

FACTORS AFFECTING THE DEVELOPMENT OF TOURISM IN SMALL BUSINESS ENTITIES (IN THE CASE OF NAMANGAN REGION)

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Abstract: Any economic development begins with opportunities created for its subjects. The first condition for the effective use of natural resources, absolute advantages and factors is a favorable institutional environment. From this point of view, we considered it expedient to get acquainted with the decision that determined the directions of economic reforms in the region and the factors that positively affect the development of tourism in Namangan region. In recent years (2021-2023), the normative document that serves as a road map for the region is the President of the Republic of Uzbekistan "On the Development Strategy of New Uzbekistan for 2022-2026 Ministers of the Republic of Uzbekistan within the framework of Decree No. PF-60 dated January 28, 2022, in order to define the prospects of industry, agriculture and services in the next five years and the "growth points" of each district and city in the territories of Namangan region Decision No. 211 of the Cabinet "On additional measures for comprehensive socio-economic development of the regions of Namangan region in 2022-2026 and further improvement of the living standards of the population", which deals with the issue of tourism development in the region There are several points of direct attention. First of all, the issue of increasing the number of tourists, in particular, increasing the flow of foreign tourists, by establishing new tourism zones and new tourist routes in the region, it is decided to increase the export volume of tourism services to 10 million dollars, and the flow of tourists visiting the region to 1 million people. For this purpose, it is planned to develop a craft development program in Chust district, focusing on the full use of existing potential and opportunities, and to establish a "Craft Center" in Chust district in order to develop tourism potential. In order to create an environment of domestic and international pilgrimage tourism, it is determined to identify the business entity that wants to establish a craft center and to study their needs to provide a comfortable production and business environment.

Keywords: tourism services, business environment, economic reforms, tour operator.

It is urgent to hold the traditional "Namangan International Flower Festival" in the city of Namangan in an upbeat spirit, to ensure its wide spread in the world mass media, and to turn it into a unique tourist invitation of the region. Measures to be implemented in this direction are divided into two directions:

1. To increase the number of business entities providing transport, tour operator and hotel services in the organization of trips to 100.
2. Preparation of the Government's draft decision on holding the "International Flower" Festival in Namangan and ensuring the visit of 100,000 foreign tourists.

In order to create new systems for supporting the "driver" sectors of cities and districts (local industry, agriculture, services, tourism), proposals for specialization according to Table 1 have been developed.

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"Growth points" and "driver areas" of districts of Namangan region¹

T/r	Name of the area	"Growth points" and "driver areas" of districts (cities)
1.	Namangan city	Development of small industrial zones, textile industry and medical services
2.	Mingbulok district	Development of fruit-vegetable, fishing industries, organization of cotton-textile clusters
3.	Kosonsoy district	Development of fruit and vegetable growing, viticulture, construction materials, pharmaceutical industry
4.	Namangan district	Organization of greenhouse cooperatives, development of agricultural production and processing sectors, organization of small industrial zones
5.	Norin district	Establishment of fishing and rabbit farming cluster, development of ecotourism, textile industry
6.	Pop district	Development of fruit and vegetable growing, building materials industry and tourism
7.	Toragorgan district	Intensive garden, grape, vegetable cooperation, establishment of free economic zone, development of poultry industry
8.	Uychi district	Development of leather-shoes, textile industry, poultry industry
9.	Uchkurgan district	Establishment of small industrial zones, development of the fishing industry
10.	Chortok district	Development of fruit and vegetable growing, viticulture, medical and pilgrimage tourism, establishment of animal husbandry clusters
11.	Chust district	Development of textile, building materials industry, crafts, and tourism
12.	Yangikurgan district	Development of fruit and vegetable growing, viticulture, building materials industry, and tourism

According to him, medical tourism through the provision of medical services in the city of Namangan, wine tourism due to the development of viticulture in Kosonsoy, ecotourism directions based on fishing clusters in Mingbulok district, medical and pilgrimage tourism in Chortoq district, crafts as mentioned above in Chust district, the development of tourism sectors, the creation of necessary opportunities and conditions for the development of leisure tourism and mountain resorts in Yangikurgan and Pop districts. In order to achieve these goals, specialization in tourism based on 22 projects worth 25.5 billion soums was determined in Pop, Chortoq, Chust, Kosonsoy, Yangikurgan districts. 12 home hotels and 6 tourist facilities are being established in the village of Chodak, Pop district.

At the same time, Namangan region is one of the ancient settlements of our republic, which is represented by various archeological findings and architectural monuments, as well as monuments from the Bronze and Stone Ages, testifying to the primitive lifestyle of the local population. Areas belonging to the culture of the first millennium BC were found in the city of Chust. The cities were the capital of the Kushan kingdom, whose economy and crafts developed in the 4th-3rd centuries BC. In the 3rd century BC, a large city of Shahrستان-Akhsikent, consisting of huge fortresses, was built in the coastal region of the Syrdarya. In the 17th century, the city was destroyed by an earthquake, and its inhabitants moved to Namangan, which had a positive effect on the development of this

¹ <https://lex.uz/docs/-5984308>

wonderful city. The city of Namangan got its name from the phrase "Namak Kon", which means "salt mine" in Persian. Archaeologists have found traces of ancient villages located here at the beginning of our era. The city was later named in honor of the salt mine, where there was a lake, from which local residents used to extract table salt. In 1610, Namangan received the status of a city, and 10 years later, people moved here from Ahsikent, the ancient center of the Ferghana Valley, which was destroyed by an earthquake. In the Namangan region, there are many historical places and shrines like the mausoleum of Khoja Amin, Mavlon Buva complex and others. Namangan is the city of flowers, and at the same time, Namangan region is a place of master gardeners and vintners. Today, the city of Namangan is a large city with a rapidly developing economy, and its main directions are cocooning, cotton processing, winemaking and chemical industry. The city of Chust, which is the center of handicrafts, is famous not only in Uzbekistan, but also in foreign countries for the art of knife production. Namangan, the "city of flowers", is distinguished by its historical flavor, cozy streets and old buildings. Here you can find one-story traditional houses and unusual buildings. Today, tourism is a word that attracts the people of the world. Because the tourism sector has started to take a special place in the economy of countries. In particular, in our country, large-scale work is being carried out on the development of this field, a number of legal documents have been adopted and implemented in order to increase the potential of tourism. As a result, new projects and opportunities for the development of tourism appeared in every region of our republic. In particular, let's take a look at the tourism facilities in Namangan: the number of tourism facilities in the region is 301. 24 shrines, 242 objects of cultural heritage, 152 archaeological monuments, 98 architectural monuments, 22 recreational parks are among them. Today, the region has 28 tour operators, 4 directorates, 25 hotels and 48 guest houses (2013 beds), a total of 78 accommodation vehicles, 40 minibuses, 6 tour guides and tourist services for local and foreign citizens. During 2020, 5 tourism information centers, 70 model sanitary-hygiene stations, guide signs leading to 40 tourist objects, and Wi-Fi areas were established in 80 tourist objects for foreign and local tourists. During the months of January-November 2022, a total of 34,091 (4,052 of them foreign, 30,039 domestic) tourists visited our region. During this period, the export volume of tourism services amounted to 8.5 million US dollars. In order to include it in the 2021-2022 republican route, a proposal was made to repair 25 cultural heritage objects in the region. As a result, the construction and reconstruction of "Sultan Uvais Qarani" shrine in Chortoq district, "Akhsikent open-air museum" in Torakorgan district, "Bibiona" shrine in Chust district, and "Hazrati Bob" shrine in Poptumani were completed and put into use. 26.8 billion soums were spent from the budget funds. At the same time, "On Bir Ahmad" and "Kadirkhoja Eshon Uyi" located in Namangan city, "Devona buva" in Uychi district, "Buonamozor" and "Ayritom bobo" in Chust district, Namangan district "Khilvatkhana" shrines were reconstructed and restored and put into use. In 2021, projects to improve the infrastructure of 16 cultural heritage objects were developed. In cooperation with the Department of Cultural Heritage of the Ministry of Culture and Namangan State University, a candidacy is being prepared for the inclusion of the archaeological monument "Akhsikent" and "Munchogtepa" (Ancient Pop) in the world UNESCO list. It should be noted that based on the uniqueness of the region, Ecotourism (mountain area and riverside tourist facilities), Agrotourism (fishing clusters, fruit orchards, summer farming), Gastronomic tourism (Chust osh center, mega pilaf), Pilgrimage tourism, Extreme tourism, Ethnotourism, Medical tourism we can see that there are opportunities to develop directions in this area. In order to further develop gastronomic tourism, there are plans to organize the "Taste of Uzbekistan" gastronomic festival in the center of Namangan (in the "Valley of Legends" park), the "Osh festival" in Chust district, and the "Night bike ride" event dedicated to the International Bicycle Day. "Valley of Legends" is a tourism "magnet" of the region. At the same time, 16 types of attraction theme park, 2400-seat amphitheater, 7 different water attractions and an aqua park with 16 pools, 2 modern waterfalls and a musical fountain, 3 restaurant, 2 parking lots with 1800 seats and 1 mosque

were established. This tourist facility can serve 6,000 tourists and local residents. We can make the following proposals for the development of tourism in the region. The project of turning Chust district into a tourism center. In this regard, the establishment of the "Hat Museum" in the "Mavlano Lutfiy" recreation park, which includes various headgear of foreign and local residents, and the sale of Chust hats, the shrine of "Bibi ona" and "Varzik" organizing tour packages to "Teshiktosh" in the neighborhood and rocks with an observation area, using the neighborhoods of hat makers and knife masters as a visiting card of the district, including the art of the Chust district hat maker's school in the list of intangible cultural heritage of UNESCO We can use their proposals as mechanisms for the development of tourism in Namangan region. Also, in order to develop domestic tourism in this place, we need to start shopping tourism. By ensuring the implementation of these suggestions, we can get the expected result. First of all, if we can develop domestic tourism, our opportunities for developing foreign tourism will expand, and through this we will be able to expand the weight of tourism in our economy.

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