
Prospects of using Historical-Cultural Tourism in Navoi Region

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Abstract: The article describes the socio-economic importance of historical and cultural tourism, its role in increasing the income of the country's population, the tourism potential of the Navoi region, and the prospects for its use.

Key words: Income from historical and cultural tourism, population income, tourism potential, cultural heritage, foreign currency.

Each country has its geographical location, natural resources, opportunities for economic development, as well as history, culture, traditions, and customs. Only those countries that effectively use these opportunities for the development of the country can claim superior development. The unique geographic location of Uzbekistan far from the seas and the lack of water transport connections with the developed economic centers of the world limit the country's integration into the world economic system to a certain extent. Therefore, many researchers rightly consider tourism to be one of the most important resources of Uzbekistan's development. Most importantly, Uzbekistan has great opportunities for the development of this sector of the economy due to its rich and in many ways unique historical and cultural heritage. Also, Uzbekistan has unique beautiful natural, landscape (deserts, deserts, mountains, lowlands), a variety of unique flora and fauna, as well as archeological finds and paleontological remains of world importance, which can be used as a tourist resource. These historical elements (finds) are of great importance in attracting tourists.

We believe that the development of historical and cultural tourism in the country will be more beneficial than other types of tourism, taking into account the large number of historical and cultural monuments in Uzbekistan and the fact that they can have a strong impact on economic growth through their effective use. Rapid development of the tourism industry in Uzbekistan, including careful attention to historical and cultural heritage, creation of infrastructure that fully meets international standards, and strengthening of international relations can make our region one of the most visited countries in the world and can turn tourism into one of the main sources of income.

Historical-cultural tourism has great economic and, at the same time, important social value. Its social content is to provide employment to the country's population, to expand tourists' worldviews about the environment and existence, and to attract the people of the world by showing the country's centuries-old past and rich culture. The economic importance of historical and cultural tourism is manifested in its increase in income of the country's population, improvement of living standards, satisfaction of material needs and other aspects.

For this reason, first of all, a deep knowledge of the scientific bases of increasing the socio-economic content and effectiveness of historical-cultural tourism, a wide and comprehensive analysis, acquires important theoretical and practical importance.

Currently, the efficiency of using historical and cultural tourist objects in Navoi region is increasing year by year. For example, 27,100 foreign tourists from 30 foreign countries visited the region in 2018, and 57,400 foreign tourists from 53 foreign countries visited the region in 2019. Also, 9 thousand foreign tourists visited during 2021. In addition, the number of domestic tourists increased by 2404 thousand during the 12 months of 2019, compared to 2018 (1895 thousand people) by 27%. During 2021, 522 thousand local tourists visited.

Also, in accordance with the Domestic Tourism Development Program in 2021, 55,000 employees of 77 enterprises-organizations in the region and 169,000 citizens from 307 community gatherings were involved in domestic tourism. . Today, the total number of tourist accommodation facilities in the region has reached 158, the number of rooms in them is 2,012, and the number of beds is 4,792. Of these: 37 are hotels, 88 are family guest houses, 24 are hostels, 5 are recreation centers, and 4 are camping sites. For information, it should be mentioned that in 2016, the number of guest houses was 1, and by March 2023, it was increased to 88, and 120 new jobs were created. As part of the "Regional Investment Program for 2020-2021", 1 project was launched in 2021 by absorbing foreign investments worth 300,000 dollars, through which the investment was absorbed, the annual plan was fulfilled by 100% and 15 new jobs were created. In particular, in order to further develop tourism in Navoi region, the total cost of 12 billion will be spent during 2021. A total of 7 projects worth soums were implemented. As a result, 7 new hotels (154 rooms, 235 beds) were put into operation, and a total of 68 new jobs were created.

In order to further promote the tourism potential of the region, about 70 promotional materials, including tourist maps, tourist booklets and brochures, have been prepared and distributed to foreign guests at tourism information centers, hotels, tour operators, national level exhibitions and forums, and about 100 foreign various promotional activities were carried out through mass media and bloggers.

In our opinion, all tourist routes should be developed starting from Navoi region. Because the foreign and national citizens of the country, who are busy in the "Navoi" SEZ, which has started to operate widely, require that their tourist routes start from the city of Navoi. This is a great opportunity for tourism development. It is only necessary to use it wisely. on the other hand, it allows for the implementation of the "Measures on the establishment of "guest houses" for vacationers and tourists in the households of residents based on modern conditions" of the administration of the Navoi region on October 12, 2017.

The location of the Kyzylkum desert in the north-west, the Nurota mountain ranges in the south-east and the middle part of the Zarafshan river of Navoi region allows the population to engage in farming. In the region, not only the Zarafshan river, but also many large reservoirs such as Aydarkol, Sho'rkol, Todakol contribute to the more colorful nature of the region. Although Navoi is a young and modern region, it has an ancient and unique history that has made a great contribution to human civilization. In particular, the unique architectural monuments of Raboti Malik Caravanserai and Sardoba, Qasim Sheikh Azizon House and Nurota are invaluable cultural heritage. Primitive rock paintings in Tashormon and Sarmishsay gorges in Uchquduq city of Navoi region, as a result of archeological research conducted in the villages of Uchtut, Ijand, Sangbursoy of the present Navbahor district, tools of stone age hunters and primitive rock paintings were found in these places and it is not a secret to anyone today that they are included in the list of historical monuments of UNESCO.

In our opinion, in order to increase the effectiveness of the use of historical and cultural tourist objects in the Navoi region, it is appropriate to implement the following:

- implementation of reconstruction and restoration works in historical and cultural objects;
- organization of writing the name of places on a large and visible background when entering the territory of historical and cultural tourist objects;

- installation of information boards in 3 different languages (Uzbek, Russian, English) with the history of the object, relevant facts and necessary information about them at the entrance of historical and cultural tourist objects and posting on social networks;
- establishment of Internet and Wi-Fi system in each historical object and recreation area, creation of official web pages of shrines;
- it is necessary to organize separate toilets, prayer rooms and showers in the areas of the shrine, as well as to set their location and indicators.

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