ABSTRACT: This document provides information about Surkhandarya, a region known for its ethnographic tourism potential. It describes the geographical features, climate, natural resources, historical and cultural monuments, and the diverse tourism opportunities available in the region. The document highlights the importance of tourism for economic development and emphasizes the need to study and develop the organizational potential of the region for tourism purposes.

KEYWORDS: Surkhandarya, Ethnographic tourism, Geographical features, Climate, Natural resources, Historical monuments, Cultural monuments, Tourism potential, Economic development, Organizational potential.

Introduction. The relief of surkhandarya region consists of mountains and plains, trousers.the dan slopes and expands to the South. Many rivers and streams flowing from the mountains formed dara. The plain through which surkhandarya and Sherobodarya flow is surrounded by the high Hisor Ridge to the north, west and East (the highest point is 4643 m) and its networks (Boysuntog, Kohitangtog, Bobothog).

Another prominent feature is the village of Karakir in Angor district. The village is most advanced in its fields and in vegetable growing, fruit growing and animal husbandry. The village and the neighborhood elder Chorshanbiyev, who greatly contributed to the prosperity of the neighborhood, are one of the prominent enthusiasts of the Immaculate bobo district.

Main part. Building materials such as gypsum, granite, argillite, a spring with mineral water is abundant. The climate of the lowland part is dry subtropical. Summers are hot and long with warm winters and short. The annual average temperature is 16°-18°. The average July temperature is 28°.-32°, January's 2.8°-3.6°. The warmest temperature in Uzbekistan was observed in the same region (on June 21, 1914, the thermal temperature was 49.5°). Some years winter is much colder (-20° and even lower). The abundance of cloudless days throughout the year and the steep fall of sunlight leads to a high sum of effective tras. Trawling days above 10° last 290-320 days in the Plains section. This allows the province to grow the most heat-loving crops (sugarcane, thin-fiber cotton) and fruits. The municipality is low in precipitation here from its location in the Berk botik between the mountains. Jean of the province. the plains receive 130–140mm of precipitation per year, while the slopes of the Hisor mountains receive...
445-625mm. The bulk of precipitation falls in winter and spring. Westerly, southwesterly, and northeasterly winds blow profusely. The Afghan wind, which blows in the southeastern part of the province, negatively affects the climate.

The main water arteries of the region are Surkhandarya and Sheroboddarya and their tributaries such as Karatogdarya, Topolondarya, Sangardakdarya, Khojaipok. These rivers, saturated with mountain snow and glaciers, precipitation, are the pants of the regional territory, in part, only the mountain and mountain Aldi zones are able to provide water, while there is a constant water shortage in the vast plains to the south. Groundwater (artesian) water is increasingly used. In 1957-58, the three-red, in 1959-62, the South Surkhan and Degrez reservoirs, the Jarqurgan hydrotugu, were built. Hazorbog, dailies, Sand Dunes, Rust canals, Sherabad, AmuZang machine irrigation canals were built. The soil is taut and salty on the plains light gravelly soils, with a variety of gravelly soils on the mountain side.

Tourism has today become one of the most profitable industries in the world. Today, it represents around 10% of global trade in goods and services. This is why many countries have paid special attention to this area. Our country has every chance of developing its economy. First of all, tourism resources abound to prove it. Of course, the development and development of tourism depends on the potential of tourism. The more diversified the resources, the easier it is to create tourism. To this end, it is important to study the organizational potential of the region and the development of tourism in the region.

The tourism potential of an area is the process of identifying natural and anthropogenic factors that create and influence the development of tourism in the area, whether identified or not yet identified, used for tourism purposes or currently not included in The area. The tourism potential of an area is a dynamic process that evolves over time under the influence of natural and anthropogenic factors. example; Many natural disasters can result in the loss of forests, water and recreation. However, new tourism resources can be created or identified. In addition, tourism potential is a combination of tourism resources. We will focus on some connections between these resources. There are many classifications of tourism resources. Generally, they are divided into natural resources and economic resources. The Tourism Dictionary classifies these resources as follows:

Natural, historical and social resources. Sometimes they are divided into three groups: natural, natural and artificial. In Korea, the tourism industry has been the focus of attention since the beginning of liberation. Important documents have been approved and all organizations and legal systems necessary for the development of the economy have been created, and this work continues. If we measure the potential of Uzbekistan in the international tourism sector, we see that it has the greatest potential among the countries of Central Asia. The presence of sports and entertainment tourist destinations, as well as historical and cultural monuments, plays an important role in the development of international tourism in our country.

Our country is globally known for its rich heritage and vision, unique culture and arts, works of art, visual arts and history of the past. Uzbekistan has many historical, cultural and architectural monuments that constitute treasures of world culture. Today, 140 elements of this precious heritage are protected by UNESCO and inscribed on the Historic List. In particular, Ichan Qala of Khiva was listed as a UNESCO World Heritage Site in 1990, the historic center of Bukhara in 1993, the historic center of Shahrisaps in 2000 and Samarkand in 2001. Today, the rapid growth of our country's economy is leading to a large market for foreign income and the creation of new jobs. In recent years, numerous projects aimed at creating these jobs have been created in all regions of the country. In our country, the Surkhandarya region is distinguished by the uniqueness and diversity of natural and historical parks. The diversity of tourism and recreation, their seasonal use, the attractiveness of the landscape, the good climate and the rapid change of conditions make it attractive for tourism visitors to the region. This diversity allows the creation of tourist services and itineraries of varying complexity and duration.
Many natural features: subtropical climate of the Surkhandarya oasis, perennial plane tree, abundance of medicinal plants, special relief materials (folds of the first stone, karst caves, Sherabad valley), Boysun, Gissar., Bobotag mountains, canyons streams and rivers, Topalang Reservoir and Sangardak Waterfall will enhance tourism. It is well known that nature parks can be used for mental and physical healing purposes. These natural resources include climate services (due to the subtropical climate of the Surkhandarya valley, the potential for more climate works), mineral water (Uchqizil, Hovdog, Khojaipok, Omonkhana), land treatment mud, information click. These resources are supplemented by medical facilities (medical centers, sanatoriums, nursing homes, children's clinics). The Surkhandarya region has great potential for tourism development, with the need to offer different types of tourism, including business meetings, culture, education and travel.

Pilgrimage, ecology, medicine, public ethnography and agro-(agricultural) tourism. In Korea, only the Tashkent and Surkhandarya regions border our country, so it is possible to receive tourists from these countries. This political and geographical location and geography makes the Surkhandarya region unique.

One of the most prosperous regions, the land of Surkhandarya was the center of the ancient Silk Road from north to south and west to east, and its inhabitants were in contact with people from all over the country. As a result, the culture of the people of the Surkhandarya region was harmoniously integrated, unlike other countries, with a specific culture, traditions and culture, music and dance that surprised the whole world and national costumes. The national dance of every nation, the life, character and religious symbols of that country are born in human life and describe the life of that country. This technique can also be seen in the Surkhadarya dance. In the state, much attention is paid to the development of Surkhandarya Baxshi and dance, as well as the preservation of various seasonal traditions and customs.

The implementation of the five strategies proposed by President Sh.M. Mirziyoyev is an important step in promoting the love of young people and the love of literature, music and art. As a result, the decline and culture of our people, ancient monuments and history have been restored. To express this, the Cabinet of Uzbekistan adopted a resolution on November 22, 2018, in accordance with the resolution of the President of Uzbekistan of November 1, 2018, “On the way to the Folk Art Festival” . The 2019 Folk Arts Festival schedule and plans have been approved. According to the resolution, the festival will be held every two years from April 5 to 10 in Termez, Surkhandarya region. Within the framework of the festival, the development of bakshi and epic art aims to increase the role of poets and their compatriots in the culture and art of the East [1.2]. Another important festival is Boysun Spring, which is important for the return of the country's past achievements and especially for the preservation of the world's public oral culture. During the festival, public games such as wrestling, stone carrying, jousting, fighting and festivals are also organized. This festival is visited by many tourists. Dutch traveler Fred Austin says that the art of our people, inherited from our ancestors, is a special work of art that deserves praise. The aim of this celebration is above all to transmit the values, traditions and culture of our country to the next generation. Boysun, the cradle of civilization, was recognized as an oral and cultural heritage of humanity by UNESCO in 2001 and was registered as a representative heritage of humanity in 2008. This will help improve the history and ecotourism potential of Boysun.

Recreational and tourist potential of the region, including Omonkhana, Uchqizil, Khojaipok, Vakhshivor and others. The climate of the Surkhandarya valley is conducive to the development of ecotourism. There are places in this region where you can see all four seasons, even in the height of summer. One of them is the Sangardak waterfall, in the mountain village of Sangardak, about 55 km from the center of Sariosiya district in the Surkhandarya region. The waterfall falls from a height of 120 m. Moisture content increases in summer and decreases in autumn. According to local residents, fresh water here is created by melting ice in the mountains. Its unique nature and cool climate make it a popular tourist destination.

Many tourists want to enjoy the clear water of the waterfall and admire the beautiful sunset. Another beautiful and famous spring, Omonxona, is already famous for its healing properties in Boysun region of Surkhandarya. This water is much better than hemodialysis, which is used in modern medicine to relieve
pain and cleanse the gallbladder, liver and other organs. According to experts, spring water flowing from the mountains has many beneficial properties for the human body, such as silicic acid, iron and lead.

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Another important part of the region is pilgrimage tourism. This will create a good environment to utilize the resources of pilgrimage tourism. Create spaces, introduce standards of “justice”. In the past, Surkhandarya was home to many great scholars, including Hakim Termizi and Isa Termizi, who preached the sacred teachings of Islam and contributed greatly to its development. Al Hakim de-Termizi (824-892) was a thinker of the Sufi period and a scholar of hadith and jurisprudence. In his works, al-Hakim al-Termizi analyzed hadiths and verses in depth, trying to understand their essence, understand their meaning and apply it to people's lives. For reference, Al Hakim al-Termizi has extensive knowledge of religion and religion and has written more than 400 works. Only 50 of these works have reached us. Among his earlier works are commentaries on certain verses. In particular, his book『Tahsin nazoir al-Qur'an』contains 80 words such as “hidayat”, “kufr”, “shirk”, “hikmat”, “Islam”, “iymon”, “shukr” and “right” have I left the message. It focuses on the mystical interpretation of the meaning of the words of the Quran. In the play, Tirmidhi says that one can move from the main meaning of words that often appear in the Quran to the meaning.

The historical monuments of Surkhandarya play an important role in the study of the history of world civilization. In particular, Teshiktash Cave in Boysun, Zarautsoy Monument in Sherabad and monuments such as Dalvarzintepa, Kampirtepa, Jarqoton, Kholchayon, Qoratepa and Fayoztepa keep some secrets in their hearts. Looking at the history of Surkhandarya, it is famous as the land of ancient Bactria and Kushan. The region has many archaeological monuments from the Kushan period. Dig the ground Dalvarzintepa and Kholchayon indicate that the city of the Kushans was a place of high culture. This period saw the development of crafts and agriculture, the development of commodity-money relations and the development of architecture, monumental sculpture and painting. The city of Kushan was also an important propaganda center.

Developing tourism resources of the Surkhandarya region, different types of tourism, attracting domestic and foreign tourists, organizing various cultural activities, improving infrastructure and creating new jobs May 27, 2020 Date of Decision of the Cabinet of Uzbekistan No. 332 “Strict measures for the development of tourism in the Surkhandarya region for 2020-2021” was created. Particular attention is paid to important issues such as creating a new modern image in the region, improving transportation and providing quality services to international visitors. According to this, the construction of 20 hotels based

1 This analysis was completed by the researcher.
on local investments in Surkhandarya region will create more than 1,115 new jobs, 4 health centers with around 170 beds and 60 family hotels with 487 beds will be built. Six craft workshops and service centers will be set up around the main sanctuary.

The solution includes the implementation of the Golden Triangle project in the Surkhandaria region, the preparation of the list of tourist attractions located on the Termez-Sariosiya-Denau-Bojsun-Sherabad-Termiz route and a detailed account of them. here, as well as diagnosis of various diseases in Surkhandaria district. . other factors include. . It is also planned to build a modern hospital for treatment and to develop medical tourism.

**Conclusion.** The Surkhandarya region is located in southern Uzbekistan and has the potential to develop many tourism industries. In the regions surrounding neighboring countries, the ethnic culture of the Uzbek, Tajik, Turkmen and even Afghan peoples together forms a unique ethnographic character. In order to teach and develop ethnic culture, it is necessary to establish ethnic tourism centers in this region.

This will always help improve relations with neighboring countries. Surkhandarya has great potential for the development of ecotourism and medical tourism. There is a need to identify unused areas as well as existing ecotourism zones in the region and create a comprehensive resource and information. Medical tourism in Surkhandarya also has great potential. It is used in the Omonxona region of Khojaikon to treat the digestive system, bronchitis and asthma. In addition, Khovdog, Lalmikor, Khojaipok, Uchqizil have great potential for the development of this type of tourism. To do this, it is necessary to create modern technological systems for these diseases: special treatment centers, medical centers, sanatoriums.

**References**

1. Resolution of the President of the Republic of Uzbekistan No. 3990 "On the Festival of Folk Art". November 1, 2018