

IMPROVING EXTREME SPORT TOURISM IN SAMARKAND**Sobirov Bobur***(PhD) Lecturer of "Silk Road" International University of
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Annotation. In the article the author theoretically substantiated the importance of sport tourism in Uzbekistan, especially in Samarkand region. Sports tourism is a kind of sport that aims at sports improvement of a person in overcoming natural obstacles. According to the types of sports tourism differs: hiking – movement on the tourist route is carried out mainly on foot, ski tourism – movement on the tourist route is carried out mainly on skis, mountain tourism – hiking in high mountains.

Key words: tourism, sport tourism, extreme sports, mountaineering, mountain hiking, bicycling tourism.

Annotatsiya. Maqolada muallif O'zbekistonda, ayniqsa Samarqand viloyatida sport turizmining ahamiyatini nazariy asoslab bergan. Sport turizmi - bu insonning tabiiy to'siqlarni yengib o'tishda sportni yaxshilashga qaratilgan sport turi. Sport turizmi turlariga ko'ra farqlanadi: piyoda yurish – turistik marshrut bo'yicha harakat asosan piyoda, chang'i turizmi – turistik marshrut bo'yicha harakat asosan chang'ida, tog' turizmi – baland tog'larda sayr qilishda amalga oshiriladi.

Tayanch iboralar: turizm, sport turizmi, ekstremal sport turlari, alpinizm, tog'da sayr qilish, velosiped turizmi.

Аннотация. В статье автор теоретически обосновал важность спортивного туризма в Узбекистане, особенно в Самаркандской области. Спортивный туризм – вид спорта, целью которого является спортивное совершенствование человека в преодолении естественных препятствий. По видам спортивного туризма различаются: пеший туризм – передвижение по туристскому маршруту осуществляется в основном пешком, лыжный туризм – передвижение по туристскому маршруту осуществляется преимущественно на лыжах, горный туризм – походы в высокогорье.

Ключевые слова: туризм, спортивный туризм, экстремальные виды спорта, альпинизм, горный туризм, велотуризм.

Methods. The research is based on descriptive and comparative methods. The description of the development of extreme tourism as a system, the study of the features, ways and methods of developing extreme tourism in Samarkand was carried out on the basis of the existing theoretical provisions, presented in the works of local and foreign scientists.

Research results. Extreme tourism is an independent type of tourism in one way or another associated with adventure and sports tourism, the purpose of which is to provide tourists with thrills, impressions from outdoor activities and risk in extreme conditions. In extreme tourism, there are many types and they can be conditionally divided into groups in accordance with the three main elements: air (hang gliding, base jumping, freestyle, skysurfing, balloons, etc.), water (surfing, windsurfing, water skiing, kiting, rafting, diving, etc.), earth (mountain biking, speleotourism, kitesurfing, jailoo and others).

Introduction. In recent years, tourism has been given special attention in our country. It is gradually turning into a strategic sector of the economy. So, in 2016, the President of the Republic of Uzbekistan Sh. Mirziyoyev signed a decree "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" [1], in which the most significant points for our country should be noted.

Along with the above types of tourism, it is promising to develop its active types, such as extreme tourism, which has recently become increasingly popular. According to some estimates, this segment accounts for more than 10% of the world's tourism market, and the growth rate of extreme travel exceeds the average growth rate of tourism as a whole. Due to its diversity and attractiveness, this tourist destination is rated as the most promising. Extreme tourism in the world every year becomes more interesting and diverse.

An analysis of the scientific literature has shown that there are different definitions of the term "extreme tourism". In Europe, the term "adventure tourism" is most often used and it is divided into two types: "soft adventure tourism" and "hard adventure tourism" [4]. Muller and Cleaver have defined adventure tourism as the ability to provide tourists with a relatively high degree of sensory stimulation. It usually contains some physically complex elements. Buckley mentioned that the term adventure tourism is used to refer to targeted commercial tours where the main attraction is an outdoor activity that has natural environmental features and usually needs specialized training or equipment [9].

According to A.B. Kosolapova, extreme travel is an independent type of tourism associated with a significant degree of risk for tourists: mountaineering, diving, paragliding, parachuting, and other sports that require the necessary skills and experience [8].

Discussion. The cultural heritage of Samarkand is huge. For centuries, this city has been the main center of the Great Silk Road. At the beginning of the 21st century, the city was included in the UNESCO World Heritage List under the name "Samarkand - Crossroads of Cultures"!

If you visit the city, you will be surprised by the number of historical monuments located here, but we will try to show you the most famous sights that are definitely worth seeing!

As we know, sports and physical activity strengthen health. Tourism in any form always requires physical activity. Without a certain attitude and preparation,

you cannot walk several thousand kilometers, climb a hill, swim across a river or swim in a river or sea. Regular physical activity not only improves health, but also reduces the development of serious diseases: hypertension, diabetes and cancer. In the long run, this will have a positive effect on our health and improve our quality of life.

Sports tourism has become another way of traveling that is becoming more and more popular. The types of tourism are changing rapidly due to globalization, improved communication and lower transportation costs, so today we have different reasons for visiting different places, which is further diversifying the world of tourism. Group tours are planned to see specific places in beach areas or cities.

Today, the world of tourism is really diverse and free, and this is where sports tourism was born, a practice that can be very interesting and a great motivation to travel. We will look at what this sport tourism consists of and how we can do this type or where we can find it.

Therefore, it is not for nothing that priority is given to a healthy lifestyle and sports in our country. The decision of the head of our state dated January 24, 2020 "On measures to further improve and popularize physical education and sports in the Republic of Uzbekistan" and the decision of the Cabinet of Ministers dated November 19, 2020 "Encourage a healthy lifestyle of the population" on additional measures to support and increase physical activity" a single calendar of sports and public events on physical education was created in our country. According to the schedule, traditional sports competitions for the Cup of the Minister of Tourism and Sports will be held in Samarkand on November 27-28, 2021. Higher educational institutions of Uzbekistan on the territory of the Silk Road Samarkand International University Badminton, chess, football, arm wrestling and quest games competitions are held among students.

In the direction of extreme tourism or travel tourism, 5 new routes have been established in the region today, they are 22 km in the Samarkand-Taragay route to Amir Temur cave, 80 km in the Alvastikol-Sharshara route, Samarkand-Omonqotan-Kitob-Ayaqchisoy route, Samarkand- Extreme tourism routes were established at a distance of 34 km in the direction of Chonkaymish (the throne of Jesus), 14 km in the direction of Samarkand-Ohalik-Kengkotan, 12 km in the direction of Samarkand-Sharshara mountaineering, mountain hiking, cycling, which is 2,239 meters above sea level. These routes include and speleology.

There are a lot of type of sport tourism. One of them is bicycle tourism. Bicycle tourism in Uzbekistan is rich in exotic, legendary and oriental hospitality. The season starts in mid-April and lasts until November.

Cycling tours can be combined with a trip along the Great Silk Road, a trip to the ancient cities of Samarkand, Bukhara, Khiva and Termiz, as well as a trip through exciting mountain landscapes and flower valleys. Cyclists can get to know the lifestyle of local people while traveling through villages and mountain villages.

For those who like extreme sports, there is a route along the Aktog ridge near Samarkand.

In addition, open contests and cycling competitions are held almost every month in the hot season in mountainous areas and in large cities, where everyone can participate.

The mountains of Uzbekistan are very attractive for lovers of active recreation such as mountaineering, mountain tourism and rock climbing. In Samarkand, at the "Oq Buyra Tourism Center" for the first time among young people, the festival of extreme and mountain tourism and the championship of Uzbekistan in the field of sports tourism were organized. More than a hundred young people from our republic demonstrated their skills. The participants competed in terms of finding a destination on a topographic map, tying a rope in different ways, and climbing a steep rock with a rope.

The newly opened "Great Silk Road" international tourism center in Samarkand can serve 2 million tourists a year. This was reported by the press service of the president. The construction of the complex began in 2019 on an area of 212 hectares along the rowing canal in Samarkand district. Inside the center are the Congress Hall, the Eternal City complex, the amphitheater and many other structures.

There are 63 types of tourism worldwide, such as extreme, gastronomic, educational, sports, bird watching, medicine, MICE, pilgrimage, mountain tourism, eco and agrotourism, wine tourism, and Samarkand region has opportunities to develop almost all of them.

Conclusion. To conclude, in order to promote a healthy lifestyle among young people, and to ensure the implementation of the second direction of the 5 important initiatives put forward by the head of our state, sports events and competitions are systematically held. Sport is a field that quickly introduces the country to the world. It can be said that sport does not choose nationality and race, it is a tool capable of uniting everyone. Thanks to sports, we go to many countries, and after the competitions we tell others about our country, the customs and traditions of our people, as well as our ancient monuments whose history goes back several centuries.

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