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Promising Projects for the Development of Tourism in Navoi Region

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Abstract: This article describes promising projects for the development of tourism in the Navoi region.

Key words: Navoi region, Khatyrchi, Nurata and Kyzyltepa regions.

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The region has an ancient history. Valuable archaeological findings were found in the Sarmyshsay gorge, and ancient rock paintings were discovered on the southern slope of the Nurata ridge. One of the most beautiful places in the region, Lake Aydarkul, is a place of pristine beauty. Trade routes that were of great importance for those years once passed through the region.

The Chashma, religious complex, is located on this land, as well as the remains of the once majestic fortress built in the 11th century, Rabat-i-Malik.

The region was named after the Uzbek poet, philosopher and statesman Alisher Navoi. In fact, in his works, the poet highly valued and glorified loyalty to the cause, friendship, brotherhood, modesty, truthfulness, conscientiousness, and devotion to education.

The shores of the photogenic natural Lake Tudakul, located in the middle of the Kyzylkum desert, are always filled with locals and tourists. The reason for this popularity is easily explained.

Firstly, this is a beach classic without any quirks, helping guests to relax as quickly as possible.

Secondly, there is a developed tourism infrastructure here. Not long ago, the modern Silk Road Family Resort was opened here.

For the organization of a tourist and recreational zone, 90 hectares of land are allocated, which in were the reserve of the khokimiyat of the Kyzyltepa region.

It should be noted: the Tudakul reservoir (total area - 21.7 thousand kilometers, length of banks - 78 km) attracts attention with its natural beauty and recreation areas. Due to the benefits provided to the industry, three large and two medium-sized recreation areas, over 20 family guest houses, and 15 types of tourism services have been created there.

This contributed to a doubling of the flow of foreign tourists: in 2022 - about 600 people per day, today in the season - 80 thousand. In particular, the Mironshokh Chorbogi farm has implemented a project that worth 20 billion soums. An infrastructure has been created consisting of six cottages and 16 campsites, which were designed to accommodate 270 vacationers. In just one season, the recreation area can accommodate up to 50 thousand people.

The second such project, worth 5 billion soums, was implemented by the Buziyovon Sakhovati farm, organizing a modern recreation area on the coast of the Tudakul reservoir in the summer of 2022, welcoming 20 thousand guests during the season.

It is planned to develop the coastal tourist area of the Tudakul reservoir - the organization of eight recreation areas for 250 thousand visits and the creation of 300 additional jobs within the framework of these projects with a total value of \$12 million, as well as the construction of hotels with 1,200 beds. Along with this, the organization of five modern recreation complexes for 300 thousand visits, the construction of 20 multi-story residential and 100 guest houses are envisaged. It is planned to develop the coastal tourist area of the Tudakul reservoir - the organization of eight recreation areas for 250 thousand visits and the creation of 300 additional jobs within the framework of these projects with a total value of \$12 million, as well as the construction of hotels with 1,200 beds. Along with this, the organization of five modern recreation complexes for 300 thousand visits, the construction of 20 multi-story residential and 100 guest houses are envisaged.

To increase the flow of tourists arriving in the region, additional types of tourism products have been developed: hotel services, fishing with a rod, hunting, safari, horseback riding, boating, camel riding, ATV and jet skiing. According to preliminary calculations, due to the implementation of these projects, revenues to the local budget are expected to increase by 42.5 billion soums. Accordingly, the export of tourism services will increase to \$2.5 billion, and annual attendance will reach 500 thousand people. Most importantly, 1,200 permanent and 830 seasonal jobs will be created.

Additionally, in the summer of 2022, a project (12 billion soums) was implemented to create a modern recreation area in the coastal part of the Zarafshan River, which includes, in addition to traditional cottages, national yurts and is designed to receive 50 tourists per day.

At a video conference meeting, chaired by the head of state on March 29 of this year on issues of increasing the tourism potential of our country, it was noted: it is necessary to further increase the flow of foreign guests and effectively use the benefits provided to the tourism industry. The head of the country indicated the areas in which fundamental changes should be made, taking into account the fact that the country has little content about places that actively attract tourists, sometimes it is not interesting, and there are not enough tour packages that will keep tourists for four to five days. At the meeting, it was decided that the work of these two areas of the industry will be helped to intensify by domestic universities, which will collect information and generate content about the history, monuments and attractions of districts and tourist mahallas. On this basis, tourist packages will be developed in 12 languages. Employees of tourism and service facilities will undergo training at universities.

As part of these instructions, cooperation has been established between the Navoi region and the Samarkand Institute of Economics and Service. In the context of the plan for further activities in 2023, a program is being implemented to increase the tourism potential of the Khatyrchinsky, Nurata and Kyzyltepa regions by studying the history of tourism sites in the regions and preparing scientific conclusions. In order to enrich the content about them, information about the history, monuments and tourist sites of these districts and 20 mahallas were collected.

Thus, the Development Strategy of New Uzbekistan for 2022-2026, in order to effectively use the tourism potential of the Navoi region, provides for the restoration of the architectural complex Mavlono

Orif Deggaroni located in the village of Khazora, Karmaninsky district, and its inclusion in a tourist destination. According to the final conclusion of the historian V. Voronin, who conducted research in this area in 1951, the Deggaron Mosque was built in the 11th century.

The upcoming task is to widely promote the tourism potential of the studied sites among foreign and local tourists. Representatives of more than 50 tourism companies in the neighboring region are also expected to contribute to this work.

It is worth noting that in accordance with the decree of the head of state "On additional measures for the development of the service sector" dated January 27, 2022, in order to develop the domestic recreation and entertainment industry based on special approaches based on the specifics of the regions, providing business entities with financial resources and infrastructure in the territory, favorable tax regime has been introduced in the Nurata, Khatyrchin and Kyzyltepa districts.

According to the Main Department of Culture and Tourism of the Navoi region, in 2022, 58 projects were implemented in the tourism sector (nine hotels were built, three recreation areas, eight hostels, 38 family guest houses were organized) worth 128 billion soums. Among the landmark objects of last year was the construction of a three-star modern hotel on the territory of the Karmaninsky district, the implementation of a project worth \$2.5 million for the cultivation and processing of lavender in the Chuya SGM of the Nurata region.

In 2023, under the regional Investment program to further improve the efficiency of using the tourism potential of the Navoi region, developing the infrastructure of modern accommodation, cafes, restaurants, as well as business entities, 55 projects worth 246.1 billion soums will be implemented. Due to this, the region will receive about 500 additional jobs.

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