



Prospects Of Rural Tourism Development In Kashkadarya Region

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ABSTRACT

In this article, the processes of formation of Kashkadarya rural tourism and its role in the life of our country, the theoretical and practical bases of activity in this field, the areas with the possibility of implementing this activity together with the points of rural tourism are researched. Also, the article describes the prospects of rural tourism development in Kashkadarya region, providing employment to local residents through rural tourism, improving the infrastructure of the region, and attracting foreign and local tourists.

Keywords:

rural tourism, villages, guest houses, tourism neighborhood, promising routes

Today, rural tourism is one of the most rapidly developing areas of the world tourism industry. The international experience shows that the acceleration of the process of urbanization and industrialization is increasing the desire among city residents to be closer to rural areas and the natural environment. In this regard, rural tourism provides opportunities to get acquainted with the ecologically clean environment, national traditions and culture, and to feel the local way of life. According to the World Tourism Organization (UNWTO), rural tourism is recognized not only as a factor of economic development, but also as one of the main areas of sustainable tourism. Through rural tourism, there is an opportunity to develop local economies, create new jobs and increase the income of the population. Especially in the post-pandemic period, there is an increasing focus on the development of domestic and local tourism, as such a route reduces the need to travel long distances and allows for effective security measures.

In recent times, the processes taking place in the world economy, such as the trends

of the rapid development of tourism and recreation, are having an impact on various regions and countries, as well as on the Central Asian region, in particular on Uzbekistan. Especially in recent years, the strong attention paid to the development of this industry by the leader of our country, President Sh. Mirziyoyev, the adopted legal and regulatory documents, as well as the changes related to the attraction of tourists and the rapid development of the tourism infrastructure are a clear example of this. is proof [6]. In this regard, with the Decree of the President of the Republic of Uzbekistan No. PF-5781 on measures to further develop the tourism sector in the Republic of Uzbekistan, from November 1, 2019, the State Committee for the Development of Tourism of the Republic of Uzbekistan is the highest tourism formation of a list of potential citizens' assemblies (towns, villages, villages and neighborhoods of cities, towns, villages and villages) and these citizens' assemblies in the event that no less than 20 family guest houses are established in their territory and at least five different types of services (except accommodation and/or

catering services) are provided for tourists, they are called "Tourism Neighborhood", "Tourism Village" or "It is decided to give the status of "Tourism Park". Also, with this decree, it is also decided to organize regular training and education of local residents of "Tourism Neighborhood", "Tourism Village" or "Tourism Farm" status on providing quality services to tourists. contained in [1].

Regions rich in natural, historical and cultural potential, such as Kashkadarya region,

correspond to global needs and trends for the development of rural tourism. Therefore, the development of rural tourism in this area appears as one of the urgent issues not only in the local, but also in the global tourism industry. In 2023, 222,300 foreign tourists were served by companies and organizations carrying out tourist activities in Kashkadarya region. The number of domestic tourists is 2109 thousand people.

**Table
Information about villages visited by tourists**

O/N	Administrative district	Name of Village (MFY).	Number of visitors since the beginning of the year	compared to 2022 (in %)	2022 year
1	Shahrisabz	Miraki	278400	128,89	216000
2	Shahrisabz	Gelon	180000	107,14	168000
3	Shahrisabz	Suvtushar	192000	103,23	186000
4	Kitab	Bashir	267600	131,18	204000
5	Kitab	Juvaz	96000	114,29	84000
6	Kitab	Varganza	60000	142,86	42000
7	Chirakchi	Taragai	9600	160,00	6000
8	Chirakchi	Langar	6000	111,11	5400

The table was prepared by the author based on the data of the regional statistical office.

The analysis of the table in Yuqodi shows that among the villages visited by tourists, 27.8 thousand tourists visited Miroqi village, 26.7 thousand tourists visited Bashir village, and 19.2 thousand tourists visited Suv Tushar village (table). In general, a growth trend was observed in all tourist villages compared to 2022.

Hotels are an important structural element of tourism infrastructure. If the number of rooms in hotels in Tashkent is the leader in our republic (8.8 thousand rooms, 33.6% of the total), in this regard, Kashkadarya region is 4.9%, which is much lower than the average indicator of the republic. level [5]. Raising tourism infrastructure facilities located in the region to the level of modern requirements, raising the level of service, is one of the important factors of tourism development. For this, it is necessary to organize 67 components of tourism infrastructure: hotels, transport services, food, rest, treatment, entertainment and other services at a high level.

Many hotels are currently being built in the region, especially the number of private tourist hotels is increasing, including 54 hotels in the region in 2020 (47 in 2019, 1297 beds) and 2469 beds. . According to the number of hotels, the high-potential regions include the cities of Karshi (25) and Shahrisabz (11), the medium-potential regions include Shahrisabz (14), Kitab (10), and Yakkabog' (10), and the low-potential regions include Qamashi, Districts of Nishon, Mirishkor Kasbi and other districts belong to regions with below average competence. It is desirable to build hotels and improve tourist services by attracting business entities on the basis of public-private partnership in areas with low and below-average potential.

A total of 243 family guest houses were established in Kashkadarya region in 2022 (47 in 2020), their number is increasing rapidly, and during the year, the number of guest houses increased by 26, the number of family guest houses is 186 rooms and 396 beds. there is. The

city of Shahrisabz has a high number of guest houses (37), and other regions, including 6 guest houses in the city of Karshi, 2 in Shahrisabz district, 1 in Kitab and Chirakchi districts, and vice versa. not a single guest house was established in the rest of the regions [5].

As a result of the studies, it became clear that as a strategic direction of tourism of the region, we believe that the tourist opportunities of rural areas, pilgrimage tourism, agrotourism, gastronomic tourism, and ecotourism are important. These are reflected in the territorial aspects in the table below. There are many opportunities for the development of religious tourism in Uzbekistan. Sacred places and architectural monuments related to the history of the development of world religions in our country served for pilgrims for centuries. Tourists can see Buddhist temples in Fayoztepa and Karatepa, sacred places of local primitive religions in Dalvarzintepa, monuments of Zoroastrian culture in Ayoztepa and Tuproqkala in Khorezm. Also, within the framework of religious tourism, it is possible to visit Sufi houses in Bukhara, Bahauddin Naqshband, Khojai Jahan complexes, seven pir mausoleums, Imam al-Bukhari mausoleum in Samarkand, Shahi Zinda and Ruhabad complexes, which are famous in the Islamic world. Jews can visit the first synagogue in Bukhara, built in the 17th century.

The possibilities of pilgrimage tourism in Kashkadarya region are great, and their effective use is of great importance in the perspective of regional tourism. In particular, it is necessary to include more than ten shrines in the region, in particular, Imam Muyinan-Nasafi complex, Darus Saadat complex, Hazrat Bashir shrine, Mubarak al-Merwazi shrine, Langar father shrine, etc. in international and local routes. The issue of keeping statistics of visits to pilgrimages remains a problem. In fact, it is calculated through face control or other control system, which allows you to obtain the original statistics of shrines and places of worship.

Based on the above considerations, it should be noted that in the strategy of developing rural tourism in Kashkadarya region, it is important to establish infrastructure and healthy competition in tourism, as well as

tourism clusters and free tourist zones for the effective use of pilgrimage sites and holy sites.

It is necessary to repair and restore the existing shrines in Kashkadarya region. At the same time, it is necessary to create a program of pilgrimage tours and offer them to tourists. Wide tourist opportunities of Kashkadarya, unique and beautiful nature, hospitality, generosity and tolerance of our people charm tourists and leave an indelible impression on their memory and heart. In order to do this, first, create a tourist atlas of the villages of the region, secondly, expand the advertising of videos and advertisements on social networks and television showing shrines and holy places in the villages of the region, third, improve the road infrastructure of the tourist villages, and fourth, update the statistics of visits to the shrines. management on the basis of systems helps to control the state of anthropogenic load and develop measures on a scientific basis.

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