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Research Article

COMPREHENSIVE ASSESSMENT OF THE POTENTIAL OF JIZZAK REGION FOR THE DEVELOPMENT OF ECOLOGICAL TOURISM

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Sufficient attention is being paid to the development of ecological tourism in the Jizzakh region, but the pace of development of the tourism industry in the region is still not satisfactory. The reasons for this phenomenon are diverse, but one of the main ones is the slow reaction to the changing interests of tourist demand, reliance on the development of traditional types of tourism, and the fact that the tourist potential of the region has not been studied from a holistic ecotourism point of view.

KEYWORDS

Comprehensive assessment, ecotourism potential, special types of tourism, unique fauna and flora, tangible and intangible cultural heritage, agrotourism, ethnotourism, geotourism, gastrotourism.

INTRODUCTION

Today, the state pays enough attention to the development of tourism in the Jizzakh region, and state decisions have been issued [1,2,3]. However, the rate of development of the tourism industry in the region is still not satisfactory. The reasons for this phenomenon are diverse, but one of the main ones is the slow reaction to the changing interests of tourist demand, relying on the development of traditional types of tourism. In order to increase tourist attractiveness in modern times, it is necessary to diversify tourism types as much as possible, develop types that have never been in the region, but are very popular in the world and are interesting for tourists and have wide opportunities in this area.

In our opinion, the program of priority development of tourism types for Jizzakh region should be carefully thought out based on the existing favorable conditions. One of the important problems is

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comprehensive and purposeful study of natural and socio-economic conditions and resources in regional conditions.

Purpose and mission. The main goal of our research is to determine the touristic and recreational potential of the Jizzakh region, taking into account its natural, socio-economic, ecological, national, spiritual and moral aspects, that is:

- 1. To determine the natural conditions for realizing the ecotourism potential of the Jizzakh region, taking into account the regional characteristics;
- 2. To assess the suitability of the territory of the Jizzakh region for the development of tourism and recreation, taking into account their forms, seasonality, as well as the presence of historical and cultural attractions and natural monuments;
- 3.To determine the place of the districts of Jizzakh region in the formation and development of all types of tourism and to determine the potential of the types of tourism in the section of the districts.

Level of learning. Z.M. Toshboev "The Importance of Developing Ecotourism in Protected Natural Areas" along with a number of nature reserves in our country in the "Monitoring and Training Center for the Study of the Fauna and Flora of the Turkestan Mountain Range" in the Jizzakh region revealed the importance of ecological tourism prospects [4].

In the Jizzakh region, no comprehensive analysis has been carried out from the point of view of the development of ecotourism.

Research methods. A set of interrelated and complementary methods and methods of scientific knowledge were used in the research work: these are description and classification, analysis of documents and fund materials, reference and literary sources, comparative geographical, historical, sociological, statistical methods.

Literary information published in the open press, as well as Jizzakh regional department of ecology and environmental protection, regional culture and tourism department, state statistics and long-term weather data and reports of Jizzakh region were used.

The experimental basis of the work is based on various materials collected by the researcher in 2017 - 2023, theoretical summation of the results obtained by the applicant himself.

Research and results. Today, Jizzakh region is included in the complex of regions with great touristic loyalty due to its rich nature, ancient history and cultural heritage. Because this oasis is very attractive for tourism types from the point of view of climatic conditions. The climate of the region is milder compared to deserts and steppes, the amount of annual precipitation is 400-500 mm in the south of the region, 250-300 mm in the north. The vegetation period is 210-240 days and the duration of sunny days is 2800-3000 hours. Its largest rivers are Sangzor and Zominsuv, as well as about 100 large and small streams flowing from the mountains. Plants such as wild juniper, almonds, walnuts, caraway, cumin, ruoch, zirk grow on the mountain slopes. Wild animals include white-clawed bear, wild boar, fox, hare, wild boar, badger and gazelle. There are more than 150 species of birds, such as eagles, falcons, black cranes, buzzards, terns, grouse, pheasants, wild ducks, and partridges. Zomin National Nature Park, Zomin and Nurota State Reserves, and Arnasoy Ornithology Order Center were established in the region for the purpose of nature protection. The area is also rich in historical and natural monuments (Amir Temur cave, Saykhonsoy rock paintings, Peshagor cave, Khanbandi dam). Jizzakh

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region ranks first among the regions of our republic in terms of the number and area of specially protected areas. The province is rich in healing mineral waters containing iron, sulfur, hydrogen, radium, silicic acid, carbon dioxide and alkali. Balneological sanatoriums operate in Gallaorol, Yangiabad and Mirzachol districts. Chimkurgan mud with sulfate-chloride sodium is used in physiotherapy and treatment-prophylactic institutions. Minerals include gold, silver, tungsten, lead, zinc, iron, molybdenum, marble, wollastonite, basalt, granite, corundum and limestone.

Zomintog, Molguzar, Chumkortog and Nurota mountains, which are branches of the Turkestan mountain range, are composed of Paleozoic deposits. Folds, mountain ranges and sub-mountain plains are composed of Meso-Cenozoic basic deposits. Paleozoic deposits here consist of different types of metamorphic and sedimentary formations.

The amount of rain in the plain part of the region is generally low. The amount of annual precipitation is around 200-300 mm, and it increases from the northwest to the south-east towards the mountains. Most of the precipitation falls in the winter and spring months, with the heaviest precipitation occurring in March. But only 75-80 mm rains during the flowering period of plants. Relative air humidity is 20-30% in summer.

The climate of the mountains and their slopes in the southern part of the region is cooler and warmer than in the plains. The average annual rainfall on the northern slopes of Nurota and Molguzar mountains is 350-400 mm. On the northern slope of the Turkestan ridge, it increases from 600 mm. Snow falls a lot in the mountains, its thickness reaches from 50 cm to 1 m.

Several water reservoirs have been built in Jizzakh region to regulate runoff and provide water to irrigated lands. Examples of these are Jizzakh, Qorovultepa, Zomin, Arnasoy, Novka, Khojamushkent and Sarmishsay reservoirs. About 400,000 hectares of land are being irrigated in Jizzakh region with the help of reservoirs [7].

Mineral resources, irrigated farming and unique endemic areas of Jizzakh region are favorable for the development of ecological tourism and other special types of tourism, which are manifested in each ecotourism district [5,6].

We have conducted extensive research on the potential of all districts in terms of tourism (22 types) in the development of tourism types in Jizzakh region. We divided the districts into high (19-22), average (5-18) and low (1-4) groups according to the tourist potential. Zomin, Bakhmal, Gallaorol, Yangiabad, Sh.Rashidov districts were included in the first group of districts distinguished by favorable geographical, socioeconomic conditions and high level of natural and recreational opportunities. These districts have the best prospects for the development of ecotourism and recreation. Jizzakh city, Sh.Rashidov and Mirzachol districts were included in the second group with relatively favorable conditions and average level. Districts with relatively low tourist potential were formed in the next 50 years, Pakhtakor, Dostlik, Zafarabad, Zarbdar districts were included in the desert part of the region (Graph 1).

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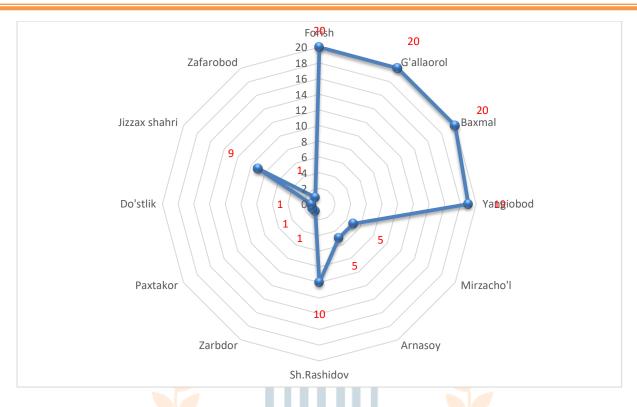








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Graph 1. The indicator of the touristic potential of Jizzakh region in the cross-section of districts

Priority activities for the development of tourism infrastructure in Jizzakh region should concentrated in these areas, which require relatively little investment, and the development of tourism and recreation allows for quick income.

In the development of tourism in Jizzakh region, we have also researched the development of sub-types of tourism and which tourist direction to invest in. We divided it into high (8-13), medium (4-7) and low (1-3) groups. In our analysis, the potentials of agrotourism,

ecotourism, gastrotourism, phytotourism, pilgrimage tourism, ornithological, sports-health, recreation, gastronomic and hunting tourism were large and recognized as high-potential directions (in 8-13) districts). Mountain tourism, horse tourism, adventure tourism are average (in 4-7 districts), and water tourism, mountain ski tourism, industrial tourism, congress tourism are included in the lowest tourism types (in 1-3 districts), and it was found that there is a possibility of development only in some districts.

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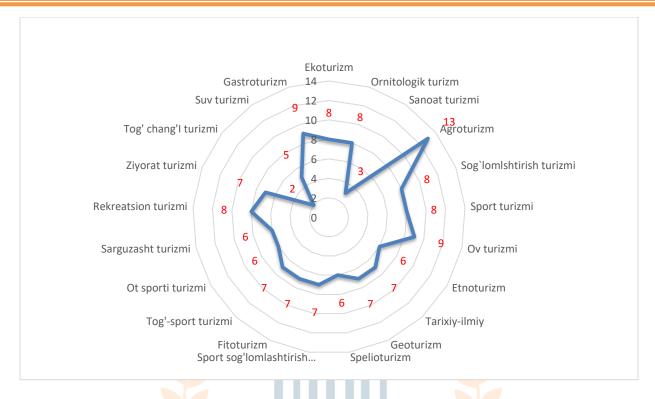








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Graph 2. Indicators of tourism destinations with high potential in districts of Jizzakh region

CONCLUSIONS

1. Natural resources, factors and favorable climatic, hydrological, landscape and bioresource conditions of the territory of Jizzakh region are characterized by regional uniqueness and exoticism and are a serious condition for the development of various types of recreation and tourism; Unique natural-climatic conditions, landscape and climatic features, rich flora and fauna, natural opportunities for sports, hunting, fishing, i.e. the whole set of natural resources helps to organize various forms and types of recreational activities and serves as a necessary condition for the successful development of tourist and recreational potential. Natural healing resources can play an important role in the organization of recreation of the population of the Republic of Kazakhstan - mineral waters of different chemical composition and

temperature, healing mud and special climatic qualities - recreation opportunities are very wide.

- 2. The physical-geographical approach determines the possibility of landscape and recreational zoning and differentiation of natural landscapes according to the level of touristic and recreational attractiveness;
- 3. The analysis of the socio-economic conditions of the development of tourism and recreation in the Jizzakh region showed the rich historical, cultural and natural heritage of the Kalmyk people. Zoning the territory according to the level of saturation anthropogenic recreation resources, distinguishing and evaluating the level of suitability of the Jizza region for tourism and recreation development, taking into account their forms and seasonality;
- 4. The national diversity and uniqueness allows to collect excursion information about the cultural,

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historical and other attractions of the region. Zoning allows, first of all, to focus on the areas most saturated with anthropogenic recreation resources; to further preserve important tourist and recreation facilities and strengthen measures to attract them to tourism funds.

- 5. The development of regulated ecotourism in the Jizzakh region is promising, considering Aydar-Arnasoy biosphere reserve, Zomin national nature parks, as well as rare and endemic fauna and flora living in forest lands, as well as a number of natural monuments. Biodiversity of protected areas as one of the most important recreational resources can be actively used in tourism activities in cognitive, educational, sightseeing and other forms of ecotourism.
- 6. A comprehensive analysis of tourist and recreational resources, socio-economic factors and the current state of tourism infrastructure of Jizzakh region allows to assess the general tourist and recreational potential, to determine the priority directions of tourism. Unique natural-climatic conditions, landscape and climatic features, rich flora and fauna, natural opportunities for sports, hunting, fishing, i.e. the whole set of natural resources helps to organize various forms and types of recreational activities and serves as a necessary condition for the successful development of tourist and recreational potential. Natural healing resources can play an important role in the organization of recreation of the residents of the region - mineral waters of different chemical composition and temperature, healing mud and special climatic qualities - recreation opportunities are very wide.
- 7. It is necessary to take into account the natural, socioeconomic conditions and the national cultural heritage when defining development prospects and developing

approaches to the management and coordinated development of touristic and recreational resources.

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