

Development of National Tourism Through Crafts in the Environment of Economic Opportunities in New Uzbekistan

Khushnazarova Makhzuna Gulamdjanovna ¹

Abstract

This article handicrafts national tourism impact and national maintaining the importance of defines. This game craft skill, national design, and national preservation for tourism in the field of the importance dedicated.

Keywords: *crafts, marketing, tourism, arts, culture, platform.*

¹ assistant, Department of Tourism and Service Tashkent State University of Economics, mahzunahonim22@gmail.com

Uzbekistan attracts the attention of the whole world with its many historical and architectural monuments, national handicraft products, diverse climate and rapid development. For centuries, Uzbekistan was located on the path of trade, merchants and travelers, geographers and missionaries, invaders and conquerors of the Great Silk Road. At the same time, Uzbekistan is becoming one of the fascinating tourist destinations for those interested in enterprising, culture, history, tradition and exotic countries.

The ultimate goal of the large-scale reforms carried out in all spheres today is to further develop the economy of our country and raise the welfare of our people's lives.

Tourism is one of the most important sectors of the economy. It is necessary to further improve this network, effectively taking advantage of the available opportunities, this is dictated by the era itself, Shavkat Mirziyoyev said.

Uzbekistan is a country convenient for both travel and visiting. Because on our native land, our ancestors, known and famous to the whole world, found eternal land. The interest in the rich spiritual and cultural heritage left by them is great in the international arena. To further develop the industry, first of all, it is imperative to improve the necessary infrastructure. The first is transportation, the second is logistics, the president stressed.

At the meeting, which was attended by the deputy prime minister of the Republic of Uzbekistan, heads of relevant ministries and departments, it was noted that by the end of 9 months of 2017, almost 1 million 800 thousand tourists arrived in our country. This is 17 percent more than in the corresponding period of 2016. The export of tourist services in our country also increased by 17 percent and amounted to 1 billion 86 million dollars. By the end of the year, the number of tourists visiting our country is expected to exceed 2.5 million.

New prospects for tourism are opening up in our country, and comprehensive projects are being implemented in different directions. In particular, in the following years, new tourist destinations such as mountaineering, horseback riding, camel riding, cycling, off-road tourism, fishing, rafting, heliski, geotourism, educational tourism, medical tourism are gaining popularity.

The decree of our President Shavkat Mirziyoyev of December 2, 2016 "on measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan" is an important factor in ensuring the rapid development of the tourism sector, granting tourism the status of the strategic sector of the economy, effectively using the tourism potential in the regions.

The State Committee for tourism development of the Republic of Uzbekistan was established in order to organize and coordinate the target tasks and priorities set out in the decree.

Over the past short period, 16 regulatory legal acts have been adopted aimed at the comprehensive development of tourism potential of Uzbekistan. On the basis of these documents, significant tax and Customs benefits and other relief were provided to the subjects of the tourism industry.

In order to ensure that our country complies with the requirements of the International Organization for the standardization of the tourism sector (ISO), 2 new state standards for tourism terminology and hotel farm safety requirements have been developed and registered.

In addition, by the appropriate decision of our president, in order to further improve the management system of the tourism sector in the regions, the post of deputy governors of the Tashkent, Samarkand, Bukhara and Khorezm regions and the cities of Khiva and Shahrisabz was

introduced.

Over the past period, on the instructions of the head of state, programs have been adopted aimed at improving the tourism infrastructure in the regions of Khorezm, Bukhara, Samarkand, Surkhandarya, Kashkadarya, Jizzakh and Fergana, establishing new tourist routes and promoting the tourism potential of the regions. In particular, work has been launched on the establishment of the "ancient Bukhara" and "Samarkand City" tourist areas, each of which has an area of 10 hectares, operating overnight for tourists in the cities of Bukhara and Samarkand.

Complex measures for the establishment of guest houses in the regions of the Tashkent region of Boastonlyk, Parkent and Ohangaron–Angren tourism clusters have been developed and are being put into practice today.

The decision of our president of August 16, 2017 "on the first-line measures for the development of the tourism sector in 2018-2019" took work on this to a new level.

According to the decision, in 2018-2019, a separate program was approved dedicated to the solution of important issues facing the industry, and a coordination council for the development of Tourism was formed in order to ensure its full implementation and interdepartmental coordination of work in the field.

On the basis of the program, it is established that separate tourism regions, such as the above, will be established in the cities of Tashkent, Urgench and the Fergana region.

The program also established the adoption of separate programs in the medical, recreational, agro and ecotourism areas of Tourism.

One of the prospects for modern tourism is considered unique natural masks. Uzbekistan is the leading country in Central Asia where ecotourism is most developed. Our country attracts the attention of tourists with its rich fauna and flora, unique landscape landscape, cuisine of national traditions and cuisine. Significant work is carried out within the framework of the development of tourism in Uzbekistan in the Ugom–Chotqol State Natural Park, the Chotqol state Biosphere Reserve, Aydar–Arnasoy Lakes system and Chimyon–Chotqor resort-recreation zones, which are part of it.

The head of state expressed his opinion at the meeting on the development of special programs for tourists from each direction, namely from Europe, Asia and other continents, increasing the number of charter flights and rail services, perfectly mastering the experience of foreign countries where tourism has developed, developing domestic tourism, improving tourist facilities, improving the quality of Service.

There are 5 higher educational institutions in the country that train specialists in the field of tourism, including the Singapore Institute for management development in Tashkent, as well as more than a dozen secondary specialized educational institutions. The state committee for the development of Tourism promotes the development of skills in large tourist centers and educational institutions of Europe and Asia of young people, working professionals in the field of Tourism.

Another important aspect in the field perspective is the creation of a single database of all cultural and historical heritage sites in the regions, natural local lore, national reserve areas, the improvement of the regulatory framework in the field of tourism, the unification of local authorities and public forces on the sites for the development of tourism in the regions. In the

implementation of consistent work in this regard, a solid legal framework has been created in our country, special programs have been developed for the regions, and the process continues consistently.

Special attention is also paid to ensuring the priority participation of the private sector in the rapid development of the tourism industry of our country. Now hundreds of entrepreneurs and artisans are involved in the tourism industry, which is engaged in the production of souvenir products, hoteliers, tourist services.

Although the field of tourism in Uzbekistan is relatively new, it has overtaken many areas in development. Our country has a great potential for the development of international tourism. Twenty years ago, no one knew Uzbekistan as a promising tourism region. After gaining independence, the state developed new principles in the field of tourism. On July 27, 1992, the national company "Uzbekturizm" was established by the decree of the President of the Republic of Uzbekistan. The main task of "Uzbekturizm" is to implement state policy in the field of tourism and create a national model of tourism development.

In addition, the national company coordinates the activities of all touristic organizations in the republic, encourages the development of all directions of tourism, deals with the issue of personnel, attracts the flow of investment to the formation of the material and technical base and the development of the industry infrastructure.

Since 1993, our country has been a member of the "International Tourism Organization" (UNWTO). Since 2004, in Samarkand - the "heart" of the Great Silk Road, the UNWTO office has been operating, which is engaged in the coordination of tourism on the transcontinental highway.

The government is doing great work in the fields of modernization of the tourism industry, improvement of transport and hotel infrastructure in the state, and improvement of the regulatory legal framework in tourism.

In order to promote tourism products abroad, the marketing project "Mega-info-tour" - familiarization trips is being implemented for foreign tourist companies and mass media representatives. Such trips play an important role in expanding tourist seasons, optimizing the flow of tourists to our country, and showing that each season in Uzbekistan is unique for tourists.

In addition, the international fair "Tourism on the Silk Road" held under the leadership of UNWTO in Tashkent is of great importance in supporting the tourism potential of Uzbekistan. The main goal of this fair is to unite Uzbek and foreign specialists in the field of tourism, to further expand professional cooperation between them. To date, this international fair has gained a reputation as one of the largest exhibitions in Central Asia.

With its legendary past, the historical-engineering heritage of the Silk Road, wonderful natural scenery, local handicrafts passed down from generation to generation, the hospitality and human values of the people, O' is a place that amazes, charms and delights tourists at the same time. Uzbekistan attracts people from all corners.

Craftsmanship was created by the production activity of man, during the development of society, it was gradually separated from agriculture and animal husbandry, it improved in connection with the development of technology within the framework of different socio-historical periods, various specialties (pottery, carpentry, blacksmithing, coppersmithing, building, stonework, carving, were divided into embroidery, tanning, sewing, weaving, jewelry, tailoring, embroidery,

goldsmithing, dyeing, shipbuilding, shoemaking, tinsmithing, etc.). Handicrafts depend on the availability of natural resources, textiles where there is copper, cotton and cocoons, ceramics where there are high-quality raw materials, wool and leather, textiles and tanning, depending on in many forests, metal production and smithy, in the lands rich in timber, and shipbuilding and other things developed along the sea and river banks. In connection with the stages of development of the society and the division of labor, 3 types of crafts have been formed: 1) home crafts; 2) crafts that make products to order 3) crafts that make products for the market. Homecraft was the most common type of craft in pre-capitalist times. This type of handicraft is an integral part of natural economy. The development of cities is inextricably linked with the rapid growth of the production of handicrafts to order and the production of handicrafts for the market. As a result, handicraft products became commodities, produced for commodity exchange. Due to the demands of the times, new types of H. appeared. Artisans also began to specialize in the production of various products. Neighborhoods in cities were formed depending on the profession of craftsmen (at the beginning of the 20th century, there were neighborhoods of tanners, potters, saddlers, cradlers, gunsmiths, and carpenters in Tashkent). Certain neighborhoods, neighborhoods, cities, and certain handicraft products began to gain fame.

National tourism in the development of the craft of importance is very great. Artisans tourism in the field of unique and important resources offer to, tourism , fun, comfortable and unique experiences providing in large a role it plays. This while tourism industry development and the country's tourism potential to increase help will.

Crafts tourism in the fields of importance for a lot of, because of this the main source, to tourism interesting experiences, providing in large a role it plays and the country 's tourism potential to increase help will. Crafts to investment to make, artisans and their skills support, their skills and their knowledge increase, such as measures-tadbirlarturizm in the field of handicrafts development help will. Crafts values increase, their work production, and design abilities of the development of the country's tourism industry further enriches.

Developing tourism in the network of crafts, role following areas are displayed:

1. Skill books and souvenirs: Artisans for tourism and national skills and souvenirs offer - making by the country identification installation, an important role plays. This unique skill visitors by purchases are and them through the country of the culture and the art to learn, the opportunity will create.
2. Groups and tourism services show: the artisans of tourism in their around aging, them with you to work master-class organization to, the country in museums and see in ensuring an important role plays. This type of a show featured in tourism to a unique experience gives you and their country back briefly increases.
3. Tourism infrastructure: Crafts for the development of tourism infrastructure development also affect the will. Artisans for around the environment, in and around , located boutique shops, restaurants and many tourist services through the visitors for the convenience will create.
4. National design and architecture: Crafts with national design and architecture also important the profession is. Artisans of the country's main tourism national design a unique pattern in the creation involved are. This while tourism itself unique and interesting experiences provide will.

5. Tourism marketing: Crafts tourism in marketing also an important role plays. Artisans and their skills tourism, event, tourism, exhibitions and promotional materials are widely applied can. This while tourism attraction to and their country to come to help will.

Crafts tourism in marketing large a role it will play. Tourism industry, the country's tourism potential change, tourism attraction to and for the country to tourism and the interest to increase in order of marketing various methods it uses. Crafts while tourism marketing unique and interesting experiences provide to, the country of the kultura and art show, tourism itself and specific skills to offer to such as the tasks it performs. Following in the areas of crafts tourism in marketing the importance of professional will:

1. Tourism events and festivals are: Crafts tourism events and festivals the world organization in an important role will play. These events tourism attraction to, their country to come and the opportunity to create and tourism season during the country's volunteerism that ensure in order to be held. Artisans at the festival and in the event their skills demonstrate to master-class organization to or visitors with when combined with any skill , creating by interested are offered.
2. Dating and promotional materials: Craft tourism marketing of tourism attraction to to dating and promotional materials are widely applied. This material is the country of craft skill, unique design, the skill of the creation process, artisans about brief translation and the tourism of their skill that the possibility of shows. This while tourism to the country coming to interest increases and crafts tourism atraksionlarining the main part formed is.
3. The internet and media platforms: Internet and media platform craft skills, and artisans about news and events on the information on their own into gets. This platform , through the craftsmen their work to showcase to, their history and the main experiences to see the opportunity to give. Also, visitors artisans with connecting, them about reviews and recommendations with connecting by themselves pleasing to come experience they can.
4. Social networks: Social networks crafts tourism in marketing, great importance has. Artisans themselves and their professionalism, experience and news about information on social networks on their own personal pages or tourism permanent in the plan provided are. This while the tourism of their works, see, them in touch to be, the additional information you get and the country to agree to apply.
5. Associations development: Crafts tourism marketing in other areas with both unite to help will. Of the country, in restaurants, in the observatory, boutique stores, turistiksuv in the event artisans with cooperation to through tourism attraction to, their country to come , ensuring for the purpose of out carried. Such associations crafts tourism with tie, visitors for a unique experience to create and the country's tourism potential change in an important role to have.

Tourism exhibitions and conferences in foreign countries are important in the development of Tourism. In order to popularize the national cultural heritage of our country abroad, attract more foreign tourists to our country and promote domestic tourism, our country's tourist organizations are organizing a number of exhibitions or participating in international exhibitions in major cities around the world, such as Madrid, Riga, Berlin, Paris, Tokyo, London, Moscow, Istanbul. This, of course, pays off, and the flow of foreign tourists to our country is increasing.

At the meeting, issues of further expansion of the participation of the private sector in the rapid

development of the tourism industry, provision of benefits for them, training and training of personnel in the field, increasing the range of new tourist products were also considered.

The head of our state has instructed the heads of the committee, ministries and departments to turn tourism not seasonal, but a source of income throughout the year, strengthen relations with foreign partners, effectively use methods and approaches as well as attract tourists, prepare projects of relevant decisions on the issues considered.

All these factors and crafts tourism in marketing that play the role provides. Artisans of the country's unique experiences, show, tourism, attraction to and their country to come and the opportunity to create, tourism industry development and the country's tourism potential of growth for the great support.

REFERENCE

1. Alexandrova A. Yu., Sorokin D. P. Turistskiy opornyy karkas territoriyi teoreticheskie osnovaniya, metodika vydeleniya, prakticheskaya znachimost (na primere Ryazanskooy oblasti), 2021
2. Kwartalnov, VA, Dmitriev, VA (2000). Tourism -- eto politika: publicistika, rechi, doklady. Russia: Sovetsky sport.
3. МА Maksumova, QMA Abdullayeva. Folk crafts. - Т.: TDPU, 2008.
4. QMAbdullayeva, M.A. Maksumova, M. Rakhimzhanova. Artistic processing of gas. - Т.: "Cholpon", 2011.
5. Хушназарова, М. Г. (2022). ТУРИСТСКОЕ ОБРАЗОВАНИЯ И ПРОВЕДЕНИЕ НАУЧНЫХ ИССЛЕДОВАНИЙ ЗА РУБЕЖОМ. Архив научных исследований, 2(1).
6. Gulamjanovna, M. K. (2023). Current Issues of Tourism Potential of Uzbekistan and Its Development. Scientific Aspects and Trends in the Field of Scientific Research, 1(10), 342-346.
7. Махзуна, Х. Г. (2023). Strategy for Increasing the Attractiveness of National Tourism Products (In A Basis Of Craftsmanship): Стратегия Повышения Привлекательности Национальных Туристических Продуктов (На Основе Ремесленничества). Молодой Специалист, 2(14), 24-27.
8. Gulamjanovna, M. K. (2022). It is Necessary to Write About Increasing the Attractiveness of National Tourism Products (In the Case of Artisans). Texas Journal of Philology, Culture and History, 11, 15- 17.
9. Khushnazarova, M. G. (2022). The role of improving the tourism brand in increasing the attractiveness of the national tourism product. Молодой специалист, (1), 29.
10. Khushnazarova, M. G. (2021). FOREIGN STANDARDS IN THE TRAINING OF QUALIFIED SPECIALISTS IN THE FIELD OF TOURISM. Galaxy International Interdisciplinary Research Journal, 9(11), 313-316.
11. Хушназарова, М. Г. Мардонова, Х. А. К. Мусаев, М. К. & Тохирова, Д. М. К. (2021). КРАТКИЙ ОБЗОР ИСТОРИИ АЗИАТСКОГО ГОРОДА САМАРКАНД. Academic research in educational sciences, 2(2), 835-842.