

PECULIARITIES OF THE MODEL OF ETHNOCULTURAL TOURISM OF UZBEKISTAN

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Annotation--- *The model of ethnocultural tourism in Uzbekistan is rich in historical, cultural and ethnographic facts. This article summarizes international and national experiences in building a model of ethnocultural tourism in Uzbekistan, analyzes their social and philosophical nature, and elaborates on the laws of tourism development in the country and the practical recommendations for it.*

Key words--- *ethnoculture, tourist, adventure, historical and cultural monuments, culture, tradition, cultural heritage, hotel*

I. Introduction

Ethnocultural tourism is not a new phenomenon for Central Asian republics. During the Soviet period, the region was a country with unique historical cultural monuments and ethnographic facts and artifacts that attracted the attention of foreign tourists. Now all republics strive to preserve this international image. For example, the share of tourism in the socio-economic development of Kazakhstan in 2014 was 0.3%. According to the concept of tourism development adopted in Kazakhstan by 2020 it is planned to increase this figure to 3% and invest 4 billion dollars from abroad. The number of employees in the ethnocultural tourism complex will be increased to 250,000 (see M. Wikipedia. Org). In 2013, Tajikistan received 320,000 foreign tourists. Many countries (EU, Algeria, Andorra, Argentina, Australia, Bahrain, Brazil, Brunei, atican, Venezuela, Vietnam, Hong Kong, Egypt, Israel, Indonesia, Jordan, Iran, Yemen, Canada, Qatar, China, Cuba, Kuwait, Lebanon, Libya, Macau, Malaysia, Morocco, Mexico, Monaco, Mongolia, New Zealand, United Arab Emirates, Oman, Saudi Arabia, Senegal, Singapore, Syria, USA, Thailand, Tunisia, Turkmenistan, Turkey, Philippines Visas from the Republic of Africa, South Korea and Japan) to obtain special visas and visas.

II. Literature review

The ethnocultural tourism complex in the country, as a separate sphere of social and economic life, is now forming. There are not many tourists coming to Turkmenistan. In 2012, it was visited by 2,874 from Iran, 1,143 from Germany and 531 from the United States. The country has a visa for all tourists. Its ethnocultural tourism

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complex is not in demand. See the same source.) Ethnic and cultural tourism in Uzbekistan has a long history. The Uzbeks traveled not only to the former Soviet republics, but also to foreign countries, traveled on scientific and creative trips and learned about the life of the peoples of the world. The film festivals of the Asian and African nations are held every four years in Tashkent, and the cultural and educational relations of our republic with India, China, Mongolia, Vietnam, Iran and the Middle East are in the history of our people. The fact that there is a special organization in the Republic that specializes in international cultural and educational relations with foreigners (now the historic building in front of the National Gallery in Tashkent) proves that attention is paid to tourism. It is also worth noting that the submission of tourism to communist ideology and dogma did not allow the study of foreign experience, the formation of private firms and the expansion of tourism. In 1992, for example, only 27 tourism services were provided to foreign tourists, although in Turkey, Italy, France, Spain, there were 250,400. In the 1990s, the inflow of foreign tourists declined by 4-5 times, with revenues of around \$ 3 million coming to the national budget. At the end of 1992, almost half of tourism facilities were low-income institutions that could not cover their own expenses. "Uzbektourism" in 1992 invested 1.04 billion.

During the years of independence, direct contacts with foreign countries have been created. The national model of ethnocultural tourism has been launched. In 1992, by the decision of the President of the Republic of Uzbekistan, Uzbektourism was established, and later the Association of Private Tourism Agencies of Uzbekistan. The position of tourism consultant has been opened at the diplomatic representations abroad. They were tasked to form an ethnocultural tourism market in the country, to create a model of national tourism based on foreign experience, to create private firms and services. At that time, about 2 million foreign tourists came to Uzbekistan each year, creating an ethnocultural complex that meets international standards became an objective necessity. The accession of the Republic to the World Tourism Organization in 1993, the adoption of the Samarkand Declaration at the 1994 meeting of the organization in Samarkand, the Khiva Declaration in 1999 and the Bukhara Declaration in 2002 were not the most appealing of world tourists. Creation of a national model, such as the Great Silk Road Expedition, supported by the UN, UNESCO and the World Tourism Organization (UNWTO), Uzbekistan's most active participant in this tour, the inclusion of historical and cultural monuments in Bukhara, Samarkand and Khiva to the UNESCO World Heritage List. all measures encouraged action. In May 1999, the Presidential Decree "On the State Program of Tourism Development" and the Law "On Tourism" were adopted in August. As a result, the number of tourist organizations and firms has tripled compared to 1986, reaching 1176, modern hotels, camping and hotels for 25,000 seats, 11 airports with international status, and foreign tourists and tourists. Today, these airports are accepting tourists from 40 cities in the US, Europe, Asia and the Middle East. You can find almost all types of ethnocultural tourism in Uzbekistan. This should be explained first by the TIUF. First of all, there is a steady positive opinion about the historical and cultural heritage, unique ethnographic facts and artifacts in Uzbekistan, based on which interest and requirements are created to visit these monuments. This intensity and demand requires learning not only as a socio-economic but also as a socio-philosophical topic. True, there is no conclusive evidence or indication of how these interests and needs will be formed, but the growing number of tourists coming to our

country allows us to draw the necessary conclusions. It should be noted that ethnocultural tourism in Uzbekistan equates to traditions, laws and norms of the global tourism market. These laws come as an expression of a person's interest in learning about the universe and the world. Even in extreme tourism, the human desire to know is vivid. For example, six-time maritime travel by famed extreme traveler Fyodor Konyukhov is aimed at understanding human abilities. Thus, the gnoseological importance of tourism is that it supports the desire for knowledge of the world, the universe, and expands its perceptions through travel, adventure. Secondly, the only way to meet these requirements is to attract tourists. We have mentioned earlier that social events and pneumonia had a negative impact on the tourist flow. Consequently, the capabilities of the ethnocultural tourism complex are influenced not only by the tourism market, but also by the socio-political situation in the country, state tourism policy, interstate relations, advertising and outreach activities. TIUF examines the possibilities with these requirements and puts them into a particular theoretical concept. Third, the requirements of the object and the capabilities of the subject are extremely dynamic, rapidly changing events. There is nothing sustainable in the tourism business. The founder of the Trump International Hotel & Tour in New York, a large and experienced businessman, has now written a letter to US President D. Trump that human interest in knowledge has not changed since Pythagoras. "Before I do anything," writes Trump, I know that I have a lot to learn. It does not scare me but gives me strength. This is the beginning of a new phase, the beginning of a new phase ... A sense of self-knowledge means closing the door to new opportunities and discoveries ahead of you. Let this door be open every day for something new and inspiring. "(Trump D. Dumay, Champion. Ottoman Magnetism in Business. Moscow: BOMBORA TM, 2018. p. 30).

To know, to strive for something new, to cope with the challenges, problems and concerns that come with each day is also characteristic of the tourism business. This means that the subject of tourism faces a new reality every day, every time a tourist expects it, when he realizes it and solves it according to the requirements of the facility. 240,000 tourists from 117 foreign countries visited Uzbekistan in 2005. In 2017 their number reached 2.5 million. 80% of tourists arriving in the CIS in 2006, 20% were foreigners, and by 2017 these rates will change dramatically - 72% of tourists and 28% of CIS tourists. According to the Statistical Internet Public Survey conducted from May 7 to August 7, 2008. 39% of tourists say they come to see historical, cultural and architectural monuments in Uzbekistan, and 24% to get acquainted with the culture, traditions and lifestyles. The World Tourism Organization opened its office in Samarkand in 2004, with the help of Uzbekistan to promote the ethnocultural tourism complex abroad, to form tourlasts based on foreign experience. Uzbekistan has a licensing procedure for tourism. Strategy of actions for further development of the Republic of Uzbekistan, developed and adopted at the initiative of the President of the Republic of Uzbekistan Sh.Mirziyoev in 2017, has begun to create the concept of national tourism development, thus reorganizing the ethnocultural tourism complex in accordance with modern requirements. It says: "At the same time, a deep analysis of the way of development of our country, the changing world market situation and increasing competition in the conditions of globalization require the development and implementation of completely new approaches and principles for the development of our country." (Decree of the President of the Republic of Uzbekistan. Strategy of actions for further development of the Republic of Uzbekistan. Tashkent:

Justice, 2017. 3 4 p.). This task implies that a number of practical measures and research on the development of national tourism should be undertaken. President of Uzbekistan Shavkat Mirziyoyev in his Address to the Oliy Majlis of the Republic of Uzbekistan states: "Tourism is one of the most promising sectors of the national economy. Uzbekistan is a country with enormous tourism potential.

There are more than 7,300 sites of cultural heritage in Uzbekistan, and most of them are included in the UNESCO List. At the same time, using the unique nature of our country and the opportunities of beautiful recreational areas, we can open new directions. With the active involvement of world brands in this area, we should pay special attention to the development of visiting tourism, environmental, educational, ethnographic, gastronomic tourism and other sectors. In this regard, we must take into account that the use of public-private partnerships opens up great opportunities for the development of the sector. It is necessary to develop and accelerate the "small pilgrimage" program, which includes visiting sacred sites and monuments in Samarkand, Bukhara and Tashkent. Great potential in the field of domestic tourism should be fully utilized. " Historical cultural sites that attract the attention of foreign tourists in the country include Hazrat Imam and Shaykhantaur Ensembles in Tashkent, Sheikh Abdul Qosim, Baroqhon and Kukeldash madrasas, Registan Square in Samarkand, Bibi Khanim Mosque, Burial Emirate, Shakhi Zinda Complex, Ulugbek Observatory, Ark. , Samanids Mausoleum, Labi Pool Pool, Ichan Kala in Khiva. There are about 300 facilities in Khorezm alone and about 200 facilities in Karakalpakstan. Some of these date back to the 1st and 11th centuries BC. In recent years, there has also been a tourist attraction to Muinak, the "vessel cemetery". The modernization of the Urgench airport in accordance with international standards (ICAO) has created great convenience for foreign tourists. Historical and cultural monuments are also available in Shahrisabz, Karshi, Namangan and Ferghana. Kyzylkum Reserve, Jayran Ecocenter (Bukhara Region), Bostanlik Nature Reserve, Angren Mountains, Pop Ad hills, Jizzakh Adyrs, Bildirsoy Camp, Khujakent Reservoir, Shakhimardan, Chortak, Kumushkon, Humson and Aktash Gorge Tyanshan mountain ranges (Amirsoy Recreation Complex) for more than 200 water tourism such as Charvak reservoir, Aydarkul (Jizzakh region), Govuk lake (Khiva city), Sijjak river (Tashkent region), Sarmishsay (Navoi region). , a comfortable pool for outdoor activities and entertainment ar. In general, every region and district of Uzbekistan has facilities for recreation and leisure, ethno-cultural tourism. Mountain slopes, temples, sources of healing water, caves, hills, fortresses and fortresses can be tourist attractions. The construction of international airports in Andijan, Bukhara, Navoi, Samarkand, Urgench, Fergana, Namangan, Termez, Karshi, Nukus and high-speed trains to Karshi, Bukhara and Khiva is an important direction of our state's policy in the development of ethnocultural tourism.

III. Discussion

However, by 2017 tourism revenues did not exceed 2% of GDP. In France, Spain, USA, Canada, Egypt, Malaysia and the United Arab Emirates, it is about 10 to 45%. In Kenya, Ecuador, Costa Rica, Nepal, they reach up to 80 per cent (see Nosirov Q. Relationships in Tourism Development Law Enhancement // Public Speech, March 31, 2019). Although the 1999 Tourism Law addresses the creation of ethnocultural tourism complexes that meet

international standards, the creation of private firms and the expansion of foreign investments, they have not been implemented. Presidential Decree "On Additional Measures for Accelerated Development of Tourism of the Republic of Uzbekistan" dated January 8, 2019 "Imperfect legal framework regulating tourism industry, rules for individual tourism services, as well as categories, terms and purposes of foreign citizens". Lack of a separate visa regime, which is widely used in international practice, "as well as" accommodation facilities and infrastructure, especially in tourism. lack of coordination, insufficient coordination of passenger transportation systems, as well as low level of organization of information about tourist potential of tourists, ineffective marketing campaigns to promote domestic tourism, cultural heritage sites and pilgrimages in the regions negatively affect tourism development". (See the Decree of the President of the Republic of Uzbekistan). "On additional measures to accelerate the development of tourism in the Republic of Uzbekistan." // The People's Word, January 2019, January

5) Head of our state to address these shortcomings and implement the tasks set in the Concept of Tourism Development in the Republic of Uzbekistan in 2019 2025.

1) Improvement of the normative legal base in the sphere of tourism activity, implementation of international norms and standards aimed at creating favorable conditions for tourism development. Uzbekistan has adopted about 30 regulatory and legal acts aimed at supporting tourism, which shows that the fundamentals of their effective functioning, ie the necessary funds, services and modern innovative technologies, mechanisms for the implementation of regulatory norms are not sufficiently developed. and norms aimed at enhancing the capacity of businesses, the conclusion of contracts that establish relations between the subject and the subject, allow. It is necessary to improve the Law "On tourism".

2) Development of tourism infrastructure and creation of favorable and favorable tourism environment. This instruction relates to the development of the ethnocultural tourism complex. To sell to the investor the property right after the completion of the construction of a hotel for the purpose of tourism development by a special resolution of the head of our state; Part of expenses of investors for construction and equipping of new hotel after approval of hotel category, in case of commissioning of hotel with not less than 50 rooms for 3-star category and 100 rooms for 4-star category by January 1, 2022 Reimbursement Leasing of the objects of tourism infrastructure, including objects of material and cultural heritage in which they are located or to be constructed, for thirty years but not less than ten years; a provision for tenants to redeem five years' rent for the first five years provided they are directed to the restoration and conservation of their tangible cultural heritage sites and for the preservation of material cultural heritage sites.

3) development of transport logistics, expansion of internal and external routes, improvement of the quality of transport services. In order to accomplish this task, the notary system of the rental car rental system in Uzbekistan has been abolished, the SIXT brand has been introduced, 28 buses and 25 minibuses for foreign tourists have been purchased in 2018, licenses have been reduced from 15 days to 10 days, 183 new ones. tour operators started (See Abuhakimov A. The number of tourists visiting Uzbekistan doubled in a year // "Darakchi", September 20, 2018). A high-speed Afrosiyob train is launched in Bukhara, Samarkand, Shahrisabz and Khiva. At the same time, much has

to be done in the field of road transport and modernization of old roads. Roads in the regions are especially appealing to foreign tourists.

4) Diversification of tourism products and services in various segments of the tourism market. In order to form a tourism market, it is necessary to stimulate and regulate the domestic market economy, to introduce world-class tourism, to attract foreigners, especially competitive companies. It is important that Uzbekistan pursues global integration, extends the use of foreign investment, and examines and monitors the tourism market's conditions to ensure the balance between demand and opportunity. Particular attention should be paid to the formation of private entrepreneurs, who will be able to promote tourism products, especially folk arts and crafts that meet our historical and cultural traditions, and facilitate the promotion of artifacts to the world market. It is necessary to squeeze in front of historical and cultural monuments of Bukhara, Samarkand and Shakhrisabz and Khiva illegal products of illegal traders, which are bad for our national traditions. Occasionally, there are people selling ornamental stones copied from the walls and walls of historical sites. It is desirable to hold such traders accountable.

5) Development of domestic tourism, providing stimulation of activity of subjects of tourism activity aimed at satisfaction of demand for tourism services in the country. Domestic tourism serves to meet the spiritual needs, interests and needs of citizens to study their history, culture, nature and ethnographic wealth. The resolution of the head of our state "On Measures to Ensure Intensive Development of Domestic Tourism" dated February 7, 2018, emphasizes that our country has a great potential in this regard.

Domestic tourism is also valuable in encouraging young people to love their homeland and to learn about its historical and cultural values. The domestic tourism that forms and conducts ethnocultural tourism in Uzbekistan is mainly domestic. In recent years, pilgrimage tourism is becoming more widespread. It should be noted that the 1st International Tourism Forum, held in Bukhara in April 2019 at the initiative of our President Sh.Mirziyoev. Representatives from 25 countries, including France, Germany, Russia, India, Turkey, Sweden, India, Indonesia, Egypt, Malaysia, Saudi Arabia, Iran, and Palestine, testify to the widespread nature of the tourism industry. Annually, there are more than 20 million visitors to Palestine, the Vatican and Mecca. The pilgrimage to the holy places, from an Islamic point of view, is related to the performance of Hajj and religious, religious rituals and duties. The international forum in Bukhara, which is known as the "Power of Islam", is not accidental. Here are seven representatives Abdul Khaliq Ghijduvani, Muhammad Arif Revgariy, Mahmud Anjir Fahnawi, Hoda Ali Romitaniy, Muhammad Baboyi Samosi, Sayyid Amir Kulol and Bahauddin Nakshband, who are followers of the "golden chain" initiated by Muhammad. Participants of the International Forum recognized Bukhara as a holy city after the holy battle of Mecca and Medina. Bukhara Declaration has been adopted in this direction. Domestic tourism has been widespread in Uzbekistan since 2017.

Today, according to our estimates, about 2.5 to 3 million citizens visit cities, villages and districts every year with historical and cultural sites and places of worship. If we add health, business, commerce, work, and even family trips, on average, around 7,8 million people travel each year. Thus, every fourth citizen of our country travels for one or the other. This mobility, ie mobility of the population, places a great deal of responsibility and

responsibility on the entire socio-economic sector, including the tourism market. Today, the traveler is a living witness to the whole social being, the changes taking place in the Republic, and their active participant. Tourism is a factor that connects a person with a social being, with a broader life, and creates a sense of responsibility for all changes. Thus, tourism is not just about traveling, traveling, and relaxing or observing, it is also a means of shaping a person's sense of belonging to a social existence, a sense of subjectivity. Although researchers sometimes associate it with entrepreneurship, it is impossible to ignore the social psychological and cultural effects of it (see Morozov M. Economics and prediction of social-cultural services and tourism. Moscow: Academia, 2007. P.17). The activity of tourist entities refers to the various employees of the tourist complex, which serve mainly tourists. Yes, these employees' responsiveness to their duties and the needs of tourists create a positive image of national tourism. Unfortunately, sometimes it's the exact opposite. For example, a reporter for the newspaper "Family and Society" writes several tourists: Mun Zhe, a Chinese businessman, is unhappy with the fact that his visa in Uzbekistan can be extended to one month. M.Kazakov, a Russian businessman, says: "It is misleading to say that not all tourists come to Uzbekistan by plane. The border crossings between Kazakhstan, Kyrgyzstan and Uzbekistan are disastrous. Koplombek, Sariagach and other crossings are littered with rubbish. I would advise to pay attention to the hygiene of these places. I can freely enter and exit more than fifty countries. My passport was stamped because I had been to Uzbekistan several times a year to invest. In other countries, registration is made through separate cards. Well, stamping your passport is a special procedure, and we agree. But it's hard to read those stamps ?! If you travel to a country and have to translate your passport into another language, reading and understanding the stamps on these stamps will be an issue. " Another businessman, probably our compatriot, told Sharipov: "The biggest problem with tourism is that customs officers sometimes punish foreigners without warning if they violate the law. A foreign lady who recently came to Uzbekistan to invest in Uzbekistan had to leave for work in China. He had \$ 8,600 with him. He did not know how to fill out the declaration or restriction on his first visit to the country. The customs officers detained him and left him for a flight and put him in a room. I went and confiscated \$ 5,000, although I explained that if I had a lot of money, I could keep some of it. Well, the Filipino woman who is an investor and a tourist came to Uzbekistan for the first time and left with many "good" impressions. If you look at foreign countries, there is no limit to European countries and America. The Asian countries will be forgiven once by tourists for violating certain restrictions on China and Korea, on the principles of tolerance and humanity. " Another tourist complains about disappointing highways, lack of toilets on the roads, and another dissatisfying with preferential loans for tourist infrastructure. (See Shoeva Sh. , much depends on the level of ethno-cultural tourism.

Therefore, the development of ethnocultural tourism requires the creation of a whole positive, human-friendly internal social environment, the revision and modernization of the entire tourist system. This can be seen in almost all regions, cities and towns. Even in the city tourist Ichan Kala there is only one toilet and it is not yet built near the complex in Bukhara. The head of our state will continue to promote tourism products in the international and domestic tourism markets, strengthen the country's image of safe tourism and tourism (see Decree of the President

of the Republic of Uzbekistan "On Additional Measures for Accelerated Tourism Development in the Republic of Uzbekistan"). / People's Speech, January 2019.8) Today Uzbekistan has a place and image in the international tourism market. In order to further strengthen this image, it was established that the population of 64 countries in Uzbekistan can stay up to 30 days without a visa, 76 citizens of the country can get an electronic visa in the simplified regime, and citizens of more than 100 countries can stay in our country for up to 5 days. As a result of the measures being taken, about 60 new hotels, about 20 restaurants, numerous parks, parks, sports complexes and stadiums are being built in the country. In the future, Uzbekistan will be able to host more than 10,000 tourists a day. (See: "Uzbekistan is recognized as one of the centers of pilgrimage tourism. // The People's Word, February 23, 2019.) The fact that Bukhara, Samarkand and Khiva are included in the UNESCO List also shows the international status and prestige of tourism facilities in our country. Books, albums, tour guides about tourist centers abroad are published. One of such publications is the next issue of the world-renowned magazine Le Petit Fute (Spain) dedicated to Uzbekistan. This 336-page edition has been printed and distributed over 80,000 copies worldwide. It is a tour guide and guide to Uzbekistan. As a member of the World Tourism Organization (UNWTO), Uzbekistan actively participates in the organization's prestigious events and promotes its own ethnocultural tourism market. In 2004, UNWTO launched its September 27, 2012 Sports and Tourism: Understanding each other. Celebrations with celebrations and public events such as "The two forces of culture and social development", "Tourism enriches" in 2006, "Tourism opportunities for women" in 2007, and "Day for tourism and ethnocultural diversity". Uzbekistan participated in the presentation of mini-models of Samarkand, Bukhara and Khiva historical sites with their ancient cultural heritage.

Researchers in general are 1:25 in size, 1 2 in. they offer to create such mini-temples and mini-city models. The creation of such mini-tourist cities in the capital and in the most populous cities is of interest to the population as they perform educational and recreational functions. Examples include the Madurodam Garden in the Netherlands, the Chinese Garden, the Peace Park in China, the European Mini Garden in Belgium, the European Garden in Germany, the Mini Gardens in Italy, France, Israel, the Siam Mini Garden in Thailand, and the Map of Kazakhstan in Astana. Uzbekistan is among the 24 countries that joined the UNWTO's Great Silk Road Program, which was developed by UNESCO. This 12,000-kilometer stretch accounts for 30% of global travelers and 20% of global revenue. 2017. S.12.). The bleeding of our Republic in this program will allow the development of the ethnocultural tourism market and its enrichment with new services. The modernization of tourist destinations in Uzbekistan is also positive. However, more research is needed. In particular, it is necessary to study the tourism service of foreign countries, to introduce them, to create a national mentality and culture, to meet the needs of tourists. For example, the experience and the code of practice of Ritz Carlton, founded by Bill Marriot, are worth mentioning. The company has developed 20 rules regarding credit, tourist duties and responsibilities. This credit is required from all employees. Here are a few of them: "Our motto: We are the Lady and Gentlemen who serve the Lady and the Gentlemen", "We Are Staying On!", "Safety Priority", "Keep Your Condition Good and Tender" Follow the requirements provided by the guest, "The duty of each employee, to contribute to meeting the needs and

requirements of the guest", "The duty of every employee to maintain a high standard of cleanliness in the facility" Blame. "(See Walker, John R. *Vvedenie v gostepriimstvo*. 4 e. Moscow: UNITI DANA, 2008. p. 21). Apparently, the famous turf used the Eastern moral and ethical teachings, namely Confucianism. Confucius's call to do things that he did not do to others was included in his company's work schedule. Imitating oriental hospitality, he calls hotel, camping, and tourist complexes "hospitality services." Tourism ethics has become a stronger mechanism for attracting tourists than tourism. The tourists are also often addicted to spiritual, emotional and emotional factors.

IV. Conclusion

They, for some reason, need respect, honor, and respect that do not meet at home, in their home town, or in their neighborhoods, and that they feel beautiful and noble. They want to be free from an environment that is forgetting, urbanized, mechanized, and driven by market relations. This can be done by ethnocultural tourism, especially tourism. In this regard, they can help tourists get rid of negative psychological factors, stress and depression by demonstrating their beautiful, noble attitude and unusual cultural values. Uzbekistan is striving to create ethnocultural tourism complexes that meet the world standards by 2025. There is still a lot to be done in this regard. The most important of these are listed in the Presidential Decrees and Resolutions. From a scientific theoretical point of view, we can say the following: It is necessary to take full account of the existing historical and cultural sites and to create an international catalog for the tourists. We still do not know how many historical and cultural sites in our country, and how much they are inside. For this reason, some experts estimate the number to be more than 5,000 and some to over 8,000. What is the historical and cultural value? The current interpretation includes architectural monuments, shrines, caves, shrines, temples and works of art, and manuscripts. In this case, each of the approximately 10,000 manuscripts stored in the Institute of Oriental Manuscripts will be the same object ?! In addition, we do not yet have an actual drawing of historical and cultural objects. We will not be able to fully restore these non-drawing monuments and effectively use its educational function. For example, the architectural complex Ichan Kala in Khiva is underutilized. The fortress walls to the east of it are lying abandoned. Some citizens have built their own houses on the walls of these walls. In fact, the architectural complex of Ichan Kala includes the same decaying walls in the Nurillaboy area. It is necessary to adopt a specific government program on the Khiva Ichan Kala Historical and Cultural Monuments Complex and surrounding neighborhoods. Renaming old neighborhoods will not solve existing problems. Residents of the Deshan Kala will have to deal with household, economic, and housing problems that are causing their dissatisfaction. It is advisable to build ethnographic tourism facilities instead. These ethnographic tourism towns have been established in many countries, and they have revitalized the social life of the region and provide employment. There are also opportunities for developing water tourism in Khorezm. There are about 40 lakes in the region. They can set up camps for recreation and leisure activities, such as eco-tourism, water sports, etc. A third of today's foreign tourists stop in the capital. In 2004, tourists spent 1.9 days in Tashkent, in 2007 this figure rose to 3 days and in 2017 to 3.5 days. The most popular tourist destination after Tashkent is Samarkand. 13% of tourists spend 3-3.5 days in Samarkand. In Khiva, it is about a day. Tourist arrivals and staying in a particular city or region affect service, infrastructure and other areas. That is why the

experts recommend to give tourist products in cities with rich historical and historical sites. The fact that tourists are kept in the capital for some reason prevents the development of ethnocultural tourism clusters in the regions. Samarkand and Khorezm ethnocultural tourism complex should, within their means, establish direct contacts with foreigners. In Jizzakh, Namangan, Syrdarya, Surkhandarya, Kashkadarya and Tashkent regions it is possible to create both traditional and modern forms of ethno-cultural tourism. For example, the establishment of eco-tourism facilities on the hills of Jizzakh and Nanay is useful. In general, it is necessary to build ethnocultural tourism facilities in each region of Uzbekistan, to include them in the map of general tourists. For this purpose it is necessary to form the whole ethnocultural tourism infrastructure. According to research and estimates by international organizations, future tourism revenue, profits and sales will be higher than profits. Consequently, the demand for ethnographic facts, historical and cultural monuments, and recreations is growing, and the satisfaction of these requirements is the function of the ethnocultural tourism complex.

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