Samarkand, October 1990; Bukhara, February 1996) and seminars were held. Joint international expeditions were organized along the Great Silk Road, films were made, books, brochures and articles were published, and some archaeological and architectural monuments were repaired. In some Eastern countries (India, China, Uzbekistan, Sri Lanka, Japan) special research institutes have been established to study the Great Silk Road. According to the decision of the UN and UNESCO, the International Institute of Central Asian Studies was opened in Samarkand. In May 1997, the construction of the Sarakhs-Mashhad railway section, which connected Central Asia with Iran, was completed, thereby enabling Central Asian countries to access the Persian Gulf, and European countries to Central Asia. In addition to scientific and cultural programs, a project of global importance is being implemented to restore the Great Silk Road (Europe-Caucasus-Asia Transport Corridor (TRACECA)).:

The next task is to build a railway section between Uzbekistan and China. If this plan comes to fruition, the "railway" version of the Great Silk Road from the Atlantic to the Pacific will be fully restored.

Today, there are four main tourist regions in the Republic, which are Fergana, Samarkand-Bukhara, Tashkent and Khorezm tourism regions. Fergana tourism region includes Fergana valley. Its tourist resources consist of archeological excavations and architectural monuments, favorable natural conditions, 6 traditional folk crafts and art products, industrial and agrarian complexes. The presence of a wide network of roads and railways here also provides an opportunity to use the Fergana region for tourism purposes, to place tourism bases and recreation centers in its entire territory. Tashkent tourism region has universal opportunities for the development of all types of tourism in the future. Cultural monuments in this tourism region, today's life of the capital region, constructions, new cities and villages, modern culture, nature of the region, rich landscape, colorful flora and fauna are important factors that make it attractive.

The establishment of a reserve regime for the ancient centers of the cities of Samarkand, Bukhara, Khiva in Uzbekistan, or rather, the special determination and approval of the order of use of the territory of the reserve for each of them, is of particular importance for the development of tourism.

In this regard, the procedure for using different parts of the zone also differs in detail. In the old city of Samarkand, zones were defined that require an individual approach to their architecture, planning and spatial organization. Among them, the area of Afrasiyob, preserved as an archaeological reserve, will be seized. The project envisages the preservation of tourist routes by removing the transit road zone from it and creating separate viewing platforms with a panoramic view of the family.

The zone of strict restriction of development includes the area between the highways that form the ring. In this zone, the existing planning structure with all narrow streets and cul-de-sacs, development character and functional importance of individual districts and streets are fully preserved. The main shopping streets of ancient Samarkand are being reconstructed, and the former appearance of closed trade and craft rows where the main objects of tourist services are located is being restored.

The area directly adjacent to the main monuments is determined on a case-by-case basis, depending on the nature and value of the environment and the possibility of creating conditions for a better view. Registan has been preserved as the center of cultural and social life of ancient Samarkand. A 1-2-story residential building located near Registon has been preserved as an ethnographic museum.

In the 70s and 80s of the last century, it was planned to preserve the historically valuable buildings surrounding the Gor Amir ensemble as an ethnographic reserve. The avenue from the "Bibikhanim" complex to the "Shakhi-Zinda" mausoleum complex has been designed. The system of arched streets has been preserved to the maximum extent in the zone of strict improvement, which includes the main part of the quarterly mosques.

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All cultural and household service institutions are planned to be built according to special projects, taking into account the natural and climatic conditions, national traditions, and the nature of the surrounding buildings.

A decision was made to create a buffer zone of the medieval part, which is considered a historical-architectural reserve. It defines the regime of the zone, the procedure for the development of project documents for the reconstruction of capital repair works in the territory of the zone, and the procedure for monitoring compliance with the regime established in the zone.

It is necessary to keep in mind the need to organize the use of transport, parking spaces, observation decks, etc. in the directions of tourism and attractions.

Recently, a number of decisions and decrees on the development of tourism and cultural heritage have been adopted by the President and our government, which aim to increase the potential of these areas and bring about positive changes in the economic life of our country.

Creation of favorable economic and organizational and legal conditions for the rapid development of tourism as a strategic branch of the country's economy, more complete and effective use of the huge tourism potential of the regions, fundamental improvement of the management of the tourism network, creation of national tourism products and their promotion in the world markets, the promotion of Uzbekistan in the field of tourism in order to form a positive image, in particular, the Decree of the President of the Republic of Uzbekistan dated December 2, 2016 "On measures to ensure rapid development of the tourism sector of the Republic of Uzbekistan" No. PF-4861 was adopted.

Introduction of modern management mechanisms in the fields of tourism, sports and cultural heritage, rapid development of infrastructure in these areas based on advanced foreign experience, effective use of facilities, creation of sufficient conditions for the population, strengthening preservation of the unique and rare cultural heritage reflecting the rich history and culture of the people of Uzbekistan. , a number of decisions and decrees were adopted in order to digitize the industry, innovative development and strengthening of the material and technical base, effective application of world best practices.

Rapid development of infrastructure in the areas of tourism, culture, cultural heritage and sports, efficient use of facilities, creation of favorable conditions for the population, as well as the President of the Republic of Uzbekistan on April 6, 2021 "Measures to further improve the state management system in the fields of tourism, sports and cultural heritage" Decree No. PF-6199 and Decree No. PF-52 of the President of the Republic of Uzbekistan dated January 15, 2022 "On creating additional conditions for the further development of tourism, culture, cultural heritage and sports".

As a result of the policy of openness, our rich cultural heritage and the support of the tourism sector, the number of tourists visiting our country has increased several times in recent years. The pandemic has also had a negative impact on this sector.

In conclusion, it is necessary to rapidly develop tourism services in our country, especially to improve the infrastructure, to make wider use of the possibilities of pilgrimage tourism and domestic tourism, as well as to fundamentally increase the efficiency of work related to strengthening the protection of cultural heritage objects.

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