

The Role of Bukhara in Tourism Relations of Uzbekistan with Europe

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Abstract:

The article discusses the international cooperation of Bukhara tourism, which is part of the tourism of Uzbekistan, organizational and legal aspects of the formation of the hotel industry and infrastructure. Such issues as the basics, today's cooperation with higher educational institutions of Uzbekistan and France in the training of specialists for the tourism and economics, as well as the number of tourists visiting the Bukhara region from Germany, is increasing every year, such as The following factors are considered in detail.

Keywords: International tourism, hotel, visa regime, electronic visa, tourism infrastructure, pilgrimage tourism, Bukhara Tower, "Uzbektourism", "Ellen Oasis", "World Arab Travel", "Authentic Travel", "Poyi Kalon", "Ark". Fortress "Somon".

The establishment of diplomatic relations between Uzbekistan and the countries of the European Union served as a basis for the implementation of cooperation projects in the field of tourism as well as in various fields. Among the countries of the European Union, the country with the highest rate of tourist visits to Uzbekistan is France. About 10% of France's GDP is accounted for by tourism. The exchange of experience between the potential of France's tourism industry and the national tourism of Uzbekistan is important. In recent years, the significant increase in cooperation in the field of tourism in Uzbekistan and the introduction of a visa-free entry procedure for French citizens from October 5, 2018 served as the main factor in the increase in the number of tourists. In particular, 4.8 thousand French tourists traveled to Uzbekistan in 2016, 5.7 thousand in 2017, 13.5 thousand in 2018, and 20.3 thousand in 2019[1]. Also, a French businessman from Lyon, Mrs. Hélène Peloss, a musician by profession, has visited different countries as a tourist. In addition, a French woman, who first came to Bukhara as a tourist, now serves tourists herself. In 2015, Mrs. Elen Peloss bought an old house in need of repair on Arabon Street in Bukhara. This house was built in 1935. This house was renovated by a French businesswoman in accordance with the

requirements of the time and was established as the first guest house under the name "Elene Oasis", which was established by a foreign investor in the city of Bukhara. In 2015, more than 100 private hotels operate in Bukhara. About 30 of them are registered as guest houses in the ancient streets of the old city. Along with this, the guest house "Ellen Oasis" received 365 people in 2015, and 944 people in the period of 9 months of 2018 [2], 1185 tourists in 2019, 46 tourists in 2020 due to the global epidemiological situation in the world, 2021 during the months of January-May of 2013, it has been providing services to 69 foreign tourists [3], contributing to the development of tourism services in Bukhara.

One of the main results of the international cooperation of Bukhara tourism is the tourist project "Bukhara Tower" - "Bukhara Tower" implemented with France. This project was launched in March 2019 on the basis of the "Water Tower"[4] "Bukhara Tower" - "Bukhara Tower" tourist complex [5] with the funds of "Authentic Travel" LLC of Bukhara and the French investor Witherdzhik family. This structure has 3 floors. It consists of 40 meters, and from its 3 floors, the creation of the convenience of traveling to Ancient Bukhara is another important attraction for tourists. Appears. Today, cooperation with higher educational institutions of Uzbekistan and France in the field of tourism and economic training is becoming more and more intense. On July 2-5, 2019, the Rector of Bukhara State University O.H. Khamidov and representatives of the Bukhara regional government visited France in order to establish cooperation between the two higher educational institutions and to open a branch of the French "Vatel" business and tourism institute in Bukhara. During the meeting held in Lyon, an agreement was signed between Bukhara State University and "Vatel" Hotel and Tourism Business Institute. According to him, a contract to open a branch of the "Vatel" hotel and tourism business institute in Bukhara was signed, and the educational process was set to start from the 2019-2020 academic year. Today, a branch of this institute is operating in Bukhara. The results of France-Uzbekistan cooperation are, firstly, the creation of opportunities for rapid development through cooperation for Uzbekistan, which is on the path of independent development of world tourism, and secondly, the use of the experience of countries with a mature tourism industry, such as France, is unique analytical and practical. serves to make constructive conclusions.

Germany has a special role in the development of the tourism industry in Bukhara. Cooperation with Germany can be divided into two periods: 1992-2016 and 2017-2021.

In the first period, between 1992 and 2016, political diplomatic relations between Uzbekistan and Germany, cooperation agreements on tourism opportunities, and Bukhara tourism organizations were established.

The number of tourists visiting Bukhara region from Germany is increasing year by year due to the following factors. Representatives of tourism organizations operating in the Bukhara region took part in major tourist fairs held in foreign countries and presented newly opened tourist routes and infrastructure facilities in the region. To attract more tourists and visitors to Bukhara, to expand the rich national culture and tourism potential in the international arena, Bonn, Ruyei Malmaison, Kannin, Varna, Orekhovo-Zuyevo, Malatya, Cordova, Santa Fe established brotherly relations with the city of Bukhara. Cities also have their own place [6]. For example, the first contacts between the German city of Bonn and the city of Bukhara were established in 1999. Also, cooperation and fraternal relations were established in March 2003 during the visit of B.Dickman, Oberburgomister of the city of Bonn, to Bukhara [7]. Since 2008, the Twin Cities have been working on new projects to develop socio-economic relations within the framework of mutually beneficial friendly fraternal relations. One of them is the "Sustainable Bonn" project implemented in the city of Bonn in 2008-2013, and the Bukhara city authorities, who followed this process, visited Bonn in 2013 and got acquainted with the effective results. The mayor of Bonn, Nimchsh, put forward a proposal to implement a small part of the project, that is, a project to strengthen the economy of hotels and

restaurants visited by tourists in Bukhara due to Bukhara being a tourism city [8]. In the project, taking into account the rational use of natural resources by tourist managers in hotels, modern innovative solutions in the development of financial stability and environmental protection issues, the development of the economy of the city of Bukhara, including the further increase of the share of the tourism network, is taken into account by the government from 2015-2016 for the city of Bukhara. it was decided to implement.

Tourist companies "Mir Arab travel", "Authentic Travel" participated in the international tourism fair "ITB-2016 Berlin" held in Berlin, Germany, and promoted tourism products of Bukhara region. By participating in the fair, these tourism companies had a positive effect on expanding the geography of the countries visited by tourists, exploring new tourism products and tourist destinations, and raising the process of diversification of the tourist area of Bukhara to a new level. Also, this fair received mainly French-speaking tourists from France, Belgium, and Canada, but now it aimed to attract tourists from German-speaking countries to Bukhara.

Also, in 2002-2005, in Bukhara College of Tourism, on the basis of the Uzbek-German project on "Supporting primary vocational education in Uzbekistan" in international cooperation with Germany, "Chef of foreign dishes" and " Training of qualified specialists in the field of "tourist services organizer" has been started, and according to the program, the college practical workshops are equipped with modern restaurant and kitchen equipment. Equipped. This cooperation made a great contribution to the modern development of tourism in the Bukhara region.

As a result of the efforts, the flow of tourists to Bukhara, mainly from Germany, has increased significantly. In particular, in 2012, 6,524 tourists from Germany, 8,562 in 2013, 9,105 in 2014, and more than 10,000 in 2015[9].

The second period of relations with Germany is of particular importance in the development of tourism in Bukhara. First of all, it was the policy of openness of the government of Uzbekistan. On April 9-16, 2018, at the invitation of Stephan Wagner, Head of the Department of International Affairs and Global Stability in Bonn, Germany, on March 29, 2018, a delegation led by the Mayor of Bukhara and the singing and dancing ensemble "Bukhara Waves" performed in Bukhara and He visited the city of Bonn on the occasion of the brotherhood of the cities of Bonn and Nowruz holiday. As a result of the visit, a memorandum of cooperation on socio-economic development of Bukhara city and new cooperation agreements serving the tourism perspective were signed [10].

During this period, "Mir Arab Travel" tourism organizations took part in the international tourist fair "ITB Berlin-2019" held in Berlin, Germany, and promoted the tourism products of Bukhara region [11]. International cooperation in the hotel industry is the main factor in the increase of the number of hotels meeting world standards in Bukhara and the rapid construction of accommodation facilities that will serve ten thousand tourists a day. The visits of the German mass media to the region took many photographs in order to show the tourist potential of Bukhara. In particular, representatives of the "ARD" TV filming team performed creative work in Bukhara region on May 21-22. During the visit, the creative group visited the "Labi Hovuz" ensemble, "Toqi sarrafon", "Toqi telpakfurushon", "Toqi zargaron" cultural heritage objects, "Poyi Kalon" complex, "Ark" fortress, "Somonii" mausoleum. and filming was carried out in the summer palace "Sitarayi Mokhi Hossa".

In conclusion, it should be noted that as a result of the systematic reforms in the field of tourism, the attractiveness of Bukhara tourism has increased and the number of tourists has increased. The main factor for the expansion of the world tourist flow and the sustainable development of international tourism is the peace on the planet, the permanent establishment of interstate political, economic, cultural and trade cooperation relations, the guaranteed level of national, regional and world security for the free movement of tourists.

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