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**Assistant of the Department of Geography and natural resources,
Samarkand State University, Ravshanov Shokhrukh Alikulovich,
Master's student of the Faculty of Geography and ecology, Samarkand
State University, Holbekova Ugiloy Turaevna.
Samarkand State University.
Samarkand, Uzbekistan.**

TOURISM POTENTIAL AND DEVELOPMENT PROSPECTS OF SURKHANDARYA REGION

Abstract: This article examines the issues of identification, development and use of regional tourist and recreational potential of the national economy in the field of tourism on the example of Surkhandarya region, which has a unique nature and culture, rich history.

Key words: tourist potential, tourist resource, tourist object, recreation, ecological tourism, folklore, ethnotourism, pilgrimage tourism, medical tourism..

Introduction: Tourism has become one of the most profitable industries in the world today. In recent years, it accounts for about 10% of world trade in goods and services. Therefore, in many countries, special attention is paid to this area. Our country has all the opportunities to develop tourism. First of all, the richness of tourist resources is a proof of this. Of course, the formation and development of tourism depends on the potential of tourist resources. The more diverse the country's resources, the easier it will be to develop tourism. To this end, it is important to study the geographical possibilities of regional organization and development of regional tourism.

The main part: The tourism potential of the region is a set of identified natural and anthropogenic resources that create and actively influence the development of tourism in the region, identified and not yet identified, used for tourism purposes or not currently involved in this area. The tourist potential of the regions is a dynamic process that changes over time under the influence of natural and anthropogenic factors. For example; Forests, water and recreational resources can be lost as a result of various natural disasters. However, new tourist resources may be formed or identified [5].

Also, the tourist potential is a combination of tourist resources. We will focus on some of these resource combinations. There are several classifications of tourist resources. It is usually divided into natural and socio-economic resources. In the tourist dictionary, these resources are divided into natural, historical and social resources [4]. In some cases, it is divided into three groups: natural, natural-anthropogenic and anthropogenic [3].

In our country, the tourism industry has been in the spotlight since the early days of independence. Important normative documents have been adopted, creating all the necessary organizational and legal mechanisms for the development of the industry, and this work is still ongoing. If we evaluate the potential of Uzbekistan in the world tourism market, we can see that it has the highest potential among Central Asian countries. Along with historical and cultural monuments, the

presence of tourist facilities for recreation and cultural recreation plays an important role in the development of international tourism in our country. Our country is world famous for its rich cultural and enlightenment heritage, unique traditions and ceremonies, works of art, relics and ancient historical monuments. There are many historical and cultural architectural monuments in Uzbekistan, which are part of the treasury of world culture. Today, 140 objects of this priceless heritage are protected by UNESCO and included in the list of historical sites. In particular, the Ichan Qala in Khiva was included in the UNESCO World Heritage List in 1990, the historical center of Bukhara in 1993, the historical center of Shakhrisabz in 2000, and the city of Samarkand in 2001.

Today, the rapid growth of tourism in our country leads to the inflow of large amounts of foreign exchange earnings and the creation of new jobs. In recent years, a number of projects aimed at developing this sector are being developed in all regions of the country. In our country, Surkhandarya region is distinguished by the uniqueness and diversity of its natural and historical recreational resources. The diversity of natural tourist and recreational resources, their full use in the seasons, the attractiveness of the landscape, favorable climatic conditions, the rapid change of nature increase the opportunities to attract tourists to the region. This diversity allows the development of tourism programs and routes of varying complexity and duration. Variety of natural conditions: subtropical climate of Surkhandarya oasis, perennial plane trees, richness of medicinal plants, unique relief forms (folds of indigenous rocks, karst-shaped caves, Sherabad valley), Boysun, Gissar, Bobotag mountains, gorges, streams and rivers, Topalang reservoir, Sangardak waterfall will further increase the tourist potential.

It is well known that natural recreational resources are used to restore mental and physical health. Such natural resources include climatic resources (due to the subtropical climate of the Surkhandarya valley, the possibility of climate treatment is much higher), mineral water sources (Uchqizil, Hovdog, Khojaipok, Omonkhana), healing mud, relief forms. Such resources are supplemented by health facilities of anthropogenic origin (health resorts, sanatoriums, rest homes, children's clinics). Surkhandarya region has a great untapped potential for tourism development, in which it is necessary to offer many types of tourism, such as business conferences, cultural, educational, pilgrimage, ecological, medical, folklore-ethnographic and agrarian (agricultural) tourism. In our country, only Tashkent and Surkhandarya regions share borders with 3 countries, which increases the possibility of receiving tourists from these countries. Such a political geographical location, geopolitical situation has a special character for Surkhandarya region.

The land of Surkhandarya, one of the oldest civilizations, was a rich station connecting the ancient Great Silk Road from north to south, from west to east, and the peoples of this region were in constant contact with the peoples of neighboring countries. As a result, the cultures of the peoples living in the land of Surkhandarya have harmonized with each other, differing from other countries with their own culture, customs and traditions, melodies and dances that amaze the whole world, and national costumes. The national dances of each nation, its life, nature,

symbolic ceremonies were born in the life of the people and have depicted the life of this nation. These processes can also be seen in the dances of Surkhandarya. At the state level, great attention is paid to the development of Surkhandarya baxshi and dance style, the preservation of its various seasonal ceremonial traditions and customs.

The implementation of 5 initiatives put forward by President Sh.M.Mirziyoyev is an important factor in raising the sense of patriotism in young people to develop their interest in literature, music and fine arts. In turn, the crushed values and traditions of our people, our ancient and historical monuments have been restored. As a manifestation of this, in accordance with the Resolution of the President of the Republic of Uzbekistan dated November 1, 2018 "On the Festival of Folk Art" on November 22, 2018, the Cabinet of Ministers of the Republic of Uzbekistan adopted a resolution. The order of the festival of folk art and the roadmap for its organization from 2019 have been approved. According to the resolution, the festival will be held every two years on April 5-10 in Termez, Surkhandarya region. Within the framework of the festival, the development of the art of baxshi and epic is planned to increase the role of the poet and akin in the culture and art of the East [1.2]. Another important festival is the Boysun Spring, which is important for the restoration of national values inherited from the past, in particular, the preservation of folk oral traditions at the international level. During the festival, folk games such as wrestling, stone lifting, rope weighing, cockfighting, leaf festival are organized. This festival is visited by many tourists.

Fred Austin, a Dutch tourist, says that the fine art of our people, inherited from our ancestors, is a unique work that deserves all the praise. The purpose of this festival is, first of all, to pass on our national values, traditions and customs to future generations.

Boysun, the cradle of civilization, was recognized by UNESCO in 2001 as an oral and cultural heritage of mankind, and in 2008 was listed as a representative of the intangible cultural heritage of mankind. This will help Boysun further develop its historical and ecotourism potential. It is worth noting the recreational and tourist potential of the region, including Omonkhana, Uchqizil, Khojaipok, Vakhshivor and others. The climate of the Surkhandarya Valley is very favorable for the development of ecotourism. There are such places in the region that you can see 4 seasons in the middle of summer. One of them is Sangardak waterfall, located in the mountain village of Sangardak, about 55 kilometers from the center of Sariosiya district of Surkhandarya region. The waterfall falls from a 120-meter-high cliff. Its water content increases in summer and decreases in autumn. According to locals, its clear water is formed by the melting of glaciers in the highlands. Its unique nature and cool breeze make this place a favorite place of pilgrimage. There are countless tourists who want to enjoy the clear water of the waterfall and enjoy the beautiful view of the sun. Another beautiful and famous spring Omonxona is already famous for its healing properties in Boysun district of Surkhandarya region. This water has several advantages over hemodialysis, which is used in modern medicine for washing and relieving pain in the gallbladder, liver and other internal organs. According to experts, the spring water flowing from the

mountains contains many beneficial elements for the human body, such as silicic acid, iron, aluminum.

Another important feature of the region is pilgrimage tourism. This will create a favorable environment for the effective use of the potential of pilgrimage tourism. creation of facilities, introduction of "honest" standard. In the past, Surkhandarya was home to many great scholars, such as Hakim Termezi and Isa Termezi, who propagated the sacred religion of Islam and made a worthy contribution to its development. Al Hakim at-Termizi (824-892) was a thinker of the Sufi period, well versed in hadith and jurisprudence. In his works, al-Hakim al-Termizi made an in-depth analysis of the hadith and verses, trying to reach its essence, to understand its inner meaning and to apply it to human life. For information, Al Hakim al-Termizi has a deep knowledge of religion and secularism and has written more than 400 works. Only 50 of these works have reached us.

Among his surviving works are commentaries on some verses. In particular, in his book "Tahsin nazoir al-Qur'an", 80 words like "hidayat", "kufr", "shirk", "hikmat", "Islam", "iymon", "shukr", "haq" were commented. It focuses on the mystical interpretation of the meanings of the words of the Qur'an. In the play, Tirmidhi mentions that it can move from the basic meaning of words that are common in the Qur'an and to related meanings.

Historical monuments of Surkhandarya play an important role in the study of the history of world civilization. In particular, the Teshiktash cave in Boysun, the Zarautsoy monument in Sherabad, as well as monuments such as Dalvarzintepa, Kampirtepa, Jarqoton, Kholchayon, Qoratepa and Fayoztepa keep some secrets in their bosoms. If we look at the history of Surkhandarya, it is famous for its lands in ancient Bactria and Kushan. There are many archeological monuments of the Kushan period in the region. Excavations in Dalvarzintepa and Kholchayon show that the city of Kushans was a center of high culture. During this period, there was an intensive development of handicrafts and agriculture, the growth of commodity-money relations, the rise of architecture, monumental sculpture and painting. The cities of Kushan were also major centers of propaganda.

In order to further develop the tourism potential of Surkhandarya region, to diversify the types of tourism, to attract local and foreign tourists, to organize various cultural events, to improve the infrastructure, as well as to create new jobs, the action plan for the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated May 27, 2020 No 332 "Complex measures for the development of tourism in Surkhandarya region in 2020-2021" has been developed. It pays special attention to such important issues as the creation of a renewed, modern image of the region, the improvement of transport infrastructure, the provision of quality services to tourists from abroad. According to it, the construction of 20 hotels on the basis of regional investment programs in Surkhandarya region will create more than 1,115 new jobs, 4 health centers for about 170 beds, 60 family hotels with 487 beds will be formed. 6 craft centers and service facilities will be set up around the major shrines.

The resolution provides for the implementation of the Golden Triangle project in Surkhandarya region, the formation of a list of tourist facilities on the

route Termez-Sariosiya-Denau-Boysun-Sherabad-Termez and detailed information about them, diagnosis of various diseases in Surkhandarya region. It is also planned to establish modern clinics for the treatment and development of medical tourism [2].

Conclusion: Surkhandarya region is located in the southern part of Uzbekistan and has a great potential for the development of various types of tourism. In the parts of the region bordering with neighboring countries, the national traditions of the Uzbek, Tajik, Turkmen and even Afghan peoples have been combined to form their own ethnographic features. It is necessary to establish ethnotouristic cross-border centers in these regions in order to introduce and widely promote the national traditions of nations. It will always serve to develop cultural ties with neighboring countries. Surkhandarya has great potential for the development of ecotourism and medical tourism. Along with the existing ecotourism areas in the region, it is necessary to identify unused facilities and create a full resource and database.

Medical tourism in Surkhandarya also has a high potential. It is used in the treatment of digestive organs, bronchitis and asthma in the area Omonxona, Khojaikon. In addition, Khovdog, Lalmikor, Khojaipok, Uchqizil have great potential for the development of this type of tourism. To do this, it is necessary to establish modern technical systems for these diseases, ie specialized treatment facilities, clinics and sanatoriums.

The implementation of the above-mentioned works will create opportunities for the development of domestic and international tourism in the oasis, increase the flow of tourists.

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