



MECHANISMS FOR THE DEVELOPMENT OF "TOURIST VILLAGE", "TOURIST NEIGHBORHOOD", "TOURIST VILLAGE" IN NAMANGAN REGION

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ABSTRACT: This article provides for the development of tourist routes in the Namangan region, the creation in these territories of "tourist villages", "tourist quarters", "tourist villages" and a further increase in the flow of tourists to them.

Keywords: tourism, tourist, route, village, microdistrict, aul, brand, nanai, guest, local, developed, actual, catalyst, entertainment.

In accordance with the Decree of the President of the Republic of Uzbekistan ShavkatMirziyoyev dated August 13, 2019 No PF-5781 "On measures to further develop the tourism industry in the Republic of Uzbekistan", based on the available opportunities, It is planned to establish a "tourist village" or "tourist village" [1].

It is known that tourism is a powerful catalyst for the economic development of developed and developing countries, provides the inflow of foreign currency and investment, promotes the rapid growth of nearby industries, helps solve employment problems and contributes to the country's development in the world community. enhances the reputation. In today's era of quarantine, the tourism business is going through a difficult period. In particular, "Uzbekistan. Under the brand "Safe travel guaranteed" ("Uzbekistan. Safe travel is guaranteed") developed a system of sanitary and epidemiological safety for tourists [2].

In addition, a number of measures are being taken to further develop this area on the basis of the relevant regulations. In particular, according to the Resolution of the Cabinet of Ministers No. 433 of July 10, 2020, Its approval and implementation will inevitably create a solid foundation for Uzbekistan to become one of the largest and most attractive tourist centers, especially in Namangan region, and tourism to become a leading sector of our economy [1].

Based on the results of the study, in the village of "Nanay" in Yangikurgan district, "Tourism mahalla", "Tourism village" and "Tourism village" (hereinafter - the tourist mahalla) - the existing natural, a set of tourist services (tourist products) formed on the basis of historical and cultural resources and features and is the status provided to the region. The main purposes of granting the status of a tourist neighborhood to the citizens' assembly are [2]:



to preserve, promote and promote the material and cultural heritage, customs and way of life of the people and the local population;

wide attraction of foreign and domestic tourists;

sustainable development of tourism;

popularization of local culture and traditions;

preservation and improvement of ecology and natural resources of the tourist mahalla;

improving the socio-economic situation of citizens living in the territory of the assembly;

creation of new jobs in the territory of the citizens' assembly;

continuous harmonization of the quality of tourism services with the established requirements;

The fact that the Nanay Citizens' Assembly, which has the status of a tourist mahalla, combines the following opportunities, will undoubtedly attract foreign and local tourists who are planning to visit our country:

- Availability of at least 20 family guest houses on the territory of the citizens' assembly to receive foreign and domestic tourists;

- provision of at least 5 quality tourist services to tourists in the territory of the citizens' assembly (except for accommodation and (or) catering services);

- Establishment of outlets for the production of locally produced souvenirs (at least one point of sale) in the territory of the citizens' assembly;

- ensuring the safety of tourists (excursionists) in the territory of the citizens' assembly;

- Additional entertainment facilities for tourists (rental of horses, camels, bicycles, ATVs, boats, catamarans, etc.);

- Availability of necessary infrastructure (roads, transport, communications, drinking water, electricity, Internet, heating system in the cold season);

- availability of tourism services throughout the year;

- Availability of a map of the location of tourist facilities in print;

- Possibility for tourists to book places for family guest houses and order tourist services in the territory of the citizens' assembly before the visit;

- Availability of information materials (leaflets, booklets, brochures, maps, etc.) about the citizens' meeting in a convenient place for everyone.



Figure 1 Proposal for a smart “tourism-village” project in the Nanai area.

In particular, the development of tourism in Uzbekistan, including the village of Nanay in Yangikurgan district of Namangan region In January-March 2020, the number of foreigners and locals visiting Uzbekistan for tourism amounted to 1.2 million people. That's down 12 percent from the same period in 2019 [2-3-4].

During the first quarter, the number of arrivals from the CIS countries was 1.16 million (95.6%), while those from foreign countries were 53.6 thousand (4.4%). The largest number of foreigners visiting Uzbekistan came from Kazakhstan, with 397.6 thousand people. 332.7 thousand people came to Uzbekistan from Tajikistan, 298.1 thousand people from Kyrgyzstan, 64.7 thousand people from Russia, 60.6 thousand people from Turkmenistan, 2 thousand people from Azerbaijan and 1.2 thousand people from Belarus. Significant flows from far abroad were observed from Turkey, South Korea, China, India, Japan, and France. If we look at the tourism industry in terms of its functions in the research, it becomes clear that the classical trinity of tourism "tourism + accommodation + entertainment" covers almost all the tasks of the socio-economic sphere. From this it is clear that "tourism is a complex socio-economic system consisting of diverse, interconnected and interdependent subsystems" [3-4].

In conclusion, it can be said that the tourism sector in Uzbekistan, ie in the village of Nanay, Yangikurgan district, Namangan region, has become a driving force for the development of the total services sector. can serve as a significant increase, as well as ensure the creation of new tourist routes that will create thousands of jobs for the local population and youth [3-4]. However, tourism is not just an area that can be developed by presidential or government decisions. Especially in today's conditions, its development depends on many factors, in particular, the activities of governmental and non-governmental organizations, as well as the practical actions of us, the citizens. The interests



of the Motherland and the people are at the heart of all the reforms being carried out for the development of our country. Reforms are taking place in all areas. In order for such positive changes to take development to a new level, we must all do our part wholeheartedly and be selfless. In addition, in the village of Nanay, Yangikurgan district, Namangan region, on the basis of state programs for tourists to improve the tourist infrastructure of the region, "tourist neighborhoods" and family guest houses by locals, as well as cultural and entertainment facilities in the future. icts should be organized.

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