

FOREIGN EXPERIENCE AND OPPORTUNITIES FOR THE DEVELOPMENT OF DESERT TOURISM

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Abstract: This article focuses on another way to develop tourism after the pandemic, namely desert tourism. Due to the location of the desert on the territory of Uzbekistan, it has enough opportunities in this area. Among the types of tourism, domestic tourism has a special place and is one of the main sources of income. However, domestic tourism is beginning to develop in Uzbekistan, in contrast to countries such as China, the United States and Italy. Due to the lack of leisure opportunities in popular foreign countries and the current economic situation due to rising exchange rates, it is becoming increasingly important to find relatively effective ways to develop domestic tourism, which will increase the flow of tourists in the country in the near future.

Key words: tourism, pandemic, desert tourism, logistics system, tourism sector, traveling, tourists, promotion, tour operator, tourism cluster, customer, technology, Success Factors, Competitiveness, private visitors, ecotourism, bunkhouse, natural environment, natural tourism.

The unique beauty of our country, its unique landscape, a variety of unique flora and fauna, rare archeological finds of global significance, paleontological remains, rare geological sections, hundreds of natural monuments create this type of tourism. In this regard, in recent years, Uzbekistan has been paying close attention to the development of ecotourism. In particular, the new version of the Law “On Tourism” defines ecotourism as a separate type of industry and a number of decisions on the development of ecotourism. In order to accelerate the development of this area, the implementation of these laws and decisions, the Department of Ecological and Agro tourism Development was established within the State Committee for Tourism Development.

Tourism is a powerful “catalyst” for the economic development of developed and developing countries, provides the inflow of foreign currency and investment, promotes the rapid growth of industries close to it, helps to solve employment problems and enhances its prestige in the world community.

Today, tourism is one of the most lucrative types of business in the world, it has become an integral part of a market economy and a rapidly developing strategic sector in many countries around the world.

In today’s world, there is an objective need for the effective formation of “clusters”, which are a «qualitative factor of modern innovation and economic growth» to ensure the development of tourism. The use of a cluster mechanism in the development of desert tourism, which is currently on the path of development, is one of the key factors in ensuring the development of the industry.

The huge tourist potential of Bukhara region provides an opportunity to form and develop a desert tourism cluster in the region. At the same time, there is an objective need to use logistics to increase the competitiveness of tourism enterprises, improve the quality of services and products, and reduce economic risks between enterprises.

The ongoing socio-economic reforms in our country also pay special attention to the development of tourism and logistics. In particular, the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 sets out the priorities for “accelerated development of the tourism industry, increasing its role and share in the economy, diversification and improving the quality of tourism services, expanding tourism infrastructure”.

Such priorities determine the relevance of the research work, creating the need for research to develop the use of logistics in the formation of a desert tourism cluster.

In the context of the transition to a “knowledge-based economy”, tourism is one of the fastest growing sectors of the world economy. International tourism is one of the three largest export sectors after oil production and the automotive industry. According to other sources, tourism is the most profitable sector of the world economy.

There are more than 7,000 historical, cultural, architectural and archeological sites in Uzbekistan. These are the things that attract foreigners. According to B. Turaev, “... 545 of them are architectural, 575 historical, 1457 art monuments, more than 5500 objects are of archeological value. However, only 140 of them are involved in the tourist demand. Of the facilities listed above, more than 200 are under repair, 500 are under repair; that’s tens of millions of dollars a year. The experience of other countries shows that for many tourists, the process of repair itself is interesting. In this regard, there are several thousand archeological sites in Uzbekistan. In addition, there are more than 300 museums and 1,200

folk art enterprises in the country. The number of tourist facilities is 144 in Tashkent, 118 in Samarkand, 221 in Bukhara and 310 in Khiva. However, in general, tourism authority is underused.”

At least 10% of tourists or private visitors to Uzbekistan are interested in the ecological aspects of their travel: they or visit natural areas (parks, mountains, forests, lakes) or take a day excursion to the nearest rural areas. At least 60% of them feel the need for a mixed species, especially those interested in ecology with ethnography. As a result, organized tourists are “specializing” in ecological species. Thus, a new form of tourism-ecological tourism-is being formed. Of course, it is difficult to see the exact place of eco-tourism in the overall tourism market. It is often difficult to distinguish it from other types of tourist services. However, the share of this new direction in tourism is still very low. The fact that this field is relatively little studied and promising shows the relevance of its theoretical scientific analysis.

The tourism industry of a developing country is mainly carried out at the expense of natural or eco-tourism. According to experts, ecotourism covers 10-20% of the tourism market, and the growth rate is 2-3 times higher than the growth rate of the overall tourism industry. However, the potential indicators, goals, organizational and legal, educational, socio-economic aspects of ecotourism in our country, the problems of developing services in this area are not sufficiently developed.

Ecotourism is natural tourism, which involves the creation and understanding of the natural environment. Its management is carried out in such a way that the activity is ecologically, socially and culturally sustainable and includes “natural environment”, cultural content, “environmental sustainability” appropriate income for the local population and long-term protection of the resources used.

There are also opportunities for the development of desert tourism in Uzbekistan, where it is advisable to study the best foreign experience.

In the development of desert tourism, many countries around the world are copying from the European model, programs and strategic plans. Because at present, rural tourism is developing perfectly and steadily only in European countries. The main reason for this success is that European countries have established good cooperation and common ground in the development of desert tourism. As a result of European cooperation, in 1990, the “Pan-European Leader” program was developed to develop rural tourism. The projects of the program are designed by the European Union Fund. The program projects the development of rural tourism in 200 regions of Europe in accordance with a targeted strategic plan. It is well known that European countries are among the world's leading countries in the development of desert tourism and its income.

French Government Program for the Development of Desert Tourism:

- 1 Fundamentals of desert tourism development; presence of inconvenient and low-yielding lands; the possibility of rural tourism to be combined with cognitive, sports and medical tourism.
- 2 Main tasks; elimination of regional differences in the level of development of desert tourism; development of gastronomy and winemaking tourism.
- 3 Basic tools; mobilization of tourism products of the north-western departments; individual support for farmers and their projects.
- 4 Sources of funding; public and private investors.

Italian Government Program for the Development of Desert Tourism:

- 6 The basis for the development of desert tourism; the depressive state of the agrarian regions in the south; the possibility of combining desert tourism with swimming, beach, sports and medical tourism.
- 7 Main tasks; development of farming and gastronomic tourism.
- 8 Basic tools; encourage the construction of cottages and the reconstruction of country houses; directing rural tourism products to the southern provinces. Smooth economic and social development of the regions.
- 9 Sources of financing; public and private investors.

The British model focuses on the creation of accommodation facilities for tourists. At the same time, this model is adopted and used by many European countries. In this model, 4 different placement methods are recommended:

- tourists stay at the farmer's house and have breakfast with the farmer's family (farm B&B). In this case, tourists seek to establish friendly relations with the farming family;
- tourists stay in a separate building in the village and self-catering unit.

A bunkhouse is a building surrounded by walls or fences that can accommodate an average of 8-15 tourists. Accommodation in this way costs 10 euros per tourist and is very popular mainly for young people. Tourists come here only to spend the night, and during the day they mostly go on trips, excursions.

Wealthy farmers and wealthy villagers are building modern cottages for rich tourists. Tourist services in such cottages are also more expensive.

In order to develop desert tourism, European countries first set goals and objectives for the development of desert tourism, and then created a state-owned organization responsible for the development of desert tourism (for example, in France-the Association of Tourism and Rural Areas; in Britain-British Tourism Council and Rural Development Agency; in Austria, the Austrian Farmers' Tourism Association and others). At the initial stage of development of tourism in the villages of the desert region of Uzbekistan, it is necessary to develop organizational and economic mechanisms for the organization and management of rural tourism. In the second stage, the goal is to develop legal and regulatory legislation for the development of rural tourism on the basis of these organizational and economic mechanisms. In the third stage, based on the laws and regulations of tourism development in our country, we must register the tourist resources in our villages, prepare their descriptions, calculate the possibilities of use, create tourist infrastructure in tourist facilities.

In conclusion, there is great potential for the application of international models in the development of rural tourism in the deserts. Our first task is:

- development of state programs and strategic plans for the development of rural tourism in Uzbekistan, taking into account the natural and climatic conditions of natural geographical regions;
- establishment of a special information system for the development of desert tourism.

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