

MECHANISMS OF INCREASING TOURISM POTENTIAL IN KHORAZM REGION AND USING THEM

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Annotatsiya. Ushbu maqolada Xorazm viloyati mintaqasida turizm salohiyatini oshirish mexanizmlari qabul qilingan me`yoriy huquqiy hujjatlar va dasturlar misolida yoritib o`tilgan hamda ulardan samarali foydalanish bo`yicha muhim fikrlar bayon etilgan

Аннотация. В данной статье излагаются механизмы совершенствования туризма в Хорезмской области в контексте принятых нормативных правовых актов и практик, а также приводятся важные моменты для их эффективного использования.

Annotation. This article outlines the mechanisms for improving tourism potential in Khorazm region in the context of adopted normative legal acts and practices and provides important points for their effective utilization.

Kali so`zlar: turizm, turizm salohiyati, mexanizm, dastur, qaror, farmon, infratuzilma

Ключевые слова. Туризм, туристический потенциал, механизм, применение, решение, указ, инфраструктура.

Key words. Tourism, Tourism Potential, mechanism, application, decision, decree, infrastructure .

Introduction . The development of the tourism industry plays an important role in the modernization of the economy and the welfare of the population. It is well known that the development of the tourism sector is accompanied by an increase in the gross domestic product of the country and directly contributes to the growth of income. If we focus on the effectiveness of socio-economic development of developed countries, we will witness the fact that in recent years non-production sectors have become a major sector in the social division of labor. In particular, currently , more than 195 million people worldwide work in tourism, about 8 percent of the world's total employed¹ . This suggests that tourism opportunities are very high in terms of creating new jobs.

The employment of the population in the tourism industry, meanwhile, is becoming an important source of regional economies. At the same time, as a result

¹ Source: World tourism organization (UNWTO) tourism highlights 2017 edition
www.unwto.org

of the development of tourism and hotel management, more than 500 different types of property and accommodation facilities operate in our country. Because in Uzbekistan the majority of tourist flows belong to the cities of Samarkand, Bukhara and Khiva, with high tourism potential and high tourist infrastructure. The tourism is limited to ancient cities in the context of historical and cultural monuments. However, there is a great potential for the development of tourism in the unique nature of our country, national reserves, mountainous regions². Therefore, it is necessary to create opportunities for tourism development in Khorazm region. However, the legal and regulatory framework adopted in this regard, the legal mechanisms, leads to the resolution of these issues.

Analysis of topic material . The development of the tourism industry, which is the basis of its development, were researched by V.Senin, V.Bogolyubov, A.Durovich, M.Efremova, V.Kvartalnov, S.Julidov, S.Skobkin , E.Ilina. In our Republic these directions are studied by M.Pardaev, I.Tukhliev, G. Qudratov, A.Eshtaev, O.Khomidov, B.Turaev, D.Usmanova, N. Ibadullayev, R.Amriddinova, B.Safarov , M.Alimovas . Today, this issue is raised to the level of state policy and is reflected in the reports of the President of the Republic of Uzbekistan.

Research Methodology. In this article induction, deduction, analogy, comparative, economic analysis, observation, comparison research methods are used.

Analysis and results. It is well-known that the importance of tourism potential of Khorazm region and the city of Khiva in the development of tourism in our country , and the government's attention to the development of tourism in the region. This allows us to expand the tourism potential of the region and on the basis of the evaluation will be based on attention to the issues of increasing the number of tourists visiting. In this regard, the city has a rich historical and cultural potential and has over 300 historical and cultural monuments dating back to its 3000th anniversary.

There are 208 sites of cultural heritage, including 20 archaeological sites, 124 historical and architectural monuments, 7 ensembles, 28 sights and temples in Khorazm region³. In addition, The natural and climatic conditions of the region provide permanent tourist season at a certain time of the year.

At the same time, ecotouristic potential, medical tourism, desert tourism, horse and camel rides, hunting tourism, and agro-tourism potential can be used optimally. In order to implement these tasks, the implementation of state programs and resolutions on the development of tourism in Khorazm region and Khiva, the formation of tourism infrastructure, stages and trends of tourism services development, the number of domestic and foreign tourists visiting the region and their satisfaction with tourist services in the region should be avoided. For this purpose, the tourist attraction of Khorazm region and Khiva city should be used effectively .

²Source: President of the Republic of Uzbekistan Sh . Mirziyoev's Appeal to the Oliy Majlis . December 28, 2018. City of Tashkent. // www.president.uz

³Source: Ruzmetov B., Matyakubov U., Khudoyberganov D. Prospects of tourism development in Khorezm region.: "Actualnye problemy turizm - 2009"

In order to accelerate the development of the tourism industry in the region, it is necessary to involve investments, to apply innovative ideas and technologies to the sphere, as well as to enjoy the rich natural, cultural and historical heritage, resources and abilities of the country. For this reason, the wide-ranging tourism and tourism industry in our country is a key factor in further advancement in the future. Because one of the most important ways of achieving socio-economic development is directly connected with the effective use of tourist potential of the country⁴.

Tourism potential is a factor and category that determines the development of tourism, and it is manifested in different ways. In particular, the existing tourism potential for the ecotourism network of the region plays an important role in environmental protection, involvement of ecotourists in nature, solving the problems of preserving and reproducing the unique flora and fauna, improving socio-economic conditions and providing the population with new jobs.

Legal mechanisms that enhance the tourism potential of the Khorazm region in the consistent implementation of these tasks are reflected in the form of normative-legal acts.. This mechanism will serve to ensure the development of tourism in the region. It is also seen as one of the important directions in the development of services, services and tourism, unemployment, increasing incomes, living standards and increasing the role of services in the region's exports . At the same time, it will ensure rapid development of the tourism industry, increase its role and share in the economy, diversification and quality of tourist services, and expansion of tourism infrastructure .

Resolutions, decrees and programs are aimed at raising tourism potential have been developed by the government, including the Law "On Tourism", Decree of the President of the Republic of Uzbekistan dated December 2, 2016 PF-4861 "On measures to ensure the rapid development of the tourism industry of the Republic of Uzbekistan", 2017 Resolution of the President of the Republic of Uzbekistan "On the Program of Complex Development of the Tourism Potential of the Khorazm Region and Khiva City for 2017-2021" dated May 4, 2017⁵.

In particular, on the basis of the Decree of the President of the Republic of Uzbekistan on 4 May 2017-2021 the Complex Development Program of Tourism Potential of Khorezm Region and Khiva City was adopted. Adoption of this document is to strengthen the influence of this sector on the development of the regions on the basis of sustainable development of tourism in Khorezm region and further enhancement of tourism potential. First of all, it is necessary to study and improve the tourism potential in order to fully address these opportunities. The Decree adopted by the President of the Republic of Uzbekistan creates favorable conditions for the development of the tourism sector by attraction of investments,

⁴Source: Professors M. Pardaev and H.M Musaev. Development of services and tourism: problems and their solutions. Monographs. - T., 2008. - 87 p.

⁵ Source: Resolution of the President of the Republic of Uzbekistan "On the Program of Complex Development of the Tourism Potential of the Khorazm Region and Khiva City for 2017-2021" dated May 4, 2017 www.lex.uz

the introduction of innovative ideas and technologies, and the effective use of the rich natural, cultural and historical heritage of the country.⁶

Starting from February 10, 2018 citizens of Israel, Indonesia, Korea, Malaysia, Singapore, Turkey and Japan, as well as foreign airline companies regularly arriving to Uzbekistan, have been granted a visa-free regime for 30 days from the date of entry into the territory of the Republic of Uzbekistan for air crew members; a simplified order of registration of tourist visas for citizens of other 39 states has been introduced. Directly from these countries, Khorezm region has attracted a large number of tourists and took an important place in improving tourism.

In order to further simplify tourism formalities and enhance tourism potential, from May 1, 2018, 72-hour entry visas for foreign passengers on transit have been introduced in Uzbekistan. The occurrence of this opportunity is also an important area for tourism potential of the region, primarily for the types of tourist information, with the exit of tourists out of the border area of the airport. In this case, passengers must have air tickets and visas to third countries and pay consular fees. In addition, the Decree of the President of the Republic of Uzbekistan on attracting direct foreign investments to the development of the hotel economy was adopted⁷. This decree is directly aimed at improving the hotel industry in the region.

As a result of the implemented reforms, the region is gradually developing tourism and is divided into the following stages:

- **first stage (1992-1995)**. At this stage, it is planned to create a new system of management in the tourism sector, create additional business types that will facilitate tourist business, create banking, auditing, advisory services, create regional branches of tourism network in the region, advertise tourism products internationally, licensing privatized touristic enterprises a special attention was paid.

- **second stage (1995-1999)**. The changes that have been made at this stage have intensified the way in which the tourism industry accepts. In 1995, the President of the Republic of Uzbekistan, entitled "Restoration of the Great Silk Road and Development of International Tourism," had a strategic significance in the recovery of the Great Silk Road tourism product. This led to the second stage of the reform of tourism.

- **third stage (1999-2005)**. At this stage of tourism reform, the Decree of the President of the Republic of Uzbekistan "On State Program for the Development of Tourism of Uzbekistan for 2005" was published on April 15, 1999. Based on this, the market relations in the tourism industry have been settled and the competitive tourism market around the world has begun, and the centralization of tourism

⁶Source: Resolution of the President of the Republic of Uzbekistan dated February 6, 2018 "On Measures for the Development of Access Tourism" No. PP-3509

⁷Source: Decree of the President of the Republic of Uzbekistan from January 5, 2019 "About additional measures on accelerated development of tourism in the Republic of Uzbekistan" PF -5611

management has been eliminated. And in 2003 Urganch Airport was converted to Urgench International Airport.

- **fourth stage (2005-2016)**. At this stage of tourism reform, the Association of Private Tourist Organizations and other tourist associations have been established, and economic relations between them and tourist enterprises have been realized. Reforms in the field deepened and the "Tourism Development Program for 2013-2015 in Khorezm region" was adopted on 20 March 2013.

- **fifth stage (starting from 2016)**. At this stage, the reform of the tourism sector has been fundamentally improved and the committee has been set up to improve the efficiency of tourism services in the country. The issues of accelerated development of tourism have been solved, and the most important one is the five-year program aimed at raising tourism potential in Khorezm region and Khiva.

During the years 2019-2021 within the framework of the program of the visit cultural-historical, archaeological, environmental, cultural, gastronomic, youth, entertainment, sports, business, travel, agro, family, adventure, extremal remain, such as children and rural tourism grows steadily⁸. In order to fully utilize the tourism potential of these areas, it is necessary to organize various public and leisure activities, as well as to further the implementation and implementation of the set tasks. At the same time, legal mechanisms increasing the tourism potential in Khorazm region are influenced by the following trends (Figure 1):



Figure 1. Important directions of legal mechanism of developing tourism potential in Khorazm region⁹

⁸source: Datas of tourism committee www.uzbektourism.uz

⁹SOURCE: Datas of Khorezm Region Tourism Development Department

Conclusions and Suggestions. Based on the above analysis and results, tourism potential in the Khorezm region provides for the broad development of modern tourism in the future. The tourism infrastructure of the Khorezm region and Khiva, as well as the tourism potential of the Khorezm region, will be further enhanced, the tourism potential and services will be improved, the tourism potential of the region will be promoted, and the quality of advertising will be improved, the infrastructure of tourist infrastructure will be improved, The choice of touristic routes provides effective utilization of tourist resources. At the same time, the state programs and decisions are taken to increase the tourism potential of the region are the creation of an effective mechanism for the sustainable development of tourism as a result of the tourism potential.

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