
Tourism Potential of the Jizzakh Region

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Abstract: The article is aimed at studying the tourism potential and opportunities of Jizzakh region, which includes issues of wider use of tourism potential of the region, promising projects to attract tourists, the implementation of innovative ideas in the field and the provision of all necessary services.

Keywords: tourist routes, extreme and mountain tourism, ecotourism, gastronomic tourism, pilgrimage tourism, medical tourism.

Tourism has become one of the most profitable sectors of the national economy in many countries of the world. In recent years, many practical works have been carried out in the republic to develop this sector and increase the potential of tourism. Complex measures are consistently implemented at the government level for the development of tourism, which is one of the important branches of the national economy.

Today, necessary conditions are being created for the development of tourism in our country; in particular, for the popularization of ecotourism, geotourism, extreme tourism, medical tourism, auto tourism, mountaineering and other modern forms of active recreation. The rapid development of the industry is aimed at creating new jobs, increasing income from the industry, improving the standard of living and quality of life of the population, as well as further increasing investment attractiveness.

Jizzakh region is geographically located in the central part of the Republic of Uzbekistan, between Tashkent and Samarkand regions, whose tourism is somewhat well developed. If we look at the statistics, in recent years, on average, about 6 thousand foreign and more than 800 thousand local tourists visit the region. About 0.1% of the tourists visiting the republic are accounted for by the region. It can be seen that the region is not able to use its tourism potential sufficiently. The province has many attractions, tourist attractions and unique historical places. But the possibilities of their use have not been developed sufficiently.

Jizzakh is one of the regions with its own history, customs and traditions. On the basis of these data, i.e., by presenting the unique traditions and rituals of the region to tourists, the organization of ethnic and pilgrimage tourism provides a wide opportunity to create a new tourist destination of the region. The natural and recreational areas of the Morguzor and Turkestan mountain ranges, the unique landscapes of the Sangzor river basin serve as tourist assets of this region.

Zomin, Bakhmal and Forish districts have unique beautiful nature, diverse landscapes, unique flora and fauna, natural monuments, archaeological findings, and rare geological deposits related to ecotourism. With such a rich historical heritage, unique flora and fauna, favorable geographical location, due to its natural and climatic conditions, there are opportunities for wide promotion of medical tourism.

There are 372 historical-archeological destinations of interest to tourists in the region, 42 of

them are historical sites and shrines, 267 are archaeological, and 63 are monumental monuments. For example, "Iron Gate", "Sa'd ibn Abu Waqqas", "Father Parpi", "Father Khojamushkent", "Father Novka", "Father Osmat", "Father Sayyid Mir Khalilillah", "Father of Sayyid Mir Khalilillah" There are many respectable places of pilgrimage, such as "Khojabagoti Ota", which have become more prosperous and beautiful places thanks to the years of independence. Such historical places and holy places indicate that there are ample opportunities for the development of pilgrimage.

Today, one of the most popular practices in tourism is the development of gastronomic tourism. Gastronomy has a strong potential to manage tourism destinations, support cultures, and support agriculture and food production. The province also shows that it is necessary to use the popularity of its dishes and adapt them to the demands of certain markets. Considering that the M-39 highway passes through Dostlik, Pakhtakor, Sharof Rashidov, and Gallaorol districts of the region, national-style restaurants around the highway serve local and foreign tourists and provide an opportunity to develop gastronomic tourism in the region. It is known that the region has long been a cause of great interest not only in our country, but also among foreign tourists with its "Jizzakh somsa", "Zomin tandiri and pot patir", "Bakhmal apple", lochira, kurtava, healing honey of Zomin and other national dishes and healing fruits.

Fishing is developing in the Aydar-Arnasoy lakes, they have the opportunity to partially satisfy the need for fish products not only in Jizzakh, but also in the neighboring Samarkand, Syrdarya and Tashkent regions, and it is promising to organize local and international fish products fairs and gastronomic feasts in the village centers near the region. It is also planned to create a favorable environment for the establishment of guest houses around the lake and the development of hunting tourism, a type of tourism that gives aesthetic pleasure. It can be seen that the gastronomic potential of the region is considered high, which indicates the wide range of opportunities for further development of the network, providing additional work to the population, and increasing the flow of tourism.

Reserve, national park, forestry areas of Bakhmal-Zomin districts of the province, mountainous areas with a height of 2500 meters above the sea level occupies an area of 2000 hectares. These areas can be used as tourist entertainment areas and hiking trails. It is in these areas that it will be possible to establish small tourist zones.

The Aydar-Arnasoy lake system, which occupies almost the northern part of the region and is expected to become one of the major tourist regions of the region in the future, is also becoming one of the areas that serve to develop the industry. Favorable conditions for the spread and living of various animals appeared in the groves that appeared around the water. Wild animals such as wolves, foxes, and forest cats live in the forests. There are many birds in these places, crows, geese, ducks, coots and pheasants have taken this place as their home. The surrounding lakes are suitable for stopover and wintering of seasonal birds flying from north to south and vice versa. Various insects are common in forests. More than 20 species of fish can be found in Aydarkol.

There are also wide opportunities for recreation and health tourism in the region, which is carried out with the help of health-healing resorts, healing waters, healing mud, etc. (in spas with healing mineral water). There are ample opportunities for further development of this type of tourism in the province. "Zomin sanatorium" is one of the most famous places of rest and treatment in our republic. The cool and moderate fresh air, the mountain forest covered with juniper trees, medicinal aromatic plants, and the wealth of mountain animals give a unique look to the nature. Also, "Gagarin mineral waters" sanatorium located in Mirzachol district of the region is one of the healing places of the region. Mineral water from here is a cure for many diseases.

It covers an area of more than 5,000 hectares in the mountain areas of the reserve and

national park, forestry areas, 2,000 meters above sea level, and there are many opportunities for the establishment of holiday homes, sports complexes, and animal sanctuaries. There are opportunities to organize recreation zones on the slopes of the mountains where the tourists can go horseback riding, taste medicinal honey.

In our opinion, it is appropriate to develop tourism routes in the following directions for the development of tourism in Jizzakh region. In particular, the "Jizzakh Somsasi" gastronomic route in the city of Jizzakh and its surrounding areas, the ecotourism route in the "Zomin" national park and the "Zomin" mountain forest state reserves, the extreme and mountain tourism route in the mountainous regions of the Zomin district, the "Nurota" mountain forest in the Forish district ecotourist route on the nature reserve and "Khonbandi" historical monuments, recreational, ecotourist and gastronomic routes to Aydarkol and Arnasoy lakes, shrines "Avliyo ota", "Saifin ota", "Gubdin ota", "Jondakhor ota" in Ghallorol district, "O'smat" located in Bakhmal district ota, "Novka ota", "Boghimozor", "Khoja Kondalang", "Terakli ota", "Machitli ota" shrines, it is important to develop pilgrimage tourism routes.

In short, the creation of new tourist routes and the improvement of the infrastructure around tourist objects will increase the number of tourists. Implementation of new projects and work on the development of the industry is one of the urgent tasks of today.

Literature

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