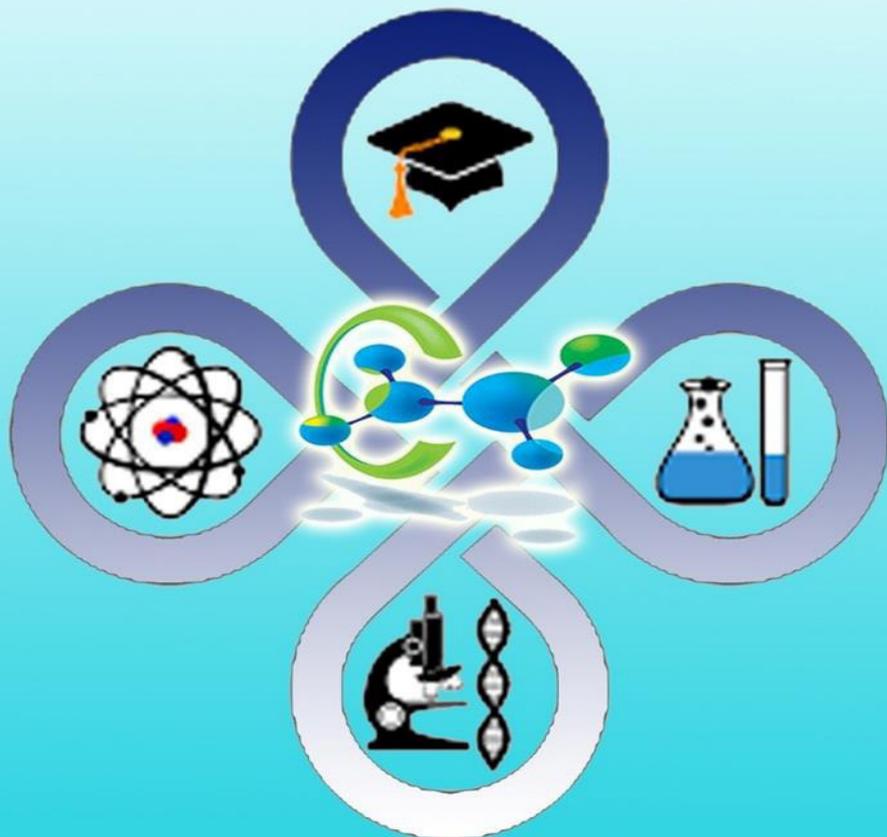




**MINTAQADA ZAMONAVIY FAN, TA'LIM VA TARBIYANING
DOLZARB MUAMMOLARI**

**ACTUAL PROBLEMS OF MODERN SCIENCE, EDUCATION
AND TRAINING IN THE REGION**

**АКТУАЛЬНЫЕ ВОПРОСЫ СОВРЕМЕННОЙ НАУКИ,
ОБРАЗОВАНИЯ И ВОСПИТАНИЯ В РЕГИОНЕ**





ACTUAL PROBLEMS OF HISTORY AND PHILOSOPHY.....87

Shikhov O., THE RESULTS OF ARCHEOLOGICAL INVESTIGATIONS OF THE FIRST AND MIDDLE AGES MEMORIALS IN THE LOWER AMU DARYA TERRITORIES DURING INDEPENDENCE YEAR.....87

Navruzov S., Tojjeva F., THE HISTORY OF KHOREZM FARMING CULTURE IN THE GREAT SELECTION SCIENTIST ACADEMICIAN N.I. VAVILOV’S INVESTIGATIONS91

Navruzov S., INCOMES AND EXPENSES OF THE STATE TREASURE OF KHANS OF KHIVA IN THE WORKS OF RUSSIAN TRAVELLERS AND RESEARCHERS (AT THE END 19TH - THE BEGINNING OF 20TH CENTURIES).....97

KurbanovM., ARCHAEOLOGICAL SURVEYS IN ANTIQUITY VILLAGE COMMUNITIES IN KHOREZM DURING INDEPENDENCE YEARS.....101

MODERN PROBLEMS OF TOURISM AND ECONOMICS.....106

Mamatov B. Sh., THE PRIVATIZATION OF STATE-OWNED ASSETS AS KEY FOR ATTRACTING INVEMESMENTS IN UZBEKISTAN.....106

Ruzmetov B., Masharipova M.A., AN IMPORTANT IN INCENTIVE FOR ENTRNEURSHIP IN THE REGIONS114

Xudayberganov D., THE IMPORTANCE OF ORGANIZING NEW TOURIST DESTINATIONS WITHIN THE REGION’S TOURISM POTENTIAL.....122

Abdullaev I., ECONOMETRIC MODELING INVESTMENT ATTRACTION TO THE INDUSTRY OF UZBEKISTAN.....130

Rakhimov T. J., ECONOMETRIC MODELS OF FORECASTING SUSTAINABLE DEVELOPMENT OF ECONOMIC SYSTEM.....138

Chuponov S. O., THE ESSENCE AND IMPORTANCE OF INTERNATIONAL TRADE ENTREPRENEURSHIP DEVELOPMENT IN GLOBALISATION CONDITIONS.....147

Ibadullayev E.B., Chuponov S. O., ECOTOURISM OF KHOREZM REGION: POTENTIAL AND OPPORTUNITIES.....157



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THE IMPORTANCE OF ORGANIZING NEW TOURIST DESTINATIONS WITHIN THE REGION'S TOURISM POTENTIAL

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Аннотация: Ушбу мақолада Хоразм вилояти минтақанинг туризм салоҳиятини оширишда янги туристик йўналишларни ташкил этишнинг аҳамияти туристик маршрутларни ишлаб чиқиш мисолида ёритилган ҳамда имкониятларини юзага чиқариш бўйича тавсиялар келтирилган.

Аннотация: В этой статье приведены примеры того, как создавать новые туристические маршруты для повышения туристического потенциала региона, о чем свидетельствует Хорезмской области развитие туристических маршрутов.

Annotation: This article provides examples of how to create new tourist routes in Khorezm region to enhance tourism potential of the region, as illustrated by the development of tourist routes.

Калит сўзлар: Минтақа, туризм, туризм салоҳияти, туристик маршрут, хизмат, дастур, инфратуризм, туристик ресурс, туристик йўналиш.

Ключевые слова: Регион, туризм, туристический потенциал, туристический маршрут, услуги, программа, инфраструктура, туристические ресурсы, туристические направления.

Keywords: Region, tourism, tourism potential, tourist route, service, program, infrastructure, tourist resource, Tourist destination.

There is a need for further investment in the rapid development of tourism in Uzbekistan, the introduction of innovative ideas and technologies into the industry, and the effective use of resources and opportunities of the country's rich natural, cultural and historical heritage. In this regard, great attention was paid to the issues related to the development of tourism in the country, which defined specific tasks for the development of tourism and led to the adoption of a special decree of the President of the Republic of Uzbekistan [1].

These legal acts are aimed at creating opportunities for the creation of new tourist destinations, because there are many opportunities to engage in tourist activities in the country, which, in turn, is related to the perfect development of the principles of tourism management in Uzbekistan. One of the most important tasks is to accelerate the development of tourism in this area.

At the same time, the world's fastest-growing tourism sector is one of the most profitable sectors of the economy. Therefore, the development of tourism is a matter of national importance and requires the study of tourism development issues. Undoubtedly, tourism should be integrated into the world community of tourism, cooperation and development of tourism in Uzbekistan at the international and local levels. By doing so, the tourist potential will be increased.

Establishing new tourist destinations is crucial for the tourism potential of each region. At the same time, the development of tourist routes, the basis of national tourism development, and the organization of tours with the involvement of tourists on the basis of these routes is an important issue. Because a new, attractive and interesting touristic route attracts many tourists. It is precisely the perfect development of touristic routes that are so demanding today that requires specialist staff in the field to have a high level of knowledge, experience and skills [2].

This will create new touristic routes for tourism. The touristic routes include the availability of relevant documents, including transport, accommodation, catering and excursion services. Tourist routes will be needed to benefit from tourism. In addition, the presence of tourist routes necessitates its development. In particular, a targeted program for the development of tourist routes in Khorezm has been adopted.



Within the framework of the program "Complex development of tourism potential of Khorezm region and Khiva in 2017-2021", which is implemented in the region for the development of tourism, it is planned to implement measures and projects in 63 areas. Currently, positive work is underway on these projects in the following areas:

I. Development of Tourism Infrastructure in Khorezm Region and Khiva. It is planned to build a railway linking main tourist destinations along the route Tashkent-Samarkand-Bukhara-Khiva and construction of a modern railway station in Khiva will allocation \$ 35.9 of million for construction of the Urgench-Khiva line in 2017-2018. Design estimates have been developed for US dollars. To date, 168 thousand cubic meters of earth works and 2200 meters of railroad tracks have been laid on the construction of the new Urgench-Khiva railway line.

II. Improving tourism trends and services. The main purpose of the event is to render assistance to tourists in the organization of new types of exotic tourism in Khiva district, in particular on camel rides, desertification, fishing in the lake, recreation in nature and other things at the ecotourism camp of the private enterprise "Eshon Ravot Tur" tour guides have been set up for tourists. On the territory of the farm "Khiva Karakul" fishing grounds are established.

III. Promotion of tourism potential of the region. Promotional video clips on the tourism potential of Khiva and Khorezm have been prepared and promoted in English, French, German, Chinese and Russian for the broad coverage of Khorezm's tourism potential on foreign TV channels, including Russian TV channels, on Khorezm region and Khiva.

IV. Improvement of the infrastructure of the infrastructure for tourists. For the purpose of ensuring uninterrupted operation of information centers providing the necessary information to tourists the Information Center is operating at the Urgench International Airport and at the railway station in Urgench, within the framework of Resolution of the President of the Republic of Uzbekistan № PP-1940 dated March 20, 2013, Urgench International Airport office.

According to the reference of the regional department of Uzavtodyotrans agency dated June 9, 2017, an information office has been set up at the Urgench Motorway Station.

The main focus of the archaeological sites in the Khorezm region is to develop a wide range of routes for tourism. Because the regions with historical and archeological monuments have the following historical and geographical location [3]:

- Historical-geographical and archaeological sites of Khiva (Khiva, Khiva and Tuprakkala monuments);
- Historical and geographical and archaeological site of Yangiariq (Tuprakkal'a, Almaatishgan - 1 and Almaatishgan - 2 monuments);
- Historical-geographical and archaeological site of Bagat district (monuments of Kalajik and Karatepa);
- Historical-geographical and archaeological site of Shovot district (Tuproqkal'a, Qatqal'a and Vayagan monuments);
- Historical and geographical and archaeological sites of Hazorasp district (Hazarasp, Kirkkizepa, Khushbuztepa, Chingiztepa, Doshqal, Uchochak and Meshekly monuments);
- Historical and geographical and archaeological site of Koshkopir district (Tuproqkal'a and Khojaqal'a memorials).

Among these archaeological monuments today, the monuments of Khiva and Hazorasp are relatively well-researched. The rest of the monuments have not been studied on historical level. Especially Hazorasp Castle, which is 3000 years old in the district of Hazorasp can create a big tourist flow in the future for domestic and international tourism. However, this requires the reconstruction of the road to the castle.

In order to develop tourist routes in Khorezm region, proper selection and development of tourist sites should be the priority for the country to use this oldest castle to increase tourism efficiency. For this purpose, the historical data on world-famous children, history, rich history culture and statehood of the Uzbek people can be expected to provide the anticipated results for the development of tourism industry.

Indeed, in Khorezm region it is planned to introduce new types of tourism in the future to create new touristic routes for tourism development. In particular, the following types of tourism will be organized in the region in 2017-2021 (table-1).

Table-1. Information on the development of new tourist destinations in Khorezm region for 2017-2021 [4]

2017 year	2018 year	2019-2021 years
- cultural-historical tourism	- cultural-historical tourism	- cultural-historical tourism
- archaeological tourism	- archaeological tourism	- archaeological tourism
- ecological tourism	- ecological tourism	- ecological tourism
- travel tourism	- travel tourism	- travel tourism
- gastronomic tourism	- gastronomic tourism	- gastronomic tourism
- youth tourism	- youth tourism	- youth tourism
- cultural-entertaining tourism	- cultural - entertaining tourism	- cultural tourism
- art tourism	- sports tourism	- entertainment tourism
	- business tourism	- sports tourism
	- travel tourism	- business tourism
	- agro tourism	- agro tourism
	- art tourism	- family tourism
		- adventure tourism
		- extreme tourism
		- children 's tourism
		- rural tourism

According to this schedule, 8 types of tourism will be created in 2017 in the region. However, it is planned to create 16 types of tourism in the future in 2018 and 12 in 2019-2021. It is desirable to set up cultural, historical, archeological, ecological, travel, gastronomic, youth, cultural, recreational, sports, business, travel, agro tourism and arts tourism to form new tourist routes in the region by the end of 2018. However, it is planned to expand these types of touristic routes in 2019-2021. They include cultural-historical, archeological, ecological, travel, gastronomic, youth, cultural-entertaining, sports, business, travel, agro tourism, family, adventure, extreme, children's and rural tourism. There are also tourist destinations in Khorezm region as of 2013-2016, most of which fall to foreign tourists and less to domestic tourists. This situation can be seen in the table below (table-2):

Table – 2. Information on new tourist destinations in Khorezm region for 2013-2016 [4]

№	The nation of tourists	The type of touristic departure	The number of traveller			
			2013 year	2014 year	2015 year	2016 year
1	The number of foreign tourists	cultural-historical tourism, archaeological tourism, pilgrimage tourism, ecological tourism, cultural-enlightenment and gastronomic tourism	53300	46200	40825	46600
	Europe	cultural-historical (the direction of Great Silk Road) and archaeological	41980	35102	28094	32314
	Asia and East Asia	Pilgrimage, historical and ecological	7510	7496	7936	9408
	CIS	Cultural-enlightenment, gastronomic and ecological	1731	1942	2669	3049
	USA	Cultural-enlightenment and ecological	1875	1552	1978	1658
	Africa	Cultural-enlightenment and pilgrimage	204	128	148	171
2	The number of local tourists	Pilgrimage and cultural-historical	20000	21500	22800	29200

According to this schedule, the number of foreign tourists using the cultural-historical, archeological, visitor's, historical, ecological, cultural-enlightenment and gastronomic types in the region in 2016 reached 46,600. However, the number of domestic in the same year was 29,200.

These tours are offered to foreign and local tourists. This, in turn, will increase the number of hotels and touristic firms that have a great impact on the economy of the region, in turn, with the creation of modern types of tourism, resulting in the development of new tourist routes. In order to select tourist routes in the region, tourism



resources should be used effectively and a new routing plan should be developed according to their type. For this purpose it is necessary to provide additional services such as accommodation, catering, travel and transportation.

Creation and improvement of new tourist routes in Khorezm region will depend on historical and cultural features of the region. In other words, the use of archaeological sites located in the region can result in the development of tourist routes. Because there are historical and archaeological monuments in the districts and cities of the region, and they have their own historical geographical location. Therefore, the development of routes in tourist and excursion routes to existing and used historic-cultural tourist objects in Khorezm region will increase the flow of tourists. To make this more effective, shorter-term routes should be developed.

In order to develop new tourist routes and increase its efficiency in the region, it is often necessary to create routes on historical topics, pay particular attention to the biodiversity of the region, organize exciting excursions to various places, especially to natural reservations and tugai and to create complex routes.

Based on the above, it is necessary to develop the following new tourist routes in Khorezm region:

- excursions to Khorezm ceramics centers;
- development of routes for carpentry and waving factories;
- traveling to the national music and national folklore, centers of national dance arts;
- drawing of metal, painting and carpentry workshops;
- organizing and creating new routes for the national folk-wrestling, cock and rhinoceros events;
- organization of tourist-excursion routes to small religious sites and holy sites in Urgench, Khiva and district centers.

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