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Opportunities And Prospects For Tourism Development In Jizzakh Region

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ABSTRACT

This article is aimed at studying the tourism potential and opportunities of Jizzakh region, which includes issues of wider use of tourism opportunities in the region, promising projects to attract tourists, the implementation of innovative ideas in the field and the provision of all necessary services.

KEYWORDS

Tourist routes, extreme and mountain tourism, ecotourism, gastronomic tourism, pilgrimage tourism, medical tourism.

INTRODUCTION

Today, tourism has become one of the most lucrative sectors of the national economy in many countries around the world. In recent years, a lot of practical work has been done in our country to develop this sector and increase the tourism potential. Comprehensive measures are being taken at

the governmental level to develop tourism, which is one of the most important sectors of the national economy. As the President of the Republic of Uzbekistan Sh.M. Mirziyoev noted, - “We have now approved the issues related to the structure, which deals only with the development of tourism. These measures

should be strengthened by concrete measures to increase the contribution of tourism to the development of the economy of Uzbekistan, the promotion of our historical and cultural values, as well as the replenishment of foreign exchange reserves.

Today, the State Committee for Tourism Development of the Republic of Uzbekistan is carrying out targeted work aimed at developing the tourism sector in the country. In particular, the necessary conditions are being created for the promotion of ecotourism, geotourism, extreme tourism, medical tourism, autotourism, mountaineering and other modern forms of active recreation. The rapid development of the industry is aimed at creating new jobs, increasing incomes from the sector, improving living standards and quality of life, as well as further increasing the investment attractiveness.

THE MAIN PART

Jizzakh region is geographically located in the central part of the Republic of Uzbekistan, between Tashkent and Samarkand regions, where tourism is more developed. On average, more than 25,000 cars pass through the M-39 highway located in the region every day. In addition, despite the fact that the Tashkent-Samarkand-Bukhara route, one of the most important tourist routes in the country, passes through the region, the number of tourists visiting the region is not large enough. There are several reasons for this.

First, insufficient attention has been paid to the most important factors necessary for the development of tourism in the region;

Second, the region's tourism infrastructure is inadequate;

Third, many tourist attractions in the region have not been fully explored;

Fourth, the necessary work to improve the quality of tourism services and products and improve the business environment has not been properly implemented.

If we look at the statistics, the region has been visited by an average of about 6,000 foreign and more than 800,000 local tourists a year in recent years [1]. The region accounts for only 0.1% of tourists visiting the country. It is obvious that the region is not able to use its tourism potential enough. The region has many tourist attractions and unique historical sites. However, the possibilities of their use are not sufficiently established.

First of all, Jizzakh is one of the regions with its own historical dervishes, traditions and customs. On the basis of this information, ie by presenting to tourists the unique traditions and ceremonies of the region, the organization of ethnic and pilgrimage tourism provides ample opportunity to create a new tourist route in the region.

Second, the natural and recreational sites of the Morguzor and Turkestan mountain ranges of the region, the unique landscapes of the Sangzor river basin serve as a tourist wealth of this region.

Third, in Zomin, Bakhmal and Forish districts of the region there is a uniquely beautiful nature, diverse landscapes, unique flora and fauna, natural monuments, archeological finds, rare geological deposits associated with ecotourism. With such a rich historical heritage, unique flora and fauna, convenient geographical location, due to its natural and climatic conditions, there are opportunities for the widespread promotion of health tourism.

Pilgrimage tourism. The number of historical and archeological sites in the region is 372, of which 42 are historical monuments and shrines, 267 are archeological and 63 are monumental sites. For example, There are many prestigious places of pilgrimage and monuments, such as “Khojabogoti ota”, “Iron

Gate”, “Sa'd ibn Abu Vaqqas”, “Parpi ota”, “Khojamushkent ota”, “Novqa ota”, “Osmat ota”, “Sayyid Mir Khalililloh ota”, which, thanks to the years of independence, have become more prosperous and beautiful, and give glory to the happiness of our country with their grandeur. Such historical sites, holy shrines testify to the wide range of opportunities for the development of pilgrimage tourism.

Gastronomic tourism. One of the most popular practices in tourism today is the development of gastronomic tourism. Gastronomy has a strong potential to manage tourist attractions, support cultures, agriculture and food production. The region also shows that it needs to take advantage of its popularity with its food, adapting it to the demand of certain markets. Given the fact that the M-39 highway passes through Dustlik, Pakhtakor, Sharof Rashidov and Gallaorol districts of the region, the national-style catering outlets around the highway will serve local and foreign tourists and allow developing gastronomic tourism in the region. It is known that the region has long been a source of interest not only in our country but also among foreign tourists with its “Jizzakh somsa”, “Zomin tandir and kozon patir”, “Bakhmal’s apple”, lochira, kurtava, Zaamin’s medicinal honey and other national dishes, medicinal fruits.

Fisheries are developing in the Aydar-Arnasay lakes, which are able to partially meet the needs of the population not only in Jizzakh, but also in neighboring Samarkand, Syrdarya and Tashkent regions. It is also planned to establish home hotels around the lake, as well as to create a favorable environment for the development of hunting tourism, an aesthetically pleasing type of tourism.

It is obvious that the gastronomic potential of the region is also high, which indicates the wide range of opportunities for further

development of the industry, additional employment and increase the flow of tourism.

The study area also tries to develop different areas of tourism based on its potential, geography, history and present. There are opportunities to develop such areas as health tourism, medical tourism, ecotourism, excursion tourism, sports tourism, extreme tourism, pilgrimage tourism.

Ecotourism. The mountainous areas of Bakhmal-Zomin district of the region, which are located at an altitude of 2,500 meters above sea level, occupy an area of 2,000 hectares. These areas can be used as tourist and entertainment areas and opportunities to travel on mountain trails. It is possible to create small tourist zones in such areas.

The Aydar-Arnasay lake system, which is expected to become one of the largest tourist areas in the region in the future, is also becoming one of the areas for the development of the industry. In the tugai forests that formed around the water, favorable conditions for the spread and living of various animals emerged. In the tugai live wild animals such as wolves, foxes, tugai cats. There are many birds in these places, such as crows, geese, ducks, partridges and pheasants, which are considered to be one of the most beautiful birds. The surrounding lakes are ideal for the stopping and wintering of seasonal birds that fly from north to south and vice versa. Various insects are common in the tugai. There are more than 20 species of fish in Aydarkol.

Recreational and medical tourism. There is a wide range of opportunities for recreation and health tourism in the region, which is carried out with the help of health resorts, healing waters, healing muds, etc. (in health mineral spas). There are ample opportunities for further development of this type of tourism in the region. “Zomin sanatorium” is one of the most popular recreation and treatment

facilities in the country. The cool and temperate fresh air, the mountain forest covered with pine trees, the richness of medicinal fragrant plants, mountain animals give a special charm to nature. Also, the sanatorium “Gagarin mineral waters”, located in Mirzachul district of the region, is one of the health resorts of the region. The mineral water that comes out of here is a cure for many diseases. The history of this sanatorium is closely connected with the history of the development of the country's protected lands, especially Mirzachul. In the history of the oasis, the discovery of groundwater in 1971 in the village of Erjar, Mirzachul district, and its healing properties are described as the happiness of the local population, as well as those seeking a cure for the disease. The sanatorium was named after Gagarin, because in 1981 the first astronaut - Y.A. Gagarin visited the same center in Mirzachul, including this sanatorium. After that, the city in the center of Mirzachul district and the sanatorium were named after Gagarin.

Agrotourism. The reserve and national park of Bakhmal-Zomin district covers an area of more than 5,000 hectares in the mountainous areas at an altitude of 2,000 meters above sea level in forestry areas, where there is ample opportunity to build holiday homes, sports complexes, animal reserve. Incoming tourists have the opportunity to ride a horse, taste the healing honey, and organize recreation areas on the slopes.

SUGGESTIONS AND RECOMMENDATIONS

We believe that in order to develop tourism in Jizzakh region, it is necessary to develop tourist routes in the following areas:

First, a gastronomic route to the city of Jizzakh and surrounding areas to consume “Jizzakh somsa”;

Second, an ecotourism route to the Zomin National Park and the Zomin Mountain Forest State Reserve, as well as recreational and

medical tourism routes to the Zomin Sanatorium;

Third, an ecotourism route to the Zomin mountain-spruce forests and Bakhmal mountain forests;

Fourth, extreme and mountain tourism routes in the mountainous areas of Zomin district of the region;

Fifth, an ecotourism route to the Nurata Mountain Forest Reserve and the Honbandi Historical Monuments in the Forish district of the region;

Sixth, recreational, ecotourism and gastronomic routes to Aydarkol and Arnasay lakes;

Seventh, a religious-pilgrimage route to the shrines “Avliyo ota”, “Sayfin ota”, “Gubdin ota”, “Jondaxor ota” in Gallorol district of the region; Eighth, the development of religious-pilgrimage routes to the shrines “Osmat ota”, “Novka ota”, “Bogimozor”, “Khoja kondalang”, “Terakli ota”, “Machitli ota” located in Bakhmal district of the region will be the basis for the development of religious tourism.

CONCLUSION

The organization of tourist routes in the directions listed above and the improvement of infrastructure around tourist facilities will lead to a further increase in the number of tourists. Implementation of new projects and works on the development of the industry is one of the important tasks today.

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