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Development of Tourism in Navoi Region

¹ Aslonova Malahat Akramovna

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¹ Navoi associate professor of the Department
of Physical Culture of the State Institute of
pedagogy

Abstract: this article provides detailed information on tourism development in Navoi region, promotion of tourism potential of Navoi region, increase the flow of tourists using the huge tourism potential of the regions more fully and efficiently, and the place of archaeological objects.

Key words: Tourism, UNESCO, pandemic, convention, facilities.

While our country has a huge potential in the field of Tourism, many years have not been fully and effectively used this opportunity. Favorable economic and organizational and legal conditions for the development of tourism were not created, Everyone worked as far as he knew.

In order to promote the tourism potential of Navoi region, increase the flow of tourists using the huge tourism potential of the regions again and effectively, and to form a positive image of the region, measures are being implemented in stages by the Navoi Region Tourism Development Department.

During the visit of the president of the Republic of Uzbekistan to Navoi region on March 12-13, 2019, the cultural heritage objects "Kasim-Shaykh", "Mirsaid Bahrom", "Raboti-Malik", "Sardoba", "Mavlono Orif Deggaroniy" located in the Zarafshan —Karakum section of the Great Silk Road were commissioned to be included in the list of UNESCO World Cultural Heritage monuments.

In order to ensure the implementation of these tasks, on May 20, 2019, a bilateral agreement was signed between the Regional Directorate for the development of Tourism and the Central Asian Institute of International Studies (IICAI) on the inclusion of the historical monuments mentioned above in the UNESCO list.

Relevant work is being carried out today by the Central Asian Institute of International Studies for the purpose of preparing the second and final stage of work, i.e. scientific documents of cultural heritage objects for inclusion in the World Heritage List, collecting and summarizing preliminary data for writing the nomination text after studying the condition of each object, preparing scientific documents of cultural heritage objects.

As a result, without protecting the objects of cultural heritage, the tourist image of Navoi region is created, the opportunity to develop the existing infrastructure of the regions, implement investment

projects in the field of tourism, create new jobs, improve personnel skills in the field, increase the tourist potential of the region.

Historical and cultural tourism is the most common type of active tourism. It includes all types of Tourism aimed at educational and informational purposes. Such tourism programs are based on humanity's interest in various natural historical and cultural heritage. In this case, the tourist product is offered in the form of cultural experiences. Ethnic and ethnographic tourism can be considered a kind of historical-cultural tourism, which, according to its goals (preservation, non-harm), stands close to ecological tourism. The culture of countries and peoples is one of the main elements of tourist interest. The interest of tourists in different cities, remote parts of the world and the peoples who live in them is the strongest incentive for travel. Therefore, tourism is the best way to get acquainted with other cultures, with the history and life of other peoples, with works of art. Acquaintance with the history, culture and customs of another country enriches the spiritual world of a person. One of the important advantages of historical cultural tourism over other types of recreation is that it is in demand all year round, and its significant difference is that it is not seasonal. This tour is relevant at any time of the year, since tourists can take an excursion to visit museums, see historical monuments and sights of the country. To form a tourist attraction, historical-cultural tourism should include the following aspects.

The role of historical as well as archaeological objects present in the regions is important in the development of historical-cultural tourism. Their historicity, place in the history of the area and the level of preservation will help increase the number of tourists interested in it the presence of several objects in one destination for any visiting tourist will prolong the duration of its travel time. This process provides an opportunity to export more tourist services and an impetus for the development of side networks as well. Today, the presence of more than 2 thousand historical monuments in Uzbekistan indicates a high potential for the development of historiographic tourism.

In the economic approach, tourism is defined as a specific network that covers the activities of historical-cultural, recreational and other organizations for the production of complex services and products, targeted investment. As an economic phenomenon, tourism has a serious focus in terms of its impact on the economy of the region, as well as its dependence on it at the same time. Given the high potential for the development of historical and cultural tourism in our country, it is possible to note the positive and negative effects of tourism on the economy based on data analysis of economic literature:

- increased employment rates due to increased employment. In developed countries, 3-5% of jobs belong to the tourism industry;
- tourism indirectly affects the development of other industries in the process of its development (construction, transport, Road, Food Trade Industry, etc.);
- the tourism industry has a high growth rate, foreign exchange revenues from tourism in countries around the world in the period before the pandemic crisis have increased by an average of 8-12% each year;
- the "multiplying effect" of tourism, that is, the high turnover of funds spent on tourism;
- ensures structural changes in the national economy " - attracting foreign investment and generating income in foreign currency;
- improves the economic and social image of the country in foreign countries;
- promotes the emergence and development of national parks and reserves;
- serves to preserve works of art and customs, etc. It is also necessary to cite some negative factors that affect the development of historical and cultural tourism.

In particular, the preservation, reconstruction of historical and cultural objects requires significant investments. Some developing countries may not be able to allocate sufficient funds to sustain them due to capital shortages. Also, the development of the industry directly depends on public policy. The rational policy of the state leads to the development of the historical and cultural tourism sector, increased international cooperation, the effective use of innovations and information technologies in the field, and, on the contrary, non-rational policies lead to the fact that tourism objects and monuments remain unattended, looted. It seems that various factors influence the development of historical-cultural tourism. The implementation of PEST analysis of historical and cultural tourism in our country makes it possible to form a complete picture of the state of development of this area.

- Decree of the president of the Republic of Uzbekistan and the Cabinet of Ministers of the Republic of Uzbekistan (law of the Republic of Uzbekistan “on tourism”, decree of the president of the Republic of Uzbekistan “on measures to further improve the system of Public Administration in the fields of Tourism, Sports and cultural heritage” No. 939 of the Cabinet of Ministers of the Republic of Uzbekistan “on measures) Other industry-specific decrees are presidential and government decisions (including easing the issuance of licenses and permits;
- Ensuring political stability in the country;
- The presence of specific mechanisms and programs of UNESCO International Organization for the restoration, preservation and protection of historical archaeological monuments and cultural works of art in our country;
- The establishment of a visa-free entry regime for tourists from 90 countries; - the provision of stable peace in the country and low crime rates; - the fact that Uzbekistan's foreign policy is aimed at promoting transparency and developing regional and multilateral cooperation;
- Introduction of a new mechanism for systematic work on improving the position of the Republic of Uzbekistan in international rankings and indices
- formation of mechanisms of openness, transparency and accountability in public administration - introduction of the concept and standards of “safe tourism” in Uzbekistan from 2017;
- The ban on free travel of tourists as a result of the closure of borders in the context of a pandemic.

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