



Develop the Region's Economy Through Non-Traditional Types of Tourism

Jalolov Farhod Vohidovich

Master student of Asia International University

Abstract: This paper outlines the possibilities for developing non-traditional tourism in Uzbekistan using the world experience in tourism. And also analyzes the economic state of tourism in Uzbekistan and its opportunities.

Keywords: tourism, international tourism, regional tourism, non-traditional tourism types, economic prospects, tourism market, tourism fair, ecology, uniqueness, attractiveness.

Introduction. Today, the level of development of the country's economy is largely determined by the level of development of tourism activities. Therefore, it is necessary to look for new ways and new methods for the formation and development of recreational progress, since the created tourism industry was focused exclusively on the domestic consumer, on his needs for hospitality services.

The basis of the reform of the national economy in the Republic of Uzbekistan is connected with the detailed development of principles for improving economic management. Inclusion in the world economic development of new economically promising, new areas of effective activity of our country, operating in the conditions of global integration, is a requirement of the time. The most important of these new sectors of the economy is the sphere of tourism.

In the developed world, fast-growing tourism is a highly profitable industry in the country. That is why the development of tourism in Uzbekistan is one of the most important national issues.

The relevance of these issues lies in the fact that the international development of the tourism market has its own characteristics, which now require knowledge of market relations and proper planning of problems in tourism development. Because without knowledge of international tourism, it is impossible to join the world tourism community and cooperation and develop tourism in the Republic of Uzbekistan at the international and local levels.

International tourism is also one of the foundations for the development of national tourism, the development of tourism and the attraction of tourists to these areas.

In recent years, the tourism market in the world has been developing rapidly. More precisely, tourism is the most promising sector in the sustainable development of countries. In some countries, tourism revenues account for 70-80% of GDP. Tourism, in fact, is a symbol of peace, freedom and economic governance. That is why tourism is developing in countries with developed tourism and high tourism opportunities. More precisely, tourism is the most promising sector in the sustainable development of countries. That is why tourism has developed in countries with developed tourism and high tourism opportunities.

In the years of independence, Uzbekistan pays special attention to the development of the

tourism market. In recent years, a regulatory and legal framework for the development of tourism has been created. Tourist services are created and improved in accordance with world standards. Highly qualified specialists in this field are being trained. In 2004, the center of the Great Silk Road of the World Tourism Organization was opened in Samarkand. Every autumn, Tashkent hosts the annual International Tourism Fair and scientific conferences dedicated to the tourism potential of the Republic of Uzbekistan. From year to year, the share of income from tourism in the national economy is increasing.

In the age of globalization, despite the development of virtual tours, people's interest in traveling and getting to know the sights of different countries is growing every year. This is certainly due to the increase in the number of tourist destinations and companies providing services to travel enthusiasts. Thanks to this, tourism has become one of the most profitable sectors of the national economies of many countries. According to the World Tourism Organization, the income from tourism alone is \$2.5-3 trillion a year.

Among the travel enthusiasts, there are many who prefer traditional tourism. Although tours are becoming more convenient, the number of fans of non-traditional tourism is also increasing. So, in recent years, eco-, agro-, archaeological, ethnographic, religious, extreme and other types of tourism have been developing.

This area is a source of income for both the state and companies operating in it, creating jobs. It has become one of the most significant areas of reforms being carried out in our country. The emphasis is on the available opportunities: we can fully acquaint guests with the beauty of ancient historical cities and traditional culture, as well as with the transformations of recent years that have determined the modern look of Uzbekistan.

On September 19, the President chaired a videoconference on measures to further increase the potential of domestic and inbound tourism. Noted: diversification is the key to economic stability. Therefore, large-scale work is being carried out in our country on the structural transformation of the economy. In particular, the tourism industry has been identified as one of the drivers, for the development of which the necessary conditions are being created.

“Tourism means investment, exports, new jobs and poverty reduction. Therefore, it is necessary to pay serious attention to this direction in each region and attract more tourists,” President Shavkat Mirziyoyev said.

Within the framework of the historic summit of the Shanghai Cooperation Organization, held in Samarkand on September 15-16 this year, an agreement was signed between the governments of the SCO member states on cooperation in the field of tourism, which paves the way for the development of new tourist destinations.

One of them is ecotourism, which is increasingly attracting connoisseurs of this type of outdoor activity. Leisure activities in quiet places away from the noise of the city served to create new tourist areas. The development of ecotourism, in turn, provides for comprehensive support for the environmental protection system, the conservation of biodiversity and unique natural areas, the maintenance of incomes for the local population and is a promising market for investment projects. Entrepreneurs working in the tourism sector are provided with a wide range of opportunities and benefits.

According to available data, the income from ecotourism in the tourism market is 10-18%. In particular, ecological tourism plays a significant role in the economy of Kenya, Costa Rica, the Middle East, some Arab states and countries of the European continent.

Uzbekistan attracts tourists with a variety of nature: beautiful views of the mountains, the peculiar landscape of the Kyzyl Kum, beautiful reservoirs, clean air and more. Thus, Samarkand,

Kashkadarya, Jizzakh, Surkhandarya, Fergana and Tashkent regions are turning into centers of ecotourism due to mountain landscapes, caves, waterfalls, springs, lakes and glaciers.

There are many recreation areas, cultural monuments and shrines in the Tashkent region. Bostanlyk district is known for the tourist zone "Charvak" and the reservoir of the same name, Ugam-Chatkal National Park. The Parkent region is famous for its beautiful nature, many shrines, unique national cuisine and agro-tourism zones, while the Zangiata region is famous for its historical monuments.

On September 22 this year, at an extraordinary session of the Tashkent Regional Kengash of People's Deputies, held in the city of Nurafshon, the head of our state highlighted the tourism potential of this region. It is emphasized that 80 percent of tourists go mainly to the Bostanlyk region, although there is an opportunity to create tourism clusters in the mountainous areas of Parkent, Angren and Akhangaran.

In order to increase the flow of outdoor enthusiasts, measures are being taken to organize the region's tourist base in accordance with international standards. In particular, in 2020-2022, the construction of 266 facilities worth 17.8 trillion soums was completed. And in the first half of 2022, 54 projects were launched. The number of tourists visiting the region is increasing. Over the past five years, 12 million 578 thousand people have arrived here. Of these, 11 million 998 thousand are local tourists, 580 thousand are foreign. At the same time, the average income of the population from the industry amounted to 968 billion soums.

The number of hotels, hostels and guest houses is also growing. Today there are 904 such objects in the metropolitan area, of which 720 are family guest houses. They can receive 21 thousand 244 tourists at the same time. It is noteworthy that in the first half of this year, 12,772 jobs were created in the tourism and related industries.

What are the benefits of ecotourism? It does not always require hotels that provide quality services, as traditional recreation and domestic comfort fade into the background. The main thing for a tourist is to see the beauty of nature. To do this, it is enough to put up tents and set up campsites.

At the same time, specialists are required - environmentalists for groups, employees who ensure safety. The activities of travel agencies should be carried out on the basis of the requirements of the legislation on nature protection.

Ecotourism is also a healthy lifestyle, which often includes sports and wellness treatments, usually offered by tour operators. So, for those who live in the mountains or in resort hotels, excursions to protected areas, day trips to the mountains or lakes are organized as additional services.

Almost all regions of our country can become centers of mass ecotourism. The advantage is that you can organize trips almost all year round. In spring, deserts and steppes are especially beautiful, and in summer, tourists are interested in resting in mountainous areas.

The national parks of our country, the Aral Sea region with a difficult ecological situation, as well as specialized institutions are also used in the field of ecotourism. In particular, there are opportunities for its development in the Republic of Karakalpakstan. Foreign tourists want to see the dried-up bottom of the Aral Sea and the "cemetery of ships".

It is not so easy to organize mass and permanent tours to the Aral Sea, but a certain part of the income from this tourism can be directed to improving the living standards in the region and installing local drinking water purification devices.

In order to attract more guests to our country, first of all, it is necessary to create conditions for high-quality service, provide convenient vehicles and, of course, promote the ecotourism

potential of Uzbekistan on a global scale. Environmental expertise of all projects related to the construction of holiday homes, hotels, tourist camps, roads, engineering networks is also considered an important factor in the development of the industry.

Methodology.

In recent years, non-traditional types of world tourism have been gaining popularity: ecotourism, historical and architectural, archaeological, ethnographic, religious, agricultural and emergency tourism. One of the most promising areas for the Republic of Uzbekistan is ecotourism. Since the desert, hills, mountain landscapes, tangible and intangible heritage are created by human potential, the unique content of ecotourism is very important.

Ecotourism has been gradually entering the global tourism industry since the end of the last century. According to the World Tourism Organization, the results of calculations of sustainable growth in tourist flow over the past five years are given.

The leading countries in this direction are tourism in Southern Europe, Southeast Asia, Asia Minor, China and Africa.

Uzbekistan is also a region of unique natural geographic locations. The state of biodiversity in the nature of our state, which has a constant spring-summer climate, provides an increase in the tourist flow throughout the region. To date, eco-tourism has become one of the fastest-growing sectors of the economy.

Another reason for the development of ecotourism is that the tourist not only gets acquainted with nature, its natural conditions and biological resources but also relaxes in nature, deepens the beauty of nature and seeks to preserve it.

There are many problems in the development of ecotourism in Uzbekistan. However, given the potential of ecological tourism in the country, the main resources for the development of ecotourism are 4 seasons of nature, 5 natural landscapes with their own ecosystems, and endemic species (only in Uzbekistan). When we focus on the potential of Uzbekistan for eco-tourism, we will clarify the following:

Research results

According to the Institute of Botany of the Academy of Sciences of the Republic of Uzbekistan, there are currently more than 4,448 plant species in Uzbekistan. Of these, 3,000 species are wild, 9% of which are endemic.

The protected natural areas of Uzbekistan include 2,164 km², 12 national reserves, 2 national parks with an area of 6,061 km² and the Jayran International Wild Animal Breeding Center, 16 state parks with a total area of 12,186 km².

In addition, Uzbekistan is located in the center of Central Asia in the geographical range of favorable transport routes for the development of tourism.

The highway connecting China and Central Asia with Russia through Western Europe will be one of the largest highways in the world. Rotterdam (Netherlands) - Shanghai (China). The total length is over 10,000 kilometers.

The total length of the road through Uzbekistan is 1422 km, with a total length of 500 km, starting from the Ferghana Valley, and then through Tashkent, Syrdarya, Jizzakh, Samarkand, Navoi, Bukhara regions and Khorezm region. and then to Nukus.

The route also crosses international routes to Afghanistan and Turkmenistan. The design of the road was carried out in 1990-2020 by the decision of the Cabinet of Ministers of the Republic of Uzbekistan dated August 18, 1999.

Designed in accordance with international standards, the new highway has become the national highway of Uzbekistan, providing high-speed traffic. The route provides high speed

vehicles, plays an important role in the country's economy and tourism development.

The Tashkent-Andijan-Osh-Kashgar highway is international and passes through 940 km in Uzbekistan (480 km), Kyrgyzstan (272 km) and China (260 km). There are 6 hills on the road, located at different heights above the level seas. Of these, tunnels were built in Uzbekistan at the levels of Kamchik (2268 m above sea level) and Rezak (2254 m).

The territory of Kyrgyzstan is crossed by Chayirchik (2406m), Taldyk (3645m) and Taunmurun (3536m). These roads were one of the main routes of the ancient Silk Road. The international significance of these roads has increased: on April 24-28, 1997, an international conference on the repair, operation and construction of roads was held in Tashkent with the participation of 18 countries. In 2016, the railway through the Kamchik pass was launched. On February 19, 1998, an agreement was signed between Uzbekistan, Kyrgyzstan and China on international road transport along the Tashkent-Andijan-Osh-Kashkar highway, and the road was built.

In all countries of the world there is a tourist resource known both to the inhabitants of the country and to the inhabitants of other countries. In many countries, it can be an important tourist destination known only to its inhabitants.

In many countries of the world where civilization has long- developed, there are even more interesting tourist attractions that have a global meaning both for the inhabitants of this country and for people in other countries.

For example, India is a country rich in tourism resources, both natural and historical. Tourists from all over the world come to the mausoleum of the Taj Mahal, which is a symbol of love and devotion. The mausoleum of the Taj Mahal is distinguished by the attractiveness and uniqueness of the tourist resources of a large and ancient country such as India.

When we analyze the attractiveness and uniqueness of tourist sites in the countries of the world in the tourism resources of Uzbekistan, we see the huge and diverse tourism resources and the unique and attractive nature of each of these resources.

Conclusion

An analysis of the activities of domestic tourist companies, hotels and restaurants shows that the level of training of personnel, the quality of the services provided by them is inferior to world standards generally accepted in the West. By opening the service market for foreign suppliers, the state not only attracts advanced technologies and knowledge but also promotes the growth of employment. Potential opportunities of Uzbekistan for the development of the tourism and ecotourism industry. The presence of a large number of unique natural objects, a rich cultural and historical heritage and ancient traditions of the Uzbek national culture, tourism infrastructure, a developed network of modern hotels, and the service sector. There is an opinion that the liberalization of access to the national market of goods can lead to damage to industries with all the ensuing negative socio-economic consequences. However, there is an opinion that liberalization in the tourism and services market, on the contrary, can lead to the strengthening of the national service sector, facilitating access to cheap and quality services for the national tourism industry and strengthening competitiveness.

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