



# KUVASAY CITY TOURISM OPPORTUNITIES

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## ANNOTATION

*This article discusses the history of the city of Quvasoy in the Fergana region, tourism opportunities in the city, the work done and the suggestions and recommendations made by the researcher.*

**KEYWORDS:** *Tourism, Quvasoy city, Sun Temple, Buddhism, temple, shrine, pilgrim, Rhinoceros Reservoir.*

## INTRODUCTION

Today, tourism is recognized as one of the fastest growing sectors of the world economy. At the same time, the fact that the United Nations has declared 2002 the International Year of Tourism, which is of great importance for tourism, is a vivid example of this.

In his address to the Oliy Majlis of the Republic of Uzbekistan, President of the Republic of Uzbekistan Sh.M.Mirziyoyev said: "Uzbekistan is one of the countries with great potential in the field of tourism. At the same time, it is possible to open new tourist routes using the unique nature of our country, the opportunities of beautiful recreation areas.

## OBJECTIVES

The city of Quvasoy, located in the Fergana region, is distinguished by its mountainous landscapes and unique nature. Looking at the history of the city of Quvasoy, we can recognize that the principles of interethnic harmony, interreligious tolerance are one of the strongest areas. In particular, according to the 1989 statistics, 50% of the population of the city of Quvasoy are Russian-speaking peoples.

## RESULTS AND DISCUSSION

The city of Quvasoy is located 22 km from Fergana and 356 km from Tashkent. It is a city bordering neighboring Kyrgyzstan. Quvasoy has been granted city status since 1954. Nevertheless, the city of Quvasoy is one of the territories with an ancient past. There is a lot of information about the city of Quvasoy from archeological data and archival documents. In particular, in 1972, excavations were carried out at the Arsif and Mug Pasha archeological monuments in Quvasoy. [1]

As a result of archeological research, the most interesting thing is that our ancestors considered the Sun sacred. Here the Sun Temple is found and explored. During excavations at the Arktepa archeological monument near the village of Arsif in the city of Quvasoy in 1971-1973, the remains of a temple were discovered. When the history of the temple was studied, it was discovered that it was the Temple of the Sun. [2]

The Arab historian al-Shahristani writes, "In the capital of Fergana, there was a temple dedicated to the Sun. This temple is called the House of Kovus. It was built by a king named Covus. This strange temple was later demolished by Caliph Mutasim.

Interestingly, there was not only the Sun Temple in Fergana. Another Arab scholar, Damascus, said that there was a temple in Fergana built by the "pagans" for the planet Atarul. This temple was also demolished by Caliph Mu'tasim. Historical sources confirm that Mercury, like the Sun and other celestial bodies, was deified. According to Abu Rayhan Beruni, in ancient Persia there was a day dedicated to Mercury, which was called "Rozi Tir". On this day, they rejoiced all day. Historical sources also confirm that before Islam, the peoples of Central Asia, including the people of Fergana, held special celebrations in honor of Mercury in early autumn. [3]

Shortly after discovering a Buddhist temple in the city of Kuva, in 1963, during the construction of the Karkidon Reservoir in Kuva, archaeologists came across another interesting discovery related to Buddhism. This archeological research was led by archeologist NG Gorbunova. The first observations were made in the south-east of Fergana. The rhinoceros was one of the lands that would remain at the bottom of the reservoir.

T. Obodulaev, one of the oldest researchers of Fergana, also took part in the expedition. The scientist dug a hill 500 meters away from Quvasoy.



Remains of a ring-shaped wall came out from behind the layers. Not one, but several such semi-circular wall-shaped remains have been found around this hill. When these cotton walls, which were arranged in a row like rose petals, were cleaned, they were found to be up to 3 meters high. In the middle of the building was a solid rectangular base, from which were found the remains of a semicircular ring. When these cotton walls, which were arranged in a row like rose petals, were cleaned, it was found that their height reached 3 meters. In the middle of the building there is a solid rectangular base, from which grow "leaves" in the form of a semicircle. Doctor of Architectural Sciences V.Voronina discovered that the find belonged to the Buddhist plate. Similar aspects were noted in the bronze shoki found during the construction of the Karkidon Reservoir in Quva district.

It is obvious that the prospects for the development of archeological tourism in the city of Quvasoy are also high. Archeological tourism is also of great importance in the international tourism market. Today, archeological tourism is highly developed in Egypt, Italy, Greece, India, Israel. No matter how attractive archeological tourism is, it is no secret that those who look at this type of tourism from the point of view of interest are led by more Germans and Americans.

When we pay attention to the age of those interested in this type of tourism, they are mostly 25-35 years old. Basically, employees of various offices and organizations have expressed interest in this type of tourism. It is known that the interest of tourists in the past and culture of the regions, which are mainly exotic for them, leads tourists to organize archeological expeditions to different countries.

While a week-long expedition to the state of Israel alone brings \$ 750-1,500 in net income to the state budget, each tourist visiting the United States and the European Union receives about \$ 8,000 to \$ 7,000 from the state budget. falling. The main reason for this is the high level of performance due to the conditions created for tourists and the organization of special training in this area.

The city of Quvasoy is one of the regions that can attract foreigners not only because of its unique nature, but also because of its ancient past. The city of Quvasoy has enough potential for the development of archeological tourism.

Visiting religious sites is also a form of travel, recognized by the WTO as "religious tourism." According to statistics, tourists engaged in this type of tourism are divided into visits to religious sites in order to increase the knowledge of "tourists" that the need for "pilgrimage" travel arises only as a result of belief in a particular religion.

Pilgrimage tourism is one of the most lucrative industries. If we pay attention to the world

experience of the development of pilgrimage tourism, scientific research in this area focuses mainly on the development of the population living in the country only within the dominant religions. In particular, while Western countries pay special attention to shrines associated with Christianity, we can see that in countries where the majority of the population is Muslim, pilgrimage tourism has become a tradition directly associated with Islam. Today, it is in the context of pilgrimage tourism that tourists travel to famous shrines that are traditionally important to them, as well as the discovery of new sacred places of exotic significance, as well as the desire to see places associated with the religious views of past peoples.

In the territory of Quvasoy there are such shrines as Arsif ota, Bilal ota, Kochkor ota, Kok tunli ota, Qalacha ota, White mazar, and these shrines are mainly associated with the names of the great representatives of mysticism. Improvement of these shrines will allow not only the development of domestic tourism, but also the development of foreign tourism.

The springs in the Holy Antiquities are also sanctified. According to the information, one of the great saints prayed, "Whoever prays to these springs with good intentions, may his wish come true." So while the childless women came to the springs in Arsif to pray, they intentionally poured water into the spring after the prayer. If a woman finds a human-shaped stone in a spring, it means that she will soon be lucky to have a child. Springs are also seen as a harbinger of people's future destinies. For example, what a visitor gets in the spring has to do with his or her future. For this reason, each visitor reached for the spring to know his fate. [4]

There are also shrines associated with sacred stones in the city of Quvasoy. The Besiktas shrine is one such shrine. [5] The sanctification of the trees in the area of the shrine occurs in the life of the peoples of Central Asia. In particular, it is said that the smell of jiida is similar to the fragrant smell of Bibi Fatima. In the village of Arsif in the city of Quvasoy, it is said that the hairy plants resemble the hair of Bibi Fatima. For example, according to Abu Rayhan al-Biruni, in ancient times there were trees and plants called the "Tree of Abraham" and the "Tree of the Virgin Mary." [6]

In order to create a brand in the field of tourism, it is becoming increasingly important to use a variety of legends. If we, like most countries, spend a lot of money to create tourism brands, we will have enough historical and cultural monuments and folk legends, and the use of simple legends in the creation of existing regional and national brands will be important.

The city of Quvasoy also has resources for the development of multi-ethnic tourism. In ancient



times, the Fergana Valley was under the Tethys Sea, and later the Fergana Valley was formed as a result of the retreat of the sea. The Tethys Sea deposits were discovered in the mountains around the city of Quvasoy. In particular, the polyontological monument "Muyon stone shells" is located on the hill Muyon, southwest of the city of Quvasoy. Under the influence of denudation, Mesozoic deposits in its core part came to the surface. It is composed of light pink dolomite, yellow marl, arrowheads, and the Cretaceous Cretaceous sea. There are many teeth of sharks and stingrays that lived several tens of millions of years ago, as well as rocky shells of various mollusks. Among them are large and flat oysters "Asian plantigenas", giant and beautiful griffins, ommorites, foraminifera (simple single-celled animals). Some of these deposits, which are rich in organisms, need to be protected for future generations. [7] These monuments play an important role in the development of domestic tourism, especially through the organization of scientific local history tours for schoolchildren and students.

In the years of the former Soviet Union, pedestrian tourism was developed in the city of Quvasoy. In particular, according to the level of difficulty in the territory of Quvasoy, there are 4 routes on the first and second level roads. In addition, hiking tours are organized along the routes of certain events or celebrities. [8] During the hiking tour in the city of Quvasoy, it was mentioned that Fergana was the southern industrial center and the victory over the invaders in 1920. In addition, it was defended that Fergana was the first workers' union to be established in the province and was an industrial hub. [9]

Today, in addition to the restoration of these types of tourism, it is advisable to make trips to the places associated with the name of our great ancestor Zakhridin Muhammad Babur in the city of Quvasoy.

The term folklore tourism was introduced to science in 1989 by American scientist Regina Bendix. The main purpose of folklore tourism is to bring different peoples to the tourism industry and use the national traditions and values, folk performances, national games, the role of extinct religious rituals in the life of the people and to further develop tourism. [10] The recreational potential of the city of Quvasoy is also one of the largest. However, the profitability in this area has not exceeded 10% in recent years. This type of tourism is directly different from other types of tourism. The fact that the main part of those interested in recreational tourism is above the middle class indicates that the prospects of this industry are high. There are also recreational areas located in the city of Quvasoy. In particular, Ahmad al-Fargani's health resort, Rohat sanatorium. It is necessary to develop

reactionary tourism on the basis of children's summer camps "Nihol".

Nowadays, folklore tourism is of interest to tourists on national holidays, folk festivals, ceremonies and traditions and folk performances of different peoples, the way of life of minorities. Folk tourism is widely developed in India, Makorash, and the United States. [11]

Due to the richness of the values of their folklore traditions, the peoples of the above-mentioned countries have been using this type of activity directly in the development of foreign tourism. Tourists will have the opportunity to participate in this tourism, as well as not only to see the intangible cultural heritage of peoples that are exotic to them in the first place. This in turn makes an unforgettable impression on tourists.

The city of Quvasoy has great potential for the development of folklore tourism. Along with Uzbek and Tajik national folk ensembles, "White Flowers" Bashkir, Tatar folk ensemble "Ayshem" "Smuglyanka" "Moon tsvetit kalina" "Bas qizim Appipe" "Podmokovnye vechera" "Tatar national customs and ceremonies" Tonkaya ryabina "" Azabrynda chokragy bar "" Kanaly barmak "" are performing folk songs. The repertoire of this ethnographic community can also be used to further develop tourism. [12]

As early as 1969, a tourist club was established in Quvasoy. [13] In the former Soviet Union, Chartak, Chingan, Aktash, Nanay, Shohimardon, Quvasoy, Khoja and Obigard were the resort areas of the region. In the republic, the climate of these regions, with the peculiarities of natural conditions, attracted recreationalists. [14]

The city of Quvasoy is also one of the largest areas for the development of eco-tourism. First of all, when we talk about eco-tourism, the term ecotourism is often replaced by other terms such as "medical tourism", "sustainable tourism", "green tourism", "responsible tourism", and "charity tourism". [15]

According to the International Union for Conservation of Nature, ecotourism or ecotourism helps to protect the environment in order to study and enjoy the unique beauty of the environment without harming the nature of the area, has a "soft" effect on the environment. It activates the socio-economic conditions of the local population and provides them with benefits from this activity. [16]

According to Taktachulov, a Kyrgyz expert, the first step in ecotourism is to travel to well-preserved natural areas around the world. In addition, ecotourism is expected to adhere to certain more stringent rules of ethics, have a very weak negative impact on the natural environment, the local population will not only be service personnel, but also the people living in this protected area will



continue to live, entertain recreation for travelers It is distinguished by its ability to deal with. [17]

## CONCLUSION

Hunting and fishing tourism, one of the most attractive types of ecotourism, is one of the most promising sectors of foreign exchange inflows, despite the fact that it is an expensive species and the number of tourists is small compared to other species. In particular, if we look at the experience of the development of hunting tourism in Central Asia, it is distinguished by its wildlife, which is not found anywhere else in the world. In the artificial lakes of "Omad" farms in the cities of Quvasoy, all the conveniences have been created for tourists to relax by fishing. Full utilization of existing opportunities, in turn, will lead to the creation of additional jobs.

Kirkidon Reservoir near Quvasoy is 20 km from Fergana. 5 km from the east to the city of Kuva. In the south, it is located in the lower reaches of the Quvasoy River of the Isfayram River. The reservoir was built in 1962-1967. The length of the reservoir platinum is 120 meters. Height 70 meters. Of this, up to 66 meters can be filled with water. The length of the reservoir is 340 meters with a diameter of 2.44 m and 2.20 meters (2) of pipes. [18] This reservoir has been one of the favorite destinations of tourists for years in the former Soviet Union. Today, eco-tourism can be further developed through the development of special tourist infrastructure in the Kirkidon Reservoir.

Today, the terms "agro tourism", "rural tourism", "farm tourism" refer to a type of tourism directly related to agriculture. As a result of large-scale reforms in the agricultural sector of Uzbekistan over the years of independence, farms have been established that have proven themselves in the world.

It is time to attract foreign tourists to the region and use all opportunities in this regard. If we look at the foreign experience of agro-tourism, we can see that special types of tourism have been developed in the field of agriculture. In particular, if we look at the experience of Vietnam alone, we can see that beekeeping, which is one of the most profitable agricultural sectors in this country, has already formed not only as a type of agro-tourism, but also as the main special type. There are even beekeeping museums in the country, where the history of beekeeping, types of honey, and products used in many fields are displayed in the exhibition pavilions. Such museums are a rarity in the world, and today there are similar museums in the Altai Krai, Abkhazia, Russia. In addition, the treatment of patients with honey therapy has been established, and now many patients who come for rest and treatment are treated with honey. Today, Vietnam is the world's leading honey producer, exporting more than 30,000 tons of honey a year to Europe and the United States.

Fergana region, the pearl of the valley, is one of the regions with great potential for the development of beekeeping tourism. According to the information, honey and original products are exported to foreign countries as a national brand in Fergana region. In particular, in 2014 alone, our beekeepers of Fergana region exported more than 17,000 bee packages and 875 tons of honey products to foreign countries. Currently, there are more than 900 beekeeping farms in Fergana region. [19] As a result of further development of beekeeping, it is becoming increasingly important to increase the income of farms and the rural population, as well as to provide employment. By introducing the beekeeping industry to the tourism industry, Fergana region would have a positive impact on the further improvement of rural infrastructure and the welfare of our people. It is necessary to create special conditions for tourists on the territory of farms with beekeeping. In particular, it would be expedient to allow tourists to participate directly in the process of honey collection with the help of special clothing.

At the same time, there are farms engaged in beekeeping in the city of Quvasoy, and on the basis of these farms should develop the necessary measures for the development of beekeeping tourism as a special species. It is not easy to bring and develop the species that are internationally recognized as a tourism industry in our country. However, the noble idea that emerged today will certainly bear fruit tomorrow. First of all, it leads to an expansion of the flow of tourism. The introduction of new technologies in the industry will allow developing agro-tourism along with business tourism. Today, at a time when the process of modernization of agriculture is underway, it is time to look at farming as a special type of business. The Taliban Ganijon farm in Quvasoy is one of the most famous beekeeping farms in the region, and it is considered appropriate to establish the first beekeeping tourism center on this farm as a pilot. It is expedient to accelerate the formation of beekeeping as an important branch of the tourism industry, first of all, to establish small house museums within the farms, which will display the history of the industry and a variety of products. Of course, it would be good if in the homes of farms included in the line of tourist routes there would be opportunities for tourists to digustify from different district honey varieties in the style of a buffet. Honey festivals, which have been organized annually since 2001, also play an important role in the development of beekeeping tourism in Fergana region.

Taking into account the healing properties of honey, the Academy of Medicine in Fergana region, in cooperation with organizations under the Ministry of Health, first of all, foreign tourists visiting Fergana region for at least 10 days. there is an opportunity to



keep it on the territory of the country. This, in turn, would lead to an increase in foreign exchange inflows into the budget of our country. It is expedient to organize such sanatoriums in the mountainous areas of the city of Quvasoy and Fergana district, which has its own unique nature and temperate climate. The main reason for this is that it allows patients to further restore their health using honey therapy as well as climate therapy.

The development of beekeeping tourism will lead to the creation of additional jobs, the introduction of modern technologies in agriculture, increase the inflow of foreign currency into the budget of Quvasoy. It will also play an important role in agricultural development. In addition, the development of beekeeping can be ensured through the organization of conferences on the development of beekeeping and the demonstration of the experience and prospects of the beekeeping industry of Uzbekistan.

Handmade handicrafts in the local style are one of the most attractive types of tourism for tourists. It is impossible to fully develop the tourism industry without the development of handicrafts. Given the fact that handicrafts and works of art are mainly purchased by foreign tourists, the role of national handicrafts in increasing the attractiveness of foreign tourism is significant.

Today, the preservation of national crafts and applied arts is very important. This is because the products produced on an industrial scale are the biggest influence on the activities of local artisans. If we want to preserve and sustain the national handicrafts, first of all, we need to develop tourism. Only then can we preserve our millennial cultural heritage traditions. National handicrafts are one of the rare industries that have retained their traditionalism without being affected by globalization. Therefore, craft tourism can be recognized as sustainable tourism.

Many artisans are working in Quvasoy, both formally and informally. In the city of Quvasoy we can see the development of many handicrafts, such as wood carving, floral and embroidery, household goods, metalworking.

The results of the research are used in practice to develop the following recommendations for the further development of tourism in the city of Quvasoy.

Uzbeks on the territory of historical monuments and sacred places of pilgrimage in the city of Quvasoy. The study of road signs in Russian and English is underway.

It is planned to protect the Tethys Sea polygonological monuments on the territory of Muyon Farm and to establish tent hotels in the region.

In order to develop gastronomic tourism in the city of Quvasoy A. Work is underway to include the "National Cuisine", organized on the territory of the citizens' assembly of Temur mahalla, in the direction of gastronomic tourism.

In order to develop agro-tourism, home hotels are being set up on the territory of exemplary farms.

In order to get acquainted with the area where the paleontological monument is located, a tourist route "Let's study the history of our mother planet" has been developed and used in practice.

The task was given to establish a museum in the city of Quvasoy and to include in it the organization of archeology, epigraphy, paleontology, industrial exhibitions and pavilions reflecting the period of independence.

The issue of regulating the activities of national trade outlets, where the sale of souvenirs is established, was introduced.

In order to develop nostalgia tourism, the issue of beautification and demolition of the "Japanese cemetery", "Russian cemetery", "Misheti Turkic cemetery" in the city of Quvasoy was introduced.

The development of a pedestrian tourism route through the villages of Babur-Mirzalar-Lashkar, which is recognized in connection with the activities of Zahriddin Muhammad Babur, will include the organization of tours and rental of horse-drawn carriages in the national style throughout the city. In order to develop Quvasoy folklore tourism, the Korean, Kyrgyz, Tajik and Tatar diasporas are using proposals to organize folklore performances on a regular basis.

As a new species in the city of Quvasoy, work is underway to develop beekeeping tourism on the basis of the farm "Ganijon Talibjon". In Quvasoy, the task of improving the abandoned water basin on the territory of Amir Temur Farm was included in the development of water sports.

It is known from history that the city of Quvasoy was inhabited by different peoples belonging to several religions in one territory. In the years of the former Soviet Union, about 50% of the population were of other nationalities. During the years of independence, representatives of the Korean, Tatar, Russian, Kyrgyz, Tajik and other peoples have been living in peace in the city of Quvasoy. Given the above opportunities, it is necessary to give the city of Quvasoy the status of a "tolerant" city.

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