
THE ROLE OF SAMARKAND IN THE FIELD OF TOURISM IN UZBEKISTAN

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ABSTRACT

This article discusses the role and importance of the city of Samarkand in the field of tourism and its benefits for tourism in Uzbekistan, and offers suggestions for further enhancing the tourist attractiveness of the city of Samarkand.

Keywords: Tourism, Touristic city, Touroperator, Tour industry, Silk Road

Introduction

Uzbekistan with its numerous ancient monuments, rich nature, and the present-day rapid progress attracts the whole world's attention. For centuries the country was at the intersection of the Great Silk Road routes along which merchants, geographers, missionaries, and later tourists traveled. It is striking how the history, traditions and cultures of the nationalities populating the present-day Uzbekistan have been entangled with the history of Great Silk Road.

World famous cities Samarkand, Bukhara, Khiva, and Shakhriyab, where cultural and spiritual values had been long since concentrated, outstanding scientific centers and schools were established, architecture, craftsmanship, and applied art were flourishing, played the role of main urban centres. Creative work and various scientific achievements of the local scientists, thinkers, and poets have proved to be a valuable contribution to the development of the world civilization. Abu Ali ibn Sino, al-Khorezmiy, Mirzo Ulugbek, Bakhauddin Nakshband, al-Bukhoriy, at-Termeziy, Abu Raikhon Beruniy, Alisher Navoiy - this is but a short list of names of prominent figures of Uzbekistan [1-14].

The monuments of legendary Samarkand are majestic and wonderful. In this town one can feel the breath of history itself. It can be traced in the ancient ruins as well as in the medrassahs, mausoleums, and minarets, which have been decorating the city until now. In 1370 Amir Timur (Tamerlan) designated Samarkand as the capital of his great state that spread from Mongolia and Siberia to Syria and India. From his campaigns he brought many skillful architects and craftsmen whose works of art have outlasted the ages. The legendary Samarkand square of Registan has up to now been considered to be one of the main architectural sights of Central Asia.

The cultural heritage of Samarkand is quite large, for many centuries the city has been a key center of the Great Silk Road.

At the beginning of the XXI century, the city was included in the UNESCO World Heritage List under the name "Samarkand – Crossroads of Cultures". Having visited the city, you will be surprised with the number of historical monuments located here. We will try to show you the most popular attractions, which are certainly worth seeing!

Samarkand souvenir shops can make happy the fans of woodcrafts, textile and other materials. By tradition, most of the workshops are placed in the old madrassas and all crafts are hand-made by local

artisans. However, in Samarkand, in addition to the usual souvenirs, you can find several more features that you will not find in other regions of the country. First of all, we advise you to visit the Siab bazaar, which is located next to the Bibi Khanum Mosque, almost in the centre of the old part of Samarkand. This market is abundant of dried fruits, nuts and sweets. Among other things, the Samarkand flatbread and halva can be distinguished. Also in the Samarkand region, there is a paper-mill called "Meros". Its masters have kept the method of preparing paper from mulberry bark. This method originated in the X-XI century and was particularly durable. At this factory, you can buy unusual paper crafts, such as postcards, notebooks, masks, and even dresses, dolls and handbags [15-29].

In Samarkand, as well as in the most of our regions, the main dish is pilaf. This type of pilaf, like Bukhara, is not mixed during cooking, which gives the pilaf a peculiar diet. In fact, this diet is that everyone can choose how many carrots and meat to put him. In addition to pilaf, various kebabs, manti and especially the flatbread are popular! There are some legends about the Samarkand flatbread, as they can be stored for as long as you want, and they will not become stained and moldy. One of the legends says that one Emir of Bukhara was very fond of Samarkand flatbread so much that he constantly ordered to bring it to him. However, once, when he was tired of waiting for his order each time, he thought about how to start making them in Bukhara. "Probably need to bring flour from Samarkand," he thought. Nevertheless, it did not work. "Then you need to bring the local water". Again, they failed. "Probably, it's necessary to bring Samarkand clay and make tandoor from it". The result remained the same. "Maybe it's the master? I need the master from Samarkand". However, even the Samarkand master could not repeat this taste in Bukhara. After that, the Emir abandoned his attempts and continued to bring his favorite dainty from Samarkand [30-43].

Article History Keywords Tourism city COVID-19 pandemic Samarkand Uzbekistan Institutional theory Trust. The aim of this study is to determine the effects of COVID-19 pandemic on the city of Samarkand, Uzbekistan and by adopting an institutional approach, to generate solutions that might contribute to the future development of the tourism and hospitality industries. A computer-based survey was developed and administered online using the Google Forms platform.

Samarkand is the second largest city in Uzbekistan, with a population totaling 504, 423. Originally, it was one of the oldest continually inhabited cities in Central Asia dating back to the 10th century, and was established as an important trade center because of its location at the crossroads of the ancient Silk Road. Samarkand is well known for its ancient mosques, madrasas, and mausoleums which are deemed to be the major cultural center of Central Asia because many are listed as UNESCO world heritage sites. Sustainable and green hotels are one of the main features of the big chain hotels in western countries. However, most hotel managers in Samarkand claimed that although they were aware of the movement toward sustainable and green hotels in Western countries, they did not believe that Samarkand hotels were ready to introduce new initiatives. This was part of a long-term strategy because at this moment, the main emphasis for most hotels were to re-open and, "...to build business and earn income as fast as possible", because many of these green hotel strategies were expensive to implement. The manager of the Diyora hotel, a mid-range hotel however stated that his hotel was, "...trying to become as green as possible. My employees sort the waste material, which I more or less manage. We compost the waste from food and use it in our garden. Plastic is taken away by the local gypsies".

The manager of Dilimah hotel stated "...technical facilities must be updated all the time". However, although there was a general belief that smart tourism and the latest technology are important to

implement in the future, presently it was seen as too expensive and most hotels could not afford it. Several managers stated that it will be between two and three years before it will be in greater demand. The manager of the Registan Plaza, a prestige hotel stated, "We want to implement the latest technology into our hotel beginning from check in to check out, and room keys will be replaced by phones...when the guest leaves the hotel, everything is automatically switched off by phones in order to save energy consumption. We are going to save our planet and be greener". However, several hoteliers in the mid-range and budget hotels stated that many guests were not interested in the latest trends in technology or sustainable measures. They were quite happy to pay cheaper prices for accommodation and were more interested in enjoying the ancient historical and cultural features of Samarkand.

Since old times Bukhara was the center of a densely populated oasis. Archeologists noted that the city was constantly growing, both in width and in height. Ruins of dwellings, public buildings, defense structures dating back to different periods of the city's history were found in the earth stratum at the depth of 20 meters. There are more than 140 monuments of ancient architecture in Bukhara altogether. Minaret Kalyan, the striking symbol of the city, towers over it. Everyone who has seen "Great Minaret" built in 1127 will long keep in memory the impression of its greatness and original beauty.

Having once visited Bukhara, you will long stay under impression both of Ark fortress and many other monuments of antiquity, which surround you almost everywhere. Craftsmen-chasers will reproduce ancient patterns on copper and silver right before your eyes, jewellers will make replicas of unique adornments, which the beauties used to wear thousands of years ago. Involuntarily you ask yourself: how many centuries has this town numbered? How many pieces of the past material cultures are buried in it?

Khiva is the only town of the period of the Great Silk Road, which has remained fully undamaged till now. Time seems to go centuries back here. That is why the town has rightly gained fame of "the museum in the open". In Khiva with its narrow alleys where legends of old times seem to have been reflected in stone and wood, you can easily imagine the life of former generations which will not repeat itself but has left us old traditions, legends, and precepts.

Uzbekistan today is the country where thousands-old antiquity exists in harmony with modern civilization. Harmonious correlation of times is seen everywhere. Ancient monuments, Old Town houses made of adobe bricks stand next to many-storied sky scraping buildings constructed in accordance with the unique designs worked out by architects of the 20th century. The traditions of the people are being carefully preserved.

Arts and crafts have been developing here throughout the centuries; their secrets have been passed from generation to generation as great treasure. The unique works of unknown masters strike you dumb by the flight of fancy. In the present-day Uzbekistan traditional cultural values are being treated with great care, the state supports revival of the arts and crafts, contributing to their further development. Uzbek ceramics, embossing, wood carving, golden embroidery, carpets, varnished miniature, jewelry are well known far outside our country.

Non-material heritage is not less unique and has been acknowledged by UNESCO. For example, the folklore singing of Baysun district, Surkhandarya Province, Uzbekistan, is included as a cultural object in UNESCO list to be protected by the international community. Melodiousness and oriental rhythms of ritual songs and musical compositions sung and played in other regions of the country are amazing too.

Uzbekistan is truly an amazing land with original national culture where the heritage of ancient times is being carefully preserved and a society with modern economy and developed science and art is being simultaneously built.

In the present-day Uzbekistan a lot is being done so as to restore the unique monuments - witnesses of the country's past; owing to these programmes of restoration and preservation work many of these monuments have been given second birth. Uzintour, the leading tourist company of Uzbekistan acknowledged worldwide, provides travelers with the opportunity of visiting these places and touching the pulse of history.

Cultural Tourism in Uzbekistan is all about the ancient arts of calligraphy, pottery, and wood-working alongside artisans in Tashkent, Khiva, and Bukhara, wandering in local bazaars alongside local merchants or carpet-weaving skills alongside women in Samarkand on your Uzbekistan Tours. The country with its diversity and cultural variations is just mesmerizing and vibrant and full of travelers. You will have the chance to discover Uzbekistan's historical treasures, its present-day traditions of hospitality, unique local customs and other ways of life.

Here is a list of cool Cultural Tourism in Uzbekistan Facts:

- ✓ Uzbekistan promises many interesting and fascinating tours around historical sites which all have some ancient stories to tell.
- ✓ Under the leadership of Alexander the Great, Greeks came to this country initiating the endless change of ruling dynasties in around 4th century BCE.
- ✓ Passing through China and many major cities like Iran, Turkey, and Italy was the Great Silk Road that connected Uzbekistan to these countries for the silk trade.
- ✓ Even India was under of the Great Moguls dynasty over 200 years.
- ✓ Turkey was conquered by Amir Temur at the beginning of the 15th century.

Uzbekistan Tourism promises the oldest Cultural tourism in the world:

- ✓ The Fergana Valley is famous for its artisans – potters at the Rishtan ceramics school and silk weavers in Margilan, among countless others. Samarkand has its own ceramics school, carpet weaving center, and the famous Meros Paper Mill, which makes paper from mulberry bark using techniques passed down through the centuries which you can witness on your Uzbekistan Tours.
- ✓ Bukhara and Samarkand are the main tourist attractions of Uzbekistan. This is because these cities are famous for ancient architecture and were places of great historic events in medieval times.
- ✓ Tours of these places are a great way to meet the artisans themselves and learn about the production of their famous creations using ancient techniques.

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