

STRATEGY OF TOURISM DEVELOPMENT IN CENTRAL ASIA: UNIQUE FEATURES OF ITS IMPLEMENTATION

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Abstract: *Tourism plays an important role in accelerating sustainable economic development and improving the well-being of the population. The World Tourism Organization pays special attention to overcoming existing social problems, protecting historical and cultural monuments, and accelerating regional integration processes through tourism development. Leading scientific educational institutions of the world carry out scientific study of priority areas, complex opportunities for multilateral cooperation in the tourism industry. Today, Uzbekistan uses foreign experience. Overcoming the problems of the tourism industry that are waiting to be solved, and ensuring its development through theoretical and practical recommendations.*

Keywords: *Tourism, Central Asia, Uzbekistan, Khiva, Samarkand, Issikkul.*

The development of tourism in Uzbekistan is one of the priority areas of state policy. Currently, it is becoming necessary to increase the contribution of tourism to the development of the economy of Uzbekistan, promote our historical and cultural values, as well as strengthen specific measures to replenish foreign exchange resources. Defining in the Strategy of Actions for Further Development of the Republic of Uzbekistan for 2017-2021[1] such tasks as the development of priority areas for tourism development, the organization of research work in this industry are important in the further development of tourism.

The article analyzes the processes of reforms implemented in the tourism industry, the place of reforms in the development of the industry during the years of independence. At the same time, the development processes of the tourism industry are classified from a chronological point of view. In particular, special attention was paid to 1992-1993 as an "institutional period" in terms of the formation of the regulatory framework. In accordance with the Decree of the President of the Republic of Uzbekistan on the establishment of the National Company "Uzbektourism" dated July 27, 1992, Resolution of the Cabinet of Ministers No. 484-dated October 20, 1992, in 1993 JSC "Andijanturist", "Ferganaturist" and "Namanganturist" were organized, which had the rights of regional branches in the Ferghana Valley, and owned 19 percent of the republic's tourist infrastructure[2]. However, the criminal situation in the Ferghana Valley, which occurred in the Ferghana Valley at this stage, led to a 4-fold reduction in the flow of tourists and caused every second tourist object to become unprofitable[3]. In 1992, the National Company Uzbektourism was founded, but limited powers as a state management structure did not allow for the full development of this industry.

1993-1995 is characterized as a period of national modeling. Decree of the President of the Republic of Uzbekistan UP-1162 "On measures to enhance the participation of the Republic of Uzbekistan in the revival of the Great Silk Road and the development of international tourism in the Republic" dated June 2, 1995 served as the basis for the development of a national model for tourism development. At the second stage of development of the tourism industry within the framework of the "Great Silk Road" brand, attention was paid to the development of tourism at the state level mainly in such cities as Tashkent, Samarkand, Bukhara and Khiva. However, taking into account the safety of the road infrastructure of such historical cities as Kokand, Margilan, Andijan, Namangan, located at the crossroads of the Great Silk Road, less attention was paid to them in this regard.

1995-1997 in the tourism industry is recognized as a "period of privatization". During this period, 80 percent of enterprises engaged in providing services in the tourism sector were privatized[4]. In particular, the Andijan Regional Tourism Department, Oltin Vodiy Hotel, Shodlik restaurant, Andijan, Shahrikhan, Khanabad walking and travel bureaus, Shirmonbulok tourist base[5], 9 travel departments within the Namangan regional branch, as well as similar branches in Chust, Papa, and Uchkurgan were privatized and turned into collective enterprises, Kosonsaye[6]. At the same time, at this stage, special attention was paid to improving spirituality, restoring customs, traditions and national values. Studying the culture of Uzbeks, Kyrgyz, and Tajiks of the Ferghana Valley on an international scale within the framework of the UNESCO project "Silk Road-Path of Dialogue"[7] in order to closely familiarize the peoples of the world with the culture of Central Asia partially influenced the increase in the flow of tourists to the Ferghana Valley. At the same time, the development of a 3-day tourist route through the villages depicted in Mukimi's work "Saehatnoma"[8] was important in the development of domestic tourism. At the third stage of the development of the tourism industry, most of the tourist facilities in the valley were privatized. However, as a result of the fact that this was not carried out systematically and not in stages, and tourist bases did not work at full capacity due to the fact that they could not adapt to the conditions of a market economy, the activity of 20 tourist bases in the Ferghana region was stopped.

1998-2005 in the history of tourism development is estimated as a "period of economic stabilization". During this period, an increase in the export of tourist products was achieved, ensuring a steady flow of currency, increasing the number of tourists as a result of an increase in private capital. In particular, in 1999, the regional tourism department of Namangan region, in cooperation with foreign investors, improved the tourist parking lot Mugkala, "Ulkan Chinor" and other historical monuments and health resorts in Kasansai district, created amenities for tourists[9]. However, as a result of the cessation of bus travel through the Republic of Tajikistan, the flow of tourists to the Ferghana Valley decreased by 25 percent, and the Andijantourist branch alone served 3,000 fewer tourists in 1998 than in 1997 [10]. At the fourth stage of development of the tourism industry, there is an increase in the flow of foreign investment. However, the unsystematic nature of the privatization of tourist organizations, their inability to adapt to the market economy, and the lack of functioning of tour bases have led to the suspension of the operation of 20 tour bases in the Ferghana Valley.

2005-2015 in the history of tourism is considered as a period of "structural reforms". During this period, in order to make better use of tourism opportunities, the Cabinet of Ministers adopted the "State Program for Tourism Development in Uzbekistan", designed for 2005-2010 and 2010-2015. These programs defined the regulatory framework for tourism, investment and marketing measures, and priority areas for the development of domestic tourism.

Within the framework of the program of the Cabinet of Ministers of the Republic of Uzbekistan on targeted measures in the Ferghana Valley for 2011-2012 dated September 29, 2011[11] along with the hotels "CLUB HOTEL 777", "Asia Ferghana", "Zierat Palace" in the city of Ferghana are continuously provided with gas, electricity, water, communications, Internet, international telephone communication, Andijon Elita, Andijon sharq durdonasi Bog'ishamol gavhari hotels in Andijan region, Orzu tur Grant hotels, Diamond Aziya hotels in Namangan region are also equipped with satellite TV[12]. At this stage, special attention was paid to the development of tourism infrastructure, attracting investment in the tourism industry[13].

The commissioning of the Angren-Pap electrified railway line based on the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 269 dated September 17, 2015[14] contributed to an increase in the flow of tourists to the region. At the fifth stage of development of the tourism industry, programs were adopted to develop tourism in the valley. The industry's opportunities were explored by marketers. Advertising of tourist resources on foreign TV channels has been established. However, as a result of incomplete satisfaction of the needs of tourists, the industry could not achieve serious results.

Since 2016, the tourism industry has reached a qualitatively new stage of development. In particular, the National company "Uzbektourism" was liquidated and the State Committee for Tourism Development in Uzbekistan was established instead. However, we can note the reform of the visa regime, support for entrepreneurship in the tourism sector, reforms in personnel training, red and green corridors were organized at customs and airports. Decree of the President of the Republic of Uzbekistan UP-4861 dated December 2, 2016 "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" paid special attention to the effective use of tourism opportunities in the region, increasing the attractiveness of tourism through the creation of national brands.

The tourism industry in the Ferghana Valley has begun to adapt to the conditions of a market economy. The management system of the industry has been completely reformed. As part of the Buyuk Ipak Yuli brand, special attention was paid to the development of historical and cultural tourism. Such cities of the Ferghana Valley as Kokand, Margilan, Rishtan, Kuva, Andijan, Shakhrikhon, Namangan, and Chust have become centers of tourism. The potential of tourism in the Ferghana Valley has been demonstrated many times at tourist fairs and festivals held in the republic and abroad. This serves to increase the flow of tourists to our country.

In 2016-2018, more than 30 regulatory documents related to the tourism industry were adopted in order to develop the tourism industry. But at the sixth stage of development, the tourism sector has risen to a new qualitative level. The simplification of the visa system, the

abolition of conversion, the institutional reorganization, and the establishment of a training system have created a dramatic change. However, poor organization of visa processing, online booking of hotels, air and train tickets, low level of service provision, incomplete satisfaction of information needs have a negative impact on the development of the industry.

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