

Conditions of Tourism Development in the Kashkadarya Region

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Abstract: This article presents the conditions for developing tourism in the Kashkadarya region, strategic plans for developing tourism in the region, and the impact of tourism on the development of the economy.

Keywords: tourism, investment, export, import, tourist network, guides, tourism potential, subsidy, tourist information centers, gastronomic tourism.

Introduction

Currently, in the world's developed countries, the tourism sector has become the main strategic branch of the economy. The tourism sector's role in the country's gross domestic product is increasing daily. Therefore, in Uzbekistan, which has chosen the path of economic development, tourism development should be one of the priority tasks.

We know that where there is peace and tranquility, that area is more interesting to both foreign investors and tourists who come for a trip. Uzbekistan has always been in the spotlight in this regard.

Considering the country's touristic potential, the large flow of tourists, and the need to pay special attention to them, a safe tourism system was formed in our country a few years ago.

In the national economic development program, tourism was defined as the driver of the economy of Uzbekistan.

Analysis and results.

Article 3 of the Law of the Republic of Uzbekistan "About tourism" defines tourism as follows: "Tourism - departures (travel) of physical person from the permanent residence without occupation the activities connected with income acquisition from sources in the country (place) of temporary stay"¹

Today, one of the strategic tasks of regional economic development is to ensure comprehensive and effective use of each region's natural, mineral, and raw materials, industrial, agricultural, tourism, and labor potential for rapid socioeconomic development and increase people's living standards and incomes. Therefore, the development of tourism is one of the main factors that lead to the development of the economy of the regions, the increase of the population's income, and the improvement of the population's standard of living.

Uzbekistan has a huge potential for tourism and recreation, and it has a total of 8,200 cultural heritage sites, 5 of which are included in the UNESCO World Heritage List.²

¹ Law of the Republic of Uzbekistan "About tourism," Article 3, July 18, 2019.

² Sh.M. Mirziyoev. New Uzbekistan strategy. Tashkent, "Uzbekistan" publishing house, 2021 y, page 173

In the Kashkadarya region, several activities were carried out in tourism development. On March 1, 2021, the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan, "On measures to further support and develop the tourism industry in Kashkadarya region," was adopted. Therefore, the importance of the tourism sector for the development of the regional economy and the attraction of investments is considered high.

It is important to implement the following strategic tasks for the development of tourism in the Kashkadarya region:

- improvement of the management system in the development of the tourism network;
- simplifying the procedures of the system of issuing visas, issuing licenses, and obtaining permits in the field of tourism;
- Creating new tourism destinations in the region, developing modern types of tourism and increasing their attractiveness.

Uzbekistan and its Kashkadarya region have great potential for tourism development; it has 1,321 material and cultural heritage sites with ancient history, of which historical sites in the city of Shakhrisyabz have been included in the list of UNESCO World Cultural Heritage Sites. In particular, there are 1043 archaeological, 208 architectural, 27 attractions, and 43 monumental art monuments of historical and cultural heritage.

In addition, the Kashkadarya region has its place in our republic with its national dishes. Especially, Kashkadarya steamed meat is famous in many countries for its special taste. Therefore, today the region is considered favorable for developing gastronomic tourism.

Conclusions and suggestions

According to the research results, the tourism sector has an increasing influence on the region's economic indicators and the increase in the volume of GDP. Another strong point of this network is that it will positively affect the activity of other sectors of the region, even on the development of the economy of regions specializing in industrial production in a depressed state. It will help to improve their activity.

The tourism sector has its place in the development of the regional economy. In order to develop tourism in the region, it is necessary to pay attention to the following:

- establishing a website that provides tourist monuments, historical persons, territorial and administrative structures in our region, as well as traditions and traditions;
- development and implementation of separate project development and implementation of the knowledge and retraining of the guidelines in the field of tourism in our region to limit the participation of the human factor in the examination and retraining of the Gids;
- improvement of engineering-communication and tourism infrastructure, construction, reconstruction, expansion, and modernization of adjacent infrastructure in regions with tourism potential of the region;
- formation of a list of objects where it is possible to organize gastronomic tourism in the region;
- allocation of subsidies for the establishment of family guest houses to business entities that want to establish family guest houses in the region;
- organization of modern sanitary-hygiene stations, tourist information centers, or visitor centers in the region, as well as installation of tourist maps and road signs;
- organization of tourist streets, as well as special pedestrian and bicycle lanes on the roads of the region, providing for the placement of souvenir, handicraft, and food products sales stalls;
- to further encourage the introduction of foreign currencies into Uzbekistan by tourist organizations, to give them tax benefits, that is, to exempt a certain part of their income in

foreign currency from taxes, etc. It will cause entrepreneurs to invest more in the tourism sector.

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