

THE IMPACT OF FESTIVALS AND TRADITIONAL EVENTS ON TOURISM IN THE FERGANA VALLEY

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Abstract:

The Fergana Valley is considered one of the most fertile, ancient regions of Uzbekistan. Throughout this region, a unique cultural wealth and values are formed, architectural monuments, beautiful natural landscapes, handicrafts and many national traditions are concentrated. At the same time, the annual festival and traditional events in the Fergana Valley serve as one of the important factors in bringing the tourism potential of the area to a high level. These types of activities, on the one hand, contribute to the development of tourism in the country, if it positively affects the cultural and economic well-being of the local population, bringing life to life.

Keywords: Fergana Valley, Tourism, festival, traditional events, cultural heritage, local events, crafts, tourist potential, festival Tourism, Regional Development.

Introduction

The festival and traditional events, above all, can be the main tool in the manifestation of the cultural identity of the Fergana Valley. Usually, such events embody national melodies and dances, traditional costumes, modern and historical traditions, expand the range of crafts and art shows. In this way, visitors will not only learn more about the life and culture of the local population, but also have the opportunity to get to know the history, values, and stages of modern development of this region. The festival and traditional events held in the area are instrumental in increasing the flow of tourists to the Fergana Valley every year. A number of foreigners and visitors from our country are interested in the Valley because of these activities. Because the area is characterized by its diverse festivals, celebrations rich in national customs, colorful and unique events. Such events not only attract tourists, but also have a positive effect on the territory's economy. Festivals and traditional events also benefit the local population. Through btadbirs, artisans, artists and artists will have the opportunity to show their talent, showcase and sell their products. In the field of Tourism, new jobs are opened for service organizations and entrepreneurs, trade, services are developed. As a result, these activities play an important role in increasing economic activity in an entire area and improving the standard of living of local residents. It can be noted separately-that the festival and national events held in the Fergana Valley give impetus to the development of tourism infrastructure in the territory.

Because along with the increase in the number of visiting tourists, the activities of Hotels, Resorts, cafes and other necessary services will expand, new places will be built, new opportunities will arise. This, in turn, contributes to the formation and increased prestige of the territory as a tourist brand.[1]

Another important aspect of the Festival and traditional events is that they are a powerful tool in bringing positive information about the Fergana Valley to the general public, increasing the area's skyline and charm. Through the extensive coverage of these events in the media, the internet and social networks, the advertising potential increases both locally and internationally. This, in turn, will increase the number of tourists, strengthen the tourism industry in the region. For the local population and the younger generation, such activities are important to increase the national spirit, preserve values and show them in practice. Through these festivals and traditional events, young people have a deep respect for their identity, their national traditions and values. At the same time, such events serve as an important tool in preserving historical and cultural heritage, bringing it to the fullest of subsequent generations. In turn, for the effective organization of festivals and traditional events, there is a need to develop infrastructure that will serve to attract tourists to the area. In this regard, the emphasis will be on the development of transport, domestic services, cultural and sports facilities, roads and other infrastructure. As a result, the creation of comfortable conditions for tourists ensures their repeated visits to the region.[2]

Such events are also relevant in the demonstration of national cuisine, folk creativity, various handicrafts, agricultural, ecotourism services to the general public. During various festivals and holidays, advertising of local products, their market color, quality indicator will be interesting for tourists and investors. This, in turn, increases the volume of internal and external investments, taking the territory to a new level. On the other hand, the positive impact of festivals and traditional events on the tourism sector enhances the social stability, mutual trust and collaborative environment in the area. As a result of the region's people being proud of their territory and national values, there is an increase in intimacy, cultural exchange and friendship between the locals and visiting tourists. This process serves to increase the prestige of the region at the international level, contributes to the emergence of new initiatives and projects.[3]

As a result of the organization of festivals and traditional events, the possibility of full and efficient use of tourism resources will be further expanded throughout the Fergana Valley. This, on the one hand, allows tourists to browse different regions of the region, learn more about them, and on the other hand, it makes it possible for local residents to acquire new professions and skills, gain service experience in the field of Tourism. Through the Festival and traditional events, the Fergana Valley can become a tourist destination with a unique culture, friendly environment and modern infrastructure for many domestic and foreign tourists. This will accelerate the region's economic growth rates, with the opening of new jobs, leading to an increase in the standard of living of the population. The holding of festivals and traditional events on the territory of the Fergana Valley accelerates the

formation of the region as a brand in the field of Tourism. In the process, the Fergana Valley is distinguished from other regions by its unique cultural and historical monuments, art, architecture, cuisine and many customs, and always impresses tourists with its unique appearance. [4]

The effective organization of festivals and traditional events on the scale of the region creates modern and comfortable conditions for tourists, causing them to return to the region and recommend it to friends, loved ones. Such positive processes gradually increase the economic and cultural prestige of the Fergana Valley, lead to the rise of the country's tourism sector. In general, the fact that festivals and traditional events are held in the Fergana Valley has a stimulating effect on the development of tourism in the region at various stages. This process will enhance the region's role and position in international tourism, making the region one of the bright and attractive points on the global tourist map.[5]

Conclusion:

In conclusion, in the Fergana Valley, the impact of festivals and traditional events on tourism is enormous. They are important in demonstrating the cultural and historical wealth of the region in a wide and public way, increasing the flow of tourists, ensuring a comfortable life for local residents, developing tourism infrastructure, forming as a brand of the region, strengthening social and economic stability. At the same time, the Fergana Valley of festivals and traditional events plays a huge role in raising the tourism potential, introducing the territory to the country and the world, contributing to the development of the local population. These aspects are laying the groundwork for a brighter future for the Fergana Valley.

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