

## TOURISM IN KARAKALPAKSTAN

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**Abstract:** In the article, the development of tourism in our country, the level of effectiveness of the policy in relation to the sector, the implementation of appropriate organizational and economic measures to promote tourism in general and its specific types, regulating the market infrastructure serving tourism, protecting and guaranteeing the rights and interests of tourists information about the development of this field is provided.

**Key words:** tourism, development, rights of tourists, developed countries, experiences, travel, Jayhun and Sayhun rivers, Ustyurt Plateau, Sultan Uwais Mountain, visiting tourists, oriental hospitality, fusion of western service standards.

The development of tourism in any country depends, first of all, on the effectiveness of the state's policy in this area. To create the necessary conditions for the formation and operation of the state tourist infrastructure, that is, to establish regulatory and legal frameworks, to implement appropriate organizational and economic measures to promote tourism in general and its specific types, to create an environment of fair competition between enterprises engaged in tourism activities , supports the development of this sector by regulating the market infrastructure serving tourism, protecting and guaranteeing the rights and interests of tourists. Although tourism was formed at the end of the 19th century, it developed rapidly only in the 20th century, and as a result of the development of techniques and technologies, the rise of social relations, it received the name "phenomenon of the 20th century". Today, tourism is a very strong global industry, accounting for 10% of the world's gross domestic product, and involving a large number of employees, fixed assets, and large capital expenditures. Tourism is big business, big money and serious politics on a global scale.

Studying the experiences of the developed countries of the world, taking into account local conditions, economic and intellectual resources, the implementation of fundamental reforms in all spheres of society's life ensures new achievements. International cooperation in various fields is bearing fruit, but strengthening national independence in all aspects, enriching the achieved achievements, quickly eliminating existing shortcomings requires special dedication, enthusiasm, courage and determination from the members of the society.

The development of tourism in Uzbekistan is divided into the following periods:

1. The period until the second half of the XIX century. Tourism in Uzbekistan has developed in its classical form.
2. The period from the conquest of Central Asia by Tsarist Russia to the 1930s. Under the pressure of the tsar's government, tourism in Uzbekistan is depressed.
3. The period until 1991, when the responsibility for the development of tourism was assigned to trade unions. This period can be divided into three stages:

*The first stage: until 1936. Initial attempts to organize tourism in a modern form have been made.*

*The second crisis: 1936-1969. Organization and development of tourism is entrusted to trade unions, camps are established.*



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*The third stage: 1969-1991. Beautiful hotels, piers, fishermen's houses were built, tourism organizations were provided with vehicles. More than 1.6 million tourists and more than 7.2 million excursionists are served annually in Uzbekistan [1].*

4. The period that began after the Republic of Uzbekistan gained independence. This fourth period of tourism development in Uzbekistan was studied in the following stages:

*First stage: 1992. The National Company of Uzbektourism was established there and it was transformed into the only organization responsible for the development of tourism in our republic.*

*Second stage: 1993-1999. Since 1993, economic changes began to take place in the field of tourism. New forms and methods of management in the republic began to be conducted. Many enterprises operating in the industry and making profits have been privatized. In 1999, the Law "On Tourism" was adopted.*

*The third phase: started in 2000. By the year 2000, market relations in the field of tourism were established and a competitive tourism product was created for the world market. The centralization of the management of the tourism system was put to an end. Market entities that could not compete were closed, making way for new, efficient enterprises. In 2003, many large new modern hotels were launched in Uzbekistan.*

In order to increase the flow of tourists to the Republic of Uzbekistan, to make inbound tourism one of the important sectors of the national economy, to widely promote the country's cultural-historical heritage and natural resources, on February 6, 2018, Presidential Decree No. 3509 "On measures to develop inbound tourism" was adopted [2].

The concept of tourism is defined in the Law of the Republic of Uzbekistan "On Tourism" as follows: "tourism is the departure of an individual from the place of permanent residence for health, educational, professional - practical or other purposes, without engaging in paid activities in the place (country) to go (to travel)". for a period of one year. Tourism is derived from the French word tour, which means a trip [3].

A new form - tourism - has emerged as a particularly attractive way of life from travel, and it is characterized by its own characteristics and features. The main aspect that distinguishes tourism from travel is that it is organized, purposeful and public.

Tourism is:

- a) a type of mass travel with clearly defined tourist goals, carried out by tourists, that is, the activity of a tourist;
- b) is a touristic activity for the organization and implementation of such trips. Such activities are carried out by various tourism industry enterprises and related industries.

Because the current development of the fields of science, technology, production and technology determines the image of modern society.

The most important characteristic aspect of modern society is globalization in all its spheres. Globalization itself requires rapid movement, immediate acquisition of necessary information, their processing and effective implementation. Only personnel who are knowledgeable in their field, have acquired professional skills at a high level, and have rich experience and skills will have the opportunity to move in this way. Therefore, it is appropriate to take into account the current demand in the development of tourism in Karakalpakstan.



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The region of Karakalpakstan, called the "Egypt of Central Asia", is one of the ancient centers of world culture, which arose between two great rivers - the Jayhun and Sayhun rivers.

The cradle of our ancient history and culture was created in these holy lands, and it is considered the holy ground where world-famous scientists and intellectuals have matured.

About the unique nature, ancient history and rich culture of the people of Karakalpak, President **Sh.M. Mirziyoev**:

"The land of Karakalpak amazes all of us with its unparalleled art, especially the unique examples of folklore left by our ancestors. "It is worth bragging about such a people, acknowledging the strong will of the brave and hardworking Karakalpak people, who always live in the spirit of loyalty to their country and the heritage of their ancestors," he emphasized [4].

In this decision, the Council of Ministers of the Republic of Karakalpakstan, regional and Tashkent city governments, in agreement with the State Committee for Tourism Development of the Republic of Uzbekistan, every year starting from 2018, participation in international tourism exhibitions and fairs at the expense of funds from the surplus of income forecasts and funds from other non-budgetary sources, and later abroad It is envisaged to prepare relevant information materials for distribution among the public and to promote the tourism potential of the regions by employing advertising companies in foreign mass media.

Places with similar attractions and tourist facilities in the territory of Karakalpakstan, which share a common history and thereby create a cultural direction together, are considered acceptable choices. This is because tourists are attracted to areas with many attractions, and local people can tell the history of the attractions, which becomes part of the overall experience of the trip.

The ancient Kyrgyz, Ayozkala, Jonboskala fortresses, the unique Tuproqkala town and other historical-archaeological monuments located in the territory of Karakalpakstan are of great scientific and cultural interest for our country and foreign tourists.

It is known that the Republic of Karakalpakstan has a unique landscape: a large part of the territory is occupied by the plains adjacent to the Ustyurt plateau, in the south-west are the plains of the Karakum desert, in the east it is connected to the Qizilkum desert, and in the south-east the Sultan Uwais mountain rises.

In order to attract tourism enthusiasts to the region, the establishment of an ecotourism infrastructure in the "Aqchakol" zone of the Ellikkala district, a tourist complex and an ethnographic park in the Ustyurt zone of the Kungirot district, as well as the possibility of visiting the popular object for tourists - the former port of the Aral Sea in the city of Moynaq, are of great importance in the development of new directions of ecotourism. More interesting prospects are being opened up for visiting tourists. On the territory of Karakalpakstan there are sacred places attractive for pilgrims - Misdahkon historical-archaeological complex, Sultan Uvaisbobo's mausoleum.

Courteous service, safe and clean environment, incomparable history and culture - all these are valued not only by tourists, but also by local people. Tourists rely on quality prepared information and information before and during the trip. A tourist destination is usually characterized by a network of cultural heritage sites, natural heritage sites and landscape and activities.



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Many legends and stories are associated with these popular tourist objects today. In this regard, the program of events includes the development of a new tourist route for pilgrims from neighboring republics, and the development of infrastructure in the area of tourist facilities. Because a tourist destination is a geographical area that is unique in terms of landscape and culture and can offer a wide range of services, including transport, accommodation, food and at least one memorable event, experience or trip.

In recent years, the range of tourist facilities is expanding significantly and the variety is increasing. This is greatly influenced by the change of generations.

The main attraction of the city of Nukus which has more than 84,000 exhibits, is the State Museum of Karakalpakstan named after I.V. Savitsky was also not overlooked. The unique museum exposition, which includes folk decorative art, works of fine art, as well as examples of ancient and medieval art, reflects the history of this country. Preparation of advertising-informational materials about this museum will undoubtedly make it possible to familiarize tourists with important periods in the development of culture.

In order to increase the interest of tourists and keep their attention, fill the historical information with a sense of fun and discovery (adventure), embodying the image of unprecedented scenes in their minds, being able to see themselves in the place of the heroes, and most importantly, they want to see these historical places once again and recommending it to others should be achieved. As comfort is created by people, it is important that tourists feel like valued guests. For it, there are various ways of interpreting cultural heritage objects, which are:

- Road signs,
- Leaflets and maps,
- Information boards in places,
- Mobile applications,
- Audiovisual materials - local and remote (with translation)
- Virtual displays (3D, IA) iBeacons,
- Tourist centers,
- Guides,
- Theatrical presentation of a historical event.

When conveying historical information to tourists, as the Irish poet W. B. Yeats said, "Think like a wise man - speak in the vernacular." When explaining, it is necessary to think like a wise man and explain in ordinary vernacular, not scientific terms. Because it is appropriate to devote life to meanings in order to establish mutual communication. Although traveling in a group, tourists prefer local guides.

One of the principles that make up a huge part of the tourist experience is food. On the one hand, this is an opportunity for good business, in which social enterprises that teach young people gastronomy and hospitality skills should be based on the principle of "hotel with breakfast". Because it is important to develop dining facilities in tourist facilities so that guests can spend more time in them. For example, creating a card on national dishes. Creating conditions for the process of preparing national dishes together with a local chef is also of great importance.

Tasting local food should not be expensive, because the quality of products - organic food products will be in high demand. It is important that the production process is related to intangible culture and local traditions. The environment in which you come into contact with the ways of expressing intangible cultural heritage is also of great importance. The reason is



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that there is a strong focus on tourist facilities that offer visitors good food and drinks (coffee, tea) and have fun.

In order to rapidly develop domestic tourism as one of the most important factors of sustainable socio-economic development of the regions, to acquaint citizens with the cultural and historical heritage and natural resources of the Republic of Uzbekistan, on February 7, 2018, the Presidential Decree "On measures to ensure the rapid development of domestic tourism" Decision No. 3514 was adopted [5].

In the decision, on the Internet, including in all cities of the republic, "Travel around Uzbekistan!" under the slogan, it is determined to ensure the wide promotion of domestic tourism by preparing and installing external advertising tools (sheet banners and rollers for external screens).

Emphasizing that friendship is very important for sustainable tourism, sustainable tourism is based on dialogue and cooperation between stakeholders, where tourism planning and heritage management are integrated at the destination level, natural and cultural values are preserved and the appropriate type of tourism is developed.

Our main goal:

- intensive development of domestic tourism as one of the most important factors of sustainable socio-economic development of regions;
- to familiarize citizens with the cultural-historical heritage and natural resources of our country;
- increasing the flow of tourists in our republic;
- turning inbound tourism into one of the important branches of our national economy;
- is to widely promote the country's cultural-historical heritage and natural resources.

In conclusion, it should be noted that the important aspects of Karakalpakstan for tourism are the following:

- ecological disaster with economic and social consequences - harmony with the ideas of environmental protection and sustainable development;
- preservation of its traditions - harmony with the ideas of adventure, cultural and ecotourism;
- its ancient heritage and mystery - harmony with the ideas of adventure and cultural tourism;
- attractiveness for tourists.

In this topic, we tried to provide information about the concept of travel and tourism, as well as their history. It should be noted that the first travel and travelers go back to the distant past, therefore, we focused on the history of the first travel in foreign countries and the travelers who participated in it, as well as the trips made by our compatriots in the history of our country. In our future work, we will have to collect more new scientific information about the first travelers who came from our country and their activities. Also, we should study and teach factual information about tourists who have gone abroad and come from abroad, their experiences and spiritual achievements during the trip.

The development of tourism in Karakalpakstan, attraction of tourists to the ancient monuments of Karakalpakstan, attraction of tourist centers to museum exhibits, and the holding of the Sound of Centuries fund forum in Karakalpakstan are also of great importance. Currently, the national tourism model in Karakalpakstan is at the stage of development, in which the main attention is paid to achieving the harmony of the rich history and mentality of the people of Karakalpak - oriental hospitality and western service standards. The fundamental socio-



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economic changes taking place in the field of tourism in our republic are aimed at forming a tourism model based on world standards in this field.

Our general goal is to create an acceptable and comfortable environment for domestic and international tourism in our republic, to widely promote tourism products, as well as to strengthen the image of our country as a safe destination for travel and recreation.

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