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OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2019 Issue: 06 Volume: 74

Published: 15.06.2019 <http://T-Science.org>

QR – Issue



QR – Article



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NEW DIRECTIONS IN THE DEVELOPMENT OF TOURISM IN THE REPUBLIC OF UZBEKISTAN

Abstract: This article discusses the new directions of tourism in Uzbekistan, in particular, gastronomic, youth, tourism, geotourism, agrotourism and eco-tourism. On the basis of decrees and resolutions, the main objectives of the development of the tourism industry and its modernization are analyzed within the framework of priority areas in the context of the implementation of the Action Strategy in 2017-2021 in the Republic of Uzbekistan.

Key words: Gastronomic tourism, zierat tourism, youth tourism, ecotourism, agrotourism, cycle tourism, ethnographic village, the Great Silk Road brand.

Language: English

Citation: Egamberdiyeva, G. A. (2019). New directions in the development of tourism in the republic of Uzbekistan. *ISJ Theoretical & Applied Science*, 06 (74), 211-220.

Soi: <http://s-o-i.org/1.1/TAS-06-74-23> **Doi:**  <https://dx.doi.org/10.15863/TAS.2019.06.74.23>

Introduction

During the years of independence, Uzbekistan made a significant breakthrough in the tourism industry, coupled with the preservation and enhancement of the historical and cultural heritage of the people, the revival of national traditions and customs, the restoration and arrangement of sights. In order to create a modern, highly efficient and competitive tourist complex in the republic, a solid regulatory and legal framework is formed, the basis of which is the Law "On Tourism" adopted on August 20, 1999 [1]. The presence of Uzbekistan is evidenced by the presence of more than seven thousand objects of material cultural heritage of different eras and civilizations, including the historical centers of Bukhara, Khiva, Samarkand and Shahrizabz included in the UNESCO World Heritage List [2]. World famous historical monuments, modern cities, the unique nature of Uzbekistan, the unique national cuisine, as well as the unsurpassed hospitality of our people attract travelers.

Materials and Methods

In recent years, tourism in Uzbekistan has been developing dynamically, the Decree of the President "On additional measures to accelerate the development of tourism in the Republic of Uzbekistan" dated January 5, 2019 and the Presidential Decree dated January 5, 201 No. PP-4095 "On measures to ensure accelerated development of

the tourist area determine the main strategic directions of the tourism sector and serve as an important guide in this direction.[3] Cities and villages are being transformed, infrastructure is developing, hundreds of hotels, recreation areas, campgrounds and motels have been built, all this annually attracts about 3 million foreign visitors from more than 70 countries.[4]

To date, the domestic tourism industry offers foreign visitors and domestic lovers of long-distance travel new tourism destinations, which include gastronomic, pilgrim (ziyosat), youth tourism, ethnographic and geo-tourism, as part of the comprehensive concept of "ecotourism". In addition, medical tourism, hiking, archaeological tourism, agrotourism, as well as mountaineering and rafting have been developed in Uzbekistan.

Uzbekistan with its diverse landscapes is a great place for ecotourism. The presence in the republic of reserves, national parks, nurseries, biosphere reserve make ecotourism a very promising direction. The territory of Uzbekistan is divided into 14 ecotourism regions. Each district is distinguished by its ecotourism, opportunities and development prospects in Uzbekistan, in particular, such areas as Amudarya, Ustyurt, the Aral Sea and Aral Sea regions, Kyzylkum, Syrdarya, Zarafshan, Aidarkul, Chirchik, Fergana, Turkestan, Kashkadarya and Surkhandarya. Ecotours in these areas can be carried out in the form of hiking, and walking on camels and horses, as well as on airplanes and helicopters. Tourists will be able

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to see unique landscapes, rare animals and plants, as well as have the opportunity to feel the touch of other nation, their traditions and customs and immerse themselves in an unusual way of life in harmony with the environment[5].

Ugam-Chatkal National Park is the largest and most protected natural protection area among tourists. It was created in 1990 in the gorges of the Chatkal range. Its territory is little changed by human activity and is designed to preserve the mountain ecosystems of this region. The Chatkalsky Biosphere Reserve is located in the southern part of Ugam Chatkalsky National Park, Nurata Reserve extends south-west of Tashkent on the northern slopes of the Nuratau Range, where walnut-fruit forests are protected. Another similar reserve was created in 1975 just east of Samarkand, the Zarafshan reserve. On the territory of the reserve stretch of bush and floodplain meadows. On the territory of Zaaminsky, Bakhmal, and Farish districts there are ample opportunities for the development of ecotourism.

In the mountainous region of Jizzakh region of Uzbekistan is located Zaamin district, the center of which is the town of Zaamin. In order to preserve unique natural resources and historical monuments in 1960, a reserve was established in Zaaminsky district with an area of 10,500 acres[6]. The park also includes mountain ranges, steep and deep ravines, and hills. One of the brightest attractions of the Zaamin reserve is considered to be high red stones of bizarre shape and gigantic sizes, located on a glade in Kyzyl-Ataksai. Zaamin people call this nature wonder "kyrkkyz", which means "forty virgins".

On the territory of the Zaamin nature reserve there is a recreation area for visitors. It includes the Zaamin Sanatorium and dozens of nearby boarding houses, guest houses and children's camps.

Tourists staying here can visit many interesting places. One of them, Boboengok, is an ancient walnut, whose estimated age is 700 years. The tree grows on the territory of Zaamin National Park. In the village of Pishogor, not far from the Zaamin nature reserve, there is the Pishagar cave, an amazing place where everyday objects from the times of the primitive communal system were discovered. The walls of the cave are decorated with ancient drawings [6]

Interesting will also be an excursion to the spring "Sherbulok". It looks like a grotto with stone stairs and arches. Jets of ice cold water are beaten out of a bas-relief in the form of a lion's head.

In the areas adjacent to the reserve Zaamin, there are also monuments of antiquity - the dilapidated memorials of Kurgantepe, Aktepe, Turtkultepe (former caravanserai), Kultepe, Khuzhai Sarob-ota, Kyk Tunle - Ota and the ancient fortress of Myk (6th-11th centuries) [7] where ancient coins and jewelery are still found. Currently, Zaamin Reserve is actively preparing for the influx of tourists, developing its potential and improving its infrastructure.

Today, the Zaamin brand has become an indispensable attribute of local products at international tourism fairs, attracting entrepreneurs to the region and to Uzbekistan in general. Thanks to the popularity of Zaamin district, a new type of tourism, ecotourism, has emerged and is developing, and the well-being of the local population is increasing

Since 2010, the UNDP project "Support to the Local Government System: Citizen Participation and Partnership" has been implemented in close cooperation with local authorities and citizens in Zaamin to increase tourist potential of the region, focusing on ensuring the sustainability of cultural and historical flavor, thereby contributing to the fact that local residents are the main beneficiaries of ongoing initiatives.

A number of tourism businesses were created and modernized in the district, including 12 guest houses, 2 tourist centers and one hotel, information centers inside natural and archaeological zones and a 350-meter ski track in the popular resort area. All these facilities are managed and operated by local residents, which provides them with employment and income. [8]

10 information boards and 20 roadside signs were installed. 80 local tourism specialists were trained, and Zaaminsky District was the first district in Uzbekistan to create its own brand, website and Facebook page [6].

This place is ideal for ecological, cultural and educational tourism and active recreation.

Ecological tourism is not only a trip, but also an opportunity to get acquainted with the lifestyle of the locals. In this regard, the projects in this area pay special attention to the protection of nature, the study of the lifestyle of the local population, traditions and customs, and samples of oral folk art. It should be emphasized that this type of tourism is becoming increasingly popular today - according to forecasts of the World Tourism Organization, it is among the five main strategic directions of tourism development until 2020 and it is estimated that the share of ecological tourism in the total world tourism industry has reached more than 10% in recent years, and its growth rate is 2-3 times higher than the corresponding rate in the entire tourism industry [9].

The problem of the development of the gerontological direction of social tourism has become particularly relevant in connection with the events taking place in the modern world. We are talking about the following content points:

- steady trend of population aging and increase in life expectancy. According to European statistics, for the period from 1950 to 2000 people began to live for 20 years longer, and by 2025 the average life expectancy is expected to increase by another 10 years [10]

- increasing the proportion and role of older people in modern society. By the time of retirement,

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modern older people are able to continue to lead active lives, including traveling and getting new impressions of rest.

- unstable socio-economic situation of the elderly. It is known that in the modern world gerontological consumption of services remains at an extremely low level: the bulk of the personal consumption fund is spent on food. The gerontological group does not receive educational, medical, cultural services, and the consumption of tourist services remains beyond financial affordability. The cost of travel packages for many retirees, especially those who do not continue to work, is of great importance.

Currently, researchers are raising the question of the need to create strategies and travel programs that will be aimed at increasing the physical activity of older people with disabilities, preserving their health and physical functions [11].

In Uzbekistan, the gerontological direction of social tourism is underdeveloped. However, it is necessary to work out the entire social tourism system, first of all - a consolidated approach to the development and implementation of tourism programs for the elderly, combining the efforts of the state and business. In our country there is a great potential for the development of gerontological tourism, especially now there is a tendency of growth in the flow of tourists of elderly people traveling to Uzbekistan from neighboring countries arriving for the purpose of treatment or rehabilitation. The reason for this is mainly the low cost of medical services provided in Uzbekistan. Dental and wellness tours to the territory of our country become most popular among tourists.

In addition, Uzbektourism NC is working on a health-improving medical tourism plan, since quite a few people want to come to Uzbekistan only to relax, but also to improve their health, combining pleasant time with treatment both at the bases of health resort complexes. [12] Uzbekistan is a country with a unique and rich nature, it is often referred to as "Uzbek Switzerland". Places like Zaamin, Chimgan, Beldersay, Nevich, Aydarkul, Kitab, Gissar, Ugam, Chatkal, Chinabad, Mersian, Aktash and many others allow the country to compete with Switzerland for tourists.

Rich vegetation, healing mountain air, water bodies, ecologically unspoiled industrial environment, a measured rhythm of life — everything that is so successfully monetized in Europe is represented in sufficient quantity in the country. Uzbekistan is one of the few countries in the world where almost the entire spectrum of a health resort complex is present. For example, in the sanatorium "Botanica" there are thermal, chloride-hydrocarbonate and sodium mineral waters - that's why thousands of tourists come to Austria every year [13].

In the Jizzak region, therapeutic mud from Lake Balykli is actively used, in the Tashkent region there is a well with a depth of 240 meters, the mineral slightly alkaline water from which, by its composition and healing properties, is not inferior to the waters of the famous Yessentuki resort[14].

In Uzbekistan, health tourism has many resources that contribute to the development of the industry, a huge potential associated with the presence of a large number of unique natural sites, original methods of harmonious human health.

Medical tourism is also significant in that it is not only able to increase the income of the national economy, but also has the ability to stimulate the development of other industries, develop the infrastructure of resorts and health resorts, helping to strengthen the health of the population. It is from this point of view that the formation of a modern system of medical tourism in the country is becoming more and more urgent, but a number of factors impede the further development of medical tourism, for example:

- the absence of a state program for the development of health and fitness complexes;
- personnel engaged in the implementation of medical services do not have special knowledge and responsible attitude towards their clients;
- the lack of an effective system of informing the public about the possibilities of Uzbek resorts and health complexes, etc.

The development of medical tourism in Uzbekistan requires an integrated approach: legal support, licensing of medical institutions, creating a single base of all health resorts in the country, increasing the level of service, creating centers for training personnel, etc.

Sanatoriums in our country now can also offer various medical services for foreign tourists (diagnosis and treatment, prevention of chronic diseases, psycho-emotional relief, rehabilitation, treatment of all kinds of addictions, etc.) But this direction of medical tourism is also experiencing great difficulties due to the lack of information about clinics, doctors, prices, etc.

In Uzbekistan, there are two types of resorts: balneal, which are based on local mineral springs and mountain climate using clean mountain air and a favorable climate for treatment. The services of medical institutions can become sought-after not only by citizens of neighboring countries, the endless valleys of our region, protected natural territories - all this attracts foreign tourists.

Among the still underdeveloped types of tourism in Uzbekistan can be identified mountain tourism. In the period from March to November, the mountainous areas of Uzbekistan attract lovers of hiking, and from April to September - cycling.

The country's most popular hiking routes pass through the protected areas of the Chimgan mountains and the Gissar and Turkestan ranges surrounding the

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Samarkand, the Matcha and Fan mountains. Routes are divided into three categories of complexity - the easiest, the first level, for lovers who at least know how to ride a bike. For them, walks to Charvak are organized, along the reservoir ring, these are 80 kilometers of breathtaking views, to the Fergana Valley - a circle from Kokand, through cities - Namangan, Andijan, Kuva, Fergana, Rishtan, Margilan, crossing the Kamchik pass. And of course, the foothills, not far from Tashkent - cycling tours to ancient villages, petroglyphs and waterfalls. One of the routes is via Nurata, along Kyzyl Kum, in the direction of Khiva. In Nurata there is one of the most ancient, if not the most ancient, irrigation system of wells, the fortress of Alexander the Great and sacred places of pilgrimage that the Randonners must visit. The descent to the Sarmysh gorge, famous for its most interesting petroglyphs art gallery, the largest in the world. The tour can be combined with the historical excursion along the Great Silk Road, - the cities of Samarkand, Bukhara, Khiva. To do this, be sure to go on a trip qualified guides who will tell and show the beauty and historical sites of these ancient cities. In addition, cyclists drive through the villages, where they get acquainted with the lifestyle of local residents. For extreme Samarkand there is a route along the ridges of the Aktau ridge.

The first step in organizing trips related to geotourism was the initiative of the State Committee on Geology and Mineral Resources, which proposed incorporating the Kitab State Geological Reserve into the UNESCO Global Geoparks Network, as well as expanding the register of ecotourism sites, including geoparks, to increase the flow of foreign travelers [15].

As globalization processes grow in the world, consumers are increasingly seeking unforgettable impressions. Gastronomy is an important element of local culture and identity, and it has significant potential to increase the supply in the tourism market by focusing on the promotion and improvement of national cuisine.

The Republic of Uzbekistan has the potential to develop gastro tourism, with its unique national cuisine, its tradition of hospitality. Uzbek cuisine is perhaps one of the richest in the East. Located on the caravan routes of the Great Silk Road, for centuries, Uzbekistan has absorbed the most interesting and unusual dishes from different countries. Traders exchanged the most secret secrets of those or other recipes. Thus, the dishes of other nations penetrated the Uzbek cuisine and practically became national. Each dish has its own traditional rituals and ways of cooking. Of course, the most famous and favorite dish of Uzbekistan, as everyone knows, is pilaf. In addition, dishes there is a huge list of other equally exotic dishes. By developing gastronomic tourism in Uzbekistan, one can attract many tourists from

different countries of the world. Uzbekistan can also share its national cuisine with guests of our republic.

It should be noted that each region of the Republic of Uzbekistan has its own peculiarity in the preparation of national dishes, for example, pilaf, which is considered the most exquisite dish. Pilaf - the most famous dish of Uzbekistan. At the Osh Bayrami festival, which has been held annually since 2013 by Uzbektourism NC, the following types of pilaf are prepared: "To'y oshi" (Wedding pilaf), "Karavan osh" ("Pilaf Karavan"), "Choyxona palov" ("Tchaikhana pilaf"), "Toshkentcha osh" ("Tashkent pilaf"), "Xorazmcha palov" ("Khorezm pilaf"), "Bayram oshi" (Holiday pilaf), "Namangancha devzira osh" ("Namangan devzira pilaf"), "Samarqand oshi" ("Samarkand pilaf"), "Asaka Palov" ("Asaka Pilaf").

In accordance with the decisions of the Committee for the Safeguarding of the Intangible Cultural Heritage of December 1, 2016, the culture and traditions associated with the Uzbek pilaf are included in the UNESCO Intangible Cultural Heritage [16].

For foreign tourists, gastronomic tourism is interesting because, while studying and tasting dishes, a tourist not only eats all sorts of products prepared using special technologies, but also gets acquainted with the culture and history of this region. Most tourists come to Uzbekistan to see the world famous cities - Samarkand, Bukhara, Khiva. Gastronomic tourism can be combined with educational tours.

The development of gastronomic tourism has a positive impact on local economies, employment and heritage; covers approximately 30% of travel expenses during the tour; creates unique opportunities to promote the national brand of Uzbekistan. It should be noted that Uzbekistan won the first place in the nomination "Gastronomic tourism" according to the National Geographic Traveler magazine in the National Geographic Traveler Awards 2018 competition. Our country won 34% of the vote, overtaking Italy and Azerbaijan, who scored 21% and 17%, respectively [17].

Uzbekistan has favorable conditions for the development of pilgrim tourism. Many famous figures in the Islamic world lived and worked on our land. However, in our country there are historical monuments that are expensive for representatives and other denominations. According to international studies, the number of tourists traveling in the world in the direction of ziyorat tourism is increasing annually. In particular, in 2017 the number of Muslim tourists amounted to 131 million people, and the income from Muslim tourism reached 142 billion US dollars. This shows that pilgrim tourism is one of the fastest growing segments of the global tourism industry. It is expected that by 2020 the number of Muslim tourists in the world will reach 160 million people. The turnover from this type of tourism by 2026 will be \$ 300 billion [13].

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Today, for the development of tourism ziyorat it is necessary:

The introduction of a visa-free regime in Uzbekistan for a period of 30 days for citizens of 64 countries, including Indonesia, Malaysia, Turkey and the United Arab Emirates;

- introduction of a pilgrim visa ("Pilgrim visa") issued for up to 2 months to foreign citizens who come to make pilgrimage and study the cultural, historical, religious and spiritual heritage, traditions of Uzbekistan.

Uzbekistan is among the ten most attractive destinations for ziyorat tourism among the member countries of the Organization of Islamic Cooperation (OIC) according to the Global Muslim Travel Index 2019 (GMTI) [19]. This report is prepared on an annual basis by the Singapore-based company Crescent Rating and Mastercard. GMTI is based on factors such as climate, security, economy, religion, transport infrastructure and services in countries.

On July 15, 2018, a new procedure for visa-free transit entry, temporary stay and departure from the Republic of Uzbekistan was introduced in Uzbekistan. Citizens of 101 states received visa-free entry, in particular Australia, Austria, Germany, Estonia, Jamaica, Kuwait, Saudi Arabia, the United States and others. In addition, in recent years, the liberalization of the visa regime for citizens of foreign countries and the introduction of a visa-free regime (increased the attractiveness of Uzbekistan in the global tourism market [20].

For pilgrim tourism, the mere presence of historical monuments connected with religion is not enough. To attract tourists, you need to launch a good advertisement, establish a convenient visa regime, create comfortable conditions at airports and hotels for prayers.

On the basis of these recommendations, the conditions necessary for prayers are created at international airports. In our country, according to the Malaysian standard MS 2610: 2015 "Muslim friendly hospitality services. Requirements" developed draft standard "O'z DST: 2018. Tourist services. Muslim hospitality. Requirements" [21]

Today, the State Committee for the Development of Tourism is developing issues of the development of pilgrim tourism in the city of Tashkent, maps of visits to 15 registered religious organizations. Preparing a map of places of halal food for travel agencies and guests of Indonesia and Malaysia, national canteens, restaurants, family leisure places [22]

In Uzbekistan, one of the most important sites of pilgrimage tourism is the Imam Bukhari complex in Payarik district of the Samarkand region. According to the decree of the President of our country "On measures to organize the Imam Al-Bukhari International Research Center under the Cabinet of Ministers of the Republic of Uzbekistan" dated March

27, 2017, a tourist center is being built near the complex [23]

In the future, one large four-storey, 6 medium-storey three-storey and 20 small two-storey hotels, a supermarket, a large shopping mall, an amphitheater, a dekhan market for ablution, souvenir shops, a teahouse, a restaurant, a parking lot, a mini-bank and other infrastructure facilities will be available for use.

In Uzbekistan, in the framework of the tourism sea, you can visit such objects as the religious center Khast-Imam (Hazrati Imam Complex) in Tashkent. The Barakkhan madrasah, part of the Hazrati Imam complex, is a repository of one of the most valuable relics of Islam - the Koran Caliph Osman.

In Samarkand, the famous necropolis of Shahi Zinda is located, where the cousin of the Prophet Muhammad - Kusam ibn Abbas and the mausoleum of Hoji Doniyar are buried. Khoja Doniyar is believed to be the Koranic and Old Testament biblical prophet Daniel, whose remains were brought to Samarkand by Timur from the city of Susa. A mausoleum was built over the burial site, rebuilt at the beginning of the 20th century. The mausoleum is a crypt about 18 meters long. The mausoleum is an object of pilgrimage, both local residents and visitors from all over the world.

In November 1996, the Patriarch of All Russia Alexy II arrived at the tomb of St. Daniel. During this visit, he performed a joint prayer with Jewish and Muslim clerics [24]. During the tour you can visit the Gur-Emir Mausoleum (XIV-XV cc.) - Timurid dynastic tomb; Rukhabad Mausoleum ("Resident of the Spirit") (XIV-XV centuries) - the tomb of Sheikh Burkhaniddin Sagardzha (head of Muslims in Beijing), buried according to his will in Samarkand; Registan Square: Ulugbek Madrasah (XVth Century), Sherdor Madrasa (XVIIth Century) and Tilla Kori Madrasa (XVIIth Century) - Medieval Masterpiece architecture and the main symbol of Samarkand; Bibi Khonim Mosque (XIV century), conceived by Timur as the largest mosque in Central Asia; The Mausoleum of Imam al Moturiy, a IXth century scholar, theologian and philosopher, founder of the Moturidi movement in Kalam (Muslim theology), a fiqh expert (Muslim jurisprudence).

Bukhara is another city for Ziyorat tours. Bukhara is called Sacred because there is an unprecedented number of mosques and tombs of Muslim saints. In the Bukhara region there are seven burials of the great Sufis of the Naqshbandiya brotherhood, one of the most influential Sufi brotherhoods in Uzbekistan. Of particular interest are also Minaret Kalyan, Abdulazizkhan madrasah, Magokki Attori Mosque, Kosh-Madrasah, Khalifa-Khudaydad Complex.

Thus, the sea tourism in Uzbekistan is perceived as an important part of the tourism industry, in connection with which the state and local authorities are actively involved in the development of new projects.

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The development of youth tourism is an important tourism industry in Uzbekistan. Tourism contributes to the convergence of the young generation from different countries, for this the country must introduce such routes that will be convenient and accessible to young people, as well as carry out work on the introduction of the so-called silkvisa (silk visa) which provides special conditions for tourism in countries through IDT. With this visa, tourists can visit more than one country, but several at once.

Particular attention today is paid to organizing youth travel. Thus, in order to enhance the feeling of patriotism among young people, industrial tours were organized for more than 5.5 thousand people to large industrial complexes, industrial complexes, free economic zones [25]. And it is also planned to introduce a single calendar of events of youth tourism and the creation of youth hostels. The possibility of introducing the post of deputy chairman on the development of youth tourism, innovation and improvement of educational services in the field of tourism is being considered. Additional tourism products are agro-tourism, ethnographic, rural, green, rural tourism - all these are synonymous with one kind of tourism, taking place in any rural area (village, village, farm, manor, private house), where tourists, cities, get acquainted with everyday life and customs of the local population, live in rural houses, participate in rural work. During festivals and holidays (especially Navruz), tourists can see various competitions, participate in various cultural events.

The greatest interest for rural tourism is in the old settlements with a simple architecture using the traditions of the past, whose residents follow any traditions from the folklore. At the same time, clean rural food, clean air, the opportunity to participate in any small rural activities contribute to the strengthening of both physical and mental health.

Since Uzbekistan is for the most part an agrarian country, rural tourism, as a new kind of recreation, can play a large role in the tourist segment of Uzbekistan, using both incoming and internal tourist traffic. Favorable environmental and climatic conditions, necessary infrastructure, a unique ethnographic culture with traditional hospitality - all of this is present in our country and can be used for agrotourism.

Almost all regions of Uzbekistan have the necessary resources for the development of rural tourism. These are a variety of natural conditions, from foothill and mountain landscapes to steppe and desert territories, where there are rural settlements everywhere with adjacent rural lands - fields, gardens, vineyards, pastures. And in the immediate vicinity of these villages, various nature monuments, memorial places of worship, architectural and archaeological monuments can be used as additional environmental and cultural and educational sites to visit and see

them. Very often, rural tourism is associated with ecological tourism and sometimes it is difficult to separate one type of tourism from another. From this interweaving and interaction, rural and eco-tourism only benefit

In Uzbekistan, rural tourism is well developed in the Jizzakh and Navoi regions, in the northern slopes of the Nurata Range. Some of the attractions of this region include separate petroglyphs, the highland lake Fazilman, as well as a huge specimen of biota eastern in the village of Mejrum. After visiting guest houses in the villages of the northern slopes of the Nurata Range, tourists usually go to the yurt camps located in the immediate vicinity of Lake Aydarkul [26] Here they can familiarize themselves with the nature of the Aydar-Arnasay lake system, as well as get in touch with the sands of the Kyzylkum desert, closely approaching the camp. A camel ride through the sand dunes of these territories towards the village of Dungelek will pleasantly complement the general impressions. Familiarity with the life of desert people and their traditional way of life can also be included in the program of these tours.

In many countries, to attract tourists, ethno-villages are organized - this is a specially equipped place (complex) for the development of ethnic tourism. Ethnic villages are different in their purpose, functions and specificity. The following objectives for creating an ethnic village can be distinguished: the preservation of valuable, unique and typical architectural structures that are traditional for the area; demonstration of planning and spatial-organizational ethnic traditions; demonstration of the main economic and commercial characteristics of the ethnic group; holding traditional folk holidays; organization of ethnocultural tourism.

The purpose of such a tourism facility is to acquaint tourists with the customs and traditions of the people as they were in past centuries, before the arrival of technical progress. For example, located in Russia, Kaluga region, a unique project "ETNOMIR" on a territory of about 90 hectares since 2008, a reduced model of a diverse planet of people is created. In the future, "ETNOMIR" includes 52 ethno-yards, each of which represents the culture of a certain ethnic group and includes harmoniously placed ethnic buildings: an ethnogotel, craft workshops, a museum, a traditional restaurant, a souvenir shop and other buildings that convey the flavor of traditional life. The keeper of traditions necessarily lives in such an ethnodvor, he can reliably acquaint with the priceless culture of his people, expressed through life and holidays, through crafts, folklore and mythology, architecture and history, traditions of folk cuisine, health procedures. Ethnological scientists from different countries take part in the creation of ethno-yards. The basic principle of "ETNOMIR" is the general equality of cultures, regardless of the level of economic development or the international status of

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the host country of culture. Completed appearance of the project will acquire by 2020 [27].

Today ETNOMIR is a tourist cluster and cultural and educational center, where every visitor has the opportunity to “live” the experience of different nations through tangible and intangible heritage, to understand their cultural codes.

ETNOMIR is the largest ethnographic park-museum of Russia, which represents on its territory the beauty and diversity of the cultures of the peoples of the whole world through architecture, national cuisine, handicrafts, traditions and everyday life of different countries.

The most unique and popular ethnic objects of ETNOMIR are the ethno-hotels, in which the authentic atmosphere of the hut, mud hut, yurt, Indian palace, Himalayan and Nepalese houses, Central Asian dwellings (yurts, Khovli etc)

In Uzbekistan attempts are being made to create ethnographic villages like ETNOMIR, unfortunately temporary. Since 2001, the Baysun District of the Surkhandarya Region has been included in the UNESCO Masterpiece List of the Oral and Intangible Heritage of Mankind.

The first open folklore festival "Baysun Spring" with the participation of folk performers from Uzbekistan, Tajikistan and Kyrgyzstan was held in May 2002 [28] Also in 2002, with the support of UNESCO, the Baysuntog Park was built, which includes an ethnographic museum, a special folk village with tandoor squares, vineyards and gardens, an adobe street of artisans and traditional yurts typical of Baysun. April 28-29, 2019, the Baysun Bahori Festival will be held, in the Baysun Mountains an ethnic village will again spread out, where folk groups, bakhshi poets, narrators-akyns from all over southern Uzbekistan, as well as from neighboring republics of Tajikistan and Kyrgyzstan will gather [29]. Tourists will be able to get acquainted with the national dishes of our country, folk games, art and culture.

By the end of 2015, the ethnographic village was established near Bukhara. Ethno-village is located a few kilometers from Bukhara and is included in a study tour of Uzbekistan [30]

Here you can stay for a day or two, during which it will be possible to familiarize yourself with the life and work of the villagers - farmers and livestock breeders; only farm workers will be replaced by specially trained actors who will not hesitate to receive constant attention from a large number of visiting strangers. It should be noted that on February 9, 2019, an information tour of Shahrisabz was conducted, where tourists were provided with routes reflecting the 3 main types of tourist destinations developing in Kashkadarya, such as the “Mountains of Gissar”, “Oasis” and the “Desert Rose” [30].

All three directions are divided into separate districts of the Kashkadarya region and include

various types of tourism - extreme, mountain, pilgrim, ethnic, ecological, business and others.

Among the attractions of the region, the participants of the event were shown such places as ethno-villages “Silon” and “Kul”, caves “Mukanna” and “Amir Temur”, waterfalls “Suvtushar” and “Baital dumi”, eco-places in the ravine “ Munavvara "and" Qaljai-Sharon ", pilgrimage sites" Hazrati Bashir "and" Kazrati Sulton Ota ", " Alexander the Great's Residence "in Dehkanabad district, yurt camps and rest homes.

Developing ethnographic villages, tourists are offered a rare opportunity to blend in with the rural oriental reality, where people are always welcome. Live in rural guest houses and yurts. The hosts can offer guests a variety of national dishes. Together with the hospitable hosts, tourists can do their homework — bake tandoor cakes, cook food, weave carpets, embroider, or assist in harvesting fruits and vegetables.

Forming a system of ethnic villages in Uzbekistan can be considered as an infrastructure of a new type of tourism for the country - ethnocultural tourism. Tourism, the purpose of which is the introduction to the ethnocultural heritage, is promising for our country. The country has a rich and diverse ethnocultural heritage, a unique combination of various ethnocultural complexes

Among the underdeveloped areas of tourism in Uzbekistan is MICE-tourism. MICE-tourism plays a significant role in the national economy and has a direct and indirect impact on the development of tourism, transport, communications, financial sector, culture, health and trade of the country.

In 2017, the share of business tourism in the global tourism industry was 22.5% or \$ 1,230. 6 billion. According to forecasts of the world tourism and travel Council (WTTC) by 2025, the global business tourism market will be estimated at \$ 1.67 trillion. According to the data, about 50% of airlines' revenues, 60% of hotels' revenues and more than 70% of car rental companies' revenues are created by servicing this category of tourists. 55-60% of hotel rooms in the countries are booked by MICE-tourism participants. Daily expenses of delegates of various business meetings, congresses, symposia exceed \$ 345., while the average tourist spends an average of \$ 100-200 per day[31].

The study of foreign experience in the organization of MICE-tourism shows that the subjects of the business tourism market are specialized MICE - and event agencies, Congress bureaus, exhibition centers and various venues for corporate events. They operate in public and private form. Despite this, the state periodically supports and coordinates this type of activity through the creation of special units or public-private partnerships.

In particular, the state bodies for tourism or local government (municipality) of Georgia, Russia,

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Belarus, Germany have established specialized MICE-tourism organizations. Thus, in 2016, the National tourism administration of Georgia established a Convention and exhibition Bureau for the development of MICE-tourism, including the attraction of incentive tours, conferences, exhibitions and similar international events. The functions of the Bureau also include the dissemination of information about the possibilities of business tourism in Georgia abroad.

In Azerbaijan, Turkey, Cyprus, institutions intended for the organization of MICE-tourism, deviate in the order of public-private partnership. For example, the Congress Bureau of Azerbaijan was established in 2013 and is a non-profit, private public, partially funded by the Ministry of culture and tourism of Azerbaijan [32]. The Bureau acts as the main national organization, whose activities are aimed at strengthening the image of Azerbaijan as a place for holding world-class mass events by providing valuable information and assistance, as well as representing the interests of its partners – local representatives of the industry.

For the organization and maintenance of corporate travel and numerous events in the field of MICE-tourism requires the creation of the necessary infrastructure. It includes available facilities for exhibitions and congresses, specialized business hotels (four-star), business aviation, international payment systems, modern information technology, high quality service, developed transport logistics, availability of historical attractions, natural resources, direct flights and Convention Bureau. For example, business hotels are equipped with everything necessary for productive work and recreation. This comfortable rooms, and equipped with all necessary conference rooms. One of the main requirements for business hotels – they should be conveniently located (in the city center).

All institutions specialized in organizing and conducting MICE-tourism disseminate information about MICE-events through websites, social sets, video/teleconferences, as well as event - mobile applications. On the one hand, it allows to balance MICE-expenses and to guarantee participation in events of busy top managers. Large corporations are now developing and implementing their own event applications to keep in touch with shareholders and sponsors. On the other hand, it helps to raise awareness about the event and get feedback, comments and feedback on the results of its implementation

At the same time, currently in Uzbekistan the level of development of MICE-tourism remains in an unsatisfactory state, which is caused by the following factors:

- at the present time, there is no special state and private organization in this area, as well as the concept of development of MICE-tourism in the country. The

study shows that some travel agencies in Central Asia in the Internet resources place advertising information about the organization of MICE-events on the territory of Uzbekistan;

- lack of necessary infrastructure (premises for events, logistics, accommodation facilities, availability of international services, etc.) in the regions for the MICE-tourism industry.

Conclusion

Based on the above, and given that MICE-tourism is one of the promising directions for solving the seasonality factor in the tourism sector of Uzbekistan, it is advisable to Develop the concept of MICE-tourism for 2019-2030 together with state bodies, local khokimiyats and non-governmental institutions, with the definition of specific goals and taking into account the creation of a positive image, increasing the popularity of regions, attracting investment, exporting goods, developing tourism in the country. The document should include the following measures creation by the decision of the State Committee on tourism of a special unit in the structure of the Committee. At the same time to transform sue " Center of tourism services "under the State Committee for tourism development in sue"Center MICE-tourism"[24].

- based on the experience of the Association of Georgia in the sue "MICE-tourism Center" large hotels, transport companies, travel agencies and other institutions as members. This measure allows to organize and conduct MICE-events in a timely and high-quality manner.

- development by each Ministry and Department of the mice program-events of international and local importance. When developing the theme it is necessary to take into account the factor of seasonality in tourism (to carry out activities in the off-season period);

- development of MICE-events in the regions of the country creation of a list of free areas, hotels on the basis of the feasibility of these MICE-events to ensure their business;

- in order to effectively use the premises to develop and take a decision of the government to hold MICE-events in the palaces of the international forums of Tashkent and Samarkand " saroyi Symposium»

and others (currently they do not hold regular events of international and national importance);

- for training and retraining of professional personnel in the field of MICE-tourism organization in the training and consulting center of tourism at the State Committee on tourism special courses with the provision of a certificate.

Along with the cultivation of a tolerant, respectful attitude towards the "other", to a different culture, which is especially important in the situation of multi-ethnic Uzbekistan, ethnic villages help

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preserve diverse cultural traditions, enhance ethnic identity, and create an image of the regions that can attract tourists from both Uzbekistan from abroad Thus, making conclusions it should be noted that:

- currently Uzbekistan has created its own model of development of the tourism industry, taking into account all the national advantages of Uzbekistan

- A number of laws and decrees promoting the development of tourism have been adopted in the republic

- A number of activities and special programs are being carried out to create favorable conditions for tourists

- develop different areas of tourism in order to attract tourists from both the CIS and non-CIS countries

- measures are being taken to preserve the richest historical and cultural heritage

- in Uzbekistan it is possible to develop new directions of tourism, such as gastronomic, pilgrim, youth, ecological tourism.

To achieve greater attraction of tourists should consider the following suggestions and recommendations:

- effective use of tourism potential, the development of new tourist areas, the creation of national parks, museums, centers for the development of folk crafts and crafts, the expansion of the sales network for the sale of souvenir production and tourist goods.

- cancellation of obligatory hotel accommodation and hotel registration within 3 days

- use the active participation not only of state support of tourism but also of the private sec

- Further promotion of the Silk Road brand

- increase in the number of ethnographic villages, for in-depth familiarization of tourists with traditions and customs, lifestyle, and national cuisine of the local population

- the development of extreme tourism, the presence of mountains, rocky areas, deserts in Uzbekistan - all this attracts lovers of outdoor activities, especially mountaineering, climbing, skiing and safaris.

- Inclusion of pilgrimage tours not only from the cities of Samarkand, Bukhara and Khiva, but also from other cities and regions of Uzbekistan, as well as active advertising in the form of banners, booklets, books giving a detailed description of the holy sites.

- raise the question of the need to develop and introduce in the territory of Uzbekistan a unified state system of benefits for travel packages for citizens over 60 years' old

Thus, the intensive development of the tourism industry in Uzbekistan, including respect for the historical and cultural heritage, the creation of infrastructure that fully meets international standards, the strengthening of international relations has turned our region into one of the most visited countries in the world.

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