

Development Strategies of Tourism in the Deserts of Uzbekistan

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Abstract: the article presents promising strategic directions for the organization and development of tourism in the deserts of the Republic of Uzbekistan. Recommendations are given for the development of these strategic directions.

Key words: desert, migration, strategy, area, region, initiative, archeology, fortress, traditions, artesian.

Introduction. With the transition of our country to free market relations, there have been drastic changes in the economic activities of our villages. Especially in remote villages with unfavorable geographical locations, unemployment has resulted in a strong job-seeking migration of young people. This situation certainly caused unevenness in the production of regional agricultural products and a very serious negative environment, reduced the income of the rural population, and it is observed that young people leave for foreign countries in search of work.

One of the alternative and promising ways to get out of these difficult situations in our villages is the development of rural tourism. It is known from the results of scientific studies on the development of rural tourism in the world that one of the promising directions of the socio-economic development of rural areas, which provides employment for the rural population, is the development of rural tourism [5].

The relevance of the topic. The population of our deserts lives mainly in the villages and villages of the deserts. The following problems before them create a very serious socio-economic crisis environment:

- As a result of the unplanned and uncontrolled use of plant resources of the deserts for many years, the ecological balance in the desert areas has begun to deteriorate, biological diversity is in crisis, and the level of unemployment of the local population is increasing as a result of these unpleasant processes becoming more and more intense year by year;
- Intensification of unemployment as a result of decreasing productivity of pastures, increasing difficulty in maintaining and developing livestock, which determines the lifestyle and socio-economic status of the population living in deserts;
- As a result of the lack of resources and facilities for the organization of small business and private entrepreneurship, the limitation of opportunities to create new jobs, in turn, causes unemployment in the families of deserts.

The relevance of the chosen topic, the emergence of the objective-necessity of the development of tourism in the desert regions, which occupy 70% of the territory of Uzbekistan, in terms of socio-economic directions.

the issues noted in the development of the national tourism sector in our country became the basis for understanding the relevance of the topic.

Research methods: analytical, statistical, expeditionary, observational and social survey methods were used in the research.

The results of the research. According to the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoev "On measures to ensure the rapid development of the tourism

sector of the Republic of Uzbekistan" dated December 2, 2016 No. output and implementation" is defined.

Based on the decree, it can be noted that the organization of the types and sectors of tourism planned for the future development of national tourism in our country in new areas and regions, the formation of new tourism destinations and centers are the most urgent problems in the field of tourism. This decree is the legal-normative basis for the development of tourism in large areas and regions, in the search for opportunities to use the tourism sector, in the scientific-practical application of its problems, in the uniform development of the socio-economic life levels of the population in the regions of our country. Therefore, scientific and practical researches in the development of the tourism industry should not only be carried out in separate regions or administrative units, but should cover large areas and regions of our country [4].

Implementation of the Decree No. PF-5326 dated February 3, 2018 of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan", as well as increasing the flow of international tourists in the Republic, making inbound tourism one of the important sectors of the national economy In order to promote the cultural and historical heritage and natural resources of the country, on February 6, 2018, he signed Resolution No.

Ensuring the implementation of the Decree No. PF-5326 of February 3, 2018[3] of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan", as well as the most important part of the sustainable socio-economic development of regions adopted Decision PQ-3514 on February 7, 2018 in order to rapidly develop domestic tourism as one of the factors, to familiarize citizens with the cultural-historical heritage and natural resources of our country. In this decision, even development of all regions of our country from socio-economic aspects is defined.

In the development of tourism in the desert regions of Uzbekistan, regional governments located in the desert regions should work within the framework of the legal and regulatory framework of our government for the development of tourism and be the initiative. Since the desert regions cover huge areas, tourism development departments in the regions should be represented in the district administrations in the state unit.

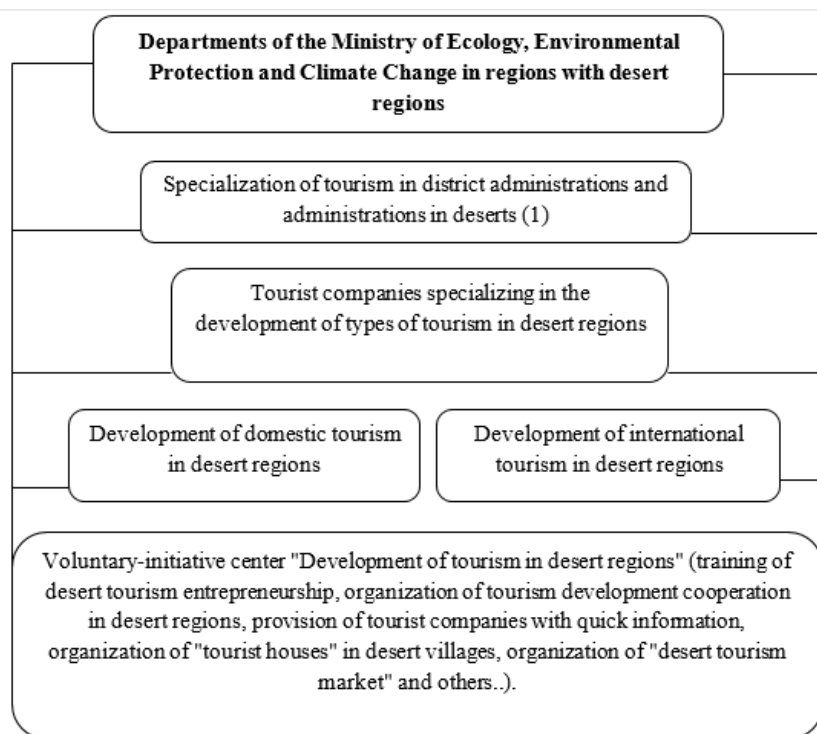


Fig. 1. The system of organization and development of sectors and types of tourism in desert regions

From the mentioned considerations, it is known that desert regions have tourism resources that develop both domestic tourism and international tourism. Therefore, tourism firms and tourism organizations operating and organizing in the desert regions are required to specialize in the mentioned directions of tourism and types of tourism. Mutual cooperation and mutual support in the national tourism of our country is considered to be at very low levels. In European countries, this is the opposite.

Therefore, the organization of the Voluntary-Initiative Center for "Development of Tourism in Desert Regions" (Figure 1) will help regional governments to develop tourism evenly in their regions. Studying the tourism resources in the deserts of Uzbekistan and using them to organize and develop tourism in our deserts will be targeted in the following 2 promising strategic directions[6]:

I-STRATEGIC DIRECTION - Organization and development of international tourism with promising types of tourism in the deserts of Uzbekistan (Figure 2).

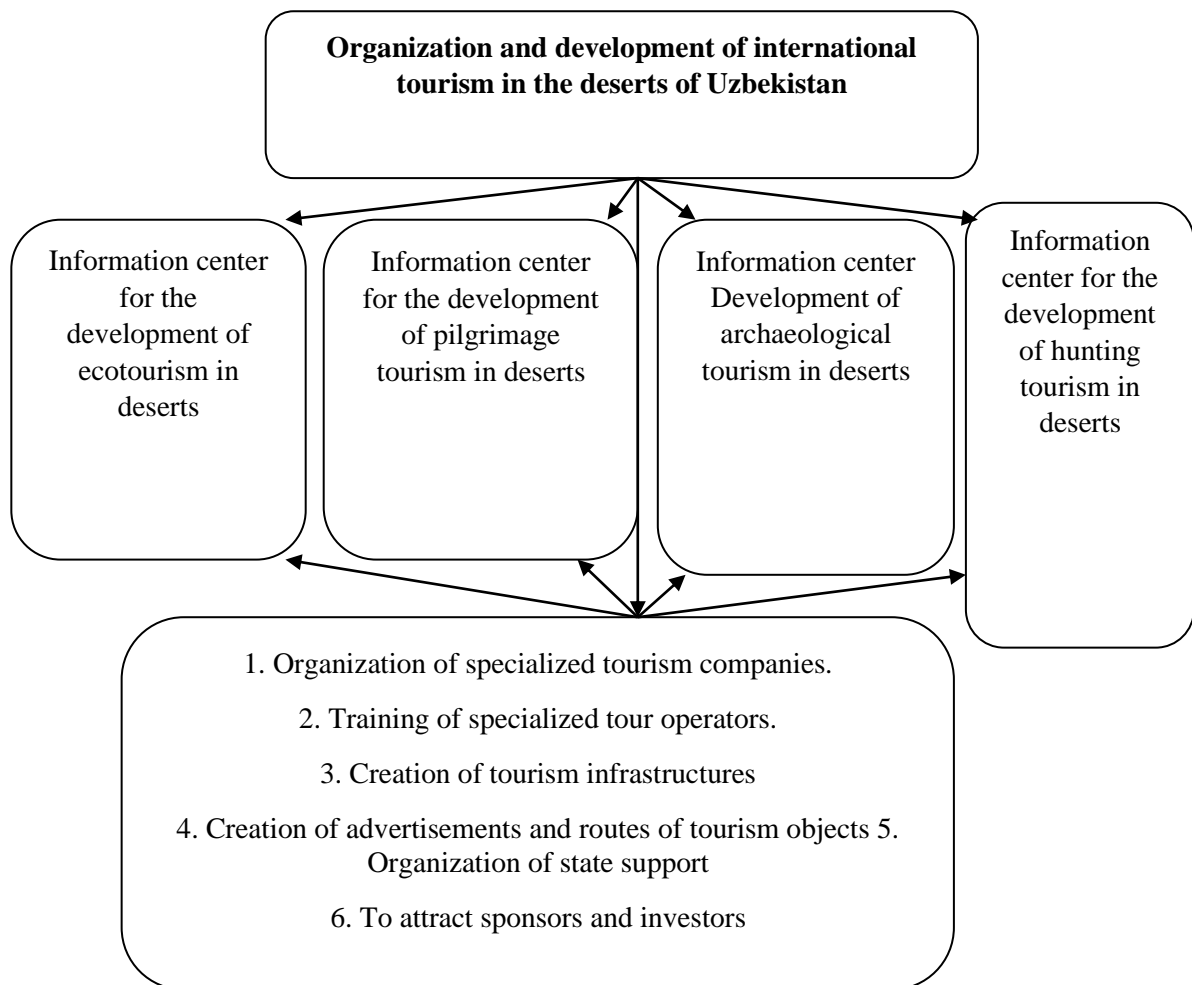


Figure 2. Implementation of the I-Strategic direction in the development of international tourism in the deserts of Uzbekistan organizational structure

We may face many obstacles in the development of international tourism in desert regions. To overcome these obstacles, first of all, legal and regulatory frameworks for the development of international tourism in desert regions should be created. These legal norms should define which tourism resources in the desert regions can be used in international tourism and the possibilities of their use according to the types of tourism.

According to the given opinion, it will be targeted to develop the organization and development of international tourism in the desert regions of Uzbekistan with the following promising types of tourism. It is possible to develop international tourism by organizing excursions to international pilgrimage sites in deserts, international ecotourism sites in deserts, and excursions to international archaeological tourism sites in deserts.

According to the information of the Karakalpakstan Department of the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan, international tourists from 81 countries of the world come and go to the ruins of the palaces and castles of the Khorezmshahs of the V-III centuries BC in this republic alone. That is why the development of international tourism in our deserts is promising.

II-STRATEGIC DIRECTION - organization and development of domestic tourism in the deserts of Uzbekistan (Figure 3).

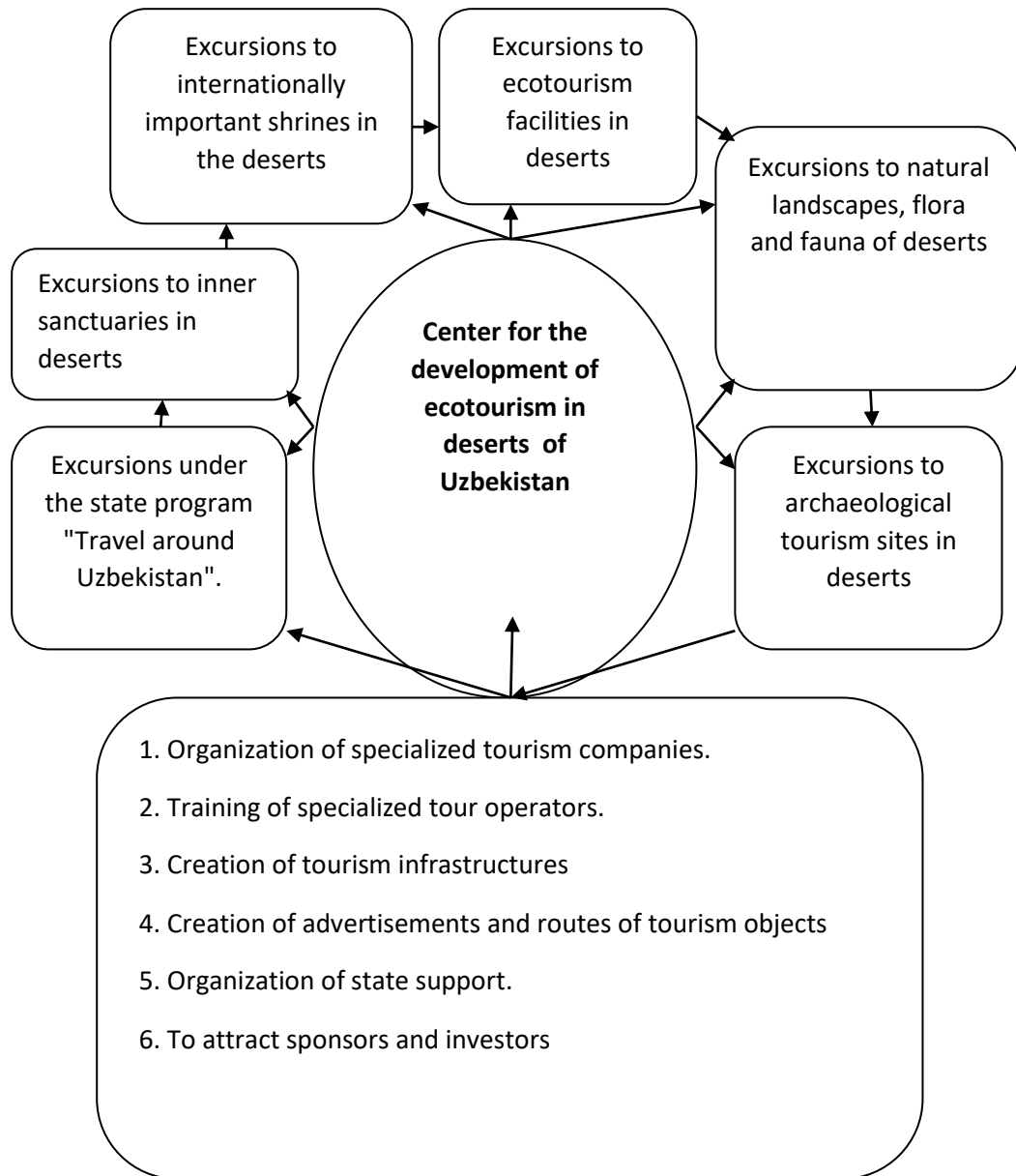


Figure 3. Implementation of the II-Strategic direction in the development of domestic tourism in the deserts of Uzbekistan organizational structure

STRATEGIC DIRECTION III-Development of domestic and international tourism with lifestyle, national products and national games (riches of national heritage) of people in deserts (Figure 4). National games of desert people. There are many types of national games of deserts. In our country, the national game of kopkari has been developed in all our regions, and now kopkari games have been fully restored. Due to the large number of open fields in the desert and better opportunities for keeping horses, the desert people organize this game at family weddings and holidays. Entrepreneurs should perfectly develop plans for the effective use of this game in the organization of tourism in desert regions.

Life and lifestyle of the deserts: 1. The life of the shepherd family. 2. The way of life of the villages, farms and farmers in the deserts. 3. Ceremonies, weddings and customs of deserts. 4. Activities and lifestyle of farmers in the desert.

Treatment facilities: 1. Use of hot artesian waters in deserts. 2. Radon water (bath treatment against rheumatism, colds, joint pains, hot healing mud). 3. "Ibn Sino" treatment sanatorium in Nurabad. 4. Cancer treatment in hot sand.

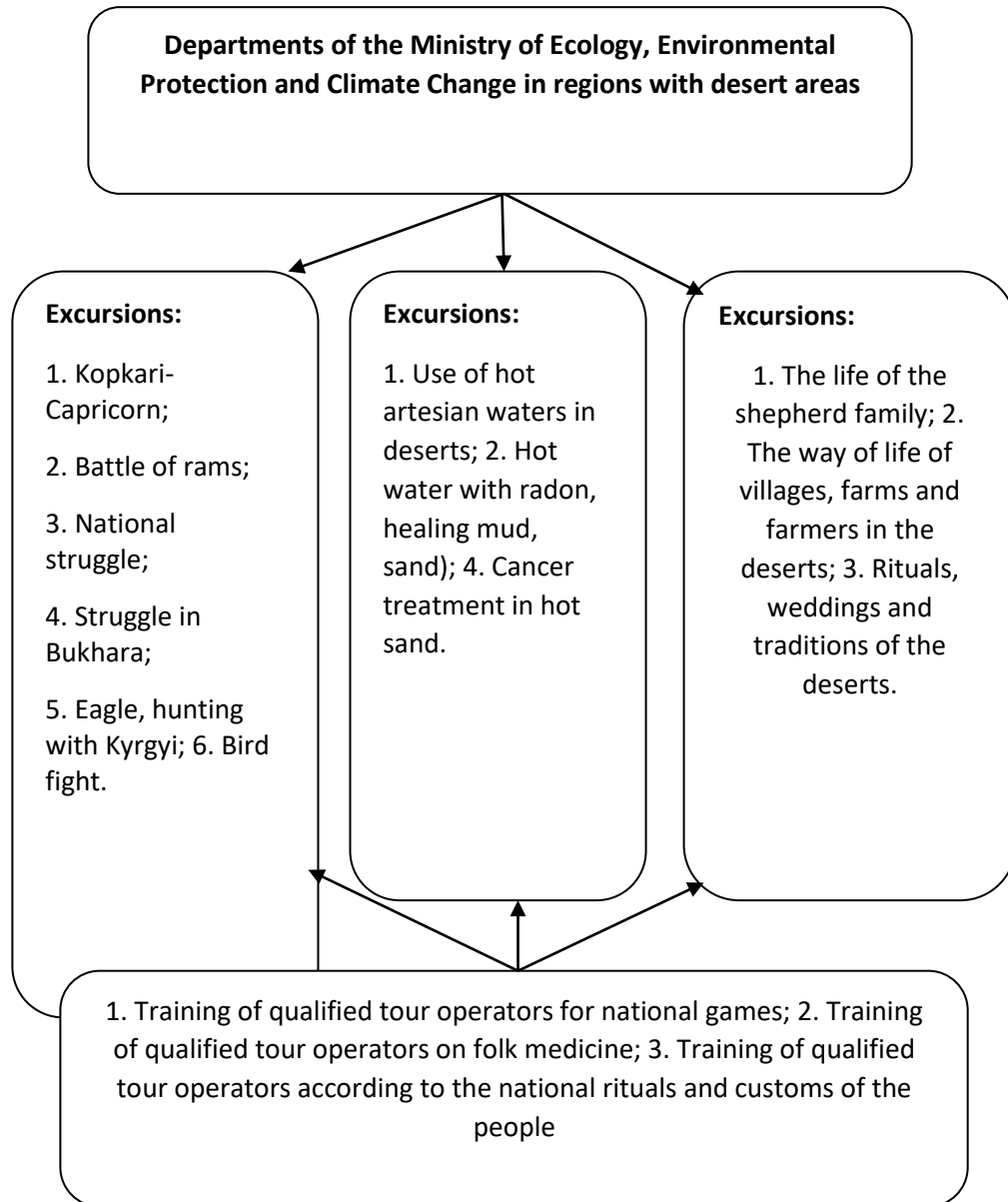


Fig. 4. The organizational structure of the implementation of the III-Strategic direction in the development of domestic and international tourism using the lifestyle of the population in the deserts, national products and national games of Uzbekistan

In the organization and development of the tourism sector in the desert regions of Uzbekistan, the main attention should be paid to the resources of tourism species. Secondly, there are no very complicated problems in the development of domestic tourism in the desert regions. Because there are no restrictions on the people of our country traveling around the country at any time.

Summary:

1. When all tourism resources and tourism infrastructures in the regions of our country work smoothly, the effectiveness of both international tourism and domestic tourism will increase. From this point of view, the organization and rapid development of tourism in the desert regions

occupying huge areas of Uzbekistan is considered promising from the point of view of social and economic even development of the country. The fulfillment of the goals and tasks of the topic, the results of the research proved that the development of tourism in the desert regions is important in the socio-economic life of our country.

Recommendation:

1. To organize and develop tourism in the deserts of Uzbekistan, we recommend implementing the following 4 strategic directions:

I-STRATEGIC DIRECTION - Organization and development of international tourism with promising types of tourism in the deserts of Uzbekistan.

II-STRATEGIC DIRECTION - Organization and development of domestic tourism in the deserts of Uzbekistan.

STRATEGIC DIRECTION III-Development of domestic and international tourism with the way of life of the desert population, national products and national games (national heritage assets).

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