

**“ЎЗБЕКИСТОННИ ТОП ЎН ТУРИСТИК ҲУДУДЛАР  
ҚАТОРИГА КИРИТИШ ИСТИҚБОЛЛАРИ: БАРҚАРОР  
РИВОЖЛАНИШ ИМКОНИАТЛАРИ”**  
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**“PROSPECTS FOR UZBEKISTAN'S ENTRY INTO  
THE TOP 10 TOURIST DESTINATIONS: SUSTAINABLE  
DEVELOPMENT OPPORTUNITIES”**

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БУХОРО ДАВЛАТ УНИВЕРСИТЕТИ  
“СЕРВИС СОҲАСИ ИҚТИСОДИЁТИ” ВА “ТУРИЗМ ВА МЕҲМОНХОНА  
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## **PROSPECTS FOR DEVELOPMENT OF RURAL TOURISM IN UZBEKISTAN.**

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**Annotation:** This article describes the prospects for the development of rural tourism in the regions of Uzbekistan. Possible options and directions of development of the tourist product in this cluster of the tourism industry are specified. As agro and rural tourism can have a positive impact not only on the economy, but also on the social development of the regions.

**Izoh:** Ushbu maqola O'zbekiston hududlarida qishloq turizmini rivojlantirish istiqbollarini tavsiflaydi. Turizm industriyasining ushbu klasterida turistik mahsulotni ishlab chiqarishning mumkin bo'lgan variantlari va yo'nalishlari ko'rsatilgan. Qanday agro va qishloq turizmi nafaqat iqtisodiyotga, balki hududlarning ijtimoiy rivojlanishiga ijobiy ta'sir ko'rsatishi mumkin.

**Аннотация:** В данной статье описаны перспективы развития сельского туризма в регионах Узбекистана. Указаны возможные варианты и направления разработки туристического продукта в этом кластере туристической отрасли. Как агро и сельский туризм может положительно сказаться не только на экономике, но и на социальном развитии регионов.

**Keywords:** Uzbekistan, tourism, rural tourism, region, traditions, customs, regional development.

**Kalit so'zlar:** O'zbekiston, turizm, qishloq turizm, mintaqa, urf-odatlar, urf-odatlar, mintaqaning rivojlanishi.

**Ключевые слова:** Узбекистан, туризм, сельский туризм, регион, традиции, обычаи, развитие региона.

Tourism has now become one of the leading sectors of the world economy. In this regard, Uzbekistan pays special attention to the modernization of the tourism industry, the development and improvement of the legal and regulatory framework for the sustainable development of the industry and the organization of services for foreign guests in accordance with international standards. During the years of independence, our country made a significant breakthrough in this field, together with the preservation and enhancement of the historical and cultural heritage of the people, the revival of national traditions and customs, the restoration and development of the attractions of the Republic.

Speaking about the most significant results in tourism, it should be noted that in the eight months of 2019 the number of foreign visitors amounted to 3.4 million people, and the number of foreign tourists at the end of the year will amount to 4.8 million people. Taking into account foreign tourists whose purpose was to familiarize themselves with the cultural, architectural, historical and natural potential of the country, such tourists, according to the statement, were from 200 thousand in 2018 to the estimated 350 thousand in 2019.

In order to increase the attractiveness of the country for a foreign tourist, it is necessary to develop the number of services and products offered so that the Republic can visit not only for the purpose of familiarizing itself with cultural and historical heritage, but also for fruitful and interesting recreation and leisure. What is actively being studied and gradually introduced into the proposed tour packages of some domestic tour operators.

The Decree of the President of the Republic of Uzbekistan "on priority measures for the development of tourism for 2018-2019" States, in particular, the adoption of a comprehensive program for the development of agro-and rural tourism, which includes:

- Involvement in the tourist turnover (business) of farmers and dekhkan farms, residents of rural areas (mainly from hard-to-reach, mountainous areas);

- Construction of residential complexes on typical projects - "tourist mahalla" (in traditional architecture) for "dehkan" and farmers, who have the intention and ability to receive tourists within the framework of rural and ethnographic tours (traditional life, crafts, cooking, etc.);

- Creation of model associations in the form of agro-ethno villages included in a single structure (rural tourist cluster) on the territory of farms by expanding and diversifying their activities and producing tasting products (wine products, dried fruits and sweets).

Culture and traditions in Uzbekistan have developed for centuries and are now carefully stored by the people in all regions. Uzbek culture is original, very rich and every rite, ritual and tradition has profound meaning. It is also worth noting that each region of Uzbekistan has its own unique traditions, which may differ dramatically from neighboring regions. Taking into account this fact, the creation of cultural centers in each of the regions of our country will be very relevant, where all traditional rites of Uzbek will be restored and shown in detail: wedding ceremony, laying of the newborn in a frenzy, traditions of reception of guests in the Uzbek family, etc. At the same time, the tourist can plunge into the daily domestic life of an ordinary rural resident:

- Kneading and baking traditional tortillas in tandem,
- Preparation of "kaimak" and "katyk" from milk (dairy products, which are prepared only in Central Asia),

- Preparation of Uzbek cuisine;
- Work in the garden, in the field.

Also on the territory of such a cultural center it will be advisable to organize a workplace for local craftsmen and to hold master classes on a permanent basis, which at the present time became especially popular carrying out leisure activities among urban residents, and foreign tourists are doubly interested, as it is both acquisition of new knowledge and familiarity with the culture of the visited region.

The President, Sh.M. Mirziyoyev, in his Resolution "On priority measures for the development of the tourism sector for 2018-2019," noted that such centers should be located in remote areas of rural areas, where the population in addition to the main earnings, such activity will generate additional income.

In order to organize the above-mentioned centers, it is possible to select several private houses on a competitive basis. These houses must meet basic household needs and sanitary and hygienic requirements. Financial assistance should be provided by the State in the form of concessional credit or free of charge on certain terms. Staff (family members) should be given basic skills:

- How to correctly submit information,
- How to communicate with foreigners, etc.

For a competent and reliable demonstration of traditions and rites, competent cultural workers must conduct training courses for the local population so that they can convey to the foreign guest the positive and accurate subtleties of our culture.

The development of tourism in this direction will attract not only foreign tourists, but also residents of major cities of Uzbekistan, youth of the country. After all, each region of the republic is unique, lives according to its special traditions, is engaged only in agricultural and agriculture (crop and livestock production) characteristic of their regions.

The development of rural tourism plays a significant role not only for the economy of the country, but also for other spheres of life (social and cultural). Visits to Uzbekistan will be not only to get acquainted with attractions, but also to study rich culture, which in turn will lead to more interest in this province. Also, thanks to the development of rural tourism, the local population receives motivation in the form of additional income, stays in the countryside without immigrating to large cities. And for young people - it is a good education of the Spirit of Patriotism, preservation of traditions and customs of the people.

The list of the used literature:

1. The Tourism Act of 18.07 .2019;
2. Decree of the President of the Republic of Uzbekistan of 2 December 2016 "On measures to ensure the accelerated development of the tourism industry ";
3. Decision of the President of the Republic of Uzbekistan of 16 August 2017 "On priority measures for the development of the tourism sector for 2018-2019";
4. State Programme for the Implementation of "Strategies for Action in Five Priority Areas of Development of the Republic of Uzbekistan in 2017-2021" in "Year of Support for Active Entrepreneurship, Innovative Ideas and Technologies"
5. Internet sources, tourist feedback sites: tripadvisor.com, otzovik.ru, trivago.ru, travel.yahoo.com; UNWTO Annual Report 2016, 2017.

## МЕҲМОНХОНА КЛАСТЕРЛАРИНИ ШАКЛЛАН-ТИРИШДА “ТУРИСТИК МАҲАЛЛА”ЛАРИНИНГ ЎРНИ

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Республикамизга сайёҳлар сонини тобора ошириб бориши билан бирга, уларни халқимизнинг бой маданияти, анъаналари, тарихи, турмуш тарзи, миллий таомлари ва деҳқончилик маҳсулотлари билан таништириш кенг йўлга қўйилмоқда. Бу ўз навбатида республикамиз ҳудудларига ташриф буюраётган туристлар оқимини ошириш, аҳолини туризм соҳасида бандлигини таъминлаш ва туризм хизматлари экспортини ортишига хизмат қилади.

“Президентнинг “Ўзбекистон Республикасида туризм соҳасини янада ривожлантириш чора-тадбирлари тўғрисида”ги Фармони билан 2019 йилнинг 1 ноябридан эътиборан Туризмни ривожлантириш давлат қўмитаси энг юқори туризм салоҳиятга эга бўлган фуқаролар йиғинлари (шаҳарча, қишлоқ, овуллар ҳамда шаҳар, шаҳарча, қишлоқ ва овулларнинг маҳаллалари) рўйхатини шакллантира бошлайди. Фуқаролар йиғинлари ҳудудларида 20 тадан кам бўлмаган оилавий меҳмон уйлари яратилган тақдирда ва сайёҳлар учун камида беш хил хизмат тури (яшаш ва/ёки овқатлантириш хизматларидан ташқари) кўрсатилган тақдирда, уларга “Туризм маҳалласи”, “Туризм қишлоғи” ёки “Туризм овули” мақоми берилади. 2020 йилдан бошлаб “Туризм маҳалласи”, “Туризм қишлоғи” ёки “Туризм овули” мақомининг берилган фуқаролар йиғини “Обод қишлоқ” ва “Обод маҳалла” давлат дастурларига киритилади”<sup>1</sup>.

Меҳмонхоналар кластер асосида ўз фаолиятларини олиб бориш жараёнида, Туризм маҳалласи, қишлоғи ва овуллари билан бирга ўзаро ҳамкорликни йўлга қўйсалар, икки томон учун ҳам фойдали бўлади.

*Меҳмонхона кластери бу* – туризм кластерининг субъектларидан бири бўлиб, йил давомида меҳмонхона даромадларини кўпайтириб бориш, туристлар билан тўғридан-тўғри алоқаларни йўлга қўйиб хизматлар турларини кенгайтириш, туризм соҳасидаги бошқа субъектлар билан кооперацион алоқаларни кенгайтириб янги корхоналар иш ўринларини яратиш (қўшилган қиймат занжири) йўли билан ҳудуднинг туристик салоҳиятини оширишга хизмат қилади.

“Фуқаролар йиғини “туризм маҳалласи” мақомини олиши учун камида 20 та оилавий меҳмон уйи, 5 та сифатли туристик хизмат (турар жой ва (ёки) овқатланиш хизматларидан ташқари), 1 та маҳаллий сувенир маҳсулотларини сотиш шохобчаси, туризм турлари (эко, агро, этно, маданий туризм), зарур инфратузилма, йил давомида туризм хизматларини кўрсатиш

<sup>1</sup> Ўзбекистон Республикаси Туризмни ривожлантириш давлат қўмитасининг расмий веб-сайти: [https://uzbektourism.uz/cyrl/newnews/view?id=654&fbclid=IwAR0ttOIwuoO326IR3iumDgI9R8msGYBOYCeHgS5dYdkVK\\_NLr9jJr8WfcUU](https://uzbektourism.uz/cyrl/newnews/view?id=654&fbclid=IwAR0ttOIwuoO326IR3iumDgI9R8msGYBOYCeHgS5dYdkVK_NLr9jJr8WfcUU)

Kiyamova M.	Buxoro folklor merosidan turizmni rivojlantirishda samarali foydalanish	79
Эвадуллаев Т.Ш.	Самарқандда зиёрат туризмини ривожланишида муқаддас қадамжоларнинг ўрни	81
Toyirova S.A. Choriyev R.N.	Turizmда turmahsulotning ahamiyati	84
Мўминов Х.И. Абдуллаева Х.	Ўзбекистонда туризмнинг янги йўналишларини шакллантириш	85
Мусоев Д. Г.	Анализ туристских потоков в историко-древнейших городов Узбекистана и их туристско-рекреационный потенциал	87
Исхакова С.А. Ибрагимова М.И.	Ўзбекистонда таълим туризмини ривожлантириш истикболлари	90
Kamolov X.Z.	O'zbekiston turizm sohasini diversifikatsiya qilishda madaniy meros obyektlarining roli	92
Abdullayev S.I. Muqumova H.I.	Ziyorat turizmi, uning xususiyatlari va funksiyalari	94
Рауфов Р.Н. Кулматова Л.С.	Рекреационный туризм Таджикистана	96
Макушина А. Ю.	Развитие туристической индустрии в республике Узбекистан	98
Allanazarov O.B. Matkarimov F.	Xorazm viloyatida agroturizm rivojlantirish imkoniyatlari	100
Талапова Н.Б. Исмоилова М.И.	Ўзбекистонда ёшлар туризмини ривожлантириш	102
Fozilova M.B.	Ekologik turizmni rivojlantirishning iqtisodiyotdagi o'rni	104
Болтаева М.Ш.	Бухоро вилоятида туризмни ривожлантиришда табиий-иқтисодий салоҳиятдан самарали фойдаланиш ҳолати	106
Ashurova M.X. Fozilova M.B.	Turistik – rekreatsiya resurslaridan foydalanishning ekologik xususiyatlari	108
Собиров М. С.	Особенности территориального развития туризма и рекреации в долине Зеравшан	111
Солиев И. Бойтўраев О.	Ўзбекистонда рекреация ва туризм тармоғини ривожлантиришнинг ўзига хос жиҳатлари	112
Тажибаев Ш.М.	“Етти пир” туристик маршрутини ривожлантириш истикболлари	114
Yunusova S. Ahmadjanova M. A.	Gastronomik turizm turlari va Yevropa davlatlari andozalari	116
Саидова Ф.К.	Перспективы развития экологического туризма Узбекистана	117
Dilmonov Q.B.	Essential image of eco-tourism	119
Asadova A.O.	O'zbekistonda erkin turistik zonalarni rivojlantirishda mice turizm va boshqa turistik yo'nalishlardan foydalanishning o'ziga xos shakllari	120
<b>3-ШҮБА. 3-СЕКЦИЯ. 3-SECTION.</b>		
Barotova D. Yo.	O'zbekistonda “turistik qishloq”, “turistik mahalla”, “turistik ovul”larni rivojlantirish mexanizmlari	124
Жалилова Ч.З. Мухаммедов С.	Туризм ривожлантиришда туризм маҳалласининг роли (Ромитан тумани Кўрғон туризм маҳалласи мисолида)	126
Usmanova A.B.	Prospects for development of rural tourism in Uzbekistan	128
Нарзиев М.М.	Мехмонхона кластерларини шакллантиришда “туристик маҳалла”ларнинг ўрни	130
Matjonov B.R., Qo'chqarov Sh.	o'zbekistonda qishloq turizmini rivojlantirishning dolzarb masalalari	131
Усманова Р.	Оптимизация использования туристических ресурсов Кашкадарьинской области	133
Жумаев Х. Х.	Қашқадарё вилоятида туризм-рекреация инфратузилмасининг ривожланиши даражаси	135
Очилова Х.Ф.	Механизм формирования этнопарков в Узбекистане	137
Бекжанов Д.Й.	“Туристтик маҳалла” ларни ривожлантириш орқали туристик дестинация рақобатбардошлигини ошириш	139
Ollanazarov B. Matkarimov F.	O'zbekistonda agroturizmni rivojlantirishda rivojlangan mamlakatlar modellaridan foydalanish	141
Мардонов Б.Б. Исхакова С.А.	Тарихий-маданий туризмнинг ривожланиш зарурияти	142
Xomidova M.Z.	Qashqadaryo viloyatida ekoturizmni rivojlantirishning asosiy yo'nalishlari	144