

OPPORTUNITIES FOR THE DEVELOPMENT OF NON-TRADITIONAL  
TYPES OF TOURISM IN THE KHORAZM REGION

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**Abstract:** In this article, the development of non-traditional types of tourism in the region and the effective use of available resources are studied. Historical, religious, ecotourism, agrotourism, gastronomic tourism is one of the regions with high international tourism potential. The rich history of the region, its great heritage and the use of its opportunities are highlighted in the article.

**Key words:** historical-cultural tourism, religious tourism, agrotourism, ethnotourism, archaeological tourism.

After achieving independence, it will encourage us to cover our past history truthfully and in detail, to carefully study and clarify historical sources, including ancient monuments, to focus on tourism that attracts tourists. It is known that tourism is one of the sectors that bring significant income to the national economy in the countries of the world. As a result of the growing development of tourism and tourist services, in recent years, its non-traditional types - ecotourism, agrotourism, archaeological, ethnographic, religious tourism, tourism of extreme conditions, etc. have begun to form. is being evaluated. Ecotourism, one of the most promising types of tourism, is developing rapidly.

The development of ecotourism does not require hotels providing high-level services to tourists. In this type of tourism, traditional recreation and household amenities are not considered the most important. It is enough to place tents and set up campsites to watch the unique scenery of nature. However, this field requires a highly qualified specialist, that is, an ecologist for each group, an employee who ensures the safety of tourists. In addition, all actions of companies offering ecological species should be carried out on the basis of legal requirements for nature protection.[1]

It is known that the provision of quality services in the development of ecological tourism and the careful organization of the industry's infrastructure in general, the creation of websites on the Internet, the development of advertising products and their wide promotion are the tools that ensure the country's reputation in the international tourist market. serves.

Agrotourism is one of the newest directions in the field of tourism, and agrotourism is also called rural tourism or ecotourism. However, rural tourism has a broad meaning, while ecotourism refers to recreation in the heart of national reserves

and natural landscapes. This type of tourism appeared at the beginning of the 19th century and began to develop only in the second half of the 20th century. In 1955, the Association "Agriculture et Tourisme" was established in France, and in 1965, the Association of Agriculture and Tourism was established in Italy. Currently, there are agrotourism associations in many European countries, which are supported by the state. The emergence of this type of tourism industry is primarily due to the decline in the importance of the agricultural economy, and as a result of the fact that the products grown by private farmers cannot compete with the products grown by large agrocombinations, farmers are forced to look for other sources of income. [3] The development of agrotourism is of great importance in the preservation of cultural values, in the study of history, in the economic development of remote agricultural areas, and in ensuring the employment of local residents in the provision of services and the production of ecologically clean food products. Many tourists who are tired of the developed way of life prefer this direction of tourism, because agrotourism allows a person to be in the heart of nature for a certain period of time, closely study the village life, study the masterpieces of folk culture, allows you to get acquainted with local customs, participate in traditional village work and folk holidays. This form of tourism serves not only to provide employment to family members and increase their income, but also to strengthen the family, its unity, and thus society. [2]

In order to further improve the tourist infrastructure of this oasis, it is advisable to implement the following:

- It is necessary to create programs in order to carry out full passportization of all historical architectural objects located in the Khorezm oasis, to repair them and to establish their purposeful use. Strict control over the use of the "Ichan-Qala" state museum-reserve only as an excursion service for tourists. Developing measures to preserve the walls of "Dishan Castle"; [4]

- Development of new types of tourist destinations: - hunting and fishing tourism, establishment of eco-tourism (on camels) to open new tourist destinations in the protected natural areas of the Khorezm region and the regions of the Karakum and Amudarya coasts;

- Repair existing historical monuments in rural areas and establish new tourist routes by building tourism infrastructure;

- Transport infrastructure; increasing flights during tourist seasons and organizing high-speed trains to the tourist cities of our country Bukhara and Samarkand, repairing the highway connecting Bukhara region and creating world-class camping sites and rest areas along the road, provision of medical services, organization of car refueling stations;

- In order to improve hotel services in the region, attracting direct foreign investments for the construction of modern hotels in Khiva and Urganch and capital repair of existing ones;

- It is advisable to recruit qualified personnel in the field of tourism, including: tourism and hotel management, restaurant managers, tour operators, tour guides only on the basis of higher educational institutions;

- Using the embassies of the Republic of Uzbekistan abroad and the embassies of foreign countries in the Republic of Uzbekistan to show commercials and presentations that raise the potential and importance of the Republic of Uzbekistan and the Khorezm region through television, radio and the Internet;

- Organizing a permanent international tourist fair on the topic of "Khorazm art, culture and national heritage" in cooperation with the regional tourism department, the Ministry of Culture and Sports and international organizations;

A number of issues such as development of tourism infrastructure, construction of modern tourist complexes by attracting foreign investment, development of new tourist routes, expansion of the range of services are considered urgent in Khorezm region. The tourism organization has developed the following tourist routes depending on the type of travel:

-traditional routes: Urganch-Khiva-Yangiarik-Bogot-Khazarasp routes are related to visits to the most ancient monuments and other historical and cultural monuments in our region;

- archaeological tourism directions: in this direction, it is aimed to get acquainted with the most ancient archaeological monuments of the history of our country, which hide the secrets of the distant past;

- the direction of religious tourism: related to visiting historical religious monuments in our region, such as Urganch- Khiva- Shavot.

- ecological tourism directions: related to visits to Orolboyi ecological region, castles and protected natural areas, and places that are considered ecologically convenient and useful for tourists;

In conclusion, it can be said that tourism is also a natural human need. The most important thing is the development of non-traditional types of tourism, creation of necessary conditions for tourists, development of service sectors, using the available opportunities to bring tourism to a higher level in the region.

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