

Akhmadjonova Yorkinoy Tojimurodovna
teacher of the "Chemistry" department
Jizzakh Polytechnic Institute, Uzbekistan

AYDAR-ARNASAY LAKE SYSTEM AND ITS AREA PROSPECTS FOR TOURISM DEVELOPMENT

Abstract. Aydar Lake is called "Turquoise River between the sands". These lands will amaze even people who have seen a lot, are aware of a number of beauties of the world and unique natural phenomena. Aydarkol is a unique ecological antipode of the Aral Sea. All the amenities allow foreign and domestic tourists to live in a unique nature reserve and national grass camps. Boating, fishing and bird watching on Lake Aydarkol, or horseback and camel rides across the Kyzylkum Desert will be a lifelong pleasure for our tourists. Aydarkol is an ecotourism destination for the development of ecotourism, fishing, hunting tourism and other areas of tourism.

Keywords: Aydar-Arnasay, natural laboratory, Kyzylkum desert, Tuzkon Lake, national grass camping, "Leisure Coast" tourist zone

INTRODUCTION. Tourism has entered the 21st century as a socio-economic sector that has a huge positive impact on the world economy. According to the World Tourism Organization, tourism accounts for 10 percent of the world's production and service turnover. The development of international tourism over the past 20 years has been marked by strong exports of goods and services to world markets. In other words, exports of tourism services grew by 8%, accounting for 30-35% of total global trade in services.

According to statistics from the World Tourism Organization, the number of international tourists will reach 1.6 billion by 2025. tourism revenues to reach \$ 2 trillion It is expected to be in US dollars. It is estimated that the steady

growth of tourist flows will increase to 3-5% annually. During the years of independence, Uzbekistan has created the necessary organizational and legal mechanisms for the development of the industry, and the government has adopted relevant regulations. Work in this direction continues today. As a result, according to the World Travel and Tourism Council (WTTC), the Republic of Uzbekistan is included in the list of 10 countries with the fastest growing tourism sector.

Our country has developed various areas of tourism, one of which is hunting tourism. Hunting tourism - legal norms of hunting have been created in the republic, which has great potential in various areas of hunting, natural watersheds of river basins, foothills, deserts and hills. characterized by the presence of Examples include the Nurata, Forish, Burchmulla, Bakhmal, Zaamin mountain zones, the Arnasay, Aydarkol, Todakol, and Shorkol reservoirs; We can mention the Ustyurt plateau, Kyzylkum, Konimeh desert zones.

THEORETICAL BASIS. Uzbekistan's unique nature, beautiful landscapes, majestic mountains, vast deserts, unique flora and fauna, many thousands of years of natural monuments will fascinate everyone. This allows you to organize unique eco-tours in all four seasons. For example, while tourists are attracted to the beautiful nature park in the summer, mountain forests, natural ponds, lakes in the desert, natural monuments, in winter resorts attract skiers.

The Aydar-Arnasay basin is located between the largest mountain ranges and deserts of the natural geographical region of Central Asia, ie in the intermediate zone of the mountainous and foothill areas of West Turkestan, which is connected with the Kyzylkum desert. It is no exaggeration to say that the Aydar-Arnasay basin is a "natural laboratory" area, which is rapidly developing under the interaction of mountains, hills, deserts and large water bodies. One side of the lake is connected with the Eastern Kyzylkum Desert, and

the other side is connected with the Nurata ridge. Although the area of the Aydar-Arnasay basin (about 5,000 km²) is small, it differs from other basins by its biological diversity and fascinating nature. The central part of the Aydar-Arnasay basin is occupied by the Aydar-Arnasay lake system (AALS). The AALS has an area of 3791 km², a water volume of 44.19 km³, a length of 350 km from west to east, and a width of 2 km to 40 km from north to south. The increase in the size of the lake, in turn, is the basis for microclimate change, the emergence of new flora and fauna, the expansion of coastal zones and, in turn, the development of tourism. In order to further increase the efficiency and rational use of biological resources and the development of tourism, in recent years the Cabinet of Ministers of the Republic of Uzbekistan has adopted 2 important decisions (№. 124 of 07.03.2017 and №. 347 of 22.04.2019). In 2017, practical work began on the establishment of "tourist zones" on the shores of the AALS.[2]

RESULTS.The Aydar-Arnasay lake system is one of the natural places in Jizzakh region where ecotourism can be developed. A person traveling to the system of lakes can first see a huge body of water and the Kyzylkum adjacent to it on one side and the mountain ranges behind it that are wide blue on the other. [1]

Aydar Lake is called "Turquoise River between the sands". These lands will amaze even people who have seen a lot, are aware of a number of beauties of the world and unique natural phenomena. Aydarkol is a unique ecological antipode of the Aral Sea.

That is why nature lovers call it "a jewel in the heart of the Kyzylkum". The value of the lake is that it has created a favorable natural environment for the conservation of biodiversity of Jizzakh and Navoi regions, the preservation of flora, fauna and flora, their free reproduction. The flora of this place is also unique, with 300 species of flora, including 25 species of algae. The fact that the

shores of the lakes are covered with dark groves makes it even more charming. The Aydar-Arnasay lake system plays an important role in the breeding of rare birds. For example, 463 species of birds can be found in our country, of which 280 species build their nests around Aydarkol. Given the importance of large-scale work to improve the ecosystem of the basin, the conservation of endemic species of flora and fauna, it is noteworthy that in 2008 the Aydar-Arnasay lake system was granted the status of Internationally Protected Lakes by the Ramsar Convention Secretariat.

In order to observe the nature of the AALS and the surrounding ecotourism area and to hunt in the designated area, Arab tourists regularly come to rest twice a year (in spring and autumn). The interest of Arab tourists in the area, the harmony of lakes and deserts and the richness of the bird world, as well as the observation of the movement of birds flying to the hot regions in spring and autumn through the AAC and hunting some permitted birds are also frequent. The most notable aspect of Arab tourists hunting is that they mostly use falcons brought with them during the hunting process. Hunting with falcons does no more harm to nature than hunting with hunting rifles.

DISCUSSION. Another aspect that attracts tourists to AALS is fishing. 22 species of fish live in AALS. Of these, 13 species are local. In the 1960s, in order to develop fisheries in Uzbekistan, clear canals and ditches of various weeds, and reduce malaria-carrying mosquitoes, various fish species were imported from the northern watersheds of the former Soviet Union multiplied. For example, white amur, gambuziya, dongpeshona and others. In total, 14 species of fish are of great hunting importance. These include squirrels, squirrels, white squirrels, corpses, pikeperch, squirrels, squirrels, squid, squirrels, and others. [4,5]

AALS catches more than 500,000 tons of fish a year. Fishing with the help of small nets is a unique obstacle to the development of the industry.

Fishing with hooks will do very little damage to the fishing industry, which is looking to catch with nets. For this reason, it is necessary to create special areas on the shores of the AALS and to start fishing only with the help of hooks. This in turn leads to an increase in the flow of interesting vacationers fishing on the shores of the lake. Most of the tourists who come to AALS aim to swim and fish. Lake Tuzkon is the best place for swimming and recreation. Tuzkon Lake water is rich in various mineral elements and also has natural healing properties if there are various rashes on the body of a bathed person. In addition, the sandy shores of Lake Tuzkon serve as a natural beach.

The rich flora and fauna of this place attracts the fans of nature like a magnet. The interesting recreation on the waterfront shows that the tourist potential of the lake is promising. Therefore, a number of projects for the development of ecotourism in the region are being implemented through the efforts of the Jizzakh regional administration. According to him, five places with a capacity of 150 seats are being built to receive foreign and domestic tourists.

Together with the Jizzakh regional administration, a number of measures have been identified to create and develop a tourist zone in the Aydar-Arnasay lake system. In particular, the development of water recreation and beach tourism in the new tourist zone "Leisure Coast", the initial calculation of the cost of laying railways to transport passengers to the Aydar-Arnasay lake system and the development of engineering and communication networks, regular bus The development of tourism and related infrastructure with the involvement of business entities will undoubtedly increase the tourist attractiveness of Jizzakh region.

Currently, active work is underway to attract investment in the Aydar-Arnasay lake system, one of the most promising tourist destinations in the region. A number of our proposals in this area have been accepted for consideration by foreign investors.

CONCLUSIONS. Within the framework of these projects, the Aydar-Arnasay lake system will provide services in such areas as fishing, trips to water bodies, ornithological tourism. It is natural that tourists will leave an unforgettable impression on modern campsites and national pastures, meaningful recreation, camel and horse riding, witnessing the process of preparation of kimran and tasting its amazing taste.

These are the efforts being made to turn Jizzakh region into one of the major tourist centers in the coming years. Indeed, the development of ecotourism not only satisfies the aesthetic needs for recreation through the rational use of natural resources, but also preserves the existing existence and creates a solid foundation for its legacy to future generations.

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