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TOURISM POTENTIAL OF ANDIJAN REGION

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ABSTRACT

The article is highlights the tourist potential of Andijan region and the problems of its effective use, as well measures aimed to these solution. At the same time, the study analyzes the territorial location of tourist resources, the importance of tourism for the economic and population employment, tourists and tourist companies visiting the region as well hotels activities.

Keywords: objects of monumental art, shrines, religious tourism, historical and architectural monuments, objects of ecotourism and recreation, business tourism, ethnographic tourism, medical tourism.

INTRODUCTION

Decree of the President of Uzbekistan PF-4861 dated December 2, 2016 "On measures to ensure the accelerated development of tourism in the Republic of Uzbekistan", PF-February 3, 2018 "On additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan" Decree No. 5326 of the Cabinet of Ministers of the Republic of Uzbekistan dated March 15, 2017 No. 137 "On measures to further support and develop the tourism industry in the Republic of Uzbekistan" shows how important and relevant tourism is for the country's economy.

Therefore, today the study and development of tourism as a strategic sector of the economy remains the main goal. Taking into account the above, tasks such as studying the tourist potential of the region, identifying areas that can specialize in tourism in the region, studying what types of industries can be developed in the region, analyzing the flow of tourists by districts and years. In order to carry out the set tasks, Andijan region was taken as a research object, in which the tourist potential of the region was studied.

METHODOLOGY

Andijan region, located in the eastern part of the country, is the "eastern gateway" to Uzbekistan. The region is located between the Fergana and Alay mountain ranges, in the Karadarya basin, east of the Fergana economic district.

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Andijan region is located on the ancient Silk Road from Kashgar to Osh to Kokand to Tashkent. This convenience of the region's geographical location will allow in the near future to saturate the region's tourism market not only with tourists from the Fergana Valley, but also from neighboring Kyrgyzstan, as well as China and Tajikistan.

Employment in the region is mainly in industry, agriculture, small business and private entrepreneurship, trade, services, arts and sports. The high population density and sedentary lifestyle in Andijan region create the basis for the development of several types of tourism in the region. In particular, the region has sufficient opportunities for the development of such areas as archeological tourism, pilgrimage tourism, historical and architectural monuments, agritourism, business tourism, ethnographic tourism, medical tourism, gastronomic tourism. Also, the development of national handicrafts and services will be of greater interest to incoming tourists.

RESULTS AND DISCUSSION

It should be noted that the population of the region as of January 1, 2018 was 3011687 people, which is 9.2% of the population1. In terms of population density, there are 717 people per 1 sq. Km. It is obvious that the region has enough consumers to develop domestic tourism. This requires only the creation of an organizational framework for local tourism.

There are more than 7,300 cultural heritage sites in the country, of which more than 4,300 are archeological sites. Today, there are more than 370 tourist facilities of local, national and international importance in the region. They are mainly religious, archeological, historical monuments and relics, sacred sites, museums, recreation and ecotourism sites. The share of monumental art objects in the tourist potential of Andijan region is 33% and the share of architectural monuments is 32%. There are also enough monuments to offer archeological tourism for tourists visiting the region.

Andijan is one of the most famous cities of the East, along with the ancient cities of Uzbekistan, such as Samarkand, Bukhara, Khiva, Kokand, with many historical, cultural and natural monuments. However, there are some reasons why the historical and architectural monuments in the region have not been fully preserved to this day and tourism has not developed as fast as the above cities. One of them is that Andijan region is located in a 9-point seismically active zone. The 8-9 magnitude earthquakes observed in the region in 1902, 1903, 1947, 1992 caused the destruction of many historical and architectural monuments.

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Archaeological finds in Mingtepa, Dalvarzintepa, Eilaton and historical sites in Andijan, such as Sarvontepa, Chordona, Ark ichi, Shahristan, written sources in Chinese chronicles confirm the emergence and development of urban culture in the territory of modern Andijan 2,500 years ago.

Andijan region also has enough facilities for the development of archeological tourism. One of them is a mile in Marhamat district, located on the Great Silk Road. av. Mingtepa is an archeological site with the remains of the city of Ershi, the capital of the ancient Dovan state of the IV-V centuries AD. At present, specialists of the Institute of Archeology of the Academy of Sciences of the Republic of Uzbekistan and the Institute of Archeology of the Chinese Academy of Sciences are conducting research here.

Similarly, in the Izbaskan district, 20 km from the city of Andijan, the archeological monument of Eilaton (popularly known as the city of Khaybar) of the VII-VI-III centuries BC attracts the attention of many foreign tourists. The part of the monument surrounded by an outer wall is 200 hectares, and the part protected by an inner wall is 20 hectares. Also, the remains of ancient cities such as Sarbontepa in the Old City of Andijan (VI-IV centuries BC), Kultepa, Jalal-Abad district, Dalvarzintepa in the village of Oyim (XII-VIII centuries BC), Toshtepa and Shurabashot in Bulakbashi district are the regional tourist attractions. further enhances the attractiveness of the potential.

In Andijan region, the main architectural monuments are preserved in Andijan - 21.2%, Khanabad - 15.2%, Balikchi district - 9.1%, Izbaskan district - 8.3%, Shahrikhan district - 7.6%. In Andijan alone, historical and architectural monuments such as Mirpostin-ota mausoleum, Ganchtepa, Devonaboy mosque, Duvokhan mosque, Jome complex, Ahmadbek Haji hotel, Uyghur mosque, Khojar Noib madrasah, Kilich Burhonidin mausoleum are familiar to local and international tourists. However, these architectural monuments, like the tourist facilities in Samarkand, Bukhara and Khiva, which we compared above, are not located in a certain part of the city of Andijan.

If it is studied by districts, it is Fozilmon-ota in Khanabad, Bibiseshanbe in Qurghontepa district, Prophet Yunus, Qutayba ibn Muslim in Jalal-Abad district, Imamota in Khojaabad district, Shirmonbulak in Bulakbashi district, Pistamozor in Asaka district, Bobokhurosan, Balikhochi in Bulak district, Baliq district, Balikhochi, Baliq district. There are such shrines as Khoja Qambar-ota, Mehmoni Vali in Andijan district, Koktonlik ota in Pakhtaabad district, Otakozi madrasah4. These shrines are registered as cultural heritage and are under state protection. They are of local,

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republican and international importance due to their nature. Therefore, these tourist facilities are visited not only by locals or republics, but also by neighboring Kyrgyzstan, Kazakhstan, Tajikistan, as well as Russia, China, Turkey, Germany, Malaysia and Indonesia. The distance between some tourist attractions is noticeable for a while. With this in mind, it is advisable to organize mixed tours by including archeological, ecotourism, ethnographic, national handicrafts, gastronomic, recreational facilities in the program so that tourists do not get bored or tired. Today, the number of enterprises engaged in tourism in the region is 29, of which 11 are travel agencies and 18 are hotels. Accommodation facilities are mainly in Andijan: Andijan Elite, Andijan Mobile, Andijan, Andijan Oman Shams, Andijanturist, Aziza Aslbek-Lux, Beminnat Fayz, Bogishamol Pearl, Gulsum, Imkon Shifo Maskani. , Plaza, Plaza Palace, Partner Business Group, Orion techno suite, Olympic, Mador, Monferan classic, Valisher Luxe, Vella Elegant3. In order to increase the number of tourists visiting the region, it is important to further revitalize the activities of local travel agencies. In most cases, foreign tourists entering the region are attracted for 1 or 2 days through travel agencies in Fergana, Kokand and Margilan. However, most tourism firms in the region are engaged in exporting tourists rather than importing them.

CONCLUSION

Based on the tourist potential of Andijan region, the following conclusions and recommendations are recommended. To date, the following factors have negatively affected the development of tourism in Andijan region:

- The region is located in the eastern part of the country, the cost of rail and air tickets is high due to the lack of access to buses and minibuses from the Kamchik Pass for security reasons;
- Socio-economic and political situation in the Kyrgyz Republic, border issues;
- Strict checkpoints in the border areas of Khanabad, Kurgantepa, Jalal-Abad and Khojaabad districts, where the passport regime has been established, has created serious obstacles to the free movement of local and international tourists;
- The lack of complex location of tourist facilities, the distance between the facilities, the lack of reconstruction or improvement work has aroused the notion of "Andijan region does not specialize in tourism" in tourism;
- Inadequate tourist infrastructure in the districts, the large number of unorganized tourists, the lack of development of tourist programs and routes, staffing problems hinder the development of the industry.

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Based on the above conclusions, we consider it necessary to take the following measures:

✓ Based on the tourist potential of the region, it is necessary to identify "poles of growth" in the field of tourism and pay special attention to them (for example, tourist areas such as Andijan and Khanabad, Imam ota and Shirmonbulak);

✓ Improving the activities of the Andijan regional branch of the State Committee for Tourism Development of the Republic of Uzbekistan, the organization of training in the field in the region or in the Fergana Valley;

✓ Development of a targeted program for the development of tourism in Andijan region, the organization of special tours of GM Uzbekistan Asaka Automobile Plant and Andijan Reservoir, taking into account the security measures, business tourism for other businessmen and interested people, taking into account the entrepreneurship of the people of the valley. to offer programs on agritourism, to recommend to tourists "Mixed routes" covering several types of tourism;

✓ Achieving an increase in the number of tourists from the Kyrgyz Republic, creating favorable conditions for them, etc.

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