



OPPORTUNITIES OF TOURISM POTENTIAL IN THE DEVELOPMENT OF SMALL BUSINESS ACTIVITIES (IN THE CASE OF NAMANGAN REGION)

M.M. Ibrahimova

TKHU Namangan branch Day education courses head

A.A. Ikramov

2nd year graduate student

Abstract: Tourism is one of the most effective factors in creating a city. Therefore, paying attention to the development of this sector in the republic, in 2019 the Presidential Decree on the further development of tourism, the Law "On Tourism", in 2020 the Cabinet of Ministers' Decree "Tourism in the Republic of Uzbekistan the decision on measures to create favorable conditions for restoration and development", the concept of tourism development for 2020-2024 and several documents related to the field were adopted.

Keywords: tourism sector, developing cities, natural recreational resources.

Uzbekistan has great opportunities for comprehensive development of the tourism sector. This is clearly visible in the example of its inner regions. In this regard, Fergana Valley is one of the regions of the republic with high tourist potential. Fergana Valley is distinguished by its favorable natural conditions, architecture and unique archaeological monuments. However, today the efficiency of using the tourism potential and existing opportunities of the region cannot be considered high. These, in turn, determine the relevance of researching the tourist potential of the region and developing scientific and practical proposals and recommendations for improving its territorial structure. In Namangan region, the possibilities of developing cities through the development of tourism are very high, let's dwell on the possibilities of developing cities through tourism. The city of Haqqulabad is an important growth point. The city is located at the traffic intersection and near the monuments of the ancient city of Elotan. The region also has great opportunities for the development of gastro-tourism, agro-tourism and recreational tourism at the expense of hydro-facilities in the region. The city of Uchkurgan, located in the northeast of Namangan region, is also an important transfer point for medical tourism and recreational tourism (at the expense of hydro facilities), as well as in neighboring Kyrgyzstan, and thus it is more effective than recreational facilities in the neighboring republic. opportunities for the development of the city due to use are high. Recreational tourism has been developed in the city of Chortoq for a long time, and there is an opportunity to develop this factor of tourism in the development of the city and the development of the city through agrotourism and other types of tourism. There are high prospects for the development of the city due to the effective use of recreational tourism in the city of Kosonsoy and the towns of Yangigurgan, Nanay, Zarkent in the north of the region, as well as recreational facilities in the Republic of neighboring Kyrgyzstan. Currently, the construction of Namangan Business City, designed for more than 150,000 inhabitants, has begun between the cities of Namangan and Torakorgan, on more than 500 square meters, and through the development of modern types of tourism and tourism infrastructure in this area, the tourism factor in the development of the city determines the high factor of tourism. A number of reforms have been implemented in the city of Torakorgan in recent years for



the development of tourism. Ishaqkhan Tora Ibrat shrine and other ancient sites were improved. The ancient Aksikent monument located near the city has a great impact on the development of tourism. The city of Chust is the second largest city of the region, with a population approaching 100,000. The city also developed as a craft and trade center. The formation of recreational tourism in the adjacent Govasoy, Varzik and other regions of the city increases the importance of tourism in the development of the city. Although the city of Pop is characterized by the quality of the formation of the industrial and transport center, the possibilities of developing the city with the tourism factor are high. The presence of 2 railway stations in the city to guide tourists and the daily movement of several passenger trains from the city to almost all cities of our republic create the basis for the city to become a tourism center. Also near the city there are historical monuments such as Arashonbuva, Munchogtepa (from II-VII centuries), Oktepa, Khojaabadtepa, Langarmozor, Bulgadaraztepa, Chillamozortepa, Chodak, Gurumsaray, Guzar, Chirchirmomo, Ismail Atoyi, Shah Sulayman, Khoja Muhammad Samosi, Langarbuva, Imamota. Monuments, monuments, mosques and museums form the basis of historical tourism, while Chodak, Parda Tursun and Oltinkon are among the ecotourism facilities. More than 20,000 people live in the village of Chodak, located on the southern slopes of the Chotkal mountain range. The area is a completely natural recreation area. Tourism is seasonal here (mainly in summer). For the sustainable development of tourism, there are opportunities to organize ski facilities suitable for the winter season in the area. Also, the passage of the Angren-Pop railway through the village of Chodak and the establishment of the Kon and Chodak stations became important for the infrastructure of the region. In the future, these stations can be used to receive and send tourists, and it would be appropriate to give Chodak the status of a city. Parda-Tursun village should also be given the status of a town due to the high natural recreational resources and the development of the town should be ensured. From the analysis, we can conclude that the importance of tourism in the development of regional cities is high. It would be correct to evaluate tourist places as a factor that creates and develops a city.

At the same time, the following measures planned to be implemented in the region in the next years will serve to increase its tourism potential:

1. By the end of the year, the number of foreign tourists will reach 500,000 and the number of local tourists will reach 2,192,000.
2. Export of tourism services worth 200 million dollars, 2 hotels, 4 hostels, 25 family guest houses, 1 other accommodation facility and 3 tourist enterprises will be launched.
3. A "Tourism Village" will be established in the village of Nanay, Yangi-Kurgan district, and the number of visiting tourists will increase by 3-4 times, and their stay will be extended by 3-5 days.
4. A "Handicraft Center" will be established on the A373 highway passing through Chust district. In this, trade of products made by artisans, master class demonstration, museum of Chust knives and other services will be organized.
5. By effectively using the tourism potential of the "Kamchik" pass, services designed to take commuters from 3 hours to 1 day will be organized along the A-373 international road leading from Pop district.
6. It is planned to develop a master plan of a recreation zone with a high eco-tourism potential located on the banks of a stream with an area of about 50 hectares in the Olmazor MFY of Kosonsoy district.

7. On the Namangan section of the A-373 "Tashkent-Osh" international highway, a "Caravansaroy" will be established and conditions will be created for tourists.

8. Dostlik MFY, Nanay village, Yangikurgan district

"Namangan Perfect Supply" LLC will establish an accommodation, wellness, eco- and agro-tourism complex worth 100 billion soums on 4.5 hectares of land with 300 beds.

- an opportunity to serve 300 local and foreign tourists per day will be created;

- 50 new jobs will be created as a result of the project launch and tourists will be taken for 1 additional day.

9. An eco-tourism and horticulture facility will be established on 1.5 hectares of land in the Forestry Department of Almazor MFY, Kosonsoy district.

- 30 seasonal and 14 permanent new jobs will be created;

- it will be possible to take visiting tourists for an additional 2 days.

10. "Savanna" LLC in Kosonsoy district will organize an international motocross open tournament.

- 80 seasonal and 40 permanent new jobs will be created;

- it is possible to keep visiting tourists for 5 days;

- more than 10-15 thousand domestic and foreign tourists visit during each competition.

The implementation of the above will allow the organization of rain production and service forces in the region. This, in turn, will lead to new sources of income for the local population and an increase in lifestyle.

REFERENCES

1. Абатуров В. Людям не сидится дома. //Экономическое обозрение. – 2005. - №6. – С.19-22.
2. Абидова Д.И. В загранпоездку захватите полис. //Журнал «Налогоплательщика». 2005. - №9. – С. 17-19.
3. Азар В. Структурная перестройка туристского рынка России. //Туризм: практика, проблемы, перспективы. – 1997. - №3. – С.8-10.
4. Аринцев Ю. Как сделать туризм в России доходным? //Туризм: практика, проблемы, перспективы. – 1998. - №3. – С.2-4.
5. Артыков Ж.Ю. Транспортная стратегия Республики Узбекистан в XXI веке. //Халқаро муносабатлар. - 2004. - №2. –139 с.
6. Ахмедов Т.М., Трушин Э. и др. Концептуальные основы формирования экспортоориентированной структуры экономики Республики Узбекистан на период до 2010 года. //Экономический Вестник Узбекистана. – 2000.- №1. – С. 8-15.
7. Ашурова Д., Арзикулов Н. Проблемы развития туризма в регионе. //Экономика и класс собственников. – 2002. - №3. – Б.46-50.
8. Без руля и ветрил. //Турифо. – 1999. - №14. –117 с.
9. Белоконь Ю. Открытость экономики – экономический прогресс: опыт Японии и азиатских НИС. //Мировая экономика и международные отношения. – 1997. - №1. – С.8-11.