
Urban Bicycle Tourism: Path Dependencies and Innovation in Samarkand

Sitora Shaydullaeva Sobirjonovna

Lecturer at ‘Silk Road’ International University of Tourism

Mukhammad Yusupov

“Silk Road” International University of Tourism

Abstract

In the last 10 years, a lot of attention has been paid to cycling in many cities. This was a wide range of opportunities created for the development of cycling tourism as a positive growth rate of sustainable tourism in the city, taking advantage of the improved infrastructure and opportunities for tourists to ride bicycles around the city. The aim of this study is to show the high level of dynamics for the development of urban cycling tourism. This development can be seen in the innovation process based on the gradual changes in the structures of local socio-technological mobility and examples from the cycling infrastructure of many other developed countries. Frames are accepted based on the following categories: urban planning, bicycle tourism services, communication and space creation, bike lanes and rental bike opportunities. The analysis uses evidence from Samarkand to find these prospects for the development of urban cycling tourism, and introduces new research based on models from other cycling cities. In each of the four categories, innovative services or alternative offerings supporting bicycle tourism were found. However, the most important source of gradual renewal may be the study of human opinion. It is shown that the development of urban cycling tourism and the promotion of local cycling culture depend on important routes. Bicycle tourism should be considered by the local population as related to daily cycling.

Keywords:

urban planning, bicycle tourism services, place making, Communication and bike sharing system

1. Introduction

The city has sparked interest new ideas in exploring tourism. The main reason is the growing economic importance of urban tourism, as well as the reduction of the impact of the social and environmental impact of transport. At the same time, the Samarkand City Tourism Department has decided that the study of urban tourism in recent years has not yet developed steadily (Samarkand news 2018). This is a topical issue with a very high level of tourism in the city. Despite the difficulties in marking and measuring, Samarkand's tourism is growing faster than other tourist destinations in Asia. The main problem is that the roads in Samarkand are much shorter than in other cities. According to this situation, the impact of urban tourism and public transport loads on the environment has also become increasingly significant. The use of bicycles without motorcycles and cars will be particularly beneficial in mitigating the negative impact of urban tourism to a certain extent on tourism transport. Many researchers have conducted research on this topic abroad, but this topic is a new issue that has not been resolved in Samarkand.

The AIM of developing urban cycling and bicycle tourism in Samarkand can be considered as a best practice. The situation in the region is much better now than it was 10 years ago. Other regions also have clear indicators or a lot of tourism news. Some of the improvements that have been made over the years have not paid much attention to bicycle infrastructure. Therefore, the reasons for the success of the large-scale organization of the bicycle network should be sought only outside the technological field. A study of urban transport structures in Asia shows that trying to understand the culture of urban mobility involves taking into account a variety of factors: socio-cultural, physical, technological factors. The mobility structures of cities should be recognized as cultural processes that develop gradually, depending on the specific location conditions. Therefore, the development of urban cycling tourism can be seen as an innovative process based on the gradual changes in the local socio-technological mobility system. With this in mind, the purpose of this article is to establish a clear concept of the development dynamics of urban cycling tourism. Data from Samarkand are used to describe and analyze some of the prospects for this process.

Outline

This introductory speech will be followed by a review of European literature on urban cycling and bicycle tourism. The area of urban cycling tourism is discussed in close connection with general cycling practices. Some basic information about the city of Samarkand is given, followed by a description of the methods used for the study. The results discuss the development of urban cycling tourism in Samarkand based on the following factors: urban planning, cycling tourism, communication and location. The article concludes with a concluding discussion and solutions, discussing the important role of research in tourism and its impact on the development of innovation.

Urban cycling and tourism, an overview

This article demonstrates the close links between local mobility culture, more specifically local cycling culture and cycling tourism development. The problem in analyzing tourism mobility, such as bicycle tourism, is that most literature does not include bicycles from tourism transportation systems. In this case, this section discusses city bikes in general, and cycling tourism in particular.

Urban cycling

Following the restoration of the city bicycle, a number of meetings (Aziz Abduhakimov 10.2020 Tashkent) discussed the role of the bicycle as a means of urban transport. There are many good plans to plan for aspects such as the lack of environmental impact of bikes, usability, and space utilization. So you have to try to develop a bike. Attention should be paid to physical infrastructures such as bike lanes, walkways, bicycle rental systems, and intellectual mobility based on bicycle sales on the Internet.

Most of this literature is aimed at finding technical solutions, analyzing the relative success of Samarkand's cycling policy: Soft policy measures (public participation, marketing and information - also aimed at tourists); market-based tool (payments, subsidies, taxes and other cost policies). The importance of bicycle use policy is also evident in other literature that discusses sustainable urban transport. In Kazakhstan, Russia, and Turkmenistan, a set of different factors is used in the analysis to compare urban cycling policy indicators: 1. Equipment: infrastructure; 2. Software: education, information and communication; 3. organization and implementation of policy. In Samarkand, the bicycle network seeks to reach more young and social groups, thereby creating a strong local cycling culture, so both material and social culture need to be seriously studied in the study of cycling culture. Some evidence suggests that cycling helps reduce urban transport and affects the dynamics of cities as a place to live.

2. Literature Review

2.1 Bicycle tourism

Most of the literature on cycling and tourism focuses on rural areas. Already in the 1880s, cycling became an organized form of outdoor recreation in Western Europe and the United States (Jamieson 2015). In Germany, the workers' movement formed its own cycling clubs in response to recreational and commercial sports bicycles (Leibbrand, 2014). Since then, rural cycling seems to be an accepted condition of cycling, and cycling is seen as a form of tourism of particular interest. Cycling can be a form of sports tourism. Many cycling competitions based on active participation (including mountain biking and triathlon). For example, cycling (Half Marathon), 127 km races in Samarkand,

Tashkent and other cities annually attract 1245 cyclists (Half Marathon, 2021. May 21). In addition, cycling competitions such as the Tour Silk Route (15-day) in Tashkent attract many curious tourists as spectators, as well as cycling tourists who want to ride bikes on the same routes as the real contenders. They can be noted as an indication of this, especially the increase in bicycle promotions in a number of Asian cities. Since their enrollment, the number of people interested in cycling has increased significantly. New business models and technologies are contributing to the success, as bicycle promotions in cities such as Tashkent, which attract locals and tourists, are popular attractions and events for cycling tourists. For example, this cycling tour across Uzbekistan is a great opportunity for those who love non-standard cycling routes to test their strength in the heat of the Central Asian summer among the rocks, sands and mountains. The bike tour route runs through the unique views of the Nurata Mountains, bordering the hot Kyzylkum Desert in the north and the fertile Zeravshan Valley in the south.

Cyclists will enjoy spectacular views and mountain air along deserts and steep mountain slopes. One of the most impressive things that travelers discover on their way is Lake Aydar, the water of which stretches for hundreds of kilometers in the center of the Kyzylkum Desert. Excursions to Bukhara and Samarkand, perhaps the two most famous cities on the Great Silk Road, are a good continuation of the adventure bike in Uzbekistan, reflecting the architecture of the ancient East.

Cycling is becoming a tourist activity. Thus, there are several categories of bicycle tourists. In the literature, an important reason for cycling trips are cycling tourists: sports, long-distance travel, or multiple excursions. This type of bicycle tourists mostly visit rural areas. Another, more different category can be called holiday cyclists. Such cyclists may not be considered appropriate bicycle tourists according to the narrow concept, but they can still be accepted as part of urban tourism. In this article, I will focus on these tourist bike tours as part of city tourism.

2.2 Analytical framework

The development of urban cycle tourism is one of the innovative processes based on step-by-step changes in the local and regional socio-technological mobility system. If we look at the literature on urban cycling in terms of the concept of portable culture, almost everything shows the importance of infrastructure, urban planning and regulations. However, often socio-cultural factors need to be further developed. The basic infrastructure, planning and arrangement of this creative landscape. Innovative processes solve many problems for us. We can also add communication and targeted marketing as key aspects of targeted development. Marketing is seen as an integral part of tourism planning and information is important in the development of public transport for tourists. The cycling habits of city dwellers may seem simple. It's about going from one convenient location to another, but we also know that cultural factors are important when choosing transportation. However,

in order to participate in cycling tourism, tourists must be able to use bicycles as well as bicycle-related services and activities, ie. H. Services that allow city tourists to actively travel by bicycle. These services can be considered as software. The city has a variety of modes of transport, vehicle speeds and social interdependence. Areas where people walk or bike can cover a wider range of services and activities than areas dominated by cars. The urban landscape is affected by cycling. The potential dynamics of cycling that affect street life can also affect the ability of tourists to actively experiment with cities. In summary, it is based on the concept of urban mobile culture, a model of creative landscape development, and the literature on the development of urban cycling to date.

2.3 Urban Bicycle planning in Samarkand region

Samarkand is the first region of Uzbekistan. The total area of the region is 16,800 km², which is 3.7% of the territory of Uzbekistan. Samarkand is the most populous region in the country (3,514,800 inches), but when it comes to surface area, it ranks only 7th. The city of Samarkand is the main center of the region, one of the centers of ancient civilization and a place of ancient historical monuments.

Samarkand region is one of the leading regions of the country with rapidly developing tourism and especially the leisure industry. In addition, Samarkand, the regional center, is one of the world's leading cities in terms of tourism potential.

The city has a relatively low level of car ownership, and in some parts of central Samarkand, 6 out of 10 homeowners own a car. The use of bicycles during the pandemic quickly increased. In Samarkand, 20-30% of trips are made by bicycle. In recent years, bicycles have been widely used to go to work and study. The city of Samarkand is relatively flat, the highest point of Samarkand is 720 meters above sea level. For most of the year, the climate is good for cyclists, with summers especially hot and springs and autumns temperate. However, in winter the average temperature is around 0-5, the weather is often accompanied by strong winds and snow.

3. Methodology and Findings

3.1 Urban Development

Attracting Sustainable Transport Much is being done to revitalize the city's beautification and make the city more attractive by the government. That is why he was given priority by the political leadership. "Cycling will be the most consistent and successful element in Samarkand's environmentally friendly marketing." Cycling is also an integral part of urban planning for sustainable transportation. Today, the system of bicycle lanes in and around Samarkand should be well developed, with improved planning. In general, bicycle parking in Samarkand is a problem and

one of the most important. Solving problems at train and bus stops can also improve convenience for bicycle travelers. However, due to lack of space, it is difficult to solve the problem in central locations. In Samarkand, there are relatively few clear rules governing traffic. A high level of respect for local bicycle culture, including traffic rules, also makes cycling safer for cyclists, making it easier for them to behave properly. As a result, it has a significant impact on reducing the number of accidents involving cyclists. The availability of safe infrastructure and many other cyclists should be a good example of successful cycling in Samarkand. The Samarkand bicycle infrastructure can be a clear example for other urban infrastructure. In addition to the infrastructure, bicycle access, excursions, itineraries and other services will help make the bike attractive to tourists. Undoubtedly, the services will have a wider impact on the urban tourist landscape.

Bicycle tourism services

In many cities of Samarkand, there are various options for tourists to use the car, but the bike can be rented only in hotels or in front of Resgitan Square. Many hotels provide their guests with bicycles for rent or free use. There are 5 cycling groups in Uzbekistan. Hi travel sevrise, silk road directions, silk discoveries, travel destinations and travel for life. For example, 45 out of 108 hotels in Samarkand region provided their guests mainly with bicycles (based on the hotel's website, based on the author's calculations). In addition to hotels, the city has several stations that rent bicycles, but the main change in recent years is that many bicycle shops have expanded their businesses by renting. Bicycle programs were already introduced in 2017 in Samarkand. However, the system is less developed than in Tashkent. Many sites have a list of five companies that offer a variety of tours. Most of the excursions include a series of excursions visiting the city's most famous tourist attractions, as well as key locations in the city center. Some companies specialize in showcasing the city's cycling culture. It includes visits to a number of hotspots for specialized tourism and green innovation, focused on the sustainable development of cities.

4. Practical Implication

4.1 Place making

One of the main reasons for the low use of bicycles in Samarkand is the lack of parking spaces on city streets. Cycling is a comfortable, inexpensive, relatively fast and enjoyable exercise in the city. For example, environmental motives are less clear. Most of them drive a car because it has long been a habit. This shows that the day-to-day development of cycling culture is very important for cycling culture. Both categories have the same infrastructure and it is important for every cyclist to have similar requirements for comfort, safety and convenience. For example, in the repair of central and internal roads in Pakhtachi district of Samarkand region in Ziyovuddin 1 meter bicycle lanes have been established.

Cycling in the center of Samarkand allows visitors to learn a part of the local culture and travel locally as urbanites; in other words, learning from local experience. Riding and stopping on a bike is a good example. Bicycles are a good way for small tours through many urban areas of Samarkand. Based on this, it should be noted that bicycles and cyclists are an important part of the image of Samarkand. Bicycles are widely used for many purposes, such as playing sports, going to work or school, or delivering small goods around town. We can also see the development of links between bicycle manufacturing companies and certain types of tourist services. Cycling culture facilitates personal communication and interaction with people.

Concluding the discussion

The main conclusion of the study is that bicycle tourism is one of the most popular means of transportation used by the regular population in their daily activities. Cycling is common in Samarkand region. Political treatment remains a critical issue in the development of a good, regulatory innovative bicycle infrastructure, which in turn should encourage people to use bicycles every day. To that end, much has to be decided in the way of regional cycling culture. Establishment of special bicycle lanes on the roads of Samarkand, construction of traffic lights for cyclists on each road and boulevards on public roads, in public transport, government buildings, schools, shops, front bicycle parking lots every 3 or the possibility of renting at 4 km, bicycle service workshops, the possibility of transporting bicycles on buses for travel, and similar work should be done in Samarkand. These urban planning strategies and bicycle infrastructure development implemented in each city will lay the foundation for the development of urban bicycle tourism. The local cycling culture builds awareness of cycling activities among visitors and expands the bicycle network. Local management strategies, marketing materials, and the media are the best way to give people some advice on how to use a bike. When such work is done, such marketing efforts are considered and in the example of rules based on a culture of mobility that play an important role for them. In the analysis of the dynamics of urban tourism in Samarkand, foreign literature and local literature on urban mobile cultures, cycle tourism and alternative tourism were also used. On this basis, four categories of factors were used for analysis: urban planning, cycling tourism services, communication, and location. Combined factors for the development of cycling tourism (State Department of Tourism) have been widely considered, but so far this issue has not created the necessary conditions for the development of cultural aspects of cycling in urban strategies. We can also find examples of step-by-step news in each of these categories. For example, the construction of a bicycle hotel in transportation solutions or the use of bicycle and bicycle images in new forms of marketing as part of the identification of the city. This is especially true in therapeutic tourist zones, where cycling can manifest unexpectedly. The purpose of the articles is to demonstrate in practice the dynamics of development of urban cycle tourism. As one of the few articles that has a city

perspective, it brings new insights into the connections of cycling tourism. Udo Simonis, a professor, concludes that cycling benefits not only the person riding it, but the whole world. Berlin Research Center (January 2010).

References

1. Obidjon Khamidov. "New Stage of Tourism Development in Uzbekistan: Actual Problems and Perspectives." World Science News.
2. <http://www.worldscientificnews.com/wp-content/uploads/2017/08/WSN-863-2017-134-149.pdf> (retrieved July 17, 2019)
3. www.veloman.uz website
4. Atty. Gregorio Larrazabal
5. <https://www.200jahre-fahrrad.de/en/the-bicycle-in-the-spotlight/the-historical-development-of-cycle-tourism>.
6. Regnerus, Hielke D., Raoul Beunen, and Catharinus F. Jaarsma. 2007. Recreational traffic management: The relations between research and implementation. *Transport Policy* 14 (3):258-267.
7. Thompson, K., & Schofield, P. (2007). An investigation of the relationship between public transport performance and destination satisfaction. *Journal of Transport Geography*, 15(2), 136–144. doi:10.1016/j.jtrangeo.2006.11.004
8. Ochilov, A. (2012). Education and economic growth in Uzbekistan. *Perspectives of Innovations, Economics and Business, PIEB*, 12(3), 21-33.
9. Ochilov, A. (2014). Is higher education a driving force of economic growth in Uzbekistan?. *Perspectives of Innovations, Economics and Business, PIEB*, 14(4), 160-174.
10. Jurakulovna J. G. The Necessity and Theoretical Basis of Financial Statement Analysis in Modern Management //Academic Journal of Digital Economics and Stability. – 2021. – T. 7. – C. 89-95.
11. Ochilov, A. O. (2017). The Higher Education Dynamics and Economic Growth: The Case of Uzbekistan. *Journal of Management Value & Ethics*, 7(2), 46-53.
12. Ochilov, A. O. HIGHER EDUCATION IS AN IMPORTANT FACTOR IN STIMULATING ECONOMIC GROWTH. *GWALIOR MANAGEMENT ACADEMY*, 23, 133.
13. Richards, G. (2014). Creativity and tourism in the city. *Current Issues in Tourism*, 17(2), 119–144. doi:10.1080/

-
14. Sustainable Tourism, 24(7), 971–989. doi:10.1080/09669582.2015.1115511
 15. Hospitality Research, 4(3), 176–185. doi:10.1108/17506181011067574 Lumsdon, L. (2000). Transport and tourism: Cycle tourism – A model for sustainable development? Journal of
 16. Leibbrand, O. (2014). Die Roten Radler – Arbeiterradsportbewegung bis 1933. In M. B  aumer & Museum der Arbeit
 17. (Eds.), City cycling. Cambridge, MA: The MIT Press.
 18. Aldred, R. (2010). On the outside’: Constructing cycling citizenship. Social & Cultural Geography, 11, 35–52. doi:10.
 19. Raximov Z.O., Xaitboev R., Ibadullaev N.E., Safarov B.Sh. Turopereyting. O‘quv qo‘llanma. – Toshkent: “Fan va texnologiya”, 2018, 300 bet.
 20. Raximov Z.O. Entrepreneurship in tourism. Study guide. - Samarkand: SamISI, 2019, 232 pages.
 21. Abitovna, K. N. (2020). Economic Mechanisms Of Formation And Use Of Intellectual Capital In The System Of Innovative Cooperation Of Education, Science And Production. *European Journal of Molecular & Clinical Medicine*, 7(7), 929-937.