



THE ROLE OF "BESHMERGAN" TOURIST VILLAGE IN DIRECTING INVESTMENTS INTO THE FIELD OF TOURISM IN KHOREZM REGION

Abdurazzakova Shohista Mahmudbek kizi

PhD Student of Tashkent State University of Economics

Annotation

This article provides detailed information about the potential of the Beshmergan tourist village and the possibilities of developing the tourism industry here. The possibilities of setting up a guest house and developing crafts and directing investments to it were considered in the Beshmergan tourism village.

Аннотация

В данной статье представлена подробная информация о потенциале туристического поселка Бешмерган и возможностях развития здесь индустрии туризма. В туристическом поселке Бешмерган рассмотрены возможности создания гостевого дома и развития ремесел и направления в него инвестиций.

Annotatsiya

Ushbu maqolada Beshmergan turizm qishlog'i salohiyati va bu yerda turizm sohasini rivojlantirish imkoniyatlari to'g'risida batafsil ma'lumotlar keltirilgan. Beshmergan turizm qishlog'ida mehmon uyi tashkil qilish va hunarmandchilikni rivojlantirish va unga investitsiyalar yo'naltirish imkoniyatlari ko'rib chiqilgan.

Key words: Tourism, investment, tourism village, guest house, shrine, artisan, museum, investment environment, ecotourism.

Ключевые слова: Туризм, инвестиции, туристический поселок, гостевой дом, святыня, ремесленник, музей, инвестиционная среда, экотуризм.

Kalit so'zlar: Turizm, investitsiya, turizm qishlog'i, mehmon uyi, ziyoratgoh, hunarmand, muzey, investitsion muhit, ekoturizm.

Introduction

Beshmergan tourism village is located in Shavat district, Khorezm region, Republic of Uzbekistan. Agriculture, fishing and craft centers are developed. The village is famous for the presence of holy places, ancient cemeteries and shrines. Among the objects intended for the shrine are the "Voyangan Baba" and "Sheikh Baba" mausoleums, the



"Yusuf Hamadoni" and "Gilovdar Baba" complexes. Today, tours to shrines are organized in the area, and all infrastructure is developing.

"Voyangan Baba" complex is an ensemble consisting of two mausoleums ("Voyangan Baba" and "Hazrati Eshon Baba") and a mosque. The complex covers an area of 40 hectares. The two mausoleums are surrounded by a large cemetery, and there was once an ancient Woyangan fortress.

"Yusuf Hamadoni" complex is an ensemble consisting of a 19th century mosque and mausoleum. Khaji Yusuf, a rich merchant from Hamadan, was buried here. The building is visible from afar because it is built on top of a hill. Inside the mausoleum there are mausoleums measuring 6x13 meters. The building has a unique architectural and design framework. Yusuf Hamadani is one of the 7 saints and 7 pirs who are propagandists of our holy religion. According to historical sources, another one of them is Hazrat Sultan Uwais Pirim in the area of Present-day Tortkol (ancient Khorezm land) and another one is Hazrat Bahauddin Naqshbandi in Bukhara, Imam Ismail al-Bukhari in Samarkand and others. Visiting these saints and shrines is equivalent to visiting the blessed Kaaba (the house built by Ibrahim SAW in Makkah). The shrine of Yusuf Hamadoni ranks second in terms of the number of pilgrims after the shrine of Pahlavon Mahmud in Khiva.

The canal of the same name passes through the entire Shavat village. Yurt camps are located along the canal. In addition, there is a unique Achchikkul lake in Shavat district. The lake has camping areas and fishing.

Komiljon Otaniyozov, a famous folk musician of Uzbekistan, Karakalpakstan and Turkmenistan, was born and lived in Shavat region. There is a central park named after Komiljon Otaniyozov in Shavat, and a house-museum was created in Bairachi, the artist's native village, where the musician's portraits, musical instruments and personal belongings are preserved.

Methods

In order to make investments profitable, it is necessary to improve the investment risk accounting system, taking into account the long-term investment of private or state capital into long-term projects and the like in various sectors of the national and foreign economy, and at the same time, a new perspective tourism projects should be developed.

In accordance with the decision of the Cabinet of Ministers of the Republic of Uzbekistan No. 119 dated February 13, 2019 "On additional measures for the development of tourism in the Khorezm region in 2019-2020", the small tourism zone "Shavot" organization is defined.





Discussion

New tourist routes are important in the development of the tourism sector. By creating a new tourist route, there will be opportunities to attract more tourists to the area. Through this, it is possible to increase the income from each tourist to our country. Due to the short stay of tourists in Khorezm, the establishment of Behmergan tourism village is promising.

The proposal of ways to increase the effectiveness of the organization of a "tourism village" in the village of Beshmergan, located in the Shavat district of the Khorezm region, is based on the roadmaps and programs of the ministry and the Hokimat of the Khorezm region in the scientific research of the sustainable development of tourism (the Hokimat of the Khorezm region, dated October 12, 2020, 15 - application No. 4583 on granting the status of "tourist village" to the village of Beshmergan) was included. On the basis of this proposal, a list of 21 applicants who want to open a guest house in the village of Beshmergan was formed and presented to the regional hokim. At the same time, the following measures should be taken to develop tourism in this area:

1. Improvement of infrastructure of the neighborhood, including repair of internal roads, installation of night lighting poles, provision of drinking water.
2. Installation of at least 2 large road signs leading to the tourist area.
3. Improvement of mobile communication services for visitors and organization of Wi-Fi system.
4. Setting up a tour operator in the tourist area.
5. Installation of ATMs as necessary and provision of terminals in accordance with the requirements of business entities.
6. Organization of sanitary-hygienic stations.
7. Organization of 20 family guest houses.
8. Organization of trade of national craft products.
9. Preparation, presentation and tasting of pomegranate and bee products.
10. Introduction to national customs, greeting the bride, lachak wedding and other traditions.
11. Continuous promotion of this village and inclusion in the tourism route.

Results

The level of development of the tourist potential of Khorezm region, the rate of growth of investments are closely related to the investment opportunities created in Uzbekistan. The purpose of improving the investment environment is to create the necessary and optimal conditions for increasing the investment potential, to



accelerate the investment potential, to improve the economy, to solve social problems, and to create an opportunity to increase production efficiency.

Taking into account the existing tourist potential of Khorezm region, it is necessary to develop ways to increase the efficiency of investment tourism projects. Taking this into account, suggestions for developing directions for increasing the efficiency of Beshmergan tourist village construction are presented as follows:

1. Two kilometers from the center of the village, there are monuments of Katkala, one of the old cities of Khorezm, included in the tourist route. Development of pilgrimage tourism in Katkal;
2. Development of ecotourism in Achchikkol, which has a history of 2000 years and has more than 40 species of fish;
3. It is necessary to support the projects of pilgrimage, gastronomic and ecotourism, handicrafts, establishment of home hotels, and establish tourism services.

Taking into account the investment attractiveness of the tourist area as one of the main aspects in the direction of investments, and accordingly making a rational decision is a primary condition for the realization of the intended goal. The activity of local investors is an important indicator for foreign investors. Favorable climatic conditions in the region play an important role in attracting investors directly. It should also be taken into account that the closer the region is to the center, the higher the volume of direct foreign investments directed to this region. Because in this case, the transaction costs will be much lower.

References

1. Bernard J, Winger Ralph R, Frasca. "Investments introduction to analysis and planning". New York.: "Merrill", 1998 y. -12 p.
2. Balance of payments and international investment position manual. 6th ed. – Washington, D.C.: International Monetary Fund, 2009. P. 100–110.
3. William F., Gorden J., Alexandr. "Investments" 4 th ed. PRENTICE HALL, Englewood Cliffs, New Jersey 07362. 1990 y. P-9.
4. Гитман Л.Дж., Джонк М.Д. Основы инвестирования/ Пер. с англ. М.: Дело, 1997.-С.640.
5. Ивасенко А.Г., Я.И. Никонова. Учебное пособие.Москва.2010.С-8.
6. Криев А.П. Международная экономика. В 2 ч. Ч.И. Международная экономика: движение товаров и факторов производства : учеб. Пособие для вузов. М.: Междунар. Отношения, 1998. С. 292.
7. Богатин Ю.В., Швандер В.А. Оценка эффективности бизнеса и инвестиций. М.: ЮНИТИ, 1999.



8. Валдайцев С.В. Оценка бизнеса и инноваций. М.: Филдинг, 1997.
9. Квартальное В.А. Стратегический менеджмент в туризме, Современный опыт управления. М.: Финансы и статистика, 2000.
10. Фабоцци, Фрэнк Дж. Управление инвестициями. Пер. с англ. М: ИНФРА-М, 2000.
11. Игошина Л.Л Инвестиции Уч.пос.-М.:”Экономист”, 2005.-23 с.