

**ORGANIZATION OF FESTIVALS AND FAIRS IN UZBEKISTAN, INTERNATIONAL
INTEGRATION AND DEVELOPMENT OF TOURISM**

Sarvar Abdurahimov Nasrilloevich

Termiz State University Faculty of Economics and Tourism

Teacher of the Department of Tourism and Hotel Management

Abstract: This article provides detailed information about the organization of festivals and fairs, international integration and tourism development in the Republic of Uzbekistan.

Keywords: Tourism, fair, work, place, economy, country, Uzbekistan, international, association, law, economy.

After the oil and gas chemical industry and the automobile industry, the tourism industry occupies the 3rd place in the world today in terms of bringing a lot of income to the country's economy. Nowadays, tourism is one of the promising sectors that bring high income to the national economy. Tourism is not only a source of income, but also a big business. An entrepreneur engaged in this business not only serves his own benefit, but also creates conditions for people to travel, relax and use their free time effectively, and also becomes the owner of a large income. Tourism is big business, big money and serious politics on a global scale. The field of tourism is embodied as a socio-economic phenomenon that directly and indirectly affects the development of all infrastructures in the world. Although tourism was formed at the end of the 19th century, it developed rapidly only by the 20th century, and as a result of the development of techniques and technologies, the rise of social relations, it appeared as "a rare phenomenon of the 20th century. Currently, tourism is a very powerful global industry, its share in the world gross product is 10%. At the end of the 20th century, the state support of the tourism sector, the creation of incentives for enterprises engaged in this sector, as well as the formation of infrastructure for the tourism industry began in Uzbekistan. is being continued at a rapid pace. It should be noted that on October 4, 1993, the country of Uzbekistan became the first member of the World Tourism Organization (WTO) among the countries of Central Asia. This, in turn, gave a great positive impetus to the development of international tourism in Uzbekistan. In the decision of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev dated January 5, 2019 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan" PF 5611 "In 2019-2025 In accordance with the concept of development of the tourism industry in the republic, special attention was paid to strengthening foreign relations with European and South-East Asian countries in order to fundamentally improve the transport communication system in the republic in order to increase the turnover of goods, the number of transported passengers and investments. In the development of Uzbekistan's tourism, the role of festivals and fairs, which are held at a high level in the country, along with the development of inter-country socio-economic and political relations, is of particular importance.

The festival is derived from the Latin word *festivus*, which means happy, and is a public holiday that includes the demonstration of the achievements of music, cinema, theater, variety, and circus arts. It first appeared in Great Britain at the beginning of the 18th century. It has been widely spread internationally since the 20th century. There will be national and international festivals. The country of Uzbekistan has a rich historical culture, its people are hardworking, hospitable and art-loving. Festivals and fairs are always held in the country. In the following years, the development of folk art, which is a symbol of our ancient and rich history, national identity, unique values and traditions in our country, comprehensive support of craftsmen, expansion of

international cooperation in this direction, and on this basis O Systematic work is being done to show the great potential and opportunities of Uzbekistan in this field to the world. At present, the art of handicrafts is taking an increasingly strong place in the daily life of our people. This is evidenced by the fact that more than a hundred festivals and fairs, trade exhibitions and other events are held in this direction every year. The XIV-Tashkent international film festival "Silk Road masterpiece" in Tashkent, the electronic music, art and science festival "STIKHIYA" in Moynaq district of the Republic of Karakalpakstan, the international "National People's Games" in Zomin district of Jizzakh region festival, international status art festival in Shahrisabz city of Kashkadarya region, international festival dedicated to the art of baksheesh in Termiz city of Surkhondarya region, "Boysun Spring" international folklore and apple festivals in Boysun district of Surkhondarya region, "Uzum Sayli" festival in Oltinsoy district of Surkhondarya region , the Pomegranate Festival in Sherabad, Surkhondarya Region, "Silk and Spices" and International Gold and Jewelry Festivals in Bukhara, "Atlas Bayram" Festival in Margilon, Fergana Region, "Sharq Taronalari" International Music Festival in Samarkand It is noteworthy that representatives of culture and art from many countries of the world, scientists and specialists known for their scientific works and practical activities in this direction participate in them. "Sharq Taronalari" international music festival has been held in Uzbekistan every two years since 1997 in the old "Registon" square in the city of Samarkand under the open sky at the end of the second half of August. Honorary guests, including the President of UNESCO, the President of the Republic of Uzbekistan and representatives of the authorities will make their speeches at the opening ceremony.

Representatives from many countries of Asia, Africa, Europe, continents of the world participate in the festival, they sing classic tunes and songs of their people. The number of countries participating in the festival is increasing every year. In particular, in 1997, 31 countries, in 1999, more than 250 representatives from 36 countries, and to date, 340 representatives from 75 countries demonstrated their art. A lot of preparation is done for the festival every year and the festival starts with an opening ceremony program full of colorful performances. This festival is considered a creative project that opens a wide way to showcase the creativity of skilled performers and teams in the attention of music lovers. It is also very important in terms of introducing Uzbek music to the world. The main goal of the International Music Festival "Sharq Taronalari" is to strengthen the ties of peace and friendship between the peoples of the world, to develop the music art of the peoples of the East and to further increase its importance, the music art of the peoples of Uzbekistan and other countries. to cover the traditions, to conduct close scientific and creative communication and cooperation with them, to



preserve the traditions of musical art of the eastern countries, to further develop cultural communication.

After the opening ceremony, the qualifying stages will take place within a week. A total of 30 minutes is set for the representative group of each country, and the participants can perform in the following directions during the time limit set for them:

1. Folk music;

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2. National classical music;
3. Contemporary music, including pop works.

All performances must be live.

The winners of the competition will be determined by an international jury and the following awards will be presented to them:

Grand Prix - 10,000 thousand US dollars.

1st prize (2) of USD 7,000 each.

2nd prize (2) of US\$5,000 each.

3rd prize (2) of USD 3,000 each.

Special awards can be established by organizers, creative associations, foundations and other organizations. Laser discs with songs performed by the winners of the competition will be made. Also, special diplomas will be awarded to each participant of the competition. Winners At the first festival held in 1997, the Grand Prix was awarded to the Azerbaijani mugham performer Simara Imanova, and the first place was awarded to Munajat Yolchiyeva (Uzbekistan) and Shaina Khurama (India). At the second festival held in 1999, Nasiba Satarova (Uzbekistan), Grand Prix of the Republic of Tuva (Russia), then Dilmura Mirzagulova (Uzbekistan) and Fazil Jamshidi (Iran), in 2005 Aygun Biylar (Azerbaijan) and Nadira Pirmatova (Uzbekistan) won the first places, and in 2007, the Grand Prix went to the group of the Kuwait Music Institute, and the first place went to the group of the South Korean Music Institute. In 2009, the honored artist of Turkmenistan, Lyale Begnazarova, was awarded the Grand Prix. In 2017, for the first time in the history of the festival, the Grand Prix was awarded to the Azerbaijani instrumentalist Sahib Pashazoda.

No	Year	Grand prix	1	2	3
1	1997	 Simara Imanova	 Munajat Yolchiyeva,  Shannu Kxurana	 Se Liin,  Shaxrom Noziriy	 Aleksandr Samojikov,  B.Ganbat,  Ramazan Stamgaziyeu
2	1999	 Nasiba Sattarova	 Muxammad Omon,  Yun Kong Son	 Ansambl «Lashari»,  Jaspinder Narula Xonim	 Olim Boboyev,  Ustad Ali Xamidxan
3	2003	 Ensemble «Uranxay»	 Dilmura Mirzakulova,  Fozil Jamshidiy	 Azoda Ashurova,  Zabit Nabizade	 National Music Ensemble,  Traditional music ensemble
4	2009	 Lyale Begnazarova	 Gochag Askerov,  Matlyubagruppa «Vinalog»,  Dadabayeva and Ensemble of folk instruments,	 Rok-pop gruppa «Vinalog»,  Ansambl «Shem Tov Levi»	 Ensemble of folk instruments,  State Institute of Art and Music  Laura Molika

"Sharq Taronalari" international music festival, recognized by UNESCO as a major forum of the world of music, embodies the noble goals of strengthening intercultural communication, strengthens cooperation and solidarity among the peoples of the world, and presents the best examples of national music art. wide promotion, preservation and development of national musical traditions, instilling love for art in the young generation and expansion of international creative relations, peace, friendship, mutual solidarity, cultural and spiritual cooperation along with further deepening, it contributes to the development of the country's tourism.

The fair is derived from the German word meaning annual market, and is a large market regularly organized in a designated place for certain periods, as well as an exhibition of goods and services for sale. The fair is the first time as a separate form of trade. It originated in Japan in the 1st century. The main purpose of fairs is to introduce buyers directly to goods and services and to organize wholesale and retail trade according to their samples. The first Fair for wholesale trade of consumer goods in Uzbekistan was established in 1952 in Tashkent. Tashkent International Tourism Fair is an information platform that helps to promote tourism products, establish business contacts and cooperation. The Tashkent International Tourism Fair has been held since 1995 with the support of the UN World Tourism Organization (UNWTO). Every year, the exhibition brings together hundreds of experts in the field of tourism and creates conditions for the development of this field at the international level. The program of the fair consists of conferences, B2B meetings, roundtable discussions, tourism services and handicraft exhibitions, presentations of the tourism potential of the regions of Uzbekistan, and is being held at a high level in the "UzYexpo" center. In 2019, about 60 organizations from 13 countries participated, and in 2022, 300 representatives from 30 countries participated.

In conclusion, I would like to say that the role of festivals and fairs in the development of socio-economic relations and tourism between countries is incomparable. The more festivals and fairs are organized and held at a higher level in each field, the higher the result, that is, it will be possible to attract local and foreign tourists and benefit from them. While the development of tourism brings a lot of income to the country, it improves and strengthens inter-national cooperation, cultural and spiritual cooperation, friendship and brotherhood. Tourism is a bridge connecting nations.

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