

THE IMPACT OF REGIONAL POLICY ON PERFECTING THE TOURIST ENVIRONMENT

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Abstract. *The article analyzes the importance of regional policy in bringing the tourism environment of the region to a new level, as well as assessing the opportunities of tourist-attractive objects in accelerating the flow of tourists. Based on the example of Namangan region, the study presents practical measures, necessary recommendations, and directions for improving tourism development.*

Key words: *tourism, recreation, tourist opportunities, cultural heritage monuments, tourists flow.*

ВЛИЯНИЕ РЕГИОНАЛЬНОЙ ПОЛИТИКИ НА СОВЕРШЕНСТВОВАНИЕ ТУРИСТСКОЙ СРЕДЫ

Аннотация. *В статье анализируется значение региональной политики в повышении уровня туристской среды региона, а также оценивается роль туристически привлекательных объектов в ускорении туристских потоков. На примере Наманганской области представлены практические меры, необходимые рекомендации и направления совершенствования развития туризма.*

Ключевые слова: *туризм, рекреация, туристские возможности, объекты культурного наследия, туристский поток.*

Introduction. In the period of the current market economy, the demand for service sectors is increasing. In particular, recreation and tourism have become among the most important and popular areas. Tourism, alongside foreign exchange earnings, contributes to economic and geographical processes and plays a key role in strengthening the service sector.

Tourists participate in tourism to gain spiritual enrichment from historical monuments, revive spiritually in the picturesque natural environment, and expand their worldview by observing various historical and cultural sites. In many regions of the world, cultural and natural attractions are abundant; however, geopolitical instability, lack of infrastructure, and insufficient promotion restrict tourism

development in certain areas. Developing countries often face this issue due to their limited ability to use tourism potential effectively.

Tourism Development Policy in Uzbekistan. In Uzbekistan, unlike some developing countries, services — particularly tourism — have been given special attention. Within administrative and natural units, systematic work is being carried out to identify, study, evaluate, and develop tourism and ecotourism opportunities. These activities form part of regional tourism policies.

A significant example of such efforts is the Presidential Decree No. PD-5611 (January 5, 2019) “On additional measures for the rapid development of tourism in the Republic of Uzbekistan.” This decree aims to expand tourism infrastructure, improve the quality of services, increase the number of tourism facilities, and enhance regional tourism competitiveness.

Tourism Potential of Namangan Region. Effective work is being carried out to accelerate tourism flow to Namangan region, along with other regions of the country. Although the region has significant tourism opportunities, they are not fully utilized yet. Therefore, measures are planned to improve tourism infrastructure and renovate existing facilities. Large-scale projects include:

1. The historical monument of **Akhsikent**, located in Turakurgan district, was once a large flourishing city in the X–XI centuries. Although destroyed in the 1620–1629 earthquake, around 60 hectares of ruins remain today — the largest archaeological site in the Fergana Valley. Following the President’s instruction in 2017, extensive conservation and research efforts began, including the establishment of a specialized directorate for Akhsikent. Restoration continues, and parts of the site are being transformed into an archaeological museum and open-air cultural center.

2. The “**Valley of Legends**” complex being constructed in Namangan city represents one of the major investment initiatives aimed at bringing the region’s tourism infrastructure to a qualitatively new level. With a total project cost of USD 171 million and an overall area of 110 hectares, the complex is designed as a multifunctional leisure, cultural, and educational destination. The project includes a 16-story four-star hotel with 250 rooms, indoor and outdoor swimming pools, an 18,000 m² aquapark, sports and entertainment facilities, an ice palace, 50,000 m² of shopping and entertainment centers, as well as a 22,000 m² library and artisan center. In addition, a large mosque is planned to be constructed within the territory of the complex.

Upon completion, the “Valley of Legends” is expected to serve approximately 100,000 visitors annually, thereby enhancing Namangan city's competitiveness in both domestic and international tourism markets. The complex is projected to create more than 1,500 new jobs, contributing to employment growth and increasing local income sources. Overall, this project is anticipated to play a significant role in efficiently utilizing recreational resources, strengthening the tourism potential of Namangan, and advancing entrepreneurship and service infrastructure in the region.

3. Uzbekistan–Netherlands joint venture **Chartak Resort LLC** is developing a modern sanatorium and wellness center in Chartak district. The project covers 15.2 hectares and plans to serve up to 6,000 visitors a year, including 2,300 foreign tourists.

Conclusion. In conclusion, correctly oriented regional policy for the tourism climate of Namangan region brings effective results. The following measures are necessary to further enhance tourism:

- ensure infrastructure meets modern tourism standards,

- increase the number of hotels and guest houses,
- attract more foreign tourists and improve service quality,
- create popular tourist routes and maps,
- control health and sanitation standards in tourist zones.

Tourism opportunities in the region are sufficient — systematic management and proper utilization of resources will accelerate tourism development and increase tourist flow.

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