



TOURISM DEVELOPMENT OF KARAKALPAKSTAN

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Annotation

The article discusses the invaluable historical monuments in the territory of Karakalpakstan and their importance, the ancient centers of world culture, the range of tourist attractions and the prospects of tourism, formed between the rivers Jayhun and Sayhun.

Keywords: Country, Jaihun and Sayhun rivers, reform, history and culture, international cooperation, inbound tourism, ancient heritage, tourist centers, guides.

Introduction

The study of the experience of developed countries, the implementation of radical reforms in all spheres of life, taking into account local conditions, economic and intellectual resources, provides new achievements. Although international cooperation in various fields is giving its result, the strengthening of national independence in all respects, the enrichment of achievements, the rapid elimination of existing shortcomings requires special dedication, diligence, courage and perseverance from members of society.

Decree of the President of the Republic of Uzbekistan No. PP-3509 of February 6, 2018 "On measures to develop inbound tourism" in order to increase the flow of tourists to the country, to make inbound tourism one of the most important sectors of the national economy, to promote the cultural and historical heritage and natural resources of the country accepted [1, Mirziyoev Sh.M. 2 p].

Because the current development of science, technology, manufacturing and technology determines the image of modern society. The most important characteristic of modern society is that globalization is evident in all its spheres. Globalization requires rapid self-action, immediate acquisition of necessary information, their processing and effective implementation in practice. Only personnel with knowledge of their field, high level of professional skills, rich experience and skills will be able to act in this way. Therefore, it is expedient to take into account this requirement of the time in the development of tourism in Karakalpakstan.



The territory of Karakalpakstan, called "Central Asian Egypt", is one of the ancient centers of world culture, formed between two great rivers - the Jaihun and Sayhun rivers.

It is in these holy lands that the cradle of our ancient history and culture has been created, and it is the sacred land where the world-famous scientists and intellectuals have matured.

President Sh.M. Mirziyoev spoke about the unique nature, ancient history and rich culture of the Karakalpak people:

"The land of Karakalpakstan has no analogues in the world, it amazes us with its unique art, especially the unique samples of folklore left by our ancestors. Recognizing the strong will of the brave and hard-working people of Karakalpakstan, who have always lived in the spirit of devotion to the heritage of their ancestors in their homeland, it is worth bragging about such a nation ", - said [2.Mirziyoyev Sh.M. 206,210,212 p].

In accordance with this decision, the Council of Ministers of the Republic of Karakalpakstan, regional and Tashkent city authorities, in coordination with the State Committee for Tourism Development of the Republic of Uzbekistan, annually participate in international tourism exhibitions and fairs from 2018. It is planned to promote the tourism potential of the regions through the preparation of relevant information materials for distribution to the public and the launch of advertising campaigns in foreign media.

Places with similar attractions and tourist attractions in the territory of Karakalpakstan, which tell a common history and thereby create a cultural direction, are an acceptable choice. The reason is that by attracting tourists to areas with a lot of attractions, locals can tell the history of the attractions, which becomes part of the overall impression of the trip.

Friendly service, safe and clean environment, unique history and culture - all this is valuable not only for tourists but also for the local people. Tourists rely on quality prepared information and data before and during the trip. The tourist destination is usually characterized by cultural heritage sites, natural heritage sites and a landscape and network of events.

Because a tourist destination is a geographical area that is unique in terms of landscape and culture and can offer a tourism product that represents a wide range of services, including transportation, accommodation, meals and at least one memorable event, experience or trip.



In recent years, the range of tourist facilities has expanded significantly and diversity has increased. This is greatly influenced by the change of generations.

In order to increase the interest of tourists and keep their attention, it is necessary to fill the historical information with interesting and exploratory (adventurous) feelings, to create in their minds the image of unparalleled landscapes, to see themselves as heroes, and most importantly to want to see these historical places again and need to suggest it to others. While convenience is created by people, it is important that tourists feel like dear guests.

For him, there are a variety of ways to interpret the objects of cultural heritage, including:

- Road signs,
- Sheets and maps,
- Local information boards,
- Mobile applications,
- Audiovisual materials - local and remote (with translation)
- Virtual Demonstrations (3D, IA) iBeacons,
- Tourist centers,
- Guides,
- Theatrical performance of a historical event.

In conveying historical information to tourists, the Irish poet V.B. As Yetts puts it, "Thinking like a wise man is speaking in the vernacular". Because it should be devoted a life to meanings in order to establish interaction. Although traveling as part of a group, tourists prefer local guides.

One of the principles that makes up a huge part of the impression of tourists is nutrition. On the one hand, this is an opportunity for good business, in which there are social enterprises that teach young people the skills of gastronomy and hospitality, which should be based on the principle of "hotel offering breakfast." Because in tourist facilities, it is important to develop dining areas so that guests can spend more time in them. For example, creating a card on national dishes. It is also important to create conditions for the process of cooking national dishes together with the local chef.

The taste of local food should not be expensive, because the quality of products - the demand for organic food will be high. It is important that the production process is associated with intangible culture and local traditions. The environment in which the intangible cultural heritage interacts is also of great importance. The reason is the strong focus on tourist facilities that can offer visitors good food and drinks (coffee, tea) and have a fun time.



In order to accelerate the development of domestic tourism as one of the most important factors of sustainable socio-economic development of the regions, to acquaint citizens with the cultural and historical heritage and natural resources of the country, the President of the Republic of Uzbekistan on February 7, 2018 Decree No. 3514 was adopted [3, Mirziyoev Sh.M. 4 p].

The decree states "Travel around Uzbekistan!" On the Internet, including in all cities of the country, to ensure the promotion of domestic tourism through the production and installation of outdoor advertising media (billboards and billboards for outdoor screens).

Emphasizing the importance of friendly relations for sustainable tourism, sustainable tourism is based on dialogue and cooperation of stakeholders, which combines tourism planning and heritage management, preserves natural and cultural values and develops the appropriate type of tourism.

Our Main Goal

- Accelerated development of domestic tourism as one of the most important factors of sustainable socio-economic development of the regions;
 - Close acquaintance of citizens with the cultural and historical heritage and natural resources of our country;
 - Increasing the flow of tourists in the country;
 - to make inbound tourism one of the most important sectors of our national economy;
 - Promoting the cultural and historical heritage and natural resources of the country.
- In conclusion, it should be noted that the most important aspects of Karakalpakstan for tourism are:
- Ecological disaster with economic and social consequences - harmony with the ideas of environmental protection and sustainable development;
 - Preservation of their traditions - harmony with the ideas of adventure, culture and ecotourism;
 - Ancient heritage and mystery - harmony with the ideas of adventure and cultural tourism;
 - Attractiveness for tourists.

Our common goal is to create a favorable and convenient domestic and international tourism environment in the country, to promote tourism products, as well as to strengthen the image of our country as a safe place for travel and leisure.



List of Used Literature

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2. Mirziyoyev Sh.M. Buyuk kelajagimizni mard va olijanob xalqimiz bilan birga quramiz. -T., «O'zbekiston»., 2017.
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