

THE ROLE OF ETHNOTURISM AND TOURISM CULTURE IN THE ECONOMIC TRANSFORMATION PROCESSES OF THE CITIES OF THE FERGANA VALLEY

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Abstract: This article analyzes the role of tourism culture in the development of economic transformation processes and its impact on the economy, the importance of rituals and holidays in the system of intangible cultural heritage of Uzbek culture not only on a global scale, but also on the development of ethnotourism and tourist services, the impact of ethnotourism on the development of ethnotourism and the causes of problems encountered in this process, the impact of folk games on ethnotourism culture in the development of ethnotourism and the need to conduct scientific research on the implementation of scientific approaches in practice.

Keywords: driver, investment, free economic zone, tourism, camping, logistics eco tourism

Currently, economic growth in the Fergana Valley is developing rapidly, the reasons for this are the development of each sector and the state's political orientations. The extent to which the culture of tourism, ethnotourism and ecotourism affects economic growth is clearly visible from today's socio-economic life. The Fergana Valley is one of the most densely populated, economically and socially strategically important regions of Uzbekistan. The cities of Andijan, Namangan, and Fergana, as the economic powerhouses of the valley, have been undergoing profound economic transformation in recent years. The volume of GDP in this region is also affecting economic growth patterns. The gross regional product has increased almost fourfold, from \$7.9 billion to about \$19.8 billion (2017–2024), or a real increase of 60%. The valley's share in the total GDP of Uzbekistan has reached 17.2%. Investment projects have attracted \$31.2 billion in investments and created more than 975,000 new jobs. The poverty rate has been reduced from 13.9% to 8.6%. The main reason for this is the development of the tourism and ecotourism sectors in the Fergana Valley, as well as the level of employment of the population in need of social protection. Economic transformation is a structural, institutional and functional change in the economic system, which implies the renewal of production methods, forms of ownership, market mechanisms and management models. Cities are the main “drivers” of economic transformation. Because: industry and services are centralized; the labor market is formed; the main center of tourists and tourists from abroad; innovation and investment are quickly introduced and implemented.

MAIN DIRECTIONS OF ECONOMIC TRANSFORMATION

1. Change in industrial structure



Transition from low-value-added production to high-value-added products

2. Improvement of the investment climate

Free economic zones, foreign investment, public-private partnerships

3. Growth of the service sector

Banking, logistics, education, medicine and IT services occupy an important place in the urban economy. High and medium-high technology industries are also developing rapidly in the Fergana Valley. This allows the industry to transition from classic textiles to high-value-added products.

ECONOMIC CAPACITY OF THE CITIES OF THE FERGANA VALLEY.

The Fergana Valley is one of the most important regions of the Republic of Uzbekistan in economic, demographic and social terms. The cities of Andijan, Namangan and Fergana are the main economic centers of the valley, and in recent years, economic transformation processes have been rapidly taking place in these cities. Economic transformation is manifested in the deepening of market relations, modernization of industry, development of the service sector and improvement of the investment climate. Economy of the city of Andijan Andijan is a center of automotive, machine-building and processing industries. In recent years, the economic structure has been updated through: diversification of industry, development of small business and private entrepreneurship. The economic development of Namangan city is characterized by rapid development of textile clusters, food industry, and service sectors. This serves to increase the city's export potential. Fergana city and industrial transformation Industrial transformation in the cities of the Fergana Valley is taking place in the following areas:

- raw materials The projects implemented within the framework of investment and export, as well as international cooperation (in particular, agreements with China and South Korea), further increase economic activity. In the city of Namangan, there are specific examples of transformation from classical industry: the textile industry is moving from selling cheap products to manufacturing full-cycle, high-value-added products. This creates opportunities for new jobs and investments in the real estate market. Roads, energy networks, airports and other infrastructure facilities are being modernized, which will increase economic integration and logistics efficiency. There are systematic transformation processes in the agricultural sector: projects are being actively implemented to create processing and storage infrastructure for high-value exports from agriculture. International organizations are also implementing projects to increase farmers' incomes and introduce innovative agricultural technology.

The following areas are influencing the transformation trend and economic growth rates:

Employment and skills development programs - increase the competitiveness of the population in the new economic environment. Support for the private sector, startups and small businesses - are important for further expansion of economic activity. Cross-border economic cooperation and trade routes (in particular, trade with Kyrgyzstan and Tajikistan) serve to further strengthen regional integration. Currently, one of the promising sectors that brings high income to the national economy is national tourism, - says the President of Uzbekistan Shavkat Mirziyoyev, - Uzbekistan is a country with great potential in the field of tourism. There are more than 7,300 cultural heritage sites in our country, and most of them are included in the UNESCO list. At the same time, it is possible to open new tourist destinations, using the unique nature of our country, beautiful recreation areas. Actively attracting world brands to this area, we need to pay special attention to the development of pilgrimage tourism, ecological,



educational, ethnographic, gastronomic, tourism and other sectors of this industry. In this regard, we should take into account that the use of public-private partnerships opens up broad opportunities for the development of the industry.

The development of society is called progressive in terms of the impact of the value it places on human life. All types of progressive values are tools that serve a person to live a prosperous life, live freely, and achieve spiritual and moral perfection. Progressive values include values that diligently serve the development of the economy, culture, and spirituality of our society, to educate a perfect person on the basis of national morality, etiquette, and traditions, to develop our state in all aspects, and to integrate it into world civilization. In our opinion, it is appropriate to include tourism and organizing trips among progressive values. Because today, the role of tourism in the socio-economic development of countries in the world is considered high, and the concept of tourism has been replaced by a new name, the phrase tourism. Tourism has been formed over the centuries in the Uzbek national mentality and has become a special status. In the Uzbek national mentality, the valuable status of tourism culture is interconnected with the traditions of pilgrimage, travel, pilgrimage, travel for knowledge, and hospitality.

CONCLUSION

The cities of the Fergana Valley are entering a phase of balanced development through economic transformation processes. Modernization of industry, increasing the number of tourist facilities and eco- and ethnotourism sites in this region, attracting investments and developing the service sector are increasing the competitiveness of the region. Cities in the Fergana Valley are implementing economic transformation through multifaceted strategies. These processes are reflected in the following important areas:

Acceleration of economic growth

Diversification of the industrial and technological structure

Infrastructure development and integration

Modernization of the agricultural structure

Labor market and skills support policy

These transformations are significantly changing not only the urban economy, but also the general economic and social environment of the Fergana Valley, and these trends are expected to continue in the future.

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