

Ways to Develop Tourism Services in Karapalkistan

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Abstract- In the article has been analyzed of the strategies and practices used in Uzbekistan and other countries to achieve sustainable economic growth. The article examines key aspects such as investment in infrastructure, energy efficiency, agricultural and tourism development, and management of social and environmental aspects of development. The authors highlight the main lessons learned from domestic and foreign experience, and discuss the prospects for cooperation and exchange of experience between countries to achieve common goals of sustainable development. The article aims to highlight the new opportunities and challenges facing countries on the path to creating a sustainable and prosperous economy.

Keywords: Sustainable development, economic growth, investment, infrastructure, energy efficiency, agriculture, tourism, environmental aspects, cooperation.

1. INTRODUCTION

In the modern world, the desire for sustainable economic development is becoming increasingly relevant and priority. Every country strives to achieve a balance between economic growth, social justice and environmental sustainability to ensure the well-being of its people and preserve natural resources for future generations. In this article, we will look at new horizons for sustainable economic development, analyze the experience of Uzbekistan and foreign countries in this area, and identify key lessons and principles that can be applied to achieve sustainable and balanced growth.

Sustainable economic development is based on three main principles: economic efficiency, social justice and environmental sustainability. These principles are interconnected and complement each other, creating the basis for sustainable development. Economic efficiency involves using resources at maximum productivity, social justice ensures equal opportunities for all members of society, and environmental sustainability aims to preserve the environment.

Uzbekistan is an example of a country that is actively working to create favorable conditions for the sustainable development of its economy. Reforms carried out in recent years are aimed at modernizing the economy, stimulating innovation and developing the social sphere. Development of entrepreneurship, support for small and medium-sized businesses, as well as improvement of the education and healthcare systems are key aspects of Uzbekistan's strategy to achieve sustainable development [1].

Foreign experience also demonstrates successful practices in the field of sustainable economic development. For example, Germany and Sweden are actively integrating sustainability principles into their economic policies, investing in the green economy, energy efficiency and social protection. This experience can serve as an example for other countries seeking sustainable development [2].

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2. ANALYSIS AND RESULTS

Economic efficiency plays a key role in the successful functioning of organizations and countries, as it allows them to survive, grow and develop in the long term. It is the ability of an organization, enterprise or country to achieve optimal results using available resources. It is assessed through the relationship between costs and results obtained. Economic efficiency includes several aspects:

- Cost optimization. Efficient use of resources to achieve maximum productivity at minimum costs.
- Maximization of income. Ensuring high income from the production of goods or services to ensure profit and sustainable financial condition.
- Profitability. Achieving profits that exceed production costs.
- Effective risk management. Minimizing potential losses and providing protection against financial risks.
- Innovation and development. Using new technologies, methods and strategies to improve production processes and expand business.[4]
- Competitiveness. Ability to compete in the marketplace by offering quality products or services at competitive prices. Economic efficiency plays a key role in the successful functioning of organizations and countries, as it allows them to survive, grow and develop in the long term.

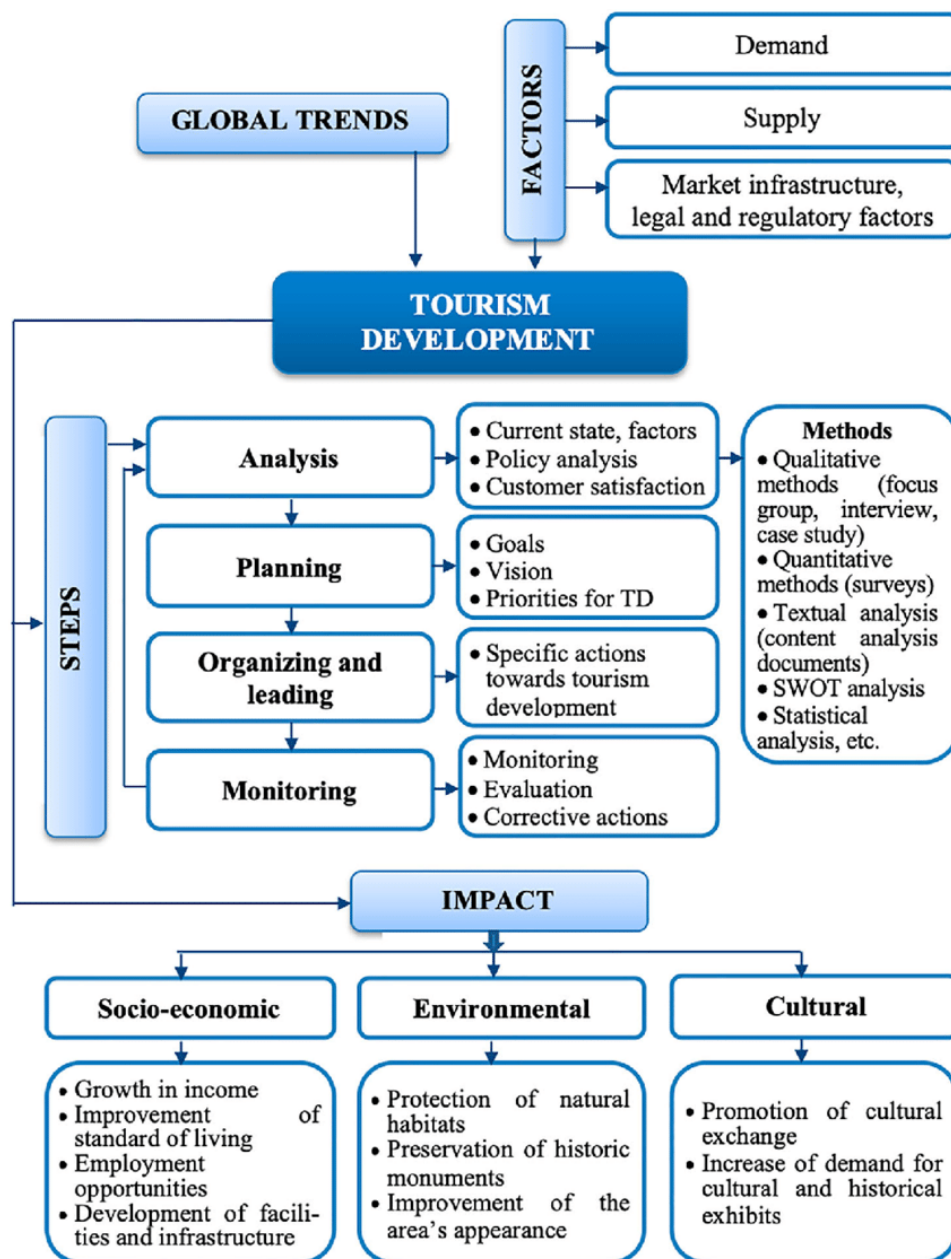


Fig1. Tourism Development Framework [13]

Social justice is a principle of social order that strives for the equal and fair distribution of resources, opportunities and rights among all members of society. It means respect for the rights and interests of every person, regardless of his social status, gender, race, religion and other characteristics. [16]

Key aspects of social justice include:

- Equality of opportunity. Ensuring equal opportunities for all members of society in education, healthcare, employment and other areas of life.
- Equal treatment. Guaranteeing equal treatment before the law and equal rights for all citizens.
- Fighting discrimination. Prevent discrimination based on race, gender, age, disability and other characteristics.
- Social protection. Providing social support for vulnerable populations such as the poor, homeless, children, elderly and disabled.
- Fair distribution of resources. Distributing resources (income, land, education, etc.) in such a way as to minimize social inequalities.
- Respect for diversity: Recognizing and respecting the differences between people, including cultural, religious and ethnic backgrounds.

Social justice plays an important role in ensuring the harmonious development of society and creating

conditions for a decent life for all its members. It helps to strengthen social stability, solidarity and justice in society.[5]

Environmental sustainability is the ability of an ecosystem or society to maintain its stability and ability to self-heal after exposure to external factors such as climate change, pollution, deforestation, etc. [6]

Environmental sustainability is a key aspect of sustainable development and ensures long-term conservation of biodiversity, human health and economic prosperity. Basic principles of environmental sustainability include:

- Conservation of resources. Rational use of natural resources to ensure their conservation for future generations.
- Maintaining biodiversity. Protect and preserve the diversity of living organisms and ecosystems to maintain ecological balance.
- Reducing emissions. Reduce emissions of pollutants and reduce waste to minimize negative impacts on the environment.
- The principle of caution. Taking precautions when making decisions that may have a negative impact on the environment, even if there is no precise scientific evidence.
- Considering the needs of future generations: Ensuring the sustainability of ecosystems and resources for future generations by making responsible decisions today.
- Cooperation and knowledge sharing: Cooperation between countries, organizations and society to exchange experiences, transfer knowledge and jointly solve environmental problems.

Ensuring environmental sustainability is an important challenge for modern society and requires an integrated approach, including the participation of all stakeholders - the state, business, population and the scientific community. It aims to create a sustainable environment for the life and development of all living beings on the planet.

Uzbekistan's experience in the field of sustainable economic development

Uzbekistan is actively working to create favorable conditions for the sustainable development of its economy. In recent years, the country has carried out a number of reforms aimed at modernizing the economy, stimulating innovation and developing the social sphere.

One of the key areas of development of Uzbekistan is the development of entrepreneurship and stimulation of innovation. The country actively supports small and medium-sized businesses and creates conditions for the development of innovation and technological progress.

This helps to increase the competitiveness of the economy and create new jobs.

Another important aspect of sustainable development of Uzbekistan is the development of the social sphere. The country is actively working to improve the education and healthcare systems, ensuring access to quality services for all segments of the population. This helps improve the standard of living and well-being of citizens.

Foreign experience in the field of sustainable economic development Many foreign countries have successfully integrated the principles of sustainable development into their economic policies and achieved significant results in this area. For example, Germany is actively developing a green economy by investing in renewable energy sources and energy efficiency. This allows the country to reduce greenhouse gas emissions and reduce dependence on fossil fuels [8].

Another example of successful experience is Sweden, which is actively working to reduce greenhouse gas emissions and transition to environmentally friendly technologies. The country also actively supports social justice, providing a high level of social protection and well-being of the population.[7]

Sustainable economic development is key to ensuring the long-term well-being of society. The experience of Uzbekistan and foreign countries shows that successfully achieving sustainable development requires an integrated approach, including economic efficiency, social justice and environmental sustainability.[9]

Pilgrimage tourism has a very high impact on the economy of some countries and regions of the world, primarily on the religious centers themselves. The reason for this is that pilgrims leave a significant portion of their money in the host country. In addition, the pilgrimage generates income for many thousands of local residents [10].

The fact that there are many religious sites with a rich history, holy shrines and cultural monuments that are unparalleled in the Islamic world in Uzbekistan, the formation of touristic brands and a touristic image in promoting them, and the lack of sufficient coverage of the scientific and theoretical foundations related to them determines the need to carry out scientific work in the direction.

The role of shrines in the field of tourism and the implementation of scientific work on them have been carried out by many experts, most of whom recognize this direction as a component of religious tourism.[11]

According to foreign expert T. Vesenina, as soon as the objects of cultural heritage become a brand without losing their physical and spiritual essence, there is an opportunity to earn from them [12].

Scholars such as Maksudunov, A., & Abdyladaev, M. [15], A. Kiralova and I. Straka emphasize that religion and pilgrimage are closely related to each other according to the purpose of tourism. In this context, they emphasize that monuments and natural objects should be protected and preserved in order to preserve the stability

of shrines and historical monuments. This is the direction of the tourism industry. They believe that management provides ample opportunity to ensure the development of a sustainable local economy and respect for the traditions and customs of the host population.[13]

According to A. Khudoyarov, one of our local scientists, pilgrimage tourism means visiting holy places, paying respect to our great ancestors, getting to know their past life and created cultural-architectural and historical heritage, commemorating them, as well as participating in religious and secular ceremonies. includes trips made for the purpose of A. Eshtayev studied the prospects for the development of domestic and pilgrimage tourism in the Republic of Uzbekistan, and analyzed the state's measures for the development of domestic and pilgrimage tourism, solving problems and the possibility of further development of the sector. Researcher N. Ibragimov has studied the scientific basis of the brand and image of a competitive tourist area, and he has scientifically based the theory of the process of market and consumer consciousness combining the brand and image of a tourist area, the conceptual model of the brand and its name and logo of the tourist area. and the methodology of studying slogans has been developed. S.K.Boyjigitov studied the problems and development prospects of Uzbekistan's tourist brand as an important marketing tool in the promotion of tourist products.

Research methodology, in the article, the existing theories and opinions of scientists on the formation of the brand and positive image of pilgrimage tourism, its objects, and the processes of its development in our country were analyzed.

A tourist brand is a well-known object or complex of natural objects, which includes cultural and historical heritage, as well as objects located on the route covering the visit, unique events, handicrafts, services, attractive activities. Tourism brands facilitate the promotion and promotion of tourist attractions in a city, region, region or country. Tourism brands can be categorized according to different principles. One of the areas with the highest potential in Uzbekistan is pilgrimage tourism. It is of great importance to create a touristic brand and image (image) in all its regions in order to increase the pilgrimage tourism potential of the regions. Because the brand of the tourist area does not only show the name, logo, symbol or sign that is unique to the tourist area, but also forms an unforgettable travel experience related to the tourist area in the imagination of travelers, creates a mental-emotional connection between the tourist and the tourist area serves to strengthen, and the tourist image of the object is a set of meanings and impressions, thanks to which a positive attitude towards the tourist object is formed through its promotion. After the tourist image is first formed, then the tourist brand is created. The following factors play an important role in the formation of the tourist image:

- availability of natural resources;
- formation of cultural and historical factors (culture, art, traditions, values, standard of living, etc.);
- availability and condition of tourist facilities;
- condition of touristic and general infrastructure;
- environmental and ecological situation;
- political and economic stability, etc.

Tourist image and tourist brand is an important factor ensuring the competitiveness of the region.

In the near future, a number of works on the development of pilgrimage tourism are being carried out in Uzbekistan. According to the Global Muslim Tourism Index report published in 2019, 2018

In 2016, the number of Muslims who traveled for the purpose of pilgrimage was 140 million people, and by 2026 this number is expected to reach 230 million⁵. In contrast to other destinations, the influence of seasonality is not significant in pilgrimage tourism. This shows the need to develop this direction of tourism and increase the available opportunities. Each region of Uzbekistan has its own shrines, historical sites and cultural objects. Today, pilgrimage tourism in Kashkadarya region is one of the directions that is developing widely.

We can cite the following examples of the most famous pilgrimage sites in the province: "Odina Mosque", "Kokgumbaz Mosque", "Abu Ubayda bin al Jarroh" in Qarshi city, "Imam Muhammad Sadr Islam", "Murodbakhsh ota" in Kasbi district, "Mirdevona", "Hazrat Sultan Mirhaidar", "Ishaq father" in Mirishkor district, "Hazrat Imam Muin" in Karshi district, "Sheikh Ali", "Shaikhon father Hulvoyi", "Sheikh Shibli", "Abu Turob Nakhabi", "Blue Tonli father", "Imam Muhammad Hanafi", "Musafir father" in Guzor district, "Mir Jandi father", "Zaynulodiddin", "Og'lonjon father" in Qamashi district, "Langar father", in Chirakchi district "Kishmishtepa", "Siypantosh rock" paintings, "Khoja Ilghor", "Tutak ota" in Yakkabog district, "Akhsaroy architectural monument" in Shahrisabz district, "Gumbazi Sayyidon", "Hazrati Sultan", "Sheikh Shamsiddin" in Kitab district. , "Hazrat Bashir", "Khojai pok" in Dehkanabad district, "Beli rich father", "Khoja Mubarak" in Mubarak district, "Khoja Roshnoyi" etc. Among them, it is possible to create a tourist brand of objects that are distinguished by the uniqueness of the area and popularity among visitors.

International experience shows that the competitive priority of regions in tourism is determined not by the presence of individual objects, but by the complex of the tourism industry, which consists of the following components, i.e. historical-cultural objects or architectural monuments, highly qualified specialists and the quality of excursion services, to visitors it is necessary to take into account the level of development of accommodation

and transport infrastructures, availability of souvenir products. In this case, the uniqueness and originality of services is the main condition.

In conclusion, Pilgrimage tourism is important for increasing the reputation of our country in the world, for millions of Muslims to visit our holy land where great scholars and thinkers passed, and for studying the Islamic heritage we have.

Among the tasks carried out for the development of pilgrimage tourism in our country, the following will serve to ensure its sustainable development:

- to increase the opportunities of pilgrimage and to create a touristic image and brand, to carry out marketing analyzes in the section of a separate region (province, district);
- implementation of the necessary measures to beautify the area around the shrines and provide the necessary infrastructure for tourists;
- to select one of the historical and cultural heritage objects available in each region, and to introduce it as a tourist brand of the region, to attract and train relevant highly qualified specialists. Because all positive and innovative changes in the field, activities in the field of tourism image and brand creation can be done only with the help of qualified and professional personnel;
- systematic implementation of promotion for domestic and foreign tourists based on wide use of mass media, internet and social networks;
- by applying the principles of public-private partnership in the development of pilgrimage tourism in the regions, it allows to solve many problems not only related to historical and cultural objects, but also problems in related fields. [14]

3. CONCLUSIONS

In conclusion, it can be said that Uzbekistan and other countries around the world are actively striving to achieve sustainable economic development, recognizing the importance of a balance between economic, social and environmental aspects. Lessons learned from the experience of Uzbekistan and foreign countries show that investments in infrastructure development, energy efficiency, agriculture, tourism and improving the quality of life of the population can create a sustainable basis for the prosperity of society as a whole. It is important to take into account local characteristics and needs of the population, and also strive to cooperate and exchange experience with other countries to achieve common goals of sustainable development. Uzbekistan and other countries have new horizons for sustainable economic development ahead of them, and joint efforts can lead to a more favorable and sustainable future economy for all.

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