

## Issues of Development of Tourist Routes For the Navoiy Region

TURSUNOVA GULMIRA RABBONOVNA

Associate prof of Samarkand Institute of Economics and Service

**Abstract:** This article provides information about the tour, tourist route, tourism product and tourism potential of the Navoi region, and the tourist routes organized in it. In addition, the development of new types of tourist routes using modern computer programs is described.

**Keywords:** UNESCO, tourist route, tour package, tourism product, tourism potential, tourist sites.

**Introduction.** Despite the fact that the country has a huge tourist potential, we can see that the tourism infrastructure, the quality and level of tourism services, as well as the management system of the industry do not meet the modern requirements in the conditions of globalization and intense competition. The contribution of the tourism sector to the country's economy, the development of the service sector, the employment of the population, and the level of employment in the tourism sector lag behind the world average indicators.<sup>1</sup> In all regions of the republic, the objects of the tourism industry that meet modern world standards, the needs and requirements of tourists - hotels and similar means of accommodation, general catering facilities, transport - logistics structures, information centers, cultural and sports institutions, the main tourism or Important issues such as rapid construction and reconstruction of road-transport and engineering-communication infrastructure, roadside infrastructure, wide attraction of foreign investors for these purposes have been determined.

Today, tourism is included among the three leading industries in the world, and with its rapid development and significant social and economic importance, it can affect the following factors:

- increases local income;
- creates new jobs;
- develops all areas related to the production of tourist services;
- develops social and production infrastructure in tourist centers;
- accelerates the development of the activity of folk craft centers;
- ensures an increase in the standard of living of the local population;
- helps to increase the amount of foreign currency income.

Such factors are important as they have an impact on the further improvement of the national tourism services market in Uzbekistan, the creation of various tourist services in the field of tourism, new types of tourist routes and the variety of tourism products.

President Sh. M. Mirziyoev in his book "New Uzbekistan Strategy" defined "Tourism as the driver of the economy of Uzbekistan", according to which the modern economy of Uzbekistan - with efficient production At the same time, there should be an economy based on the development of service industries. This important task is aimed at developing tourism, turning Uzbekistan into an attractive center of world tourism, and including our country among the countries most visited by tourists.

Establishing special economic zones for the development of tourism, creating tourist clusters, attracting strategic partners to the industry, intensively developing tourist infrastructure and tourism

<sup>1</sup> Мирзиёев Ш.М. «Ўзбекистон Республикасининг туризм соҳасини жадал ривожлантиришни таъминлаш чоратадиблари тўғрисида”ги Фармони. 2016 йил 2 декабр

industry, fully and effectively using the tourist potential of the regions, developing national tourist products and taking them to world markets. we develop.

We will focus on issues such as supporting business entities specializing in services in the tourism industry, establishing low-cost air travel, training and improving the skills of personnel for the industry.

After all, today in the developed countries of the world, tourism has become a strategic branch of the economy, its unique driver. The role of tourism in the gross domestic product of countries is constantly increasing. Consequently, the development of tourism should be one of the priority economic tasks in the new Uzbekistan, which is striving to accelerate the pace of economic development.

The following were defined as strategic tasks for the development of tourism in the establishment of New Uzbekistan:

- rapid development of the tourism network, improvement of the management system of the tourism industry;
- simplification of procedures for obtaining visas, licenses and permits in the field of tourism;
- foreign investments, active involvement of world brands, creation of favorable conditions for doing business in the field of tourism;
- creation of new tourism destinations, development of modern types of tourism, increasing their attractiveness.

During the organization of the tourism sector, the demand for "tourist routes" is formed, first of all, in places where tourists are accommodated, when moving around the territory of the republic, when organizing visits to tourism objects.

Tourist routes are one of the foundations of the development of tourism in any country, any region and natural and cultural region, and the first thing for a tourist is to determine a place to rest, spend the night, eat and travel. Therefore, the main purpose of their travel is to organize the tourist resources and objects located in a certain area at the level of demand, that is, in a way suitable for consumption.

Any tourist visiting from one area to another wants to stay at least for more than 24 hours during their trip. At such a time, it is necessary to provide them with a place to sleep, a place to eat, a means of transport, recreation and entertainment places and services. These services are offered by the staff of the tourist company on the basis of a fixed program or a pre-purchased tourist package. This offer is what we call an "organized tour" based on a tourist itinerary or tour itinerary.

Tourist routes, as one of the foundations of tourism development, are explained by the fact that domestic or international tourists come to see tourist objects or places of pilgrimage in a certain country at their own will and use a tourist route in a certain direction. The route used by tourists must be created in advance, that is, the service program of the tourist route must be developed.

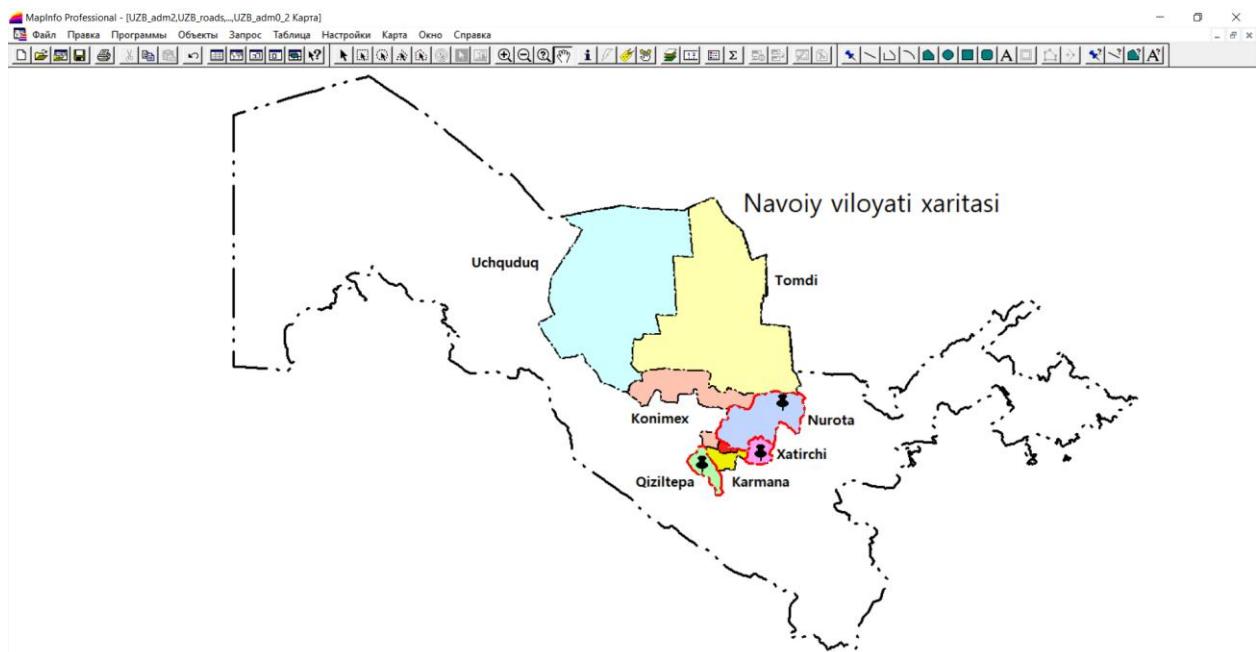
As soon as tourists are allowed to enter each tourist facility, this facility begins to serve tourism. Sometimes, due to the lack of a tourist route, these objects are not used for tourism. For example, Amir Temir Cave is one of the world famous caves. This cave is allowed to be used for both domestic and international tourism. However, due to the fact that no touristic routes have been developed to reach the cave and visit the area in order to use its landscape, this cave is currently not used for tourism.

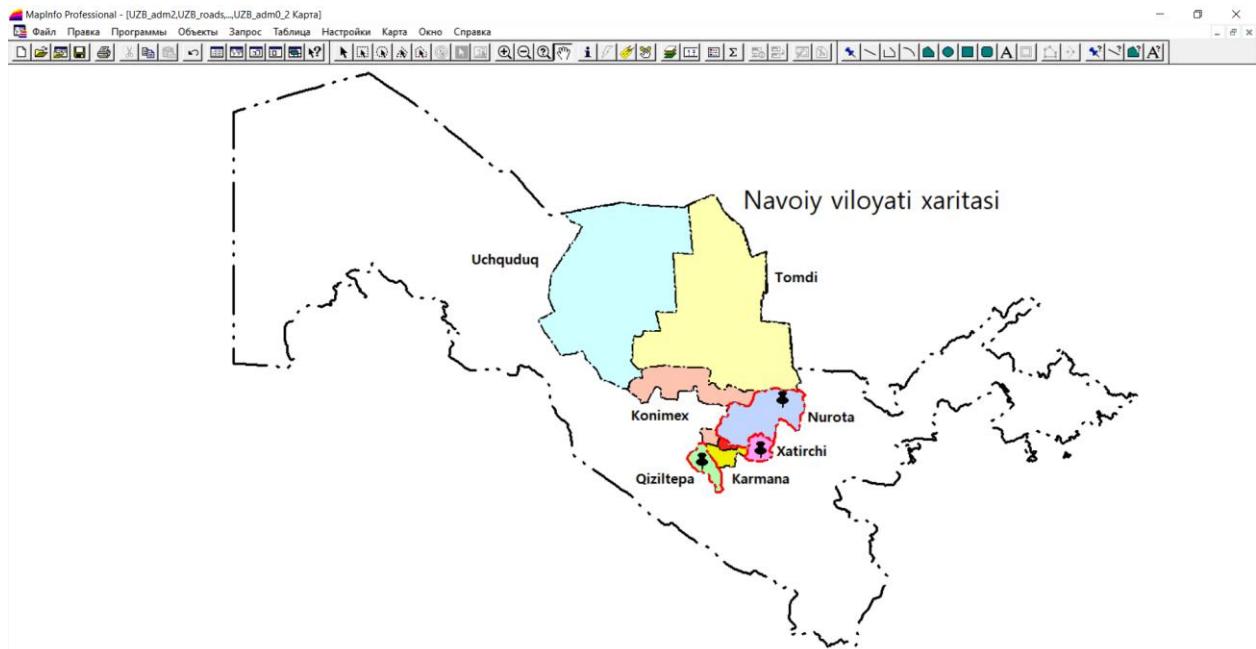
Currently, there are 149 tourist routes across Uzbekistan, but only 31% of them, i.e. 47 tourist routes, work for those who come to rest for more than 10 nights. In particular, they include traditional or classic routes, i.e. Tashkent - Chimyon - Tashkent - Samarkand - Yangigozgon - Bukhara - Khiva (Urganch) - Mo'inoq - Nukus - Tashkent tourist route is the most popular. p 19 nights is a 20 day route. And this is a route that covers the main tourist cities, as a result, cities with developed tourist resources, pilgrimage tourism and many other types of tourism are not included in the route. For example, we consider it appropriate to include Syrdarya and Jizzakh regions on the route from Tashkent to

Samarkand, as well as Navoi region on the route from Samarkand to Nukus.

Today, Navoi region has 39 hotels, 96 guest houses, 24 hostels, 5 recreation centers and 4 camping sites, as well as 340 archaeological monuments, 70 architectural monuments, 22 monumental art monuments and There are 6 attractions. Especially in Qiziltepa, Khatirchi and Nurota districts of the region, the types of tourism to serve domestic and foreign tourists are pilgrimage tourism, gastronomic tourism, ecological tourism, safari, recreational tourism, sports and hunting tourism, industrial tourism, extreme tourism, medical tourism and geotourism. despite being well organized, only 28 tourist routes are connected to the territory of Navoi region. If we directly connect these numbers with the tourist attractions in the districts of Navoi region, then Bukhara - Karshi - Shahrisabz - Samarkand - Nurota - Sarmish - Samarkand, Tashkent - Samarkand - Nurota - Aydarkol - Nurota - Bukhara - Urganch - Khiva - Tashkent, Tashkent - Samarkand - Nurota - Yangigozgon - Bukhara - Khiva (Urganch) - Nukus - Tashkent, Tashkent - Urganch - Khiva - Bukhara - Aydarkol - Yangigozgon - Navoi - Samarkand - Tashkent, Tashkent - Khiva / Urganch - Bukhara - Yangigozgon - Sentob - Samarkand - Ayaqi - Tashkent - Fergana - Tashkent, Tashkent - Khiva - Bukhara - Nurota - Sentob - Samarkand - Ayaqi - Tashkent, Tashkent - Bukhara - Nurota - Aydarko Otov camp on Lake 'I - Nurota mountain range (guest house in Hayot village) - Samarkand - Takhtaqorachi davan - Tashkent - tourist base "Yangiabad" - Chimyan. It can be said that the region is a region neighboring tourist cities, that is, it is geographically close and the M-37 highway passes through it.

As can be seen from these data, in the traditional tourist routes, special thematic or complex tourist routes are not organized for districts with tourist resources of Navoi region, even if they are organized, they are valid only for domestic and local tourists. For this reason, we offer below a new type of diversified Samarkand - Navoi - Jizzakh - Samarkand tourist route for Navoi region, not only for domestic and local tourists, but also for foreign tourists, and its map prepared by the MAPINFO program.





First of all, the tourist route requires the study of tourist resources. As for the potential of natural resources in our republic, Uzbekistan ranks among the richest countries in the world in terms of tourism resources and diversity. There are more than 8,200 objects of cultural heritage in our country, and only 500 of them are included in tourism routes. We need to take measures to increase the number of objects on the routes where pilgrimage and traditional tourism can be developed to 800.

Uzbekistan has a huge potential for tourism and recreation, it has a total of 8,200 cultural heritage sites, 209 of which are located in four museum cities - Ichon Castle in Khiva, the historical center of Bukhara, Shahrisabz, Samarkand. is located in the territory of the UNESCO World Heritage Site.

When we analyze the potential of tourist facilities in cities, we can see that there are 310 facilities in Khiva, 221 facilities in Bukhara, 144 facilities in Tashkent, 118 facilities in Samarkand, and 372 facilities in Jizzakh region. In addition, 9 natural reserves, 10 reservations and 3 national parks, our unique nature, natural corners, animal and plant world are a great potential for good development and organization of all types of tourism. The tourist flow in these tourist objects will increase only after the creation of tourist routes.

Based on the above opinions and comments, it should be noted that the development of attractive tours is necessary for the variety of tourist routes, the readiness of the regions and places shown in them in terms of infrastructure, tourist packages prepared in accordance with the requirements of consumers, that is, tourists, and the assortment of tourist products is taken into account.

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