



Development Of Tourism In Zaamin National Nature Park By The Cluster Method

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ABSTRACT

The article describes the practical aspects of the development of tourism in the cluster method in the Zaamin National Park, based on the requirements of the time.

KEYWORDS

Tourism, mechanism, foreign tourist, ecotourism, agrotourism, ethnic tourism, cluster, national nature park, tourist flow, ecological trail.

INTRODUCTION

Undoubtedly, one of the most popular sectors in Uzbekistan over the past two years is tourism. The fact that our state has issued a number of decisions and decrees on the development of tourism, and the effectiveness of its implementation is reflected in the changes in our daily lives - shows that a huge mechanism is working well. As a result of the parallel development of foreign and domestic tourism, the flow of tourists has increased several times. This, in turn, has led to an increase in revenue through tourists.

According to the State Committee for Tourism Development of the Republic of Uzbekistan, in 2018, 2 million foreign tourists visited

Uzbekistan and the share of GDP was 2.3%. It is noteworthy that in the coming years, work is underway to increase the flow of foreign tourists to 4-4.5 million and its share in GDP to 5%.

In order to further develop tourism, the International Investment Forum was organized on August 29-30, 2019 in Jizzakh region. The forum discussed prospects for the implementation of a cluster project in the field of tourism in Bakhmal and Zaamin districts in cooperation with Chinese and Turkish businessmen. According to him, the project is divided into 3 stages: 1) ecotourism; 2) agrotourism; 3) ethnic tourism.

2,000 hectares of land will be allocated for the development of ecotourism. The project envisages the organization of ecological trails in the area, horseback riding, donkey and quad biking, construction of funiculars, a ski complex, a restaurant and information center, a museum and shops selling local handicrafts.

5,000 hectares of land will be allocated for the development of agro-tourism. Holiday homes, sports complexes, and nurseries for the conservation of rare animal and plant species will be built on the site. Livestock and honey farms will also be established. Here, tourists will be able to ride camels, watch the game of "kupkari", pick fruits, and participate in agricultural activities such as weeding.

THE MAIN FINDINGS AND RESULTS

Ulugbek Kasimov, the first deputy chairman of the State Committee for Tourism Development, believes the project will be as unique as Yellowstone National Park. "Yellowstone is visited by 20 million people every year," he said. This can be a huge benefit for the locals. Due to this, we decided to develop this project in cooperation with the Jizzakh regional administration. The goal is : to preserve the existing ecosystem and to create an additional source of income for the population, "he said. It should be noted that Yellowstone is the world's first national park, while Zaamin National Park is the first national park in Central Asia. In addition, both national parks are located in the mountains and are easy to visit.

According to the State Committee for Tourism Development of the Republic of Uzbekistan, in the mountainous areas of Zaamin district on hot summer days there are about 50-100 thousand visitors a year. New eco-routes and winter skiing sports also need to be developed to further increase the flow of tourists. In order to attract foreign and domestic tourists to the region throughout the year, it is necessary to bring infrastructure such as

skiing, suspension and rope bridges, funiculars and hotels to the level of world tourism.

This year, the Turkish company IDEALIST has developed a draft master plan for a free tourist zone in the Zaamin National Park. The draft master plan envisages attracting investments, including funds for the development of tourism (accommodation facilities, roads, restaurants, shops and other tourism infrastructure facilities), road transport and communal infrastructure.

Together with the State Committee for Tourism Development, the Ministry of Construction, Jizzakh regional administration, relevant ministries and departments until June 1, 2021 with the involvement of foreign design institutes, as well as consultants will develop a detailed plan of free tourism zone and ensure its approval in the prescribed manner :

- underground transmission of electricity networks in the region;
- availability of a free tourist zone and special pedestrian and bicycle lanes on the roads connecting it with other areas;
- determination of points of electric power stations for electric cars and other types of vehicles (powered hybrid vehicles) in the area with a total capacity of not less than 11 kW;
- determination of the location of runways for aeronautical vehicles and small-capacity aircraft (helicopters) in the prescribed manner on the territory;
- placement of objects in extreme sports, including zipline, selfie zones in scenic and unique places for photography;
- determination of the location of road signs to be installed in the area;
- placement of tourist streets, which provide for the sale of souvenirs and food products;
- study of positively tested experience of foreign countries, determination of waste disposal sites in the region and the location of standard sanitary facilities;

Together with the State Committee for Ecology and Environmental Protection, the Ministry of Information Technologies and Communications, the Ministry of Internal Affairs and the Jizzakh regional administration, a service point and a modern car park will be opened in the national currency at the entrance to the free tourist zone until May 1, 2021. ensures that “The Suffa Plateau-2400 International Seasonal Resort” and “Uriklisay Tourist Complex” will be established in the free tourist zone.

CONCLUSION

To create a free tourist zone in the Zaamin National Park, the following work should be done:

-construction of modern hotel complexes, cultural, health, trade, entertainment and other facilities of tourist significance on the territory of the free tourist zone, as well as the organization of facilities of modern engineering infrastructure;

-foreign and foreign tourism infrastructure facilities (hotel complexes, cultural and health, trade and entertainment and other facilities of tourist importance) in the free tourist zone, projects for the creation of special functional and seasonal recreational recreation areas with the necessary conditions for tourist services; attracting investments from local investors;

-organization of specific tourist routes, taking into account the ecological potential of the region;

-Ensuring the cheapness of vehicles, the introduction of new modes of transport in the region (buses, minibuses, funiculars, etc.), including those running on alternative energy sources, the expansion of passenger transport routes, the organization of its uninterrupted traffic, development of appropriate transport infrastructure;

-creation of additional conditions for tourist safety, including the provision of tourist infrastructure with video surveillance systems, the organization of warning systems, the introduction of a single database of tourists visiting the region, the introduction of emergency care;

-ensuring separate customs and tax regimes for business entities and investors (including foreign investors) implementing and operating projects in the free tourist zone;

-implementation of projects to create a unique ecological system based on the introduction of new modern energy-saving systems and technologies using alternative and renewable energy sources;

-conservation of unique natural objects and complexes, genetic fund of plants and animals in the region, as well as the implementation of measures to prevent and minimize the negative impact of activities on the environment

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