



# DEVELOPMENT AND PROSPECTS OF NATIONAL CRAFT TOURISM IN FERGANA REGION

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## ANNOTATION

*The article analyzes the further expansion of the network of services in this area on the basis of studying the state of development of handicraft tourism in the tourist regions of Fergana region.*

**KEYWORDS:** *tourism, tourism, handicraft tourism, handicraft services, handicraft infrastructure, health centers*

## DISCUSSION

It is known that national handicrafts have been developed in Uzbekistan since ancient times. The production of handicrafts has been traditionally passed down from ancestors to generations. The history of handicrafts in Uzbekistan is not left out even from the point of view of foreign researchers. In particular, German scientists J. Peltz and K. The Panders spoke about the way of life of the Uzbek people, traditional types of economy, including the history of national crafts, its branches.<sup>1</sup>

During the years of independence, the development of handicrafts was not left out of the view of French researchers. Including, G. Degeorge and P. Chuvén's research provides information on the history of painting and embroidery in the field of Uzbek handicrafts. K. from U.S. researchers. Meklid, B. Mexyu's research provides information on Rishtan pottery, the silk industry in Margilan, and weavers.<sup>2</sup>

The proposals of Uzbek scientists AK Tukhtaev on the development of handicraft tourism in accordance with modern requirements are as follows:

“Establishment of home-based productions, handicraft enterprises specializing in the processing of existing raw materials in order to provide jobs for the surplus labor force in the villages of Fergana region;

- wide involvement of unemployed women in home-based and handicraft industries for employment;  
- In order to develop the national handicrafts, the official adoption of the "teacher-student" school of traditional craftsmanship and the establishment of teaching in this way<sup>3</sup>.

Tourism is the most developed sector in the XXI century and has become the most important source of income. Particular attention should be paid to the formation of the tourism industry and infrastructure in Fergana region, and related issues. In this regard, a serious approach to tourism is required. Regions need to make effective use of tourism opportunities.

In terms of the number and share of artisans, Fergana region is the leader in the Republic of Uzbekistan. In Fergana region, the contribution of Uzbekistan in the value of ceramics, tandoori, porcelain, miniature painting, jewelry is unique. In Fergana region, the share of paintings and plaster carvings, leather goods, saddles, handicrafts, wood products, wood carvings, chests, cradles, national musical instruments, door frames is changing.

Fergana region is the second largest producer of carpets, polos, felt, satin, coats, doppies, as well as fabrics for flowers and household items. Fergana region is a unique region in the national handicrafts. Fergana region is a leader in the production of national handicrafts. The most developed handicraft

<sup>1</sup> Degeorge G., Chuvén. Samarkand, Bukhara, Khiva. Paris. Flammarion, 2001. P. 230.

<sup>2</sup> Macleod C., Mayhew B. Uzbekistan. The golden road to Samarkand. Hong Kohg. Odyssey, 2008. – 368 p.

<sup>3</sup> Toxtayev A. Q. National handicrafts in Uzbekistan and the social consequences of its industrialization on a "socialist" basis (1917-1941): History. nom. ... dis. avtoref. Tashkent, 2001.



city in Fergana region is Margilan, where handicrafts such as coppersmithing, pottery, carpet weaving, doppi sewing, silk and satin weaving, suzana weaving and partial knife-making in Fergana were formed.

Craftsmen of Fergana region presented their products at the exhibition "Craftsmen of the Independent Country" in 2015 in Gafur Gulom Park in Tashkent, at the event dedicated to the 24th anniversary of Independence in Alisher Navoi Park in Tashkent, May 27, 2015 in Bukhara. Craftsmen from Fergana region took part in the Silk and Spices Festival.

Reconstruction of the complex "Dasturkhanchi" in Kokand, the organization of rooms and exhibition halls in 12 areas of handicrafts. One of the members of the Kokand Craftsmen's Association, Kh. Umarov is one of the most famous knife masters of Kokand. He created 15 different types of knives. In August 2007, he was ranked 2nd in the Czech Republic among blacksmiths from 25 countries<sup>4</sup>.

The founder of the Kokand wood carving school, Q. Khaydarov and his students Hero of the Republic of Uzbekistan A. Abdullaev, People's Master M. Yunusov, masters H. Umarovlar, S. The Ergashevs have preserved the traditions of their teachers. The Kokand School of Painting honored the work of the Nokuziev dynasty. People's Master of Uzbekistan, Academician S. Maxmudov, S. Muydinov and N. The Usmanovs are known as masters of the art. Kokand jewelers are more beautiful than their elegant earrings, wrist rings, jewelry, turquoise, pearls, corals and precious stones.<sup>5</sup>

Continuing the heritage of their ancestors, the artisans of the city of Margilan make a worthy contribution to the development of national crafts and folk arts. Many skilled craftsmen work in the Craftsmen's Association and Yodgorlik. "Ustozshogird" schools teach professionalism with love, Margilan atlases, adras, silk carpets, jewelry and copperware are exhibited at world exhibitions. Even today, the master craftsmen of Margilan continue the tradition of their ancestors and enter the world market with high-quality, elegant silk fabrics and satin. Among them are skilled atlasist Turgunboy Mirzakhmedov, chitgar Solijon Ahmadaliev, jeweler Abduhamid Abdujabborov, who was awarded the title of "International Master" by the United Nations.

At the Said Ahmad Khoja Eshon madrasah in the city of Margilan, Solijon Ahmadaliev's workshop was renovated and new copies of chitgar molds were made. During 2011, at the Said Ahmad Khoja Eshon Madrasah in Margilan, Solijon Ahmadaliev's workshop was renovated and new copies of handicrafts were made.

Margilan fabrics include dozens of types of products that differ in raw materials, decoration and weaving techniques. Beqasam, adras, pariposhsha, panoras, harir, silk, kanoviz, yakroya, satin, khonatlas, chita, olacha, pen, gray and other types of fabrics are popular not only in our country but also in foreign countries. The winner of several competitions (deceased) T., who created a school of ancient and modern types of Margilan satin, adras and silk fabrics. Mirzaakhmedov and his successors A. Toshtemirov, R. Mirzaaxmedov, I. Sultanov and other students have been promoting the secrets of this Margilan atlas, adras and other fabrics in the direction of "Master student". Margilan skullcaps differ in shape, material, decoration, artistic symbol and various natural-geographical features. Margilan skullcaps are typical for all Western and Central parts of Fergana. They are rectangular in shape, slightly conical.

After independence, Uzbekistan, along with all other sectors, has paid special attention to the development of tourism. Along with historical monuments, archeological monuments, recreation centers, which have tourist potential in Uzbekistan, handicraft opportunities also have a special place among the countries of Central Asia. In particular, when it comes to handicrafts of Uzbekistan, we can not forget about the Rishtan school of pottery in Fergana region. Pottery is an ancient art form.

Rishtan has long been a center of pottery. In the late 19th and early 20th centuries, a large part of Rishtan's population was made up of potters. Among them are famous potters Abdu Jalal, Abdulla potter (1797-1872), Abdul Qasim Boltaboy (1866-1960), Abdurasulev Madamin Axun. Later, in the early twentieth century, under the influence of the Rishtan school of pottery in Fergana region, such centers as Gurumsaray, Chorku, Konibodom were formed. Rishtan clay is very suitable for pottery and has a reddish-yellow hue. It occurs mainly at a depth of 1-1.5 m above ground level. In addition, potters made a variety of items from the surrounding mountains by adding quartz sand and fire-resistant soil. Umarali Muminov (1904-1977), Haydar Usmanov (1907-1970), Khotamali and Kurbanali Polvonov (1936-1988), famous masters of this period, made a great contribution to the development of ceramics.

The art of Rishtan pottery differs from the pottery of other regions in various forms. The Rishtan School of Ceramics created not only household items, but also various geometric figures and symbolic carved plant and animal shapes. Its unique tradition is "alkaline" - blue ceramics. By 1960, the pottery school was closed. At the

<sup>4</sup> Fergana regional department of the Republican Association "Craftsmen" in 2007

<sup>5</sup> Fergana regional department of the Republican Association "Craftsmen" in 2013



1974 Conference on Art History in Fergana, a special decision was made to revive this business tradition. Over the last 20 years, school traditions have been revived and developed. Today, in Rishtan, master potters Sh. Yusupov, Q. Polvonov, H. Raximov, A. Usmanov and A. Nazirovs keep the secrets of pottery. A number of family potters are also showcasing their work. The governor of Rishtan district is paid 780 million rupees a month by artisans of Rishtan district. soums worth of products are being produced. In order to develop handicrafts, 56.2 million soums worth of raw materials were delivered to 22 home-based workers. According to the decision of the Hokim of Rishtan district No. 447 of August 21, 2010, 354 artisans were allocated 33 hectares of land for the construction of workshops for the production of ceramics. The construction work was carried out by 210 potters, and in 2011 36 potters and potters completed their workshops and started their work, in 2011 - 81, as of January 1, 2012 - 110 and in 2014 - 192 people.<sup>6</sup>

Rishtan pottery, as in other countries of the Central Asian region, in Fergana, the patterns of glazed pottery are painted on a thick pale alkaline-tin glaze. It was the main method of decorating pottery in the ninth century, and later, under a layer of clear lead, gave way to the method of decorating the processed syrup. Fergana pottery used tin secrets and old decorative methods in the X-XI centuries. Then in the green-turquoise paint there were figurative tree forms, stylized on the glaze, dishes with a unique ornament in the style of nimyurak. Rishtan School of Ceramics is a city of masters of pottery. Komilov, A. Yuldashev, Sh. Yusupov, T. Xaydarov, A. Nazirov, R. Usmanov and other master craftsmen. The masters of Rishtan are passing on the secrets of ancient and modern pottery to the youth through the school "Usto shogird", which has preserved the traditions of their masters. Through these schools the potter Yu. Ismoilov, M. Akramov, D. Kochkarov and other sought-after young cousins grew up.

To date, in the framework of the development of handicraft tourism in the Fergana region, it would be expedient to carry out the following work.

Identify the conditions and factors that ensure the formation and development of craft tourism in the Fergana region; assessment of the attraction of craft centers to tourists, including international tourists;

It is established that Fergana region is a place of ancient crafts and tourism;

Explaining the role and importance of national crafts in solving socio-economic problems, including unemployment;

Identify existing problems in the development of craft tourism and develop practical recommendations on the prospects of these areas.

The scientific novelty of the research is based on:

An analysis of the conditions and factors for the development of craft tourism in Fergana region;

Assessing the relationship between crafts and tourism in the transition to a market economy;

If the relationship between handicrafts and tourism and employment is studied;

It would be expedient to develop recommendations and proposals to address social problems related to the development of national crafts and tourism, and to present promising directions in these areas.

In addition, in order to develop handicraft tourism, first of all, it is necessary to pay attention to the national market of handicrafts and international experience, which attracts the attention of foreigners. For example, countries such as China, Japan, Korea, Malaysia have had an important factor in the development of tourism, their national handicrafts;

Second, it is necessary to pay attention to the promotion of national handicrafts;

Third, the organization of mobile exhibitions of national handicrafts in foreign countries, expanding the participation of national artisans in international exhibitions and festivals;

Fourth, to improve the infrastructure of high-quality services for guests in remote areas of the country, where national handicrafts are developed, to achieve activity and quality assurance in hotels, transport, catering, medical services;

Fifth, it is necessary to improve the skills of staff serving tourists, to train specialists who can fluently explain the secrets of handicrafts and the peculiarities of the national mentality in different languages;

The first thing that attracts tourists in the Fergana region is its nature, and the second is its craftsmanship, which has been developing since ancient times and passed down from ancestors to generations. In order to develop the work of artisans, President IA Karimov said, it is necessary to provide them with mini-loans to develop their family businesses, to develop an insurance system to protect their risks from risks. Events like this are a guarantee that they will work to develop their business without fear.

The whole world knows and recognizes that Uzbekistan is a major center of international tourism and national crafts. Most importantly, the potential of these areas is huge and large-scale work needs to be done to make full use of it.

At first glance, craftsmanship seems like a very simple concept. However, this concept takes on a special meaning over time. Many centuries-old unique handicrafts are not kept in the museums of

<sup>6</sup> The Republican Association of Craftsmen has compiled a report on Rishtan district of Fergana region



our republic, but mostly in prestigious museums of the USA, Hungary, England, Italy, India, Poland, Czechoslovakia, Japan and other countries.

During the transition to market relations, one of the main tasks of the government in the XXI century, called the "Age of Tourism", is to increase the role of national craft tourism in the national economy, increase incomes and employment in this area.

In order to develop the tourism infrastructure of the national handicrafts in the development of tourism in the country by regions, it is necessary to do the following:

Strict control over the arrival, accommodation and departure of tourists, including the involvement of tax authorities;

Increasing the number of hotels, bringing them up to a standard with at least three or four stars;

Dramatically improve the provision of transport for tourists;

Visiting tourist facilities on an agreed schedule;

The procedure for issuing visas to tourists should be significantly simplified. Because one in five tourists who want to come to Uzbekistan is unable to fulfill their intentions due to this problem. For this purpose, it is expedient to establish consular offices of the Republic of Uzbekistan at the airports in the countries with the busiest routes;

More attention should be paid to the development of domestic tourism in Uzbekistan. Insufficient development of domestic tourism, limited financial resources of the population, the development of social tourism at the level of demand, the need to improve the state program aimed at the development of domestic tourism.

Raising the level of culture and education of the population, acquaintance with world civilization, culture and art in different regions of the republic;

Providing quality basic and additional services, bringing their quality to world standards. It is necessary to provide the material and technical base of the tourism industry through the state through foreign exchange earnings, as well as the use of a comprehensive international advertising system in the formation of demand for tourist services by foreign tourists.

In conclusion, it should be noted that it is expedient to increase the role of the private sector in the development of tourism, especially international tourism. At the same time, of course, it is necessary to follow the perfect rules and regulations. In order to make tourism an important factor in economic development, it is important to use foreign experience in its development on the basis of the UN-developed "Sustainable Tourism Development". In order to fully support the development of national crafts within family dynasties, it is necessary to develop a system of "National School of Crafts

Family." Because only in this way can the methods and approaches that have been developed in the craft for hundreds of years be preserved.

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