



TOURISM ON THE GREAT SILK ROAD IS ITS CURRENT FORM AND PROBLEMS

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Received: 8 th October 2021 Accepted: 10 th November 2021 Published: 19 th December 2021	The Silk Road conjures up evocative images of a fanciful era when caravans of camels, mules and horses transported everything from spices and jade to walnuts and, of course, silk between China and the West along a series of lengthy and complex routes.
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Associated with brave adventurers like Marco Polo, romantic poets like Coleridge, and legendary trading hubs, Samarkand and Kashgar, that still bask in their former glory to this day, the Silk Road represents for modern travellers a highway laden with myth. It traverses China's less explored desert fringes, the underdeveloped Caucasus and the intriguing 'Stans', countries that used to be hidden behind the Iron Curtain, but that are now safe to explore.

In the modern western economy, tourism is seen as a complex socio-economic system in which the tourist industry is seen as a whole of society, tourism policy and economy. At the same time, economic problems are analyzed together with social and ecological aspects of tourism. The point is that today life strategies and lifestyles are, as a rule, formed within the same socio-political foundations, which arise with a certain status of the individual in the social system. But if the lifestyle of members of another social group becomes important to the individual, then he is ready to show that he belongs to this group by expressing himself in a way of life that conforms to the patterns of moral consumption. The segment of political and cultural knowledge tourism requirements is expanding. A large influx of travelers seeking to explore the culture and traditions of other peoples and nations is moving to Europe, Asia and the Middle East. There is a tradition of expanding the political and cultural motivations of tourists for sports, health and other types of tourism. Political and cultural studies play an important role in the development of tourism, the efforts of the government and local administration to carefully preserve the cultural monuments and manage the flow of tourists visiting them.

According to A. Maslow, the average for self-activating habits is typical of many problems of the average person: guilt, anxiety, grief, internal conflicts, and so on. But the main difference is their commitment to their chosen job and their values. Which, of course, made the video an overnight sensation. At first glance, this category is less promising for inclusion in tourism activities due to its focus on aspects related to the other person type and the insignificance of social attention to life. However, an appropriately structured strategy for this category of work can turn it into a clear segment of the demand market. The symbol and image of famous historical figures in the fields of religion, art, and politics can travel to places that are important to him. A journey in which a person creates additional conditions for the realization of the spiritual sphere: in this he fully expresses himself in his professional direction. Marketing research should not only reveal lifestyles that are typical of a particular social, political, or cultural age, but also determine the relationship between lifestyles and consumer motives and behaviors.

Effective use of available resources and opportunities of the rich natural, cultural and historical heritage of Uzbekistan, introduction of innovative ideas and technologies, active attraction of investment contributed to creation of favorable economic, organizational and legal conditions for the further development of the tourism sector.

At the same time, taking into account a gradual formation of tourism as a strategic sector of the country's economy, there is an objective need to prepare highly qualified and competitive in the world market of the tourism industry personnel ensuring the full involvement of the potential of the regions in tourist turnover, the development of the service sector, the formation of a positive image of the country as an attractive center of the tourist destination on the Great Silk Road.

Speaking about the development of tourism infrastructure in Uzbekistan, it is important to focus on the division of the country into major tourist regions. Today, there are four main tourist regions in the country: Fergana, Samarkand-Bukhara, Tashkent and Khorezm. The Fergana tourist zone includes the Fergana Valley. Its tourist resources include archeological excavations and architectural monuments, favorable natural conditions, products of traditional folk crafts and arts, industrial and agricultural complexes. The presence of a wide network of roads and railways also allows the Fergana region to be used for tourism purposes, as well as to establish tourist bases and recreation areas throughout its territory. Tashkent tourism region has universal potential for the further development

of all types of tourism. The cultural monuments of this tourist area, the modern life of the capital region, buildings, new cities and villages, modern culture, nature of the region, rich landscape, colorful flora and fauna are important factors that make it attractive. The road and rail network connects the tourist centers of the Tashkent tourism region and allows the development of suburban railway and road tourism. The Samarkand-Bukhara tourism region includes Samarkand, Bukhara and Navoi regions. The world-famous architectural monuments of Samarkand and Bukhara are the basis for the development of tourism in the region. In addition, the railway and a wide network of highways passing through the Zarafshan River, the low passes and good trails passing through the Zarafshan mountain range are very favorable factors for the development of tourism in the region. The potential of the Khorezm tourist region is mainly based on the Ichan-Kala Nature Reserve in Khiva, which is rich in historical and architectural monuments. In addition to the existing tourism regions, there are other promising regions: Jizzakh, Karshi-Termez and Middle Karakalpakstan. In the future, the development of existing opportunities in these regions may lead to further expansion of the market of tourism services in our country.

To discuss the Silk Road responsible tourism issues you may encounter along the route is to address problems that exist within a number of religious, political and geographical contexts. Yes, the Chinese government is persecuting the minority ethnic Uighurs practicing Islam in Kashgar; and, yes, Turkmenistan has been under the control of a highly oppressive dictator for over a decade, but to openly discuss these situations with local people, including guides, might well lead to more problems than it may solve. Similarly, Central Asia is becoming enemy number one for producing crops to which their land isn't suited and is therefore becoming increasingly degraded, but the farmers that grow them are under state control and, in turn, the states that are controlling the farmers are still battling to find their position of power in the world, from under a still heavy communist cloud. Nobody should be asked to agree with the human rights issues that clearly exist on the Silk Road, but to travel successfully, the key is to understand them and to empathize with the people that you meet. Some of these issues are incredibly deep-rooted but through persistent pressure from the UN, and the presence and awareness of responsible travelers, things may start to change for the better.

Downright from name, main subject of trade on caravan ways was silk, very valuable in all sublunary worlds. For example, in the early middle ages silk was most popular calculation unit, forcing out even gold. In Sogdiana price of horse was equated to the price of ten length of silk. With silk paid for finished works, for maintenance of mercenaries, with silk could be paid off for crime. For the first time to caravan's road the silk road was given by Venetian merchant Marko Polo, who was the first European that reached the boundary of Chinese empire. And to the scientific turn term "Great Silk Road" in 1877 entered German researcher Ferdinand Rihtgofen in his fundamental work "China".

Although silk was a main, but not unique goods that was transported on transcontinental road. From Central Asia were exported horses, camels, very estimated in China, military equipments, gold and silver, semiprecious stones and glass wares, leather and worst, carpets and cotton fabrics, gold-embroidery clothes, exotic fruits – watermelons, melons and apricots, fat tail sheep and gun dogs, leopards, lions. From China caravans brought chinaware and iron dishes, furnished wares and cosmetics, tea and rice. In a traveling bag of merchants you could find elephant's tusk, rhinoceros's horn, tortoise's shell, spicier and many other things. As live memory of nations, laid this unique road connected East and West, can serve ancient Uzbek cities like Samarqand, Bukhara, Khiva, Shaxrizabs, Termez, Tashkent with their architectural monuments, that personifies centuries – old history of Great Silk Road.

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