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### CULTURAL-HISTORICAL FORMATION OF SAMARKAND REGION AND ITS PLACE IN THE FIELD OF TOURISM

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**Annotation:** In this article, the stages of historical formation of Samarkand region and the history of cultural monuments, economic development and current changes are highlighted.

**Keywords:** Samarkand city, "Samarya", "Samar", Morocco, Avesta, "Taronas of the East" music festival, "Tavorikhi Samarkand", "Shahnoma", "Amir Temur" order, Registan ensemble, Afrosiyob monument, Great Silk Road, tourism, pilgrimage and people.

Samarkand is one of the most ancient and unique cities in the world. It embodies 2750 years of rich history and examples of ancient civilization. This unique city, located in the center of the Zarafshan oasis, has always been the center of remote life, water farming, science and development, and has been the center of human development in world history. recognized as one of the cultural cradles. There is a lot of information about the creation and formation of Samarkand. The book of Avesta, a unique masterpiece of the written heritage of the ancient East, talks about the wonderful climate of the Sogd land. al-qand fi history of Samarkand", it is reported in hundreds of historical works such as "Qandiyai Khurd" by Abulfayz Muhammad ibn Abdujamil ibn Abdumalik Haydar al-Samarkandi. There are several assumptions and opinions about the origin of the word Samarkand. Eastern authors say that the first part of the word "Samarkand", i.e. the word "samar" is the name of the person who founded or conquered the city, and the second part is "kent"-(candi)-village, city. Some European scholars explain that the Sanskrit word "samarya" comes from the word "gathering" or "gathering". In the works of ancient authors, the city of Samarkand was called "Marokanda". "Marokanda" is the Greek pronunciation of the term Samarkand. The poets and historians of the Eastern thinkers did not without reason describe it with such beautiful similes as "Paradise garden of the East", "The beauty of the earth", "The decoration of the countries of the world", "The priceless jewel of the Eastern world". Samarkand region, located in the south-eastern part of our republic, on the western edge of the Pamir-Aloy mountains, in the middle of the Zarafshan river, was established on January 15, 1938. Uzbeks, as well as Tajiks, Russians, Ukrainians, Azerbaijanis, Armenians, Koreans and other nationalities live here. The region has a continental, temperate climate with hot summers and warm winters. In 1925-1930, Samarkand was the capital of the republic. Samarkand can be called a truly unique city. Samarkand has been known throughout the world for its handicrafts since ancient times. Silk and carpets, weaving of sozana, jewelry, pottery, woodwork, ganch and other types of folk arts continue to be practiced here. Not only Samarkand, but also Bukhara, Qakon, Khiva, Tashkent, Fargona, etc., play an important role in the production relations of handicrafts. The people of Samarkand are skilled craftsmen. Throughout their lives, they left the neighboring nations behind with their crafts, skills and creativity. That is why Samarkand is called "the priceless treasure of the culture of the peoples of Central Asia". Here, the greatest monuments of medieval memorization - very beautiful memorial forms and paintings - are preserved, each of them deserves special attention. Samarkand paper is known all over the world. Samarkand is one of the most ancient centers of pottery in Central Asia.

After the independence of our country, under the initiative and leadership of the first president of our country, Islam Karimov, a historical turning point occurred in the history of the city. During the years of independence, historical buildings in the city were reconstructed, the surroundings

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were beautified, and several parks and fountains were built. In this way, Samarkand gained fame as a legendary city in different regions of the planet with its unique oriental appearance, rich history, and unique monuments that amaze everyone. Therefore, 27 years ago, on the eve of the 660th anniversary of the great Master Amir Temur, he was the first to receive the order named after the great Amir Temur. On October 18, 1996, the first president of Uzbekistan, Islam Karimov, put the Order of Amir Temur No. 1 on the city flag, and October 18 was declared "Samarkand Day". The cultural heritage of Samarkand is very great. 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". There are 1105 archaeological, 670 memorial, 37 places of interest, 18 monumental, 21 memorial, and a total of 1851 objects of material cultural heritage in the territory. Most of the world-famous memorial structures of Samarkand were built during the reign of Amir Temur and the Timurids in the XIV-XVI centuries. Among these monuments: it is known that the ruins of old Samarkand are now known as Afrosiyab. In Firdausi's work "Shahnoma" the historical figure Afrosiyab is described as the king of the Turanian Empire. This person is mentioned as Franrasyan in Avesta, and as Alp Er Tonga in Turkish sources. The period of formation and development of Samarkand began with the monument of Afrosiyab. This ancient city has turned into ruins and is lying on the ground. Its territory is in the northern part of the present city and 219 hectares. The Registan ensemble is recognized as the "sand of the covers an area of earth". This monument is considered a unique and appropriate reflection of Samarkand. In Persian, it means "sandy place", "reg" means sand, and "istan" means a place to stay. The Registan ensemble consists of 3 parts: Mirzo Ulugbek madrasa in the western part, Sherdor madrasa and Tillakori madrasa in the eastern part. Also, many memorial monuments such as Amir Temur (Gori Amir) mausoleum, Bibikhanim (Amir Temur) Jame Mosque and Hazrat Khizr Mosque, Shahi Zinda monument, Khoja Daniyor pilgrimage site, Nadir Devonbegi complex, Mirzo Ulugbek madrasa and museum, Imam al-Bukhari memorial complex is also located.



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Due to its location in the heart of the crossroads of the Great Silk Road, Samarkand has become not only a trade center, but also a large production and handicraft center. The ancient and always popular Samarkand tariff is speechless. It is not for nothing that Azim and the ancient city are recognized as one of the 50 most beautiful old cities in the world. The Ministry of Culture and Sports of the Republic of Uzbekistan has organized the international music festival "Sharq Taronalari" in order to widely promote the best examples of national music art, preserve and develop national music traditions, awaken the feeling of love for art in the young generation, and deepen cultural and spiritual cooperation. Since 1997, the music festival "Sharq taronalari" has been held in the old Registan square in Samarkand city, once every two years at the end of the second half of August. The number of countries visiting and participating in the festival is increasing year by year. In particular, more than 250 representatives from 34 countries and 36 countries presented their arts at the 1st festival and 36 countries at the 2nd festival. The festival is heavily prepared for the closing ceremony every year, and the festival begins with an opening ceremony program full of colorful performances. Honorary guests, including the President of UNESCO, the President of Uzbekistan and representatives of the authorities, will make short speeches at the opening ceremony. It should be noted that the foreign guests who visit this festival are not only in Samarkand, but also in the districts of Pastdargom, Payariq, Jomboy, Urgut, Toylog, Samarkand, and have the opportunity to get acquainted with the unique aspects of the region.



On the implementation of pilgrimage tourism in Samarkand region on the basis of a series of instructions of the President of the Republic of Uzbekistan Shavkat Mirziyoyev on creating favorable conditions for wide acquaintance of tourists with unique historical, cultural-memorial heritage objects in Samarkand region, revitalizing pilgrimage tourism and further developing the tourism potential of the ancient land in general. measures are being taken. To further expand the activities of Khoja Ahror Vali mosque in Samarkand region, Gavsul Azam, Khoja Aman, Chor Chinor shrines in Urgut district, Hazrat Davud shrine in Nurabad district, "Chelak Koktepa" historical monument in Payariq district, Makhdumi Azam shrines, including their museums of foreign countries, scientific research a number of works are being carried out to strengthen cooperation in the field of combustion. In this regard, relations have been established with experts from archeological institutes and museums of Japan, France and South Korea. Taking into

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account the large flow of pilgrims and tourists in the city of Samarkand during the tourist season, more than 100 hotels serve local and foreign tourists every day. is being resolved.

In conclusion, it should be noted that even if the world's greatest poets and philosophers called it the garden of the heart, the jewel of the East, the mirror of the world, and even the polish of the earth, they could not describe all the beauty and wealth of this beautiful city. Samarkand is a unique cultural center that reflects the 1960s and the future in a harmonious way.

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