

MODERN ISSUES OF RESEARCH AND ASSESSMENT OF THE TOURISM CAPACITY OF KASHKADARYA REGION

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Abstract: *This article serves the purpose of evaluating the touristic potential of a specific area, first of all, rational regional organization and development of tourist activities in this area. Such geographical, natural-climatic, demographic studies, inter-regional and sub-regional tourism development, planning their changes, trends and forecasts, and designing tourism industry facilities are described.*

Key words: *Touristic-recreational potential of regions, economic geographical study, comprehensive assessment, comprehensive research, territorial approach, ecological-geographical, comparative-geographical, cartographic, sociological and statistical analysis.*

Аннотация: *Данная статья служит цели оценки туристского потенциала конкретной территории, прежде всего рациональной региональной организации и развития туристской деятельности на этой территории. Описаны такие географические, природно-климатические, демографические исследования, межрегиональное и субрегиональное развитие туризма, планирование их изменений, тенденций и прогнозов, а также проектирование объектов туристической отрасли.*

Ключевые слова: *Туристско-рекреационный потенциал регионов, экономико-географическое исследование, комплексная оценка, комплексное исследование, территориальный подход, эколого-географический, сравнительно-географический, картографический, социологический и статистический анализ.*

Introduction. Particular attention is being paid to the identification of opportunities for the development of tourism in the world, its diversification, the provision of complex tourist services, the development and development of new tourist routes. Also, priority is given to identifying tourist zones in tourist regions with high tourist potential, determining the availability of tourist resources in them, creating tourist-recreational clusters, comprehensive assessment of the tourist potential of the regions, increasing the types of tourist services and improving the regional organization, as well as developing special programs.

A number of reforms are being implemented in our republic to develop the tourism sector, expand the tourism infrastructure in the regions, create tourist products and new tourism facilities. The Decree of the President of the Republic of Uzbekistan dated December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan" provides for the rapid development of tourism as a strategic branch of the economy, the creation of favorable economic and organizational and legal conditions, the effective use and management of the huge tourist and recreational potential of the regions. Priorities for radical improvement, promotion of national tourism products in world markets, formation of a positive image of our country were determined. In the "Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025", the main focus is on "...setting priority goals and objectives for the rapid development of the tourism sector, increasing its role and share in the economy, diversifying services and improving their quality, and improving the tourism infrastructure."¹ important tasks are defined. In this regard, the assessment of the tourism and recreation potential of Kashkadarya region, which is well known for its nature, demographic and production potential, as well as national values and handicrafts, and the improvement of the tourist infrastructure systems of the regions are of urgent scientific and practical importance.

¹ Presidential Republic of Uzbekistan 2019 II January 5 PF-5611-sonl Decree 1-Supplement "2019-2025 Gillard Uzbekistan Republic tourism Development sector" concept.

No. PF-4861 of the President of the Republic of Uzbekistan dated December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan", No. PF-5611 dated January 5, 2019 "On additional measures related to the rapid development of tourism in the Republic of Uzbekistan", 2019 No. PF-5781 dated August 13, 2016 "On measures to further develop the tourism sector in the Republic of Uzbekistan", Decree No. PF-5978 dated April 3, 2020 "On measures to support the population, economic sectors and business entities during the coronavirus pandemic", Resolution No. PQ-3514 dated February 7, 2018 "On measures to ensure rapid development of domestic tourism" and Resolution No. 198 of the Cabinet of Ministers of the Republic of Uzbekistan dated March 8, 2019 "On measures to effectively use the tourism potential of Kashkadarya region" and 2021 These studies serve to a certain extent in the implementation of the tasks defined in the decisions No. 112 of March 1 "On measures to further support and develop the tourism sector in Kashkadarya region", as well as in other regulatory legal documents related to this sector.

Literature analysis. The theoretical basis of the assessment of tourist and recreational potential Yu.A. Vedenin and N.N. Miroshnichenko, A.G. Isachenko, D.L. Armand, L.I. Mukhina, M.V. Gudkovsky, A.E. Research was carried out by Vasileva et al.

In our country, M. Khoshimov, Sh.A. Azimov, A.Kh. Yusupov, A.Z. Zokirov, M.R. Usmanov, R. Usmonova, A. Nigmatov, N.T. Shamuratova, Sh.T. Researches were carried out by scientists such as Yakubzhanova, B.Khamolov.

The main part. A. Nigmatov, N. Shamurotova (2006, 2007) in tourist and recreational zoning, including the division of the territory of Uzbekistan into 14 ecotourism regions, A. Nigmatov, Sh. Yakubjonova (2009) in agrotourism zoning, recreational micro-zoning of the shores of the Chervok reservoir Sh. A. Azimov (1992), climatic zoning of South Uzbekistan for recreational purposes was done by A.Kh. Yusupov (1995), division of 6 tourist regions in our country by M.R. Usmonov

(2003), division of Namangan region into ecotourism regions was done by B.Khamolov (2018).

In the regionalization of Kashkadarya region, including L.N. Babushkin and N.A. Kogay (1962), based on agro-climatic conditions, 3 (Karshi, Kitab-Shahrisabz, Guzor) natural geographical regions, Y.N. Balashova (1962) and L.N. Babushkin to 5 (Lower Kashkadarya, Southern foothills (Guzor), North foothills (Shahrisabz-Kitob), North foothills, South foothills) sub-climatic regions, R.A. Khodiev (1962) In terms of agricultural specialization, 3 economic zones (Northeastern, Middle, Southwestern), M.Yangiboev (1995) based on population location in Kashkadarya region, 6 (Northeastern, Eastern, Southwestern, Western, Central, North) divided into economic regions.

Nig'matov, N. Shomurodovalar (2006, 2007) divided the Kashkadarya region into 2 (Kashkadarya and Hisar) ecotourism regions, A. Soliev into 2 (Lower region or Karshi, Upper or Shahrisabz) domestic economic regions in the ecotourism zoning of Uzbekistan, R. Usmanova divided the Kashkadarya region into 3 (mountainous, mountainous, plain) recreational regions in the use of landscapes for recreational purposes, P. Gurbanov (2012) divided the region into 3 (plain, mountainous and low mountains, mountains) regions from the point of view of urban planning, M. Fayzullaev (2017) southern Taking into account the problems of agricultural development in the desert regions of Uzbekistan, they divided them into 3 (Upper Kashkadarya, Middle Kashkadarya, Lower Kashkadarya) agrogeographical regions.

In order to determine the tourist regions, it is appropriate to evaluate the touristic-recreational zoning and recreational potential within the administrative-territorial borders, taking into account the presence of touristic-recreational resources in them, as well as the touristic potential of these areas, the development of tourism types, taking into account administrative and legal activities.

In this study, the tourism resource potential of each region, the number of visiting tourists, the tourist facilities that can satisfy the needs of tourists, the level of development of transport and other infrastructures, the formation of new types of

tourism and new directions in the regions, the territorial differences of the place of the region in our republic and world tourism and administrative - taking into account its territorial units, Kashkadarya region was divided into the following 3 tourist regions: North-eastern tourist region (Shahrisabz city, Shahrisabz, Kitab and Yakkabog districts), Central tourist region (Karshi city, Karshi, Koson, Chirakchi, Guzor, Dehkhanabad and Qamashi districts) and Western tourist region (Kasbi, Mubarak, Mirishkor and Nishon districts) was divided into regions and the information of touristic regions was provided.

Assessment of the touristic potential of a certain region serves the purpose of rational regional organization and development of tourist activities in this region. Such geographic, natural-climatic, demographic studies are taken into account in the interregional and subregional development of tourism, planning trends and forecasts of their change, designing tourism industry facilities, investing in the tourism industry, planning tourist flows and, as a result, ensuring that the population receives income from tourism [3; c. 28]. This implies a comprehensive assessment of the tourist and recreational potential of the region.

Several methods are used to evaluate the tourism and recreation potential of each region. In particular, researcher A.V. Drozdov focused on specially protected natural areas reserves, national parks in the assessment of tourist potential. According to him, the assessment has the following indicators: very low, low, medium, high, very high [5; c.228-250]. It is necessary to significantly improve this method in the assessment of tourism resources, because it is aimed only at the assessment of natural resources. At the same time, it is necessary to cover historical-cultural and socio-economic tourism resources in our research.

Well-known expert E.Yu. In the methodology for assessing the tourist potential of the region proposed by Kolbovsky, the following are taken into account when assessing the tourist potential of the region: historical heritage objects, archaeological sites, churches, village temples, places related to interesting historical events, preserved architectural centers of villages and villages, monuments, etc. 6; c.256]. In

the assessment, the main attention is paid to the historical and cultural objects of the region. Researcher Yu.A. Hudenkikh offers to evaluate the touristic-recreational potential of the region on the basis of a point scale and focuses on the following: natural, historical-cultural and socio-economic touristic resources [4; c.217-230]. Most of the researchers rely on one component in the evaluation of the touristic and recreational resource potential of the regions, but in this study, several components are relied on.

Tourist routes are mixed (thematic, recreational, sports), seasonal (year-round routes for business, trade, scientific tourism and agrotourism), seasonal (pilgrimage, ecotourism, etc.), according to the structure of the route (ring, mixed), according to duration (it is necessary to take into account aspects such as one-day and multi-day), according to the state of use of vehicles (types of transport) and according to the content of the route (in the heart of nature, etc.).

A comprehensive research of the tourism and recreation potential of Kashkadarya region, in turn, made it possible to determine their territorial composition and also the directions of new, attractive tourist routes, to develop their passports. These tourist passports include route direction, form of organization, list of tourist objects and their description, distance, duration of the route, and possibilities of tourist infrastructure.

In order to create a comprehensive tourist product based on the division of Kashkadarya region into tourist regions, it is necessary to develop tourism routes designed for the effective use of pilgrimage, eco-agritourism, geotourism, industry, business, handicraft, natural, agricultural and other resources. As a result, the economic indicators of the development of not only the tourism sector, but also the economy of the entire region will be significantly improved.

Summary. Kashkadarya region is one of the regions with high economic potential of our republic. The development of fuel and energy, mining and agriculture in the region creates the opportunity to develop business and industrial tourism in

Karshi, Guzor and Mubarak districts, eco-agrotourism and tourism infrastructure in Shahrissabz, Kitab and Yakkabog districts.

- according to the region's historical and cultural tourism potential, regions with high potential - Yakkabog, Shahrissabz, Kitab, medium potential - Karshi, Guzor, Kasbi, Qamashi, Karshi and Shahrissabz cities, and low potential - Dehkhanabad, Mirishkor, Mubarak and Nishon districts were identified. Historical and cultural resource potential of each district is scattered, its share in the region was determined and its quantitative indicators were analyzed.

- as a result of the comprehensive assessment of touristic and recreational resources of Kashkadarya region, the touristic and recreational map of the region and the map of tourist regions of the region were created. It also made it possible to determine the general rating of the regions with natural-climatic, historical-cultural and socio-economic resources in terms of tourism potential.

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