



The Marketing Implication in Attracting Tourists to Oxian Alexandria in Termez

Sitora Shaydullaeva Sobirjonovna

Lecturer at 'Silk Road' International University of Tourism

Jozilov Azamat

Silk Road International University of Tourism

Abstract: *The purpose of this study is to study the history of the lost historical city, Oxian Alexandria, found in the Surkhandarya region, and to protect this historic site and attract tourists. After the independence of Uzbekistan, more attention was paid to the cultural and historical heritage of our ancestors, historical monuments were taken under state control. During the years of independence Bukhara, Samarkand, Termez, Khiva, Tashkent. Kokand. Monuments built in cities such as Shakhrisabz with the high talent of our great ancestors have found their true value, their repair and restoration has become one of the priorities of state policy.*

Preservation of our past, respect for historical monuments, relics, as well as the great past of our people, the social life in which they live and the future are directly related. These features are the national values of our nation and people, which have long been ingrained in their blood.

Therefore, the current problem is to preserve these historical monuments as much as possible and to thoroughly study the history of some historical places that were hitherto unknown to the public.

Key words: *historical places, touristic destination, lost Ox Alexandria, Ay-khanim*

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1. Introduction

We know that many historical destinations have been identified around the world to date, as well as how many historical monuments and sites remain unknown to us.

Unfortunately, many of our historical monuments are neglected today. We are doing damage to restore them. I want to do research on the restoration of the lost monument of Alexandria (Kampyrtepa) and the development of this tourist destination and increase the flow of tourists there.

My suggestion is to pay more attention to the historical monuments of Uzbekistan and introduce them to the world. Such monuments are enough in our country. For example, they are the monuments of Afrosiyob in Samarkand and Khazarasp in Khorezm. The historical monument of Kampyrtepa in Surkhandarya region has also been identified. This monument has been described as a place that has fascinated many scholars until now and has remained a mystery to them.

2. Literature review

2.1 Oxian Alexandria Background

Kampyrtepa (**Oxian Alexandria**?) A unique monument of ancient Bactria - the fortress of Kampyrtepa was found in 30 kilometers to South-West of Termez, on the right bank of Amu Darya

(Ox) river, in the South of Uzbekistan (*academician Rtveladze E.V, 1972*). In early studies scientists specified Kampyrtepa age to the time of Kushan Empire, when the rulers were Soter Megas and Kanishka I (I – II AD) – considering it as a small town- fortress on an important crossing over the Amu Darya river. Today, on site of the outpost of **Oxian Alexandria**, a partial reconstruction of outer fortress wall and one quarter of the Kushan period was made using ancient construction techniques. (<https://centralasia-adventures.com>)

2.2 Soil's underground facts or the lost Ox Alexandria

As the ancient Greek astronomer and geographer Claudius Ptolemy wrote in his pamphlet Geography, Alexander the Great began to conquer Bactria after his conquest of Sogdiana. Opening On the hungry bank of the Amu Darya, known as Oxus, at a convenient crossing of the river, he built the fortified town of Oxus Alexandria. When the Greeks left the area, the nomads destroyed the castle. One hundred years later, Antioch I rebuilt the city and named it Antioch Tarmita, which for centuries lived in one of the largest cities in Bactria and became the kingdom of Kushan.

The ruins of Tarmita, Antarctica, are hidden under the ancient settlement of Old Termez, which covers an area of 500 hectares. It is a treatment only 5 km from modern Termez. On the lower bank of the Amudarya there are still traces of ancient walls high and large city gates.



Here, since 1972, a group of archaeologists have been conducting research for many years as part of the Tokharistan archeological expedition, as a result of which many findings and data have been obtained. The greatest achievement of this research was the discovery of the oldest Greco-Macedonian frurionite on the right bank of the Oxus (Amudarya) during the marches of Alexander the Great in 329-327. (*Д.В. Русаков, National Encyclopedia of Uzbekistan*)

By the way, the term in Greek means such as a landfill, a military fortification, built on the river crossings, in the border areas. In the past, the Kampyrtepa frurion underwent a reconstruction process and later lost its original, defensive capabilities and became a commercial and customs office serving trade caravans during the Kushan period (mid-I-II centuries BC). By the middle of the 2nd century AD, as a result of a strong earthquake and the overflow of the Amu Darya, the town was completely deserted. (*И.Азимова ва Э.Азоев*)

The study identified a number of objects that indicate the existence of the Seleucid and Greco-Bactrian coins, pottery and the lower cultural strata of the Hellenistic period in Kampyrtepa. In particular, in September 1999, during research led by academician of the Academy of Sciences of Uzbekistan, archaeologist Edward Rtveladze, a pottery workshop dating back to the III century BC,

a house with a porch of the first Hellenistic (probably Seleucid) period and a large structure called "dugout" were found. (Э.В.Ртвеладзе.2000)

The complex includes housing, a central bastion, a treasury, and a temple. Coins of the Kushan period found in this area show that the town of Kampyrtepa was once one of the important financial centers of this state. Outside the castle, on the river bank, there is a port for ships to come and go. Remains of a tall structure - a beacon, which served as a destination for ships from afar, were also found here. The gates to the castle are huge and majestic, resembling the gates of castles and fortresses once built in Mediterranean cities. (*Materials of the Tokharistan expedition*)

In recent years, the micro-relief of this area has changed significantly - this area, located on the slopes of the Amudarya, is now occupied by rice fields, a canal runs along the south-western side of the fortress, the ancient hills on the east. By the beginning of the XXI century, watermelons were leveled for planting.

Although no one in science denies the existence of Alexandria Oxus, its exact location has long been one of the most contentious debates among scientists. Someone took the town to the ruins near the Afghan city of Ay-khanim, and someone looked for its place in the Old City of Termez. And, of course, Kampyrtepa was also mentioned among these areas. (<https://uzbekistan.travel>, 2018)

It is clear that in Ptolemy's maps (1480, 1490, 1540) on the right north bank of the Oxus Alexandria (Amudarya) was shown north of the city of Bactria, and the Moon on the left bank was shown east of Bactria. The map of S. Münster, published in 1540, confirms the same information.

Archaeological data obtained during the study of the ancient sites of Ay-khanim, Old Termez and Kampyrtepa in the second half of the XX century and the beginning of the XXI century were compared in detail. Special studies based on a comparison of building materials in Ay-khanim and Kampyrtepa have shown that BC. At the end of the IV century - the beginning of the III century Kampyrtepa buildings were built of rectangular raw bricks, and the buildings of the Moon-Lady were built only of square raw bricks, which have been used since the middle of the III century BC.

Subsequent archeological excavations in the old town of Termez did not find any important information to prove the location of Oxus Alexandria. In the early 2000s, Rtveladze suggested replacing Oxus Alexandria with Kampyrtepa Fortress. Kampyrtepa BC. The end of the IV century - the beginning of the III century was a town with a variety of structures and a significant size, the conditions of which were not recorded in this period in the Moonlight or in the Old Termez. (Э.В.Ртвеладзе. Великий шелковый путь)



Life in Kampyrtepa lasted at least 500 years, and historians divide it into three historical periods:

1. The first stage is the arrival of Alexander the Great in the town of Kampyrtepa (IV-II centuries BC).
2. The Kushan-Yueji period is the most stable and peaceful period (II-I centuries BC).
3. The Kushan period - the period of the highest prosperity of Kampyrtepa (I - II centuries BC).

Now Kampyrtepa includes the "Lower City", consisting of a deep ditch and a fortress. The "Lower city" is protected by a thick wall with rectangular towers. Inside the "Lower City" there are various rooms, divided into four large blocks and separated by corridors. In the fortified part of the city are mainly cemeteries. Remains of a Buddhist temple, examples of folk art, and architectural and design solutions from various historical periods can also be seen in the area, which has attracted the interest of scholars and historians. (*Daryo.uz, 2020*)

THE MARKING STRATEGY TO INTRODUCE OXIAN ALEXANDRIA TO THE WORLD AND ATTRACTING TOURISTS

Marketing strategy

The fact that Oxian Alexandria, mysterious and intriguing to the whole world, was found in our country is a great miracle and a great opportunity for us. That is why I want to introduce this historical monument to the whole world and contribute to the secrets of this place, which has remained a mystery to many people, as well as to find answers to the questions that people are interested in.

In doing so, I would like to make the following suggestions on the importance of marketing to promote Oxian Alexandria and attract tourists.



Firstly, suggestions are to recreate at least the 3D and Graphic look of our historical monuments, which are now disappearing. And to distribute them widely on social networks, on various televisions.

Secondly, creating a new own website with a unique brand name.

For example, most people do not even know that there are such monuments in Uzbekistan. It is necessary to make videos about castles or towns that attract social network users, and this will go in place of advertising as well. If we can arouse interest among social network users in this way, of course, it will lead to many positive results and the development of not only external but also domestic tourism. And as a result, the flow of tourists will increase significantly. If we can arouse interest among social network users in this way, of course, it will lead to many positive results and the development of not only external but also domestic tourism. And as a result, the flow of tourists will increase significantly. It is also possible to earn a lot of income on social networks.

Thirdly, Organizing a Virtual tour.

This path will be brightly illuminated online on various social networks, on different platforms, and first of all, enthusiasts will try a virtual trip to Oxian Alexandria. And then I think that there will be a desire to visit this place in a real way and watch it with my own eyes.

Fourthly, Establishment of Museums.

Later, small museums for tourists can be established near the graphically restored monuments. It will feature historical objects related to the monument or similar models, models that provide information about the appearance of the castle, animations. Information is given about the lifestyle of the castle inhabitants of that period. In short, all the questions about the castle will be answered in this museum. Of course, archaeologists, historians and qualified architects will be used to do this.



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