



FOLLOWING TOURISM CAPACITY IN FERGHANA VALLEY

* *Kambarov Zhamoliddin Hikmatullaevich*, ** *Komilzhanov Sherzodbek Ilkhomzhonovich*

* *PhD in Economics, Associate Professor*

** *3rd year student, direction of Management, Faculty of Management in Production, Ferghana Polytechnic Institute, Ferghana, Republic of Uzbekistan*

E-mail: jamol_qambarov@mail.ru, djsher89@inbox.ru

ABSTRACT

This article deals with the development of tourism in the Fergana valley and the way to innovation in the regions' economic activity using the broad opportunities available to domestic and foreign tourism in the Republic of Uzbekistan.

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ARTICLE INFO

Article history:

Received 15 November 2019

Received in revised form 1 December 2019

Accepted 06 December 2019

Keywords:

Tourism industry, al-Fargana grove, temurids dynasty, Brief description, Video marketing.

1. Introduction

During the videoconference of the President of the Republic of Uzbekistan on the implementation of investment projects on January 8, 2019, he also touched upon the tasks of the social complex of the Cabinet of Ministers and emphasized the importance of attracting direct investments in the tourism industry. and emphasized the need to strengthen. In accordance with the Decree of the President of the Republic of Uzbekistan dated 5 January this year, the Concept of the development of tourism in the Republic of Uzbekistan for 2019-2025 has been approved. Also on the same day, the President signed a list of promising investment projects for the establishment of hotels.

Here, I would like to note that in 2017 about 2 million 700 thousand tourists visited Uzbekistan and more than 5 million 300 thousand tourists visited 2018. In 2025, it is planned to increase the number of foreign tourists to 7 million, and annual income from tourism to \$ 2 billion.

When foreign tourists are told about traveling to Uzbekistan, tour agencies often talk about the historical monuments of Bukhara, Samarkand and Khiva, but we also have a lot of sights in the Fergana valley. Below are the following:

1. Historical monuments and tourist centers of Margilan city of Ferghana region are as follows:





Picture № 1: The Silk Weaving Plant in the city of Margilan and the Said Ahmad Hoji Madrassah



Picture № 2: Pir-Siddiq architectural complex and Chakar mosque



The city of Kuva of the Ferghana region is rich in historical monuments, one of which is the Al-Farghoni grove, which is the monument of Muhammad Al-Ferghani, one of our great thinker. The receiver visits the thousands of streams from different regions of Uzbekistan and foreign tourists every year.

It was one of the many ancient monuments and findings The Buddhist complex can also serve as a key element for attracting tourists to the city of Kuva.



Picture № 3. Buddhist complex in Quva district and Rishton district center of spooling ceramics

1. Rishton district of Fergana region is famous all over the world with ceramic dishes and utensils. Jewellery made by clay masters has always been amazed and delighted by the visitors.
2. Another of the beautiful and ancient cities of Fergana, Kokand, the ancient mosque and madrassah are preserved in the city.

Picture № 4. Kokand sh. Hudoyorkhon Palace and .Daxmai Shaykhons Royal Cemetery



Picture № 5. Kokand Sharkar Mausoleum and Norbotabi madrasah

It is clear that the ancient city of Ahsikent will definitely become our unique treasure in recent findings from the beautiful regions of the Fergana valley, Namangan region. The place where Zahiriddin Muhammad Bobur, the representative of the Temurids dynasty, visited the childhood.



Picture № 6. Ancient city of Ahsikent in Namangan vil., Turgakurgan district and production studio "Chust knives" in Chust district

The Andijan region, which is located in the eastern part of the valley, is also a great scientist and people, leaving many historical monuments and souvenirs.



Picture № 7. Andijan Mosque and Zahiriddin Muhammad Babur Architectural Complex

Of course, in our beautiful valley these opportunities for tourism are created. The main task now is to contribute to the development of tourism in our region, based on opportunities. Nowadays, the population that serves the basic tourism development is, of course, students of young people or higher education institutions, and we can sign tourism agreements with foreign students and carry out various projects. I have 5 suggestions for attracting my travels. They said:

1. Working with agencies. (Linking with Private Outbound Market Managers and Tour Operations Agreements)
2. Website Optimization (The website of your travel agency and business web site offers you the opportunity to create mobile web sites if you want to upgrade your travel markets) This is for example www.tripadvisor.com and www.booking.com secrets of success.
3. Investment in video marketing. Video marketing gives tourists and practitioners an opportunity to attract their

prospective guests and learn how to adapt them to their goals.

4. Establishing outdoor advertising (You need to have trademarks to find out who you are, what you offer, and where to find you.)

5. Unique promotion (excursion discount, free parking, free guide).

2. Conclusion

I would like to elaborate on the proposal of the above-mentioned International Students Festival:

× Program Name: "International Students Tourism"

× Brief description of the program:

1. A national cultural festival is held between higher education institutions in a given 2 countries.

2. For foreign faculty and students visiting, the host university students have the opportunity to show their customs, national cuisine, dance, and volunteer trips to historic sights.

The festival will be held at the selected higher education institution of the host country for 3 days.

1. DAY ONE - Welcome to my best Eduplace, providing visitors with information on history, structure, education system of their higher education institution; as well as on the basis of the scientific conference, exchange of views between the students of two higher education institutions will be provided.

2. DAY TWO - "TourismDAY", special volunteers of host families will be able to arrange excursions for sightseeing and sightseeing for foreign students.

3. DAY TREE- "Festival DAY", this day is the main day because it is the home of the hosts to introduce their national dishes, dances, dresses, national sports and cultural values.

The goal of this program is very large, the main thing is to contribute to the development of tourism in the country and to achieve a number of other goals.

- Educating young people in the spirit of patriotism;
- Effective use of leisure time for young people;
- achieving international exchange of ideas among young people;
- Organization of operations for gifted students;
- Promote and develop a volunteer movement:
- Familiarity with the world of historic and attractive places:
- Development of internal and external tourism;
- Attraction of tourists;
- Studying international culture.

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