



UDC: 338:91+(575.171)

GEOGRAPHICAL FEATURES OF TOURISM AND ITS DEVELOPMENT IN KHOREZM REGION

Rakhimov Atabek Karimboevich,
Lecturer, Department of “Geodesy,
cartography, geography”,
Faculty of Natural Sciences ,
Urgench State University
[**Otabek_r@mail.ru**](mailto:Otabek_r@mail.ru)

Annotatsiya. Islohotlarni chuqurlashtirish, axoli daromadlarni va ish bilan bandligini ko'paytirish va mamlakatimizning iqtisodiy rivojlanishida turizmning rolini oshirish - bu hukumatning "Turizm asri" deb nomlangan 21-asrdagi asosiy maqsadlaridan biridir.

Kalit so'zlar: turizm, ichki turizm, iqtisodiy mikrorayon, Balon, Gujum (sada) dizayni, Ichan qal'a, pandemiya, turizm sohasi

Аннотация. Повышение роли туризма в экономическом развитии нашей страны в контексте является углубления реформ, увеличения доходов и занятости является одной из основных задач правительства в 21 веке, в так называемую «эпоха туризма».

Ключевые слова: туризм, внутренний туризм, экономический микрорайон, воздушный шар, дизайн Гуджума (сада), Ичан-Кала, пандемия, туристическая индустрия.

Annotation. Increasing the role of tourism in the economic development of our country in the context of deepening reforms, increasing its revenues and employment, is one of the main objectives of the government in the 21st century, the so-called “Tourism Age”.

Key words: tourism, domestic tourism, economic micro district, Balloon, Gujum (sada) design, Ichan Kala, pandemic, tourism industry

Introduction: The global tourism industry has been plagued by various problems over the past half-century, including natural disasters, epidemics, serious social explosions and wars, as well as hostilities, economic crises and terrorism. However, the increasing focus on tourism in the world in recent years has had a significant impact on the economic development of many developed countries. For example, according to data provided by the UNWTO (World Tourism Organization), the growth rate of tourism in new and fast-growing markets has been 6-8% in the last decade. In 2019, worldwide tourist visits increased by 4% to 1.5 billion. In 2019, this figure increased by 7% compared to 2017 and by 6% compared to 2018. Such growth rates are particularly pronounced in developed countries. However, the occurrence of pandemic processes on an international scale in 2020 has put the tourism industry, as well as all sectors of the economy, in a difficult socio-economic situation. Due to the pandemic, tourism in the world will shrink by an average of 72% in 2020. According to UNWTO experts, the most significant declines occurred



in the eastern direction. In other words, the decline in the Asian region was 82%, or 30 years ago.

This crisis has also had a significant negative impact on the tourism sector of our country. However, there was some growth in the third and fourth quarters. However, in most developing countries, the decline is still ongoing. This situation has had a significant negative impact on the tourism infrastructure of our country. However, since the second half of 2020, a number of practical measures are being taken to further develop domestic tourism and the development of this lagging sector. In particular, in order to develop domestic tourism, "Travel around Uzbekistan!" A number of positive steps are being taken as part of practical measures to implement the domestic tourism development program.

Research methodology: It is known that during the years of independence in Uzbekistan there have been significant positive changes in the tourism industry and tourism. The number of modern hotels in the regions of the country is growing every year. In order to develop tourism, a number of decisions and decrees are being adopted within the government, and programs are being developed and implemented. On the basis of tourism development, the country is gradually implementing comprehensive measures to diversify the national economy, accelerate the development of regions, create new jobs, increase incomes and living standards, increase the country's investment attractiveness as one of the strategic sectors.

In particular, in order to develop the tourism industry in our country, the main purpose of the Decree No. PF-5611 of January 5, 2019 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" is to create opportunities for full use of tourism in our country. As the President said ... "Tourism is one of the most important sectors of the economy. It is necessary to further improve this sector, making effective use of existing opportunities, as the time demands."

Analysis and results. The first aspect that attracts tourists to the region is its nature, the second is its historical monuments, and the third is the handicraft that has been developed and passed down from ancestors to generations. With this in mind, a number of proposals and recommendations have been developed to develop tourism in the region and attract more tourists. They can be carried in several directions and its approximate plan is shown below. For example:

- use of balloons for tourism purposes;
- helicopter sightseeing of the region;
- setting up a gujum (sada) design;
- Establishment of artificial mountains along the Shovot canal to attract tourists;
- Organization of various events in economic districts every year in order to further develop domestic tourism, etc.

Here are a few recommendations that can be made based on the suggestions above. Such recommendations, along with laying the groundwork for further improvement of the tourism infrastructure, will have a positive impact on increasing the number of tourists, creating additional jobs, in short, increasing foreign exchange earnings. Such recommendations are shown in the table below.



Approximate plan for improving the infrastructure for further development of tourism in Khorezm region:

Suggestions	Recommendations
Use of balloons for tourism:	determine the location of the balloons. (for example, in two or three places of the Shovot canal, in the area of Ichan fortress, etc.);
	to invite every visitor to see the sights of the city from a height of 100-120 meters;
	to advertise the inclusion of the flag of their country in the balloon at the arrival of each tourist;
Helicopter view of the region's attractions from above:	inviting foreign tourists to tour for at least an hour. (Amudarya banks, regional center, Ichan fortress, etc.);
Setting up a gujum (sada) design:	organization of crowded designs in district centers and cities;
	surrounding Ichan Castle in Khiva with full gujum;
	it is necessary to establish special areas where tourists can plant, and to divide these areas into small areas and name each area after the country where the tourists come from. Invite each visiting tourist to plant seedlings in an area named after their country. (seedlings at the beginning are free, then buy and plant);
	Establishment of a botanical garden in Urgench. The difference from other botanical gardens is that every visitor is allowed to plant a tree or plant species brought from their country. (after inspection);
	arranging for shapes to form in different shapes (e.g., spherical, triangular, buildings, etc.);
	planting two rows of checkers around the railways passing through the territory of the region (especially in the newly built Urgench-Khiva and Shovot-Gurlan-Jumurtoy routes under construction);
Establishment of artificial mountains along the Shovot canal to attract tourists:	stones of different colors should be collected by color, divided by color, equal to the number of foreign and domestic tourists visiting the territory of the region in the next five years;
	each assembled organization shall be given the names of states or regions and districts, and at the foot of it a large stone shall be engraved with the name of the country in the mother tongue of each state;
	if each visiting tourist buys one of the painted stones for the (symbolic) height of his mountain for a cheap price and gives the other as a bonus (in this case, the tourist contributes to the "own territory" by adding that stone (advertising is required);
In order to further develop domestic tourism, to organize various events in economic districts every year:	Organization of a music festival with the participation of young people of different nationalities in the North-West economic district (Shovot district, Gurlan district);
	Organization of a fish festival or fishing competition in the south-western economic district (Khiva district, Yangiarik district);
	Organization of a flower and herbarium festival in the Central Economic Microdistrict (Urgench city, Urgench district);
	gradual organization of complex sports competitions among young people in economic micro-districts (some sports depending on the capabilities of the districts), etc.

The table was developed on the basis of the author's suggestions and recommendations.



Conclusions. Some of the above suggestions and recommendations will only have a significant impact on the increase in the number of tourists visiting the region. This is also an important factor in increasing employment.

The proposed recommendations are a tentative plan for further development of domestic tourism and attraction of tourists. It is necessary to invest in the implementation of such proposals, so to develop it, it is necessary to find entrepreneurs, provide them with loans, develop an insurance system to protect their risks from risks. Events like this are a guarantee that they will work to grow their business without fear. At the same time, there are opportunities to increase employment.

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