

DETERMINING THE ECOTOURISM POSSIBILITIES OF THE NATURE OF SAMARKAND REGION AND EVALUATING ITS ECONOMIC EFFICIENCY

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Annotation: Tourism is one of the fastest growing economic sectors in the world economy. The tourism industry occupies an important place in the economy of many countries, it is rapidly developing as one of the important macroeconomic sectors. This industry occupies an important place in the national economy of many countries in the world as the main source of income. The tourism industry of developing countries is mainly based on natural or ecological tourism. Revealing the scientific-theoretical foundations of ecotourism and its economic aspects, determining the ecotourism opportunities of the nature of Samarkand region, analyzing them economically, and showing the ways of their rational use are the current issues of the day. The article is carried out in connection with the plan of the scientific research work carried out in order to achieve the compatibility of nature use processes indicated in the main priority directions aimed at ensuring the ecological safety of the Samarkand region.

Keywords: Tourism, ecotourism, tourist, ecotourist, health care, service, ecotourist object, recreation areas, small ecotour, natural monuments, recreants, recreational tourism, ecotourism potential of Samarkand region.

Introduction

Under the leadership of the President, many programs and projects aimed at consistent development of tourism have been developed and are being successfully implemented. The decree of the head of our state "On the training of qualified personnel for the tourism sector in Uzbekistan", the Cabinet of Ministers of the Republic of Uzbekistan "On measures to further support and develop the tourism sector in the Republic of Uzbekistan" decision, an important program in this regard is being implemented. Today, in scientific and popular literature, as well as in the mass media, there are many views aimed at revealing the role and importance of ecotourism.

The 2022 report of the World Tourism Organization (WTO) describes the program of sustainable development of tourism, in which "for the development of ecotourism, special attention should be paid to the issues of climate change, waste control, sustainable land use, biodiversity and specially protected areas. it is emphasized that it is necessary to pay attention. Therefore, in the development of ecotourism, it is necessary to maintain the stability of ecosystems, organize the preservation of

biodiversity and natural monuments on a scientific basis, and develop strategies for the sustainable development of ecotourism.¹

Decision of the President of the Republic of Uzbekistan "On measures to improve the procedure for the development of ecotourism and the allocation of land plots within the water protection zones of reservoirs", Development of tourism in the Republic of Uzbekistan in 2019-2025 Adoption of the Decisions on measures to organize the activities of the Ministry of Tourism and Sports of the Republic of Uzbekistan became a solid foundation for establishing tourism, including ecotourism, on a programmatic basis in our country.

Literature review

A number of scientists from the CIS countries, in particular, A.V.Drozdov, T.A.Safranov, A.I.Tarasenko, A.S. Slepokurov, V.M. Pashchenko, S.R.Erdavletov, M.B.Birzhakov, I.Nikiforov and V.V.Khrabovchenko, A.O.Pivovarov, etc. have considered in their scientific works.

K.Kh.Abdurahmonov, M.R.Boltabayev, M.Q.Pardayev, I.S.Tukhliyev, G'H.Qudratov, N.Tukhliyev, T.Abdullayeva, A.S.Soliyev B.NavuzZoda, O.Kh. Khamidov, D.Kh. Aslanova, M.R. Usmanov, M.M. Mukhamedov, D.K. Usmanova, M. Khoshimov, A. Norchayev, B. Turayev, B. Berdiyurov, B. Sh. Safarov, M. T. Alimova and others conducted research on marketing, management and economic issues of tourism in Uzbekistan

Methodology

Conclusions and proposals were formed as a result of the economic analysis of the indicators of effective development of tourist services during the research. In addition, the method of analysis and synthesis was effectively used in the implementation of scientific research.

Analysis and results

Today, there are different types of tourist services, which include several types of tourism services for tourists, ecotourists, vacationers and other types of tourism. Such tourist service system is constantly being improved and modernized. As a result, the share of tourism services in our country is increasing.

Ecotourism is an ecological trip of people to the environment, where people travel from their permanent residences to ecotourism facilities for the purpose of recreation, sports, health, and educational activities. are the trips they make to perform tasks.

Samarkand region is one of the first regions established in the republic. This region is located in the central part of the territory of the republic, in the basin of the middle course of the Zarafshan River. Samarkand region borders Navoi region in the west and northwest, Jizzakh region in the north and northeast, Kashkadarya region in the south, and Tajikistan in the southeast.

The Samarkand region is naturally bordered by the Lower Zarafshan district in the west, Chumkartog, Gobdintog, Karachitog, Oktog and Karatog in the north, and the eastern part surrounded by Karatepa, Ziyovuddin and Zirabulok mountains in the south. passes through the border.

Animal world. Some species of Turkestan animals that can attract tourists can be found in the region: wolf, fox, rabbit, wild boar, gazelle and gazelle. From birds: sophito'rgai, sparrow, goldfinch, from reptiles gecko, lizard, turtle, agama, yellow snake, hechkemar; rodents include bats, gerbils, gerbils, hedgehogs, rats, etc.²

¹ <https://www.unwto.org/ru>

² Baratov P. O'zbekiston tabiiy geografiyasi. – Toshkent, 1996. 262 b.

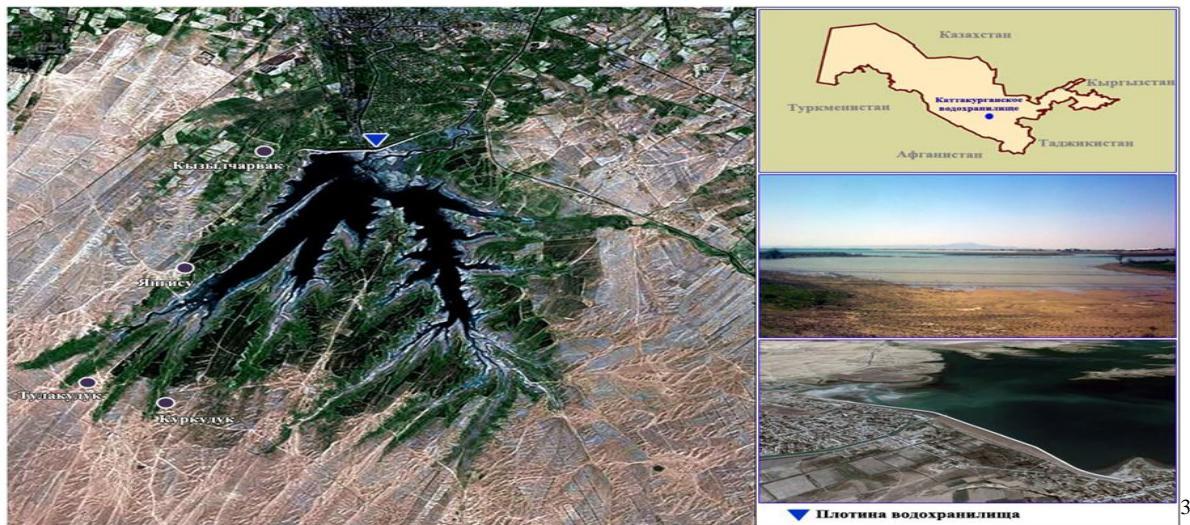


Figure 1. Kattakorgan Reservoir.

The type, quantity, and living conditions of animals in plain orchards are different compared to desert animals. The groves are located in the valleys of the Zarafshan river, with a thick swamp and wet vegetation cover. In such places mainly cheetah, wild boar, forest cat, deer, leopard, rabbit, water rat, muskrat, mouse, pheasant, blue jay, sparrow live. The waters of the forest are inhabited by ducks, geese, mallards, coots, black geese, and red geese. In addition, grasshoppers, mosquitoes, and frogs are also found in orchards. A variety of fish live in water bodies. Among them, there are small carp, common whitefish, carp, and carp.

It would be appropriate to introduce these animals to tourists with their living process through ecotours.

Current status of using ecotourism facilities in Samarkand region

Tourism has developed in Samarkand region and has been attracting foreigners since ancient times. From the point of view of ecotourism, it is distinguished by its nature with the presence of several ecotourism objects.

Natural monuments are unique, noteworthy objects created by animate and inanimate nature, caves, waterfalls, amazingly shaped rocks, gorges, springs, open spaces, huge old trees. Natural monuments are used for scientific, aesthetic, recreation, travel, tourism, recreation, educational purposes.

Natural monuments are ecologically, scientifically, culturally, aesthetically and historically unique, irreplaceable, valuable, nationally, regionally and locally important natural and anthropogenic objects of various origins. They differ in origin, content, purpose and importance.

Kelsi mine cave was discovered by scientists from Kiev in 1980. The depth of this cave exceeds 800 meters. It is the 3rd deepest in the world. There is no doubt that the cave is of interest to tourists engaged in mountaineering. For this purpose, it is necessary to collect relevant information about the cave and to make a wide campaign (advertisement). The members of the expedition can go only to the 1076 meter long part of the cave. When exploring the inside of the cave, you will find a lake, a flowing river and boats. According to the recommendation of the Academy of Sciences of the former USSR, the name of this cave is called "KILSI" (Kiev, Lviv, Samarkand).

³ <http://www.cawater-info.net/bk/>

Table 1. List of ecotourism facilities in Samarkand region

Districts	Name of ecotourism facilities
Bulungur	Ancient Tuyatortar Canal
Jomboy	Thousand-year-old maple trees in the village of Kholvai, the Zarafshan river and its separation into the Akhdarya and Karadarya, the Zarafshan reserve, ancient hills, etc.
Ishtixon	Black River shores, etc
Kattakorgan	Kattakorgan Reservoir, Andoqi Shrine Spring, natural monuments in the shape of "a sunken camel"
Narpay	Kotyrbulok resort, healing spring and saint fish, Koshtepa two natural stone hill resorts, etc.
Nurobod	The cave of Hazrat Davud shrine, thousand-year-old fir trees in the village of Tim, Karnobchol ecotourism landscapes, ancient cisterns, etc.
Oqdaryo	The territory of the Makhdumi Azam Dahbedi shrine, the resorts of the banks of the Akhdarya River, and the ecotourism landscapes of Miyanqal Island.
Payariq	Imam Bukhari mosque complex shrine area, Navro'ztepa, Gilmonsoytepa, Oktepa natural hills.
Pastdargom	Resorts of the ancient Dargom channel, etc.
Pakhtachi	The banks of the Zarafshan river are places of rest, ancient cisterns
Samarkand	The territory of Khoja Ahrori Vali shrine, Mironqul, Sazagan, Ohalik resorts, scenic resorts in the valleys of Ohalik mountain, etc.
Tayloq	The territory of the shrine of Tailaq father's fortress, the recreation park for 300 people, the territory of the Bandikushan shrine.
Urgut	Chor chynor, sycamores and springs, Mikkilok stone, Teshiktosh, Kaynar, Shirvogota shrine and tourist resorts, "tashkoy" natural statue, Bugjamatosh, Tashkelinchak, Gorimor natural rock formations, Lev, Kaynarbulok, Rohatbulok springs, Amonkoton recreation centers, Old Davan roads, etc.
Koshrabod	Mountain resorts, Kaynar avliya spring

Zarafshan National Nature Park. In our country, there are wonderful valleys of nature, untouched by human hands, with invaluable healing properties. Pure nature heals better than any doctor. What is the value of mountain springs and dense spruce forests, orchards and transparent lakes? Such places need to be protected like the apple of an eye, and our country is doing the same by creating, among other things, National Parks and Nature Reserves. One such park is Zarafshan National Natural Park. It is famous for its pristine forests and mountainside vegetation, biodiversity and natural conditions. The park was established in 1975 in the southeast of Samarkand region, along the right bank of the Zarafshan river. Its area covers more than two thousand hectares of land.

Yakhdon cave. "Yakhdon" Cave, located among the high mountains, is worth the attention of ecotourists as the starting point of Urgutsoy. Since ice-like water comes out of the deep depths of the cave, the microclimate in it is kept at the same moderate level both in summer and in winter. Ecotourists can see the famous peaks of Allayaron from the mountain roads.

Bogi Jahonnama (Mirror of the World) area. He built it at the foot of Zarafshan Mountain. It had a palace and a fortress. The territory of the garden is very large, and it is said that the missing horse was found after 6 months. This park area is very suitable for the development of ecotourism.

Thousands of recreation areas. Mingarcha settlement is located in the south of Samarkand city. "Mingarcha" recreation center is a peaceful and beautiful place among thick trees. All conditions have been created for ecotourists to have meaningful rest and relaxation there.



Figure 2. Zarafshan National Nature Park



Figure 3. Zarafshan National Nature Park

Teshiktashga ecotourism area. If you look to the right at the entrance to the village of Karatepa from the Samarkand-Termiz road, you will see the hole stone. It looks like two huge rams ramming with each other. The famous movie "Apache" shot by German filmmakers was shot in these places.

Routes in mountainous areas require a person to be physically fit. This requires the creation of facilities to remove the elderly and middle-aged tourists from the mountain routes. For this purpose, the construction of special corridors and suspension lift electric roads is extremely important. The implementation of such measures will help the future growth of mountain tourism in the region and increase the flow of tourists.

⁴ www.samarqand.travel.uz

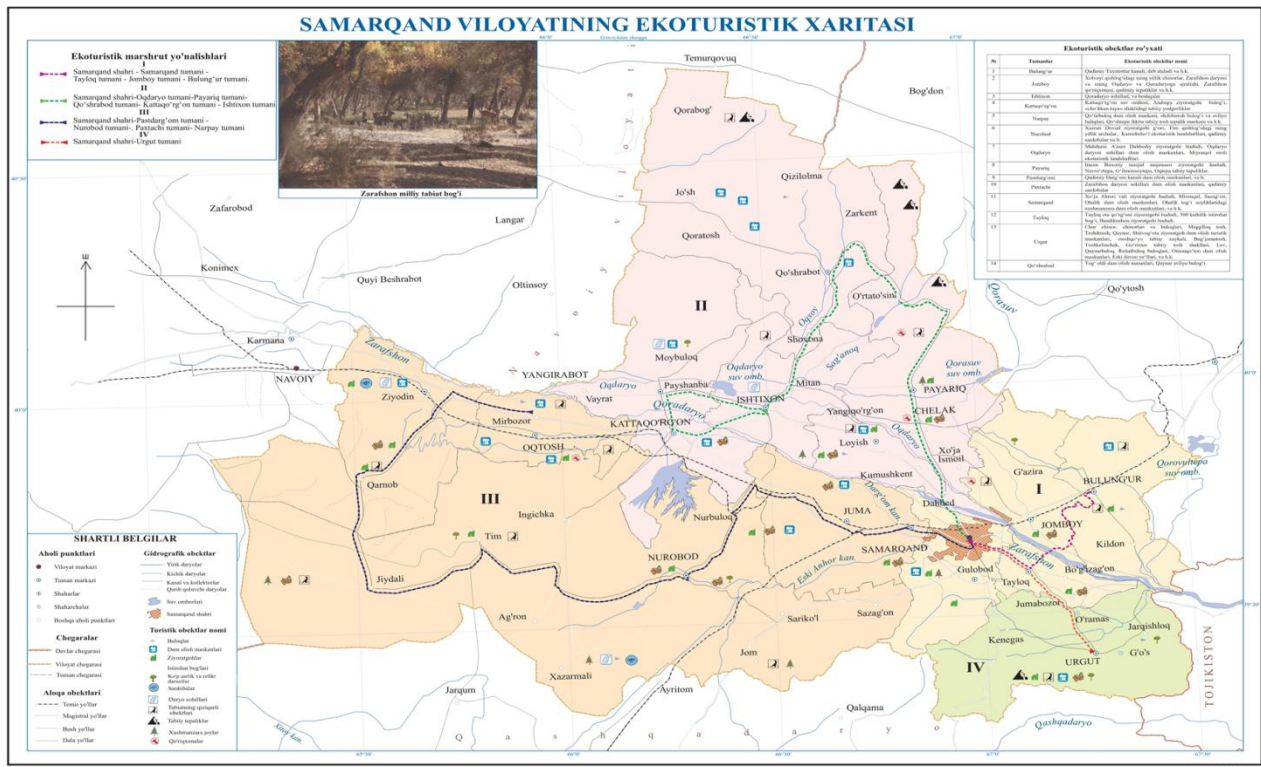


Figure 4. Ecotourism map of Samarkand region

In many cases, ecotourism routes are combined with other types of tourist routes to make them interesting, extensive and profitable. Similarly, their goal is to expand their worldview, increase their geographical knowledge, study the nature, cultural and historical heritage of their country, the way of life and traditions of the local population, and the nature of people and the fate of each of its elements. is to educate a sense of responsibility.

Conclusions and suggestions

One of the cases that has become a rule now is to determine the internal content of each ecotourist route, first of all, its purpose, the object where the ecotour is expected to be held, its problems and ways to eliminate them are considered.

Among the ecotourism objects in the Samarkand region, natural monuments play an important role in the development of ecotourism.

Natural monuments are unique, remarkable objects created by animate and inanimate nature: caves, waterfalls, amazingly shaped rocks, gorges, geysers, springs, exposed rock layers, centuries-old trees. For example: Kilsa and Lev caves, Chorchinor ecotourism facilities located in Urgut district of Samarkand region are among them.

Natural monuments are used for scientific, aesthetic, recreation, travel, tourism, recreation, educational purposes.

Eco-tourist route - the purpose of which is for tourists to have a rest related to nature in a certain direction, to do sports, to get healthy, and to carry out educational and spiritual (general) activities. directions of action in the ecological direction. It is possible to organize ecotourism routes in several directions in Samarkand region. In the course of all ecotypes, campaigning activities aimed at the

protection of nature will be convincing in terms of content and essence, if they are carried out in a systematic way, focused on a specific goal, high results will be achieved.

Ecotourism requires certain natural geographical conditions for its development. It is formed by the natural factors of the area - relief, climate, water, soil and plant cover, fauna and landscapes, which should be analyzed in harmony.

Ecotourism in Samarkand region requires certain economic and business conditions for its development.

Samarkand region has all the necessary resources for the development of ecotourism. Fascinating nature, its diversity is the main factor that attracts ecotourists.

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