



Problems and Prospects of Tourism Development in Kasbi District of Kashkadarya Region

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Abstract: In this scientific article, the problems of tourism development in Kasbi district of Kashkadarya region are studied, according to it, it is based on the need to develop transport and communication infrastructure for tourism development in the region, to raise the standard of living of the population and to attract domestic and foreign investments to develop tourism in rural areas.

Key words: tourism, ethnic tourism, rural tourism, extreme tourism, unemployment, agriculture.

INTRODUCTION

Kashkadarya region differs from other regions of the republic with its colorful nature, historical heritage and traditions.

In particular, the area is located in the desert, the Maimanak mountain range stretches through the area, the summer is hot, dry and long, and wild animals such as rabbits, foxes, wolves, wild boars, various snakes, turtles, lizards, wild ducks are found in the area, which indicates the possibility of developing tourism in addition to agriculture and animal husbandry.



Given that the unemployment rate in the region is 13.2%, most of the population is employed in agriculture and animal husbandry, it is necessary to develop directions for the development of tourism in the region.

The purpose of the scientific article is to study the problems of tourism development in the Kasbi district of the Kashkadarya region and develop proposals and recommendations for the development of tourism.

The level of study of the subject. Literature analysis on the subject.

Many scientists of the world were engaged in the development of tourism in countries and the conditions of development. In particular, according to I. Kabirov[1], the main reason for the attractiveness of tourism in developed countries is the beauty of nature, the use of the "green economy", a high level of service infrastructure. M.M. Romanova, I.P. Kulgachev, E.A. Blinov's studies [2] state that indicators of development and growth of tourism in countries depend on the level of their economic and social development. But we do not support this idea. The reason is that if the tourist attractiveness of China or Turkey depended on their economic and social performance, then these countries would not have more attractiveness than some developed countries.

Kazybaykyzy A., Mukhanova A.E., Smagulova J.B.[3] , regardless of the country's level of development, its tourist attraction depends on its tourist image. For example, Italy - the homeland of spaghetti, Finland - the homeland of Santa Claus, Paris - the city of love. It is emphasized in the article that it is necessary to take into account that creating a tourist image requires long research.

O. According to Kuznetsova and others[4], tourism is an area affected by geopolitical processes and changes as a result of geopolitical events, regardless of the level of development of countries. An example of this is the dynamics of the tourist flow in Egypt.

Research methodology

Using the methods of scientific abstraction, deduction, analysis and synthesis, the touristic potential of Kasbi district of Kashkadarya region, the problems and prospects of tourism development in the region were studied in the research.

Analysis and results

Taking into account the potential of the region, it is possible to develop the following types of tourism in the region:

Extreme tourism;

Rural tourism;

Ethnic tourism.

In particular, the desert location of the district makes it possible to organize tours in this area. Making it possible to organize safaris on horses and camels in the deserts of the region in addition to cars.

125.6 thousand [5] of the population of the region, i.e. 2/3 live in villages. They have customs, traditions and farming methods that are unique to their villages. This lifestyle of the residents of the area can become the dream of many who are tired of city noise and smart technology.

At the same time, it is possible to take out national clothes and handicrafts of the inhabitants of the region to the tourist market. In particular, taking into account the fact that the village of Kasby in the region is famous for its pottery, and that the somsa of the region has spread throughout the region, it may be useful to organize festivals and exhibitions in the region. In addition, the total area of land used for agriculture is 50,000 ha, of which 45,500 ha is irrigated and 43,000 ha is cultivated. Cotton is sown on 22,000 ha, grain crops on 16,600 ha, vegetables and fodder potatoes on the remaining lands. More than 2000 hectares of land are orchards, orchards and vineyards. More than 4 thousand hectares of pastures [6]. The Kashkadarya branch of the Uzbek Research Institute of Cotton is located on the territory of the district, pilot tests are carried out at the farm named after Alisher Navoi. The main place in animal husbandry is occupied by cattle breeding.

49.3 thousand heads of cattle, 76.6 thousand sheep and goats, 148.9 thousand heads of poultry, 933 horses are bred in the Kasbinsky district. Great importance is also attached to the development of coonization.

Kabilov A.E. according to the results of the economic and mathematical study, agriculture (horticulture, animal husbandry) and industrial sectors (textile industry) (0.387; 0.376) [7] were

chosen as priority areas for attracting foreign investment for the Kasbinsky district there is an opportunity for the development of agritourism.

- But for the development of tourism in the region, it is necessary to study some problems:

- Lack of development of transport and communication infrastructure for the development of tourism in the region. Every tourist coming to the region paid attention to the smoothness of the roads, the quality of the vehicle and, of course, the smooth operation of the Internet network in the era of globalization. However, there are 1,182 kilometers of highways in Kasbi District, of which 205 kilometers are public highways and 977.1 kilometers are domestic roads. In particular, 0.6 kilometers of concrete roads, 487.7 kilometers of asphalt roads, 212.7 kilometers of gravel roads, and 481.1 kilometers of dirt roads. Today, a total of 533.7 kilometers, i.e. 54.6 percent, of highways in the district are under repair [8].

In addition, in order to increase the level of transport security, even if it was planned to launch a bus and high-speed rail service in the direction of Samarkand and Bukhara, this project has not yet started.

Although it aims to attract 1,750,000 (150,000 foreign) tourists in 2023, the lack of a communication system, the use of 2G mobile networks and low Internet speeds may reduce the tourist attractiveness of the area.

Raising the standard of living of the population, building guest houses, etc. for the development of tourism in rural areas. The unemployment rate in the region is 13.2%. Tourism development in the area can be a good tool to reduce unemployment. But for this, it will be necessary to establish a subsidization system or to give preferential loans to the population to build guest houses, buy camels or horses. To this day, not a single hotel or guest house operates in the district. According to the proposal of Shavkat Mirziyoyev, 1 trillion soums per year as part of family entrepreneurship programs in the Kashkadarya region, an additional 100 million dollars to support small and medium-sized businesses, an additional 100 billion soums to compensate for interest payments on loans to entrepreneurs in the region, and an additional 100 billion soums for There is no special provision for tourism development in Kasbinsky District.

In addition, there is a lack of colleges that provide education in the field of tourism. If the goal is to develop tourism in the region, training specialists in the field should be a primary task.

The establishment of the "Pottery" center in Kasbi district, the reduction of the profit tax rate by 50% for newly established business entities until January 1, 2025, and the exemption from paying taxes on land, property, and turnover[9] will provide an opportunity for the development of tourism in the region. At the same time, it can be effective to develop targeted programs for the development of tourism in the region.

Conclusion:

- Based on the results of the study, the following proposals and recommendations were formulated:

- For the development of tourism in the region, it is necessary to bring the tourism infrastructure in line with world standards. To this end, it is recommended that strict guidelines and principles be developed;

- For the development of tourism, first of all, it is necessary to create hotels, boarding houses and hostels;

- After the development of infrastructure, it is desirable to introduce extreme tourism, rural tourism, ethno-tourism, pilgrimage tourism (there are places of pilgrimage in the villages of Ravot and Maimanak of the district);

- Development of tourism in Kasbi district cannot be realized without domestic and foreign investments. Directing the subsidies and foreign investments coming to the region to the Kasbi

district, where the unemployment rate is relatively high, provides an opportunity to solve social problems along with economic development.

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