**TOURIST DESTINATION - AN EXAMPLE OF INTERREGIONAL COOPERATION****Mashrab Usmanov**

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ABOUT ARTICLE**Key words:** Jizzakh region, long-distance cooperation, tourism, tourist destinations, investment, investment project, destination.**Abstract:** The article discusses the necessary conditions for the creation and development prospects of the inter-municipal (interregional) investment project of tourist destination "Zaamin".**Received:** 02.11.24**Accepted:** 04.11.24**Published:** 06.11.24**SAYYOHLIK DESTINATSIYASI – MINTAQALARARO HAMKORLIK NAMUNASI****Mashrab Usmonov**

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MAQOLA HAQIDA

Kalit soʻzlar: Jizzax viloyati, shaharlararo hamkorlik, turizm, turistik yoʻnalishlar, sarmoya, sarmoyaviy destinatsiya.

Annotatsiya: Maqolada “Zomin” sayyohlik yoʻnalishining munitsipal (viloyatlararo) investitsiya loyihasini yaratish va rivojlantirish istiqbollari uchun zarur shart-sharoitlar koʻrib chiqiladi.

ТУРИСТИЧЕСКОЕ НАПРАВЛЕНИЕ – ПРИМЕР МЕЖРЕГИОНАЛЬНОГО СОТРУДНИЧЕСТВА**Машираб Усманов***Доцент, (PhD)**Джизакский государственный педагогический университет имени Абдуллы Кадыри**Джизак, Узбекистан**E-mail: mashrabusmonov79@gmail.com***Муниса Тулишева***студент магистратуры**Джизакский государственный педагогический университет имени Абдуллы Кадыри**Джизак, Узбекистан***Диёрбек Хамрокулов***студент**Джизакский государственный педагогический университет имени Абдуллы Кадыри**Джизак, Узбекистан*

О СТАТЬЕ

Ключевые слова: Джизакская область, междугороднее сотрудничество, туризм, туристические направления, инвестиции, инвестиционный проект, дестинация.

Аннотация: В статье рассматриваются необходимые условия создания и перспективы развития межмуниципального (межрегионального) инвестиционного проекта туристской дестинации «Заамин».

Introduction. The concept of development of the tourist and recreational zone “Zomin”, developed in accordance with the Decree of the President of the Republic of Uzbekistan dated April 6, 2021 PF-6201 “On measures to organize the activities of the tourist and recreational zone” Zomin "and the international seasonal ski resort" development of tourism potential, increase its role and contribution to the regional economy, diversification and improvement of quality of tourist services, complex expansion of tourism infrastructure with transport and communal infrastructure, formation of new tourist routes, improvement of conditions for recreation, as well as tourism services is aimed at increasing employment and welfare of the population by creating new jobs in the industry.

Goals and objectives of the work. Tourist destinations in the direction of Zaamin in Jizzakh region have a high tourist potential, which is primarily due to the unique nature of the region, which allows the development of tourism. The purpose of the work is to develop cooperation in all areas of tourism in the designated areas and to consider the necessary conditions for the creation

and development of interregional investment projects in Zaamin tourism destination. The main task is to determine the most necessary and crucial aspects of tourism for tourists, as well as to study the organizational and legal framework for the use of tourist destinations, investment and investment projects in the direction of Zaamin.

The main part. Currently, the tourism industry of Jizzakh region is characterized by a stable level of development. Some tourist centers, such as shrines and historical and cultural sites in Zaamin, Bakhmal and Yangiabad districts, have already become tourist attractions in the region. Although all of them have tourism potential, they are not fully used due to various factors. One way to solve this problem is to develop cooperation in all areas of tourism.

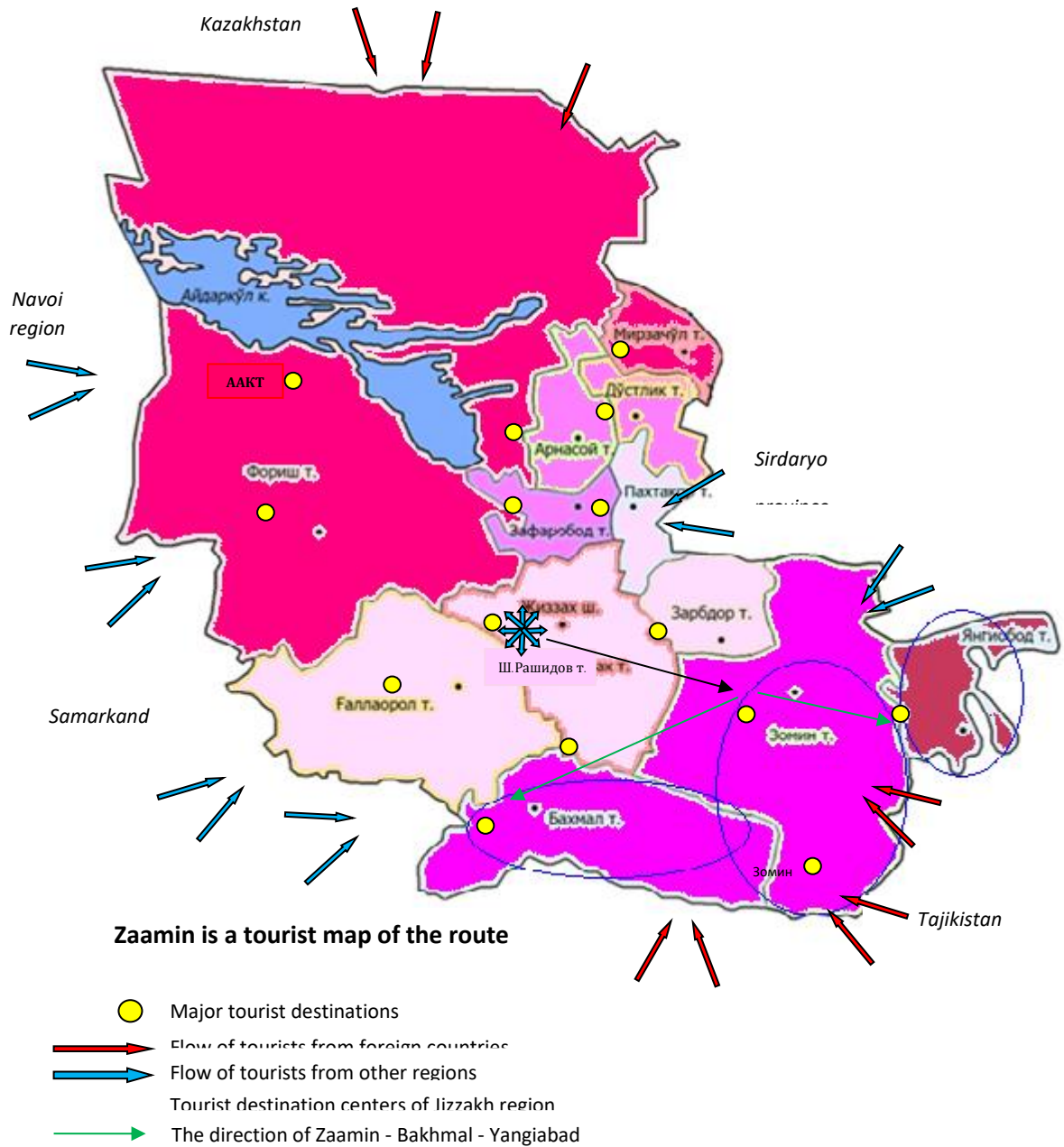
On the basis of such cooperation, a new tourism project uniting Zaamin, Bakhmal and Yangiabad districts is being implemented. The project aims to realize the most effective tourism potential in all areas, create favorable conditions for doing business and create a new competitive tourism product in the region.

This project will strengthen the focus of local governments (municipal and regional) on existing problems in municipalities (in all spheres of life) and coordinate efforts to address them, which will help to achieve both social and economic benefits in the future.

The implementation area of the municipal project, located in the eastern, southeastern and southern parts of the region, is 5.25 thousand km². The nearest to the regional center is Zaamin district (57 km), Bakhmal district (60 km), the farthest destination is Yangiabad district (90 km). Its favorable geographical location helps to develop the destination tourist destination. Zaamin, Bakhmal and Yangiabad districts are the main tourist centers, which allows to form the flow of tourists from neighboring regions and foreign countries (see Figure 1).

Figure 1

Geographical location of the tourist destination “Zaamin”



Distance from the regional center to the districts (Jizzakh)



The designated area has many cultural, historical, natural monuments and nature protection zones. In addition, each district has its own brand and tourism programs have been developed (see Table 1).

Table 1

Features of the tourist potential of the direction of Zaamin

Bakhmal district	Zomin district	Yangiabad district
Natural tourist objects		
Chumkartag mountain tourist zone • Molguzar unique mountain peaks and tourist attractions	• Zaamin National Park • Zaamin State Reserve • Zaamin district at the top of the mountain Suffa area • Pishagor Cave	• Southeastern Molguzar mountain landscapes
<p>In these mountains, we see, first of all, hot springs, places to relax in the fresh air, do sports, places for short-term recreation. At the same time, the unique monuments of nature in the mountain landscapes, such as human-like rock resemblances, unique mountain peaks, rocky shapes of various animals, thick pine forests on the mountain slopes, and the rare animals in them also attract tourists.</p>		
Cultural and ethnographic monuments		
• Novqa ota shrine • “Osmat ota” shrine • “Khoja Kondalang ota” shrine • “Bagi Mozor ota” shrine • “Palaxmon ota” shrine • “Terakli ota” shrine • Malik Ajdar Shrine • Chinor Bobo Shrine • “Muhammad Said Khoja Abu Said Momin Khaliq Khoja” shrine • Shrine of Khoja Ismail Khalifa • Tangatopdi Shrine • Said Mirhalillah's room, mosque	• “Khojai-Sarob ota” shrine • “Tiger Father” shrine • “Kum ota” shrine • “Khoja Shohimardon Sherdor” shrine • “Oktepa-Archamozor ota” shrine • “Qobilmozor” (Koshintepa) shrine • “Blue-toned father” shrine • Sayyid Burhaniddin Kilich Shrine • “Khoja Qahhor Vali” shrine • Beshbulak ota shrine • Forbobo Shrine • Poyimard ota shrine • “Parpi ona” (Parpi oyim, Qurghon tepa) shrine • “Khoja kondalang” (Parpi ota) shrine • Shrine of the Missing Father • Toylon ota shrine • White Stone Father Shrine	• “Khoja Mushkent ota” shrine • “Chokmozor ota” shrine • Changovul Bobo Shrine • Dugombir ota shrine • Chilmamaxram ota shrine • “Rustam ota va Jumaqul ota” shrine • "Armpit" step, place of worship • Botatash Vali shrine • "Missing father" step • “Ersuloymon bobo” shrine • Said Isohoja Shrine • “Balogardon bobo” step
Architectural and historical (archeological) monuments (Medieval castles, caravanserais, hills and forts)		
• "Novka ota tepa" monuments • "Nushkent Tepa" monuments • "Said Mirhalilloh" house, mosque • Azlar tepa • Abulqasim Tepa • Mazar tepa • Kurgon tepa • The world is upside down • Above the navel	• "Kultepa" monument • "Sabat" archaeological monument • "Oktepa" monument • "Tortkoltepa" monument (caravan) • "Kurgontepa" monument (memory space) • Zomin History Museum • Round top	• Khan tepa • Soganok top • Sogonak Tepa-1 • Round top • Momin Tepa • Karamachit hill • Oil top • Oil top - 2 • Kurgan-Changovul • Kurgan-China hill

<ul style="list-style-type: none"> • Grave hill • Sugir Tepas -1 • Spectacle top • Murad atas tepa • Kurgon tepa • Above the navel 	<ul style="list-style-type: none"> • Kok-ata tepa • Korovul tepa-1 • Half hill • Eshanqul hill • Koshin Tepas (Kebulmozor) • Taiman Hill • Jartepa (Kurgan) • Twin Peak (Kurgon) • Momin Tepas 	<ul style="list-style-type: none"> • Kurgan - Chokmozor father • High hill • Fortress • Fortress - 2 • Forts - Shah Tepas • Oil top
Recreation areas of the region (healing water sources)		
• no	<ul style="list-style-type: none"> • “Zomin” sanatorium • “Uriklisoy” recreation area 	• no
Districts is a tourism brand		
Bakhmal - Apple	Zaamin - preparation of pot patir	Yangiabad - Balkhi tut

Source: Prepared by the author on the basis of the official website of the Jizzakh Regional Tourist Information Center.

Table 2

Objects of material cultural heritage of Jizzakh region

LIST

№	District, city	Total	Archaeology
1.	Jizzakh city	32	9
2.	Sh.Rashidov district	50	40
3.	Zomin district	109	73
4.	Forish district	34	15
5.	Zarbdor district	22	11
6.	Gallaorol district	71	47
7.	Yangiabad district	29	18
8.	Bakhmal district	68	55
9.	Mirzachul district	5	no
10.	Friendship district	3	no
11.	Arnosoy district	1	no
12.	Pakhtakor district	3	no
13.	Zafarobod district	no	no
	Total:	427	268
<i>Note; There are 427 cultural heritage sites in the region. Of these, 268 are archeological sites</i>			

Source: Prepared by the author on the basis of data from the Jizzakh Regional Department of Tourism Development.

Home hotels are being set up in the quiet corners of Zaamin. On hot summer days, many want to go to cool places for a family vacation. The sharp drop in temperature and abnormally hot weather in Zaamin, Bakhmal and Yangiabad districts of the region will be crowded with tourists.

Yangiabad district is far from the regional center. The district is quite famous for its temperate air. Most of the people living in this area have built private home hotels, and the main income comes from this business. They, in turn, are registered with the state as sole proprietors or

private entrepreneurs. Currently, the tourism potential of the Khojamushkent ota shrine in Yangiabad district is being studied. Travelers are interested in getting acquainted with the beautiful and unique nature of the shrine, its natural beauty and the history of this place.

Table 3

Development of tourism infrastructure in Zaamin

Infrastructure	High	Medium	Past
Bakhmal district			
Tourist exhibition facilities			
Accommodation facilities			
Food industry			
Trade services industry			
Transportation service			
Recreation and entertainment facilities			
Zomin district			
Tourist exhibition facilities			
Accommodation facilities			
Food industry			
Trade services industry			
Transportation service			
Recreation and entertainment facilities			
Yangiabad district			
Tourist exhibition facilities			
Accommodation facilities			
Food industry			
Trade services industry			
Transportation service			
Recreation and entertainment facilities			

Note. The filling shows the current level of infrastructure development.

Source: Prepared by the author on the basis of data from the Jizzakh Regional Department of Tourism Development.

Table 4

The most attractive types of tourism, in% of respondents

№	Types of tourism	Province in the territory	Outside the province
1.	Village (holiday in the village), Agrotourism.	40,4	8,9
2.	Cultural and educational.	38	34
3.	Hunting, fishing, picking mushrooms and fruits.	36	8,9
4.	Medical and healthy lifestyle.	34,8	35,8
5.	Recreation, entertainment.	34,5	25,9
6.	Event (trips to specially organized holiday events).	18,8	12,
7.	Ecological tourism.	16	15,3
8.	Sports and alpine skiing.	13,1	6,8
9.	Business (business travel).	9,6	11,9
10.	Pilgrimage (travel for religious purposes).	3,9	5,6

Source: Prepared by the author on the basis of data from the Jizzakh Regional Department of Tourism Development.

Table 5

Types of tourism in the direction of Zaamin

Districts	Types of tourism							
	Type of interest in national culture	Rural and farm life tourism	Tourism of ancient natural monuments	National craft tourism	Eco-tourism	Visit tourism	Scientific tourism	Sports tourism
Central sector								
Bakhmal	+	+	+	+	+	+	-	-
Zomin	+	+	+	+	+	+	-	+
Yaniobod	+	+	-	+	+	+	-	-

Note. The "+" sign indicates the types of tourism currently available at the destination.

Source: Prepared by the author on the basis of data from the Jizzakh Regional Department of Tourism Development.

The population's interest in this type was also shown in the survey data, according to which the most popular forms of organizing tours are family trips (50% of respondents), private cars (47% of respondents).

Rural tourism, which is becoming increasingly popular among tourists, can become a "crystallization point" of destination, and the joint development of agricultural activities and agritourism can be an effective basis for profit, especially in areas where there are the necessary conditions for its development. Due to the rapid development of rural tourism, the length of stay of tourists at the destination can be increased to 7-14 days (currently the duration is from 1 to 3 days).

Based on the situation analysis and sociological survey data, we can conclude that the priority types of goal-oriented tourism in the future will be as follows.

- rural tourism (agrotourism);
- fishing and hunting tourism;
- eco-tourism;
- Pilgrimage tourism (religious tourism).

An important condition for the development of the location is the attention of local authorities to this issue, as an effective management system is needed to effectively implement the created tourism product and bring the tourist area to market.

Table 6

Elements of the established tourism management system

Districts	City development programs tourism	Working groups and coordinator advice on tourism development	Experts and departments, responsible for the field tourism	City institutions
Bakhmal	+			
Zomin	+	+	+	
Yaniobod	+			

Source: Prepared by the author on the basis of data from the Jizzakh Regional Department of Tourism Development.

Elements of such a system have been formed in the direction of Zaamin: tourism development programs have been developed in each district and there are specialists in charge of tourism in the city (Table 6). The main oversight body of the tourism management system is the Coordinating Council for Tourism Development in Jizzakh region, which began its work in August 2017.

Unfortunately, the tourism products offered in the destination area are in demand in part due to existing problems. First of all, these are:

- Insufficient level of development combined with low quality of tourism and ancillary infrastructure services;
- low and unsatisfactory condition of technical and aesthetic tourist facilities, seasonality of their operation;
- inefficient marketing and lack of brand advertising system, use of channels of external corporate networks;
- Lack of qualified labor resources in the field of tourism.

According to the Jizzakh regional department of the State Committee for Tourism Development, an average of 6,000 foreign and more than 800,000 local tourists visit Jizzakh region every year. Currently, they are served by 22 hotels, 7 hostels and about 40 family guest houses in the region (2019).

Recently, with the development of tourism in the region, the demand for guest houses is growing. Especially in the beautiful Zaamin district, the number of guest houses is growing rapidly. Duoba village can be mentioned as the most visited tourist destination of eco-tourists and vacationers of the district.

In the tourist direction of Zaamin there are favorable opportunities for the development of non-traditional types of tourism - ecotourism, agrotourism, medical tourism, with special emphasis on creating conditions for tourists in the region and improving the infrastructure of the regions.

Another innovation in the development of ecotourism in the region was the opening of the mountain road between Zaamin and Bakhmal. Thanks to the opening of this new ecotourism route, in the first half of this year, more than a thousand foreign and more than ten thousand local tourists visited Bakhmal district.

There are many areas of interest in the tourist direction of Zaamin, which attracts tourists with its unique nature, unique fauna and flora. To effectively and wisely use this natural resource, it is necessary to build a modern tourist infrastructure. Guest homes are essential as the most important part of this system. It should be noted that according to the Jizzakh Regional Department of Tourism Development, the potential tourist capacity of the Zaamin route is about 70,000 visitors, but at present the real rate of use is only 50%. The main burden in the reception of tourists falls on the Zaamin district - this destination can include more than 80% of the total tourist flow.

Combining the three districts into a single project will further shape the flow of tourists as it includes all the routes going in the visit program. The effectiveness of the creation and development of the designated area is confirmed by the results of the economic evaluation of the investment project under consideration. The basis of the investment decision-making process is that it is of great importance in evaluating and comparing the proposed investments and future cash flows. Thus, the dynamics of the volume of consumer spending as a result of changes in the volume of capital investments can be determined using the acceleration coefficient..

The lowest cost of the accelerator, which confirms the high efficiency of investments in the objects of tourist infrastructure in question, is characterized by Yangiabad district, the highest level - Zaamin district.

The calculations of the study prove that the consolidation of districts to form goals and the placement of a network of tourist infrastructure facilities that meet modern standards will significantly increase revenues from tourism services. Based on the above analysis of the cultural and historical features, socio-economic characteristics and composition of the types of tourism in the study area, we can say that medium and small hotels and cafes, as well as hunter's houses and guest houses should be built. We can see the following as a priority in its development.

In the future, the project will result in the creation of a new competitive tourism product, an increase in the flow of tourists to 70,000 by 2025, the development of regional infrastructure through the construction of social and commercial facilities, growth. It will lead to a 2.5-fold increase in the number of residential buildings and a 2-fold increase in employment in the tourism sector.

Conclusion. It is possible to improve the quality of tourist services through the development and expansion of tourist infrastructure (hotel-type enterprises, catering, transport network, sale of

related goods) in the designated area, as well as create a new tourism product of interest to consumers who have not previously engaged in tourism.

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