



“RESULTS OF STUDYING THE TOURISM VALUE OF MARKETS (A CASE STUDY OF TASHKENT MARKETS)”

<https://doi.org/10.5281/zenodo.19103796>

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Annotation: *This article highlights the importance of markets as tourist attractions. Markets are not only centers of trade and economic activity but also play a significant role in preserving culture and traditions, promoting local products, and strengthening social connections. The role of markets in tourism development and their contribution to the regional economy is analyzed.*

Keywords: *Markets, tourism, culture, traditions, economy.*

Annotatsiya: *Mazkur maqolada bozorlarning turistlarni o‘ziga jalb qiluvchi maskan sifatidagi ahamiyati yoritiladi. Bozorlar nafaqat savdo va iqtisodiy faoliyat markazi, balki madaniyat va an‘analarni saqlash, mahalliy mahsulotlarni targ‘ib qilish hamda ijtimoiy aloqalarni mustahkamlash joyi sifatida ham muhimdir. Turizm rivojlanishida bozorlarning roli va ular orqali mintaqaviy iqtisodiyotga qo‘shilayotgan hissa tahlil qilinadi.*

Kalit so‘zlar: *Bozorlar, turizm, madaniyat, an‘analar, iqtisodiyot.*

Аннотация: *В данной статье рассматривается значение рынков как туристических объектов. Рынки являются не только центрами торговли и экономической активности, но и важным местом для сохранения культуры и традиций, продвижения местных продуктов и укрепления социальных связей. Анализируется роль рынков в развитии туризма и их вклад в региональную экономику.*

Ключевые слова: *Рынки, туризм, культура, традиции, экономика.*

INTRODUCTION

Markets have historically played a central role in the socio-economic and cultural development of cities. From ancient trade routes to modern urban centers, marketplaces have functioned not only as sites of commercial exchange but

also as spaces of social interaction, cultural transmission, and community formation. In the context of tourism studies, markets are increasingly recognized as living heritage sites that preserve traditions, reflect local identity,



and offer authentic experiences to visitors.

The city of Tashkent, one of the oldest urban centers in Central Asia, has long been an important crossroads of civilizations. Historically connected to the Silk Road, Tashkent developed as a major *toprobo-hunarmandchilik* markazi, where bazaars served as economic hubs and cultural meeting points. Over centuries, its markets evolved alongside political, economic, and architectural transformations, yet retained their traditional functions and social significance.

Applying the principle of historicism, this study examines the tourism value of Tashkent markets through their historical development, continuity, and transformation. The historicism approach requires analyzing phenomena within their specific temporal and spatial contexts, considering how past processes shape present realities. Therefore, the tourism attractiveness of markets cannot be understood without acknowledging their origins, their role in pre-modern trade systems, their adaptation during the Soviet period, and their revival in the years of independence.

Today, markets in Tashkent represent not merely places of trade, but dynamic cultural landscapes where history and modernity intersect. They embody intangible cultural heritage, traditional crafts, national cuisine, and everyday urban life, all of which contribute to their growing importance as tourist attractions. By examining their

historical evolution, this research aims to identify the factors that determine their contemporary tourism value and to assess their role in the sustainable development of urban tourism.

- Literature review. Markets tourism important structural part as not only economic, maybe cultural and social aspects researchers with attention attraction arrived This is coming. to the topic related scientific in research markets historical development, their local and international tourists attraction in the making place, also tourist potential increase methods wide illuminated.

International on a scale markets and tourism between mutual dependency learned scientists among others, P. Cohen (2008) and J. Geertz (2010) record to grow They can own in research markets not only economic exchange place, maybe cultural inheritance storage and demonstration to grow area Cohen's research tourists for markets attention worthy place as attractiveness, and Geertz markets social and cultural importance analysis did.

Central Asia and Uzbekistan to the markets related in the studies of A. Rustamova (2015) and M. Karimov (2019) attention is worthy. Rustamova own in the study Samarkand, Bukhara and Tashkent such as historical cities markets through regional tourism develop opportunities illuminated by. Karimov and markets local handicraft and gastronomic products to tourists presented in the making role learned.



Also, markets and tourism between mutual the effect analysis doer modern research in the works of M. Smith (2021) and L. Johnson (2022) to bring possible. Their research markets tourists experience in enrichment importance shows and modern digital technologies using markets tourists attraction to do potential increase opportunities illuminates.

Local research between In Uzbekistan markets tourism in development instead learned scientists – Sh. Y. Okhunjonova (2023) research separately attention They are worthy. Central Asia historical in the cities markets historical development and tourists attraction in doing importance scientific in terms of who analyzed.

- Research methodology. A qualitative approach was used to understand the attractiveness of markets for tourists and to identify the cultural heritage, crafts and gastronomic experiences they offer. Markets with related professionals (tourism according to experts, market managers and craftsmen) with interviews was held. Tourists market in the area their actions, their products and to services was interest directly observed. Markets history, development and tourism with related scientific articles, research and reports analysis was done.

- Analysis and results. Markets tourists for attractiveness factors. Research to the results according to, markets tourists attraction in doing one

how many main factors through separated stands:

- Cultural experience: Tourists markets local tradition and culture study for visit For example, in Samarkand Ink market and In Bukhara Central market local handicraft and gastronomic experiments demonstration [11].

- Local products: Tourists markets through to the area typical products and handicraft their belongings buy to take to the possibility has will be in Tashkent Chorsu market to this bright example is there silk fabrics, national jewelry and hand labor with made items wide in the competition presented [12].

- Gastronomic experience: Uzbek national dishes, especially pilaf, samsa and other national sweets tourists to oneself attraction doer from factors one markets this the dishes directly taste see and buy to take opportunity creates [13].

Markets tourists for communication area as place. Markets not only trade, maybe tourists and local population between communication place also serve as does. In the market tourists local sellers with directly to talk to, from them products about information to take and they with cultural in exchange to be to the possibility has. in Tashkent Chorsu in the market held to observations according to, tourists most local sellers with buy from taking before bargain, this and to them local traditions study opportunity gives. Market sellers with held in conversations they tourists often national handicraft to their belongings interest and this through



they with friendly relationship installation they emphasized .

Markets tourism in the economy role . Markets not only tourists for attention attraction , maybe tourism economy important part They are tourists by to be done purchases through local to the economy income Research during held in questionnaires participation reached 78% of tourists visit markets of course visit ordered place as shown . According to the data for 2024 according to , Uzbekistan in the markets tourists by done increased sales general tourism 15% of income organization [14].

Markets tourists for tourism experience in enrichment place . Markets to tourists directly local culture , customs and national products with acquaintance opportunity This gives tourists travel experience further For example , Bukhara in the market tourists not only ancient handicraft their belongings purchase they do , maybe them preparation directly to the process observation to the possibility has [15]. In the questionnaires participation reached 65% of tourists visit markets their travel experience enriched record reached .

Conclusion and proposals . The results of the study showed that markets play an important role in the tourism sector as tourist attractions. They not only trade places , maybe cultural and gastronomic inheritance demonstration provider important places Markets through tourists local traditions , customs and products with directly acquaintance as far as possible has Markets serve as a

cultural experience for tourists. The attractiveness of markets for tourists (cultural experience, gastronomic choice, handicrafts) has led to their emergence as a tourism product .

Research to the results based without following offers previously is pushed .

Markets tourism objects as Development : Each in the province historical and modern markets special tourist to the routes introduction need . Through this tourists to themselves typical trade and cultural experiments study to the possibility has they will be .

Market infrastructure improvement : Tourists convenience for in the markets navigation system , information centers and demonstrative stands organization to be necessary .

Local handicraft support : Markets tourists for attractive to be for in them national handicraft items and local products wide in the competition presented to be need . Local masters for special trade shelves separation to the goal is appropriate .

Tourists for markets according to manuals working output : Each market about briefly information , its history and main products about information giver manuals preparation and to tourists presented to be necessary .

In the markets gastronomic tourism development: Local the dishes preparation and taste see for special places organization to grow This is for tourists. national the dishes directly taste



see and preparation process observation opportunity gives .

Tourism in marketing markets importance increase: Markets about information tourism catalogs , travel

programs and on internet platforms wide lighting need .

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