

**THE SIGNIFICANCE OF RURAL TOURISM DEVELOPMENT IN  
THE TOURIST DESTINATION OF THE NAVOY REGION OF  
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Talibova Aziza Yusufbekovna <sup>2</sup>*****Abstract***

*The article contains information about ways to develop the agro-industrial complex and ecotourism in rural areas of Uzbekistan and the creation of favorable conditions. At the same time, an analysis was carried out of the theoretical and practical aspects of an alternative determination of the share of tourism services in the modern development of villages and agriculture in the Navoi region.*

**Keywords:** *Innovation, tourism, agrotourism, ecotourism, rural tourism, countryside, national park, geographical location.*

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**Introduction.** Uzbekistan has great potential for the development of tourism, and this sector is highly competitive and plays an important role in the process of reforms aimed at forming a market economy. After the declaration of independence, the process of further development of the market economy is being carried out continuously. As we all know, there are universal models of economic development for all countries of the world, which are evaluated individually, taking into account the economic indicators, geographical location, natural conditions, climate, population, natural resources and other factors of each country. From this point of view, Uzbekistan is a country with unique, beautiful seasons, natural and climatic conditions, natural resources, as well as a hospitable country. The total area of Uzbekistan is 44413.3 thousand hectares, of which 25 million hectares are used for the production of agricultural crops.

Currently, more than 7,000 historical, cultural, architectural and archaeological objects in Uzbekistan are included in the UNESCO World Heritage List, and Uzbekistan is included in the top ten of the world in terms of its tourist potential and architectural monuments. According to statistics, 545 of these objects are architectural monuments, 578 are of historical importance, 1457 are of art, and 5500 are of archaeological importance. In addition, 300 museums and about 1,200 folklore art associations are operating in our country. Despite this potential, the introduction of tourist services in the economy of rural areas of our country is significantly less compared to other types of tourism. A number of issues and problems continue to have a negative impact on the development of the tourism services market. In particular, this means that the ways of distribution and use of tourist resources in rural areas are not rationally planned.

Improving the material and spiritual well-being of the population is of decisive importance in the development of all sectors of the national economy. Therefore, among the most important problems for the market of tourism services of Uzbekistan and its future development, it is necessary to determine the scientific basis for the development of forecast indicators to ensure effective methods of using tourist resources in rural areas.

Taking into account the above, a number of measures are being taken to create favorable conditions for the development of tourism in Uzbekistan. Also, in the process of development and formation of this industry, a new stage of development of the market of tourism services is being passed.

In order to ensure continuous improvement of agrotourism, to ensure effective use of other types of tourism and its existing potential, large amounts of investments, local and foreign investments are being attracted from various sources of state property. The main purpose of these activities is to preserve tourism resources in rural areas.

**Methodology.** As a result of our research, directions for the development of rural tourism in Navoi region were studied, and at the same time, scientific conclusions and recommendations on the development of the tourism sector were developed. Methods such as scientific abstract thinking and logical approach were used during the research.

**Research results.** Currently, our government is demanding to fully ensure the continuous development and efficient use of historical, cultural and natural resources in rural areas in all regions of Uzbekistan, including Samarkand region.

In accordance with the decree of the President of the Republic of Uzbekistan dated January 5, 2019, the Concept of tourism development in the Republic of Uzbekistan in 2019-2025 was approved. Also, the list of the President's projects signed on the same day was accepted. This

concept serves as a legal-normative basis and a priority program for the territorial and regional development of all types of tourism in the implementation of issues of uniform development of

tourism in our country. From this point of view, it's time to start scientific and practical research on the unique nature of our villages, the world of animals and plants, and the use of climatic features in tourism.

The development of tourism in the rural areas of our regions is still not sufficiently analyzed and studied. Therefore, the theoretical and practical aspects of new directions in the effective use of tourism resources available in rural areas are very important in the research of tourism development.

Navoi is one of the most favorable regions for the development of tourism. According to the term tourist destination, Navoi region is located in the middle part of the territory of the Republic of Uzbekistan and occupies a large part of the Kyzylkum desert. Its area is 110.8 thousand km<sup>2</sup>, in this respect it is the largest region. Navoi region is bordered by Karakalpakstan in the west, Kazakhstan in the north, Jizzakh in the east, and Kashkadarya and Bukhara regions in the south. Navoi region includes 8 districts (Konimekh, Navbahor, Karmana, Nurota, Tomdi, Uchquduq, Khatirchi, Kyziltepa), 5 cities (Zarafshan, Qiziltepa, Navoi, Nurota, Uchquduq), 8 towns (Konimekh, Langar, Malikrabort, Muruntov, Tinchlik, Shalkhar, Yangirabot, Gozgon) and 53 village citizens' gatherings. The center is the city of Navoi.

There are great opportunities for the development of tourism, especially for the development of religious potential. It also has potential for the development of such areas as historical tourism, agrotourism, ecological tourism, archeological tourism, and extreme tourism. Improving the market of tourism services in the region is an important factor in ensuring the sustainable economic development of villages. It should be mentioned that a positive result can be achieved by organizing small tourist areas within free tourist areas.

By organizing small tourist areas under the tourist area in the province, the following can be considered as priorities for their innovative development:

- organization of a high-level treatment system with the help of treatment-health resources at the recreation center "Oltinsoy" of the Khatirchi district of the region.
- Organization of ethnographic centers, national craft centers, national houses and residential complexes in Khatirchi, Nurota and Kiziltepa districts.
- Organization of extreme tourism types and development of water-related animation games in Toda lake and its border area in Kyziltepa district.
- Take measures to develop wine tourism in Khatirchi district.
- Establishment of centers of rural tourism and national sports games in Khatirchi, Nurota and Kiziltepa districts.
- Organization of beach tourism in Kyziltepa district in Toda lake area, etc.

Implementation of the above-mentioned innovative activities will serve to further develop all entertainment centers, increase revenues for budgets at all levels, and create favorable conditions for solving socio-economic problems.

It is appropriate to cite some of the foreign state programs for providing employment to rural residents through the development of rural tourism:

- that tourist resources in villages are the property of local authorities;
- being from the local population serving the national park;
- self-management and financing system;
- dominance of private ownership;

- the national park motto is to serve the state;
- permission to use international and domestic tourism.

**Discussion.** From the above, it can be concluded that the use of best practices of foreign countries in the socio-economic development of the regions of our country, especially in the field of tourism, in providing employment to the rural population through the development of rural tourism, is an effective direction.

Taking into account the above, we make the following suggestions and recommendations:

- development and implementation of innovative tourist projects and programs in the development of rural tourism, organization of tourist areas and destination centers in villages.
- organizing management and marketing of rural tourism in the development of domestic tourism and constantly improving it according to modern requirements.
- in the development of domestic tourism, it is necessary to study the best practices, descriptions and tariffs, goals and objectives of foreign countries and apply them to tourist facilities in our country.

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