

DEVELOPMENT PROSPECTS OF TOURISM VILLAGES IN KASHKADARYA REGION

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Annotation

In the article, some aspects of the development of rural tourism in the Kashkadarya region, especially the natural and territorial conditions, were studied, and rural tourism is directly related to how the interaction between nature and man takes place. about the processes that took place. In our country, there are many places where tourists can relax and get healthy. Therefore, information was given about the fact that the mountainous and mountainous areas are unopened reserves for foreign tourists and their aspects in tourism.

Keywords: Mountains, countryside, ecotourism, waterfalls, forests, rivers, caves, lakes.

INTRODUCTION

Nowadays, Kashkadarya region is one of the regions of our country rich in natural, historical, cultural and socio-economic tourism and recreation resources, which serve as a basis for the development of almost all types of tourism. It is known that the culture, traditions and lifestyle of the local population of any country is the unique tourist potential of that place, and it is important not to miss it. According to the Decree of the President of the Republic of Uzbekistan "On measures for the further development of the tourism sector in the Republic of Uzbekistan", starting from November 1, 2019, the State Committee for the Development of Tourism has established the citizens' assemblies with the highest tourism potential (towns, villages, farms and cities, towns, villages and neighborhoods of villages) begins to form a list [3].

Literature Review

Many scientific studies, including many studies by scientists of our republic and foreign countries, have been devoted to the scientific and theoretical issues of tourism. Tourism sources are from foreign scientists V.Hunziker, K.Krapf, R.Barton, P.Deferem, V.S. Pereobrazhensky, N.N. Miroshnichenko, L.I. Mukhin, and A.Taksanov, in our republic A.N.

Nigmatov, N.T. Shamuratova, B.Kamolov, M.Khoshimov, S.N. Abduvahidov, K.S. Yarashev, J.Yu. Khasanov, Kh.Jumaev studied.

Research Methodology

Kashkadarya region also has its own characteristics in tourism. R. Davidov, A. V. Drozdov, V. V. Khrabovchenko, T. V. Bochkaryova, L. I. Egorenkov, A. Taksanov, A. N. Nigmatov, N. T. Shamuratova, B. Kamolov, M. Khoshimov, S. N. Abduvohidov, K. S. Yarashev, R. Usmonova, Kh.Jumaev and other authors' research works in this field were taken as a methodological basis.

The best tourist destinations, especially in developing countries, include national parks, wilderness areas, mountains, lakes and cultural sites, most of which are in rural areas. Rural tourism has a beautiful natural environment and a unique cultural heritage. As a result, we can say that there are factors affecting the development of rural tourism in the whole republic.

Analysis and Results

The basis of the practice of rural tourism is a rural settlement with preserved ancient customs and traditions, as well as various folk elements, ethnographic relics, which, if used in combination with a strong strategy of promotion, can achieve great efficiency and can be used well. Rural tourism is primarily aimed at urban residents living in stressful environments, as well as people with moderate incomes. The purpose of establishing a tourism village is to further develop the tourism potential of the region, increase the flow of tourists, introduce tourists to the unique tourist potential of the region and cultural heritage objects, and create favorable conditions for tourists.

To ensure the consistent development of modern tourism infrastructure in the region, to expand the types of tourism, hotel and transport services provided in accordance with modern requirements, to improve their quality and to assist business entities wishing to operate in this field, to activate domestic tourism, new work is to create places. By developing and encouraging rural tourism, it has a positive effect on the development of the village, on the one hand, and its inhabitants, on the other hand. These benefits affect agriculture, transport, food and various services. Thus, tourism is an important feature of the rural economy in these unique places.

For information, according to the President's Decree No. 5781, in the event that no less than 20 family guest houses are created in the areas of citizens' gatherings, and in the event that at least five types of services are provided for tourists (except accommodation and/or catering services), they will be designated "Tourism Neighborhood"., "Tourism Village" or "Tourism Farm" status. Starting from 2020, the citizens' group with the status of "Tourism Neighborhood", "Tourism Village" or "Tourism Farm" will be included in the "Prosperous Village" and "Prosperous Neighborhood" state programs [3]. The primary tasks in the development of rural tourism are definitely accommodation facilities. But this issue can be solved quickly in the initial business development of rural tourism in villages. European

countries developed rural tourism and initially offered the rental method for accommodation of tourists. After the development of entrepreneurship, the construction of separate houses and cottages begins as a result of competition. But the initial steps in the development of rural tourism should begin with the development of tourist routes to the most attractive and interesting tourist resources in rural areas.

Because the tourist flow always begins to form after the tourist route and its advertising. The development of tourist routes to villages is also the most favorable opportunity for the development of rural tourism. Because there are many opportunities for development of tourist routes in the villages, there are many topics, and it is potential due to the variety of tourist resources and the fact that they cover almost all types of tourism. In the development of rural tourism, the following stages of development of tourist routes can be developed.

1. Nature study-ecological tourism routes in villages.
2. Cultural heritage study routes in villages, ethnographic tourism routes.
3. Itineraries for the study of historical and archaeological monuments in villages are historical and cultural tourism routes.
4. Shrines in villages, religious pilgrimage routes.
5. Studying farming, horticulture and animal husbandry in villages - agrotourism routes.
6. Learning national folk games in villages - national spiritual and cultural tourism routes.
7. Study of national culture and folklore in villages - cultural tourism routes.
8. Agrotourism routes to study the life of farmers in villages [15].

One of the advantages of rural tourism is that it is based on local tourism, the initiatives are local management, have local characteristics, are based on the local landscape and influence the local culture. In theory, focusing on the local helps regional development. At the same time, large-scale measures for the development of ecotourism are being implemented in villages, the ecological direction is based on the processes of developing the ecological consciousness of the country's population and the demand of tourists for ecologically meaningful trips. It is promising to organize an ecological road of various contents and to hold active ecological events in the places where rural guesthouses are most concentrated. [Roselyne Okech Morteza Haghiri 2012] [15].

Conducting master classes on preparation of natural products of the village, national dishes for tourists, demonstration of customs and ancient methods of animal husbandry, horticulture and farming in the direction of agro-tourism. It is desirable to get acquainted. The organization of recreation centers on the slopes of the mountains serves meaningful leisure for tourists, in particular. The purpose of "rural tourism" is to increase the net benefit of rural residents and increase their participation in the development of tourism products [13]. The main goals of image strategies are to attract tourism expenditure, create jobs in tourism and related industries, create positive images for potential investors and local residents, and provide an environment that attracts and retains professionals who form the core workforce. many benefits apply. For example, loans of up to 50 million soums are given for the establishment of guest houses in villages, up to 300 million soums for grass camps and eco-houses, and up to 300 million soums for the construction of tented camps [14].

Entrepreneurs who have set up guest houses, restaurants and shops, and entertainment venues in tourism villages pay tax on working capital and social tax at the rate of 1 percent for 3 years, and property, land, and water taxes at the rate of only 1 percent. pays a percentage. It is noted that the residents of Taragai and Langar villages of Chirakchi district have expressed the initiative to establish at least 100 guest houses. Currently, the project works have started, and according to the project, a number of amenities will be created for tourists in Taragai, a unique historical and peaceful place. In particular, a modern stella, a selfie zone, sanitary hygiene stations, ecological waste bins will be installed in the village. 15 kilometers of the road leading to the tourist village will be repaired, electricity, drinking water and wastewater, as well as communication and information systems will be improved. A new information center will be established. The changes in the tourist village "Taragai" included, first of all, the goal of improving the lifestyle of the residents of the area and, of course, increasing the flow of tourists to the area, which is rich in historical monuments and unique values. Now every year 200 young people from tourism villages are educated at tourism technical schools for free at the expense of the budget. 250 billion soums and 50 million dollars will be allocated this year for 2,500 projects in 135 specialized neighborhoods [14].

A number of large-scale projects will be implemented in order to turn Kashkadarya into one of the world's tourist centers. Any successful development of tourism, whether rural or otherwise, depends on commercial, economic and logistical issues, namely product quality, accessibility and infrastructure, availability and investor interest. In many of these aspects, rural areas may be at a disadvantage compared to urbanized and developed areas [10]. These problems are caused by political and institutional obstacles, especially in developing countries, such as the administrative complexity of working with sparsely populated areas, the lack of communication between rural development and tourism development, and the low priority given to rural areas by the center. may be [11].

Thus, in order to solve these problems, 60 bln. soum funds will be directed. For information, in the course of our President's acquaintance with social and cultural objects in the Kashkadarya region, objectively study the condition of the historical and cultural monuments of the Timurid period in the village of Katta Langar and develop a scientific concept for their eternal preservation, repair works gave instructions on submitting a proposal. In Qamashi District, there is a rare and unique observatory "Maidanak" and "Langar Ota", a pilgrimage site and mosque of the 14th century, in order to attract tourists from all over the world. A working group was formed and fully familiarized with the mosque, which is a historical and cultural object of Katta Langar. expressed the need to develop the concept of correct restoration of monuments, taking into account the opinion of international organizations such as UNESCO, IKOMOS. Proposals were put forward to invite experienced professors from France for the renovation works, to organize the "Katta Langar cultural heritage" complex within the Ministry of Culture, and to improve the village by adapting it to international and local tourism [14].

There are many historical and archeological reasons that this place is indeed a blessed place. This is what was written in an article in the August 24, 1920 issue of the newspaper "Turkestanskiye vedomosti". "Anchor village" was also a city in the past. This village has preserved its cultural status. It is not far from Yakkabog. Of course, in time, asphalt roads will be built in these places instead of horse tracks. The tombstones in the cemetery testify that Langar is not an ordinary village. They are beautifully decorated [14]. 38 kilometers of roads leading to these objects will be repaired, and home hotels and restaurants will be established. Together with this, the "Maidanak" touristic-recreational zone will be established. Regarding this issue, relevant studies are being conducted by the republican working group headed by the Ministry of Tourism and Sports. Currently, the road, electricity supply, water and sewage infrastructure to the territory of the "Maidanak" observatory, which is 176 km from the city of Karshi, is being studied and the relevant project is being developed. Specialists of the field were at the "Maidanak" observatory, which is 2650 meters above sea level, and discussed the placement of camping, "camping", "glamping", eco-houses, light construction containers in the 7900 hectares of spruce areas of the Maidanak mountains. In addition, construction of more than 100 guest houses in the villages of Kokbulok, Ortadara, Chukurqishloq, Kattaora, Bogabad, development of "Mountain trek", "Mountain bike" and extreme tourism services in the area by diversifying the services provided, at the same time, it is possible to admit that the construction of a suspension road, a 3-star hotel, and a health center is planned. At the same time, new projects for the development of tourism will be implemented in the area of the latitude station located 65 kilometers from this destination. For this purpose, 40 billion rubles will be allocated from the republic budget for the complete repair of the roads leading to this area. Soum funds will be allocated [14].

A waterfall of the same name can be seen near the village of Suvtushar, Shahrisabz district. It is located in the Hisar Reserve and flows down to the river from an altitude of 2100 meters above sea level. Such beauty cannot be overlooked. The foaming of the roaring stream looks especially impressive in summer.[8] But even in winter, the waterfall does not lose its beauty, because it almost does not freeze, and against the background of the mountains covered with soft snow, it acquires a special charm [5]. As of March 8, 2022, the Government's decision was adopted on measures to effectively use the tourism potential of Kashkadarya region [4]. According to it, an ethnotourism route will be established in the villages of Gilan and Kol, and 5 guest houses will be built in each village. Agrotourism activities will be launched in the villages of Varganza and Hazrat Bashir. The Pomegranate Festival will be held within this direction. Extreme tourism activities will be organized in the villages of Tatar, Zarmast and Vari, and 5 guest houses, 5 campsites and 10 huts will be built in the villages. Ethnovillage - a military training camp of Amir Temur fighters will be established [10].

Also, ecological tourism in the villages of Sarchashma and Suvtushar, and astronomical tourism in the territory of the Kitab latitude station will be launched. Scientific and practical conferences and seminars dedicated to Amir Temur's legacy and creative art will be held

within this direction [7]. National handicrafts and ethnotourism in the villages of Pomuq, Jeynov and Mirishkor of Mirishkor district, 7 thousand tourists visit Konsoy salt lake in Dehkhanaabad district, 15 thousand tourists visit the mineral mud lake in Khujaipok village, where the development of ecotourism is promising. is a tourism village in "Jeynov" and tourist projects that meet modern requirements will be implemented in this area. The owner Amir Temur was born in the village of Khoja Ilghor, Yakkabog district, which has been neglected. Now this village is also being transformed into a prosperous corner. This village, which has dozens of shrines related to Hazrat Amir Temur, is very convenient for ecotourism and pilgrimage. Healing water is still flowing from the spring where the man was born, and there is a 100-kilogram stone that our grandfather used to lift when he was young. He went to the caves where he practiced with his boyfriends [5].

So there are many sources that attract tourists. As a result of improvement in order to attract more tourists, 214 home hotels and 9 hostels will be established in the province. As a result, the number of local tourists will reach 1,250,000, the number of foreign tourists will reach 200,000, the number of hotels will increase to 50, and the number of tour operators and travel agents will increase to 20. The "Halal Tourism Center" will be established to provide services to tourists visiting historical monuments and holy places and shrines in the region, and large-scale promotion and propaganda forums, religious competitions and pilgrimage festivals will be organized in the territory of shrines. Pilgrimage tourism is developed in Karshi district, the pilgrimage tourism development potential is high in shrines such as "Abul-Mu'in an-Nasafi" memorial complex, "Yeti tug' ota", "Hazrat Sultan" and "Khoja Shamsiddin Khalvani". Irrigation networks The Karshi Main Canal can also be used as a recreational resource. A tourism complex "Chaman" will be built on the banks of the Kashkadarya river, which flows through the territory of the district [10].

Conclusion

The experience of rural tourism development in Kashkadarya region shows that historical and cultural regions have certain signs of stability. On the one hand, rural tourism serves to increase the viability of tourist destinations by providing employment, increasing production and generally increasing the standard of living of the population. On the other hand, it leads to an increase in income from tourism services provided by a large number of guest houses. Due to the low density of tourist flows, the ecological balance of natural systems is not disturbed, biodiversity is preserved, the generation of waste and pollution of the environment is minimized. Ethnographic characteristics of the region are perfectly compatible with rural tourism, as a result of which local communities, traditions and culture are preserved and actively developed. Also, to preserve the historical heritage of local history museums, actively participating in the tourism product, organize excursions to local history museums, zoos, botanical gardens, arboretums and provide primary data, samples, models, photos, tables, cartography and other interests. It allows for stimulating (nature use and conservation issues) data collection or observation of plants and animals. Because it contributes to the solution of major social and economic problems and enables sustainable

development of rural areas. The only way to develop the countryside is to encourage rural tourism. Tourism provides many opportunities for small entrepreneurs to contribute to the provision of tourism experiences for financial gain. These opportunities occur in both the formal and informal sectors, but in reality the distinction between the two may be blurred. If government support is well promoted, tourism and rural tourism will develop and the number of visitors will increase. This leads to economic development in rural areas through tourism spending.

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