

## **Importance of Tourism Business Development in Namangan Region**

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**Abstract:** This article explains the importance of increasing the employment level of the population of the region as a result of the development of tourism in the Namangan region, further increasing the standard of living of the population, increasing the level of GDP, further benefiting from tourist opportunities. In this regard, work has been done so far, proposals have been considered. As a result of working with statistical data, proposals were made for problems in the development of the industry.

**Keywords:** Tourism sector, resorts, employment, mobile applications, GDP, cultural heritage facilities, resorts, pilgrimage tourism.

### **INTRODUCTION**

In Uzbekistan, large-scale work is being carried out to develop small businesses in the development of economic sectors. The tourism industry has become one of the most important not only in our country, but also around the world. We can see that tourism is flexible, that it allows us to generate income with little spending, and that there is an increasing demand from human beings year after year. The fact that small business entities established in the Namangan region not only provide employment to the population, but also work with foreign partners is evidence that the work organized on a regional scale is effective. As a result of the development of legislation by our state for the development of the tourism industry, the number of settlements and practical work carried out in the development of tourism has increased. The fact that the Namangan region has a sufficient history of natural climatic conditions for the development of Tourism and able to attract tourists shows that there is still work to be done in this area. Other service facilities will also be developed in Namangan region if tourism is developing, and this will lead to an increase in GDP share. Through this scientific research, we can develop directions for the development of Namangan tourism and consider the importance of the work carried out.

### **Methods**

In the Namangan region, the need for hotels and tourist recreation zones is increasing by local and foreign tourists. As a result, we can see that the service sector is also increasing. It is advisable to create opportunities for the development of pilgrimage tourism, agrotourism and ecotourism and increase these indicators.

Based on the results of January-September 2023, the gross added value of the service sector in the Namangan region amounted to 12,977.4 billion soums and increased by 4.6 % compared to January-September 2022. At the same time, the share of this sector in GRP amounted to 39.4 %.<sup>1</sup>

We must achieve development through the use of Statistics and analysis to determine the effectiveness of the work carried out in each area and the errors that have occurred in the conduct. Uzbekistan is not excluded from global problem situations-that is, as a result of the problems associated with nature, there are many problems in the process of growing agricultural products. In the Namangan region, local people have long been employed by agricultural development, while in recent years it is a challenge for the population. Taking into account this, it is necessary to establish the level of employment for the population, that is, to determine the directions for the implementation of strategic goals in the development of tourism-dependent directions.

The development strategy of Namangan region for 2022-2030 sets goals for the development of Tourism. Tourism sector development of new developing areas

- Marketing and advertising with the main focus on the Uzbek market development of materials;
- Further the resort / sanatorium area with a special emphasis on existing facilities development;
- Additional consideration and analysis of available opportunities.<sup>2</sup>

At a time when we have used tourism to develop the economy of the whole world, we also need to pay great attention to the development of this sector. The Namangan region also has sufficient conditions for pilgrims. Even in the population, if we can increase the level of literacy in tourism, in the tourism business, tourists are more focused on the quality of services.

## Results

The number of tourism facilities available in the municipality is 301. Including 24 shrines, 242 cultural heritage objects, 152 archaeological monuments, 98 architectural monuments, 22 parks.

Today, the province has 28 tour operators, 4 directories, 25 hotels and 48 guest houses (2013 seats), a total of 78 accommodation facilities, 40 minibuses, 6 guides-interpreters-tourist services to local and foreign citizens. The industry employs 1,900 staff. During 2020, 5 Tourism Information Centers for foreign and domestic tourists, 70 model sanitary and hygienic Points, Guide signs leading to 40 tourist facilities and Wi-Fi areas at 80 tourism facilities were established.<sup>3</sup>

On the basis of the above information about the tourist products involved in the development of Tourism available in the Namangan region, it can be seen how much its tourist potential is at the moment.

Project to turn Chust district into a tourism center. In this, to organize a” Museum of doppelgängers “in the park” Mavlono Lutfiy”, which includes various headdresses of foreign and local residents, and to establish the trade of Chust doppelgängers, establish turpakets for” Bibi ona “shrine as well as rockeries with a” hole “and an observation deck in the Varzik neighborhood, use, We can use the proposals of the Chust District School of doppelgänger to include The Art in the list of intangible cultural norms of UNESCO as mechanisms for the development of Tourism of the Namangan region.<sup>4</sup>

In the sights of Namangan, conditions can be created for foreign tourists with further improvement, and through this it is possible to preserve our cultural heritage, which we have the opportunity to introduce to the world.

<sup>1</sup> <https://stat.uz/en/press-center/news-of-committee/47736-namangan-viloyatining-yalpi-hududiy-mahsuloti-tarkibida-xizmatlar-sohasidaning-ulushi-qanday-3>

<sup>2</sup> [https://namangan.uz/images/1-Strategy\\_Uzbek.pdf](https://namangan.uz/images/1-Strategy_Uzbek.pdf)

<sup>3</sup> From the speech of Ayubkhan Babamirzayev, head of the Namangan Regional Tourism Development Department/<https://yuz.uz/uz/news/namanganning-yuksalayotgan-turizm-salohiyatitqisodiyot-rivojida-ham-muhim-orinni-egallaydi>

<sup>4</sup> Manzirova Maftuna Muhiddinjon qizi. (2023). NAMANGAN VILOYATIDA TURIZM SOHASINI RIVOJLANISHI . ОБРАЗОВАНИЕ НАУКА И ИННОВАЦИОННЫЕ ИДЕИ В МИРЕ, 19(5), 3–5. Retrieved from <https://newjournal.org/index.php/01/article/view/5173>

It is advisable to carry out a number of activities for the development of tourism in the Namangan region:

- protection of historical tourist architectural structures, repair of these structures with the help of skillful Masters and high-quality building materials, creation of modern beautiful landscape design in the adjacent territory;
- the creation of a "cluster" system for the development of tourism in the region.
- strengthening the advertising company by creating videos, posters and distribution in other areas and foreign countries that reflect the tourist potential of the region, placing visual panels in crowded places that require visits to the tourist facilities of the region.<sup>5</sup>

### Discussion

The results of the study show that certain works are also being carried out in the Namangan region, and it is necessary to establish cooperation with foreign tour operators in order to develop and implement effective marketing projects in order to bring these works to tourists. One example in the development of pilgrimage tourism is the shrine of Sultan Uvays Qaraniy, located in the Chortok district, which is a complex that can attract nations of the Islamic faith. Thanks to this shrine, the number of foreign tourists visiting Namangan vioyati is increasing even more. Local residents around this place are increasing their income by establishing home hotels, shopping complexes, recreation areas.

President of The Republic of Uzbekistan Sh.M.Mirziyoyev's decree PF-6165 of February 9, 2021 “on measures for the further development of domestic and pilgrimage tourism in the Republic of Uzbekistan” provides a great opportunity in the development of such pilgrimage tourism.<sup>6</sup>

In Namangan region, the growth indicators in the field of services are the result of the attention paid to tourism from year to year.

The growth rate of the volume of services provided by the main types of economic activity<sup>7</sup>  
(compared to the previous year, in%)

Types of services	2020 y.	2021 y.	2022 y.	2023 y * January- December
Services-total	103.8	119.7	115.7	111.1
services in the field of information and communication	109.7	110.2	128.8	120.4
financial services	126.9	126.1	125.1	112.3
transport services	97.7	123.6	110.8	114.3
including: vehicle service	104.6	118.7	111.7	109.8
living and catering services	97.5	115.3	131.5	109.3

<sup>5</sup> Mirzaakhmedov, K. S., & Koriyev, M. R. (2019). Special features of Namangan region in the development of tourism in Uzbekistan. *ISJ Theoretical & Applied Science*, 10 (78), 635-639.

<sup>6</sup> Namangan Regional Tourism Development Authority. (2021). Information on the state of existing tourism facilities and surrounding land areas, water and Road infrastructure in Namangan region. Namangan, 7 b.

<sup>7</sup> <https://namstat.uz/uz/rasmiy-statistika/services-2>

trading services	104.0	110.0	110.1	109.1
other services	108.3	124.1	131.5	109.2

## Conclusion

In conclusion, we can say that the work carried out to develop tourism in the Namangan region is not enough, and we offer the following in this:

- It is important to organize an e-book that provides information about each resort in Namangan. Through this booklet, foreign travelers will be able to find answers to questions of their interest and will be able to ask the desire to go here;

- To ensure that short vidoros with information about the hotel, Sanatorium and shrines in Namangan, working with advertising agents, are represented by foreign tourists mainly around the crowded lands (airport, hotel, station, near ATMs, etc.);

- In the Namangan region, it is necessary to organize the work of promoting tourism and increasing its startup lokhas to Aamal in the development of tourism, students studying in areas related to the tourism industry and studying in the direction of journalism. In this case, it is necessary to call for cooperation of tourist agencies and other similar organizations that contribute to the development of tourism as material assistance to them;

- It is necessary that hotels create their own electronic applications and in this they develop the convenience of providing their services without queues, while maintaining the quality of their services in order to provide comfort to guests.

## List of used literature:

1. <https://stat.uz/en/press-center/news-of-committee/47736-namangan-viloyatining-yalpi-hududiy-mahsuloti-tarkibida-xizmatlar-sohasidaning-ulushi-qanday-3>
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