

Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th August, 2023

ISSN: 2835-396X

Website: econferenceseries.com

EXPLORING THE TOURISM POTENTIAL OF NAMANGAN REGION AND MAXIMIZING ITS OPPORTUNITIES EFFICIENTLY

Sotivoldiyev Umidjon Arabjon o'g'li

Scientific-research institute for the study of problems of cultural heritage objects and development of tourism" under Ministry of Tourism and Cultural Heritage of

Republic of Uzbekistan, intern-researcher:

e-mail: Sotivoldiyevumidjon7@gmail.com

+99894 096 56 89

Annotatsiya

Ushbu maqolada Namangan viloyatining turistik salohiyati bo'yicha tadqiqot natijalari yoritilgan. Shuningdek, mintaqada turizmni rivojlantirish uchun taklif va mulohazalar keltirilgan.

Kalit so'zlar: Namangan viloyati, turizm, ekoturizm, agroturizm, tarixiy turizm, madaniy meros obyektlari, ziyoratgohlar, sihatgohlar.

Аннотация. В статье освещено состояние туризма Наманганского вилоята и даны предложения и рекомендации по его улучшению.

Ключевые слова: туризм, экотуризм, агротуризм, исторический туризм, объекты культурного наследия достопримечательности, санатории.

Annotation

This article outlines the results of the touristic potentials of Namangan region. There are also suggestions and comments on tourism development throughout the region.

Key words: Namangan region, tourism, ecotourism, agro-tourism, historical-tourism, cultural heritage, pilgrimage places, sanatoriums.

Nowadays, tourism is one of the fastest growing sectors of world economy. According to the World Tourism and Travel Council (WTTC), tourism has made share up 7.6% of global GDP, 7.9% in employment and 22 million new jobs in 2022 [4]. According to the World Tourism Organization (WTO), in 2022, 900 million people worldwide have completed trips, and international tourism has benefited 2.74



Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th August, 2023

ISSN: 2835-396X

Website: econferenceseries.com

trillion US dollars [3]. This statistical data shows that tourism has a considerably vital in the Global Economy.

Although the Republic of Uzbekistan is one of the leading countries in terms of tourism potentials in Central Asian countries, the level of access to these facilities is still remains considerably low. However, thanks to the great attention focused by President Sh.Mirziyoyev to the development of particular industry, a new era of tourism-development has begun in Uzbekistan, and a number of decrees and decrees aimed at the development of this sphere have identified problems and shortcomings within a short time period, as well as the obstacles to tourism development. It is not an exaggeration to state that a real solution is to eliminate the situation.

The Presidential Decree “On additional organizational measures create favorable conditions for the development of tourist potential of the Republic of Uzbekistan”, “Access tourism development “On Measures to Ensure Rapid Development of Domestic Tourism” by Sh.Mirziyoev, which deals with the implementation of the tasks assigned to them, and due to the large-scale of work carried out by the organizations, the intensification of the flow of foreign tourists flowing into the country. The number of local tourists has also grown noticeably.

Moreover, the location between the Tianshan and Alai mountain range in the eastern part of Uzbekistan, it has been called the “pearl of Central Asia” because of its panoramic natural views, splendid mountains, healing springs and diverse natural landscapes The Fergana valley is one of the most important touristic destination across the country. In the north-eastern part of the valley, the Namangan region is also one of the dominant destinations by attracting thousands of tourists annually. The surrounding landscape, ancient historical and cultural architectural monuments, national craftsmanship, sacred places of worship, sanctuaries, etc., allow the Namangan region to attract many foreign and local tourists. It is noteworthy to note that the Namangan region occupies one of the leading places in the country by number of cultural heritages (Table 1).

According to Table 1, there are 282 tourists and cultural heritage objects in Namangan region, of which 103 are architectural monuments, 155 - archeological monuments, 8 - monumental artworks, 16 - pilgrimage places. Today, 25 hotels and 4 travel agencies, as well as 410 tour operators, have 1200 tourists in our region.



Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th August, 2023

ISSN: 2835-396X

Website: econferenceseries.com

Cultural Heritage Sites in the Province (Table 1).

No	City and District Councils	The number of sightseeing cultural heritage
1.	Kasansay District	22
2.	Mingbulak District	6
3.	Namangan City	39
4.	Namangan District	15
5.	Chust District	34
6.	Norin District	24
7.	Pap District	33
8.	Torakurgan District	17
9.	Uychi District	25
10.	Uchkurgan District	27
11.	Chartak District	12
12.	Yangikurgan District	28
Total		282

Namangan region is also rich in ecotourism resources. For example, the northern mountain and foothill region of the region is characterized by clear and cool air, forests, wild mountain plants, wildlife, caves, high rocks, large boulders, the springs of the pharmacy are considered as snowfall for the whole year.

These ecotourism sites include the Chodak, Gulistan, Oltinkan, Chorkesar, Parda Tursun, Gova in Chust district, Zarkent in Yangikurgan district, Mamay, Nanay, Chartak district, Baliqlikul, Khazratishoh and Paraman, the example of the village-type settlements in the region.

There are also a number of reservoirs built mainly in the foothills and mountainous regions of the region, including the Chartak, Eskiye, Varzik, Kukarek, Govasoy, Kenkollsoy, Olmosoy, Julaysoy, Sarvaksoy reservoirs.



Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th August, 2023

ISSN: 2835-396X

Website: econferenceseries.com

There are also a number of attractive tourist attractions in the vicinity of the Namangan region. Naryn and Syrdarya rivers and climbers, as well as sand dunes in the Akkum steppe.

Another indication of the high tourist potential of Namangan is the existing springs and sanatoriums built on them. The most famous of these are sanatoriums Chartak, Kasansay, Shahand and Uchkurgan.

It is well known that one of the most valuable types of services in the tourism market is the national craftsmanship, which is very skillful. Namangan region is well-respected in this respect. Among the tourists today, Chust skullcaps and Chust knives are very popular.

Namangan region is also rich in agro-resources, and the products of various fruits and vegetables grown on the territory of the region are internationally accommodated. Apples, grapes, peaches, cherries, figs, pomegranates, apricots, pears, dates and plums grown in the foothills of the Pop, Chust, Kosonsay Yangikurgan, Chartak and Uychi Districts. There are many tourists who want to eat fruit and cut themselves. Namangan, a city that has long been a flower city, is celebrating annually and even internationally celebrated flowers. New Year, Navruz, Independence, and Hait holiday are also celebrated with extraordinary readiness. One of the ancient cultural and enlightenment centers, the Namangan region's ancient traditions, traditions, customs, folk arts, religious beliefs, national craftsmanship, national games, sports trainings, scientific activities and others are among the attractions of the tourists. The above-mentioned information shows that the tourist potential of Namangan region is high. However, the number of tourists visiting the region is relatively low compared to domestic capacity. According to the tourism development department of Namangan region, in 2022 in the region 47668 people (42432 local, 5250 foreigners (this is 2847,9 thousand in the republic) ordered. The region has international tourists from 74 countries, mostly from Russia, 623, 598 from China, 538 from Turkey, 423 from South Korea, 303 from Kazakhstan, 310 from Kyrgyzstan, 142 from India, 103 - from Japan, and 100 - from Tajikistan. The number of local tourists visiting the region is 42432, of which 22,279 are from Tashkent, 4020 are from Andijan, 2059 are from Samarkand, 1785 from Ferghana region, 1390 from Kashkadarya region, 1042 from Bukhara region, 932 from Surkhandarya region 846 814 from Navoi Province, 573 from Khorezm Region, and 436 from the Republic of Karakalpakstan.



Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th August, 2023

ISSN: 2835-396X

Website: econferenceseries.com

In Namangan region, total income from tourism industry in 2022 amounted to 494.6 million soums. This indicator cannot be evaluated as positive. Therefore, one of the pressing issues is the use of the existing tourism potential of Namangan region, promoting the development of tourism and increasing its economic power. Above all, we can say that in Namangan region it is necessary to implement the following measures for tourism development:

- To take state protection of historic tourist architectural monuments and to repair them on the basis of skilled craftsmen and quality building materials and to create a modern landscape design around them;
- To increase the advertising activity by placing display boards with populations in the crowded areas, promoting tourist opportunities, making posters and distributing them to other regions and foreign countries and traveling to tourist sites;
- Establishment of tourism departments in higher education institutions of Namangan region in cooperation with foreign higher education institutions and training of skilled cadres;
- Establishment of tourist facilities and facilities covering many tourist destinations that attract tourists to the mountainous, foothill, desert and river Ecotourism areas of the region. Establishing Free Tourist Zones. This is a tourist destination that combines comfortable and comfortable conditions with hotels, sanatoriums, mountain sports (mountain climbing, skiing, rafting, horse sports, etc.), free parking spaces, zoning of zoos and botanical gardens;
- Establish wide use of the foothill regions for agrotourism in rural areas, especially in intensive orchard gardens;
- In areas rich in wildlife and wildlife preserved in the region, rich in flora and fauna, natural monuments, nature miracles, beautiful natural landscapes, in a region rich in natural ecotourism, establishing national parks, and using them for ecotourism;
- Expansion of the scope of tourism development and creation of favorable conditions for the development of national craft products;
- Celebrating national and other holidays in many parts of the region, such as the International Day of Flowers;
- Studying and introducing experience of high developed countries, as well as establishing international cooperation with them and implementing joint projects;
- Easy to read and proudly present the area's excellent tourist routes card.



Proceedings of International Educators Conference

Hosted online from Rome, Italy.

Date: 25th August, 2023

ISSN: 2835-396X

Website: econferenceseries.com

References:

1. Data from the Tourism Development Administration of Namangan Region.
2. Data from the State Statistics Committee of the Republic of Uzbekistan. Available from: <https://stat.uz/uz/432-analiticheskie-materialy-uz/4456-turizm-vadam-olish-sohasi>
3. World Tourism Organization (2022), UNWTO Tourism Highlights, 2022 Edition, UNWTO, Madrid, Spain.
4. World Travel & Tourism Council: Travel & Tourism Economic Impact 2022 - March 2022. London, United Kingdom.
5. Association of Greek Tourism Enterprises (SETE), 2007-2013.
6. Balaguer, J., & Cantavella-Jorda, M. (2002). Tourism as a long-run economic growth factor: The Spanish case, Applied Economics, Vol. 34, pp. 877-884.
7. Bernstein, J., & Kudat, A. (2009). Community Empowerment for Cultural Tourism and Heritage.



E- Conference Series

Open Access | Peer Reviewed | Conference Proceedings



E- CONFERENCE
SERIES