



STRATEGIC DIRECTIONS OF TOURISM DEVELOPMENT IN SURKHANDARYA REGION

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Abstract:

The role of Surkhandarya region in the development of pilgrimage tourism in our country and the strategic directions of the region's tourism development are presented in the article.

Keywords: tourism, tourist-recreation potential, cultural-historical objects, tourism infrastructure, tourist area, tourism logistics, cultural heritage, tourist brand

Introduction

Reforms implemented in our country for the rapid development of the tourism sector in recent years are bearing fruit. Efforts are being made to bring the quality of services up to the level of international standards, and the development of measures to create favorable conditions for tourists to stay longer at their destinations has led to a significant increase in the number of foreign tourists in major tourism centers such as Samarkand, Bukhara, Khiva, and Tashkent. In other regions, attention is being paid to the effective use of tourism resources, sectoral programs are being developed, the main directions of development and ways of their effective use are being defined. The unique nature, geographical location, historical and cultural heritage, customs and archaeological objects of the Surkhandarya region indicate the existence of favorable conditions and opportunities for the development of tourism.

Analysis of Literature on the Topic

Prospective directions of tourism development in the regions and the analysis of problems arising in increasing the demand for it, O.E. Afanasev, A. Yu. Alexandrova, E.A. Abdulatipova, S.V. Bezrukova, A.V. Bubnov, K.Kh. Abdurakhmanov, M.R. Boltaboev, I.S. Tukhliev, M.K. Pardaev, etc.'s studies are widely covered.



Research Methodology

Methods such as correction, comparison, systematic and comparative analysis, expert assessment were used during the research work.

Analysis and Results

In the conditions of modern market relations in the Republic of Uzbekistan, further development of the tourism potential of the Surkhandarya region, preparation of the region to receive many guests from foreign countries, rapid development of modern tourism infrastructure and construction of new resorts for tourists, expansion of the economic potential and income base of the region, as well as new jobs for the purpose of organization, the decision of the Cabinet of Ministers No. 332 dated May 27, 2020 was adopted, and to ensure its implementation, a comprehensive program of measures for the development of tourism in Surkhandarya region was developed in 2020-2021.

According to this program, on the basis of regional investment programs of Surkhandarya region, more than 1115 new accommodation places will be created by building 20 hotels, 4 health centers for about 170 places will be established, 60 family guest houses with 487 beds will be established, around large pilgrimage tourism objects 6 establishment of craft centers and service facilities, all cultural heritage sites visited by tourists in the region, shrines, museums, hotels, craft centers and other tourism facilities, as well as crowded places, in particular markets, branch stations, roadside service stations, recreation establishment of Wi-Fi zones in parks, installation of informative road signs on roads leading to shrines, archaeological, cultural heritage and other tourism objects in the region, establishment of 50 sanitary-hygiene stations in places frequented by tourists and tourist routes mechanisms for implementation of measures such as the establishment of tourism information centers in the Termiz Archaeological Museum and regional history and culture museums have been developed.

It can be seen that the adopted decisions and decrees, the developed "Roadmaps" and programs of measures support not only the development of tourism in Surkhandarya region, but also the development of tourism in all regions of our country.

At this point, it is worth noting that today in our country, we have enough potential touristic resources that give the opportunity to develop special types of tourism and specific directions of tourism.

As one of the main directions of the concept of tourism development in the Republic of Uzbekistan for the years 2021-2025, "...the adoption of comprehensive measures to reduce the impact of seasonal factors by diversifying tourist products and services for





different segments of the tourism market" is defined. It is worth noting that in the development of these measures, one of the promising areas of the tourism industry, pilgrimage tourism, should be taken into account.

Our country has the potential of rich pilgrimage tourism resources that provide the opportunity to organize pilgrimages for representatives of different religions living in different parts of the world. In particular, the opportunities for the development of pilgrimage tourism in the Surkhandarya region are very wide, for example, there are more than 700 cultural and historical objects in the region, which are not fully used in the development of international and domestic tourism.

In particular, the preparation of Sultan Saadat complex, Kirkkiz fortress, Kokildar father's shrine, Sufi Olloyar, Khujja Alauddin Attar, Maulana Muhammad Zahid shrines for the visit of local and foreign pilgrims who believe in Islam, Dalwar for foreign pilgrims who believe in Buddhism and local visitors. Preparation of Buddhist temples and structures such as Zintepa, Fayoztepa, Koratepa, Zurmala, Kampir-tepa for receiving visitors, creation of tourism infrastructure and increasing the number of museums displaying archaeological exhibits found in these cultural heritage sites will be a great impetus to expand the flow of international tourists.

Based on statistical figures, we can see that the dynamics of tourism potential of Surkhandarya region has increased significantly in recent years. In particular, based on statistical data, a total of 91,894 tourists visited in 2021 in terms of domestic and pilgrimage tourism, compared to 2020, the number of tourists increased by 90,964 (94%). This is one of the issues that need to be found in the development of tourism in the region, the further development of infrastructures of pilgrimage tourism and their material and technical base.

Based on the targeted programs to increase tourist attractiveness in the region, it is appropriate to make the tourism sector one of the leading industries in the region in the following strategic directions:

- creation of favorable conditions for the development of tourism in the region;
- preservation of tourist resources of the region and their increase;
- formation of touristic and satellite infrastructure, improvement of their activity;
- improvement of transport logistics and service provision;
- creation of own brands of the region, development of new tourist routes and types of products;
- training of qualified personnel, improvement of the system of retraining and advanced training of employees operating in the field.

In addition, in the areas of the region with high touristic potential, local residents should be attracted to tourism business, local and foreign tourists can have a short-





term rest in the nature, and rest in Sherabad, Boysun, Uzun, Sariosiyo, Denov, Altinsoy districts, where there are opportunities to relax. bases, private houses, seasonal children's summer camps should be turned into official business entities operating in the field of tourism serving visitors.

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