

ORGANIZATIONAL AND LEGAL ASPECTS OF TOURISM SERVICES AND THE DEVELOPMENT OF TOURISM INFRASTRUCTURE

Feruza Alpomisheva Aziztayeva

Associate Professor at Jizzakh Polytechnic Institute

Annotation

This article examines the organizational and legal aspects of tourism services and analyzes the development of tourism infrastructure. The study highlights the role of regulatory frameworks, state policies, and institutional mechanisms in ensuring the effective functioning of the tourism sector. Particular attention is paid to the improvement of legal regulations, the development of modern infrastructure, and the enhancement of service quality in tourism. The article also explores the impact of tourism infrastructure on economic growth and regional development, offering recommendations for improving the efficiency and competitiveness of tourism services.

Keywords

tourism services, legal regulation, organizational aspects, tourism infrastructure, economic development, state policy, service quality, tourism management.

Аннотация

В данной статье рассматриваются организационно-правовые аспекты туристических услуг и анализируется развитие туристической инфраструктуры. Особое внимание уделяется роли нормативно-правовой базы, государственной политики и институциональных механизмов в обеспечении эффективного функционирования туристической отрасли. Также исследуются вопросы совершенствования правового регулирования, развития современной инфраструктуры и повышения качества туристических услуг. В статье раскрывается влияние туристической инфраструктуры на экономический рост и региональное развитие, а также предлагаются рекомендации по повышению эффективности и конкурентоспособности туристических услуг.

Ключевые слова

туристические услуги, правовое регулирование, организационные аспекты, туристическая инфраструктура, экономическое развитие, государственная политика, качество услуг, управление туризмом

The introduction of various industrial sectors and different forms of ownership in economic activity, the increase in the level of employment among the population, as well as the coverage of the entire region are among such factors. Taking these into account plays an important role in developing a comprehensive program for the socio-economic development of a specific area.

Considering the cultural and spiritual traditions of the regions of Jizzakh province, folk artistic handicrafts and the art industry, as well as local handicraft sectors organized by the regional folk art center, can become attractive and promising tourist destinations. The expected growth in the flow of both domestic and foreign tourists to the region in the future may lead to



significant development of industrial production, agricultural (agro-) tourism, and other types of tourism. This, in turn, will stimulate the rapid development of the tourism services sector.

The prospects for effectively utilizing the tourism potential of Jizzakh region are directly dependent on the results of projects aimed at developing tourism services that are currently being implemented. The region's landscape and natural environment, in other words, its natural resources, provide opportunities for the development of all types of tourism. In particular, there are sufficient conditions for the development of mountain and extreme tourism, including alpinism, aeronautics, snowboarding, motorsports, cycling, as well as ecological and agro-tourism. There is also a very high untapped potential in pilgrimage and gastronomic tourism направлений.

In addition, tourists visiting the region often develop an interest in traveling to districts such as Zomin, Forish, Gallaorol, and Bakhmal, as well as visiting the Aydarkul and Tuzkon lakes.

According to the Resolution of the Cabinet of Ministers dated June 14, 2021, "On measures to develop water recreation and beach tourism in the Republic of Uzbekistan," a recreational lake zone is being established in the Aydar-Arnasay lake system during 2021–2025 in order to develop the tourism potential of Jizzakh region. Within this area, modern tourism infrastructure facilities are being constructed, including swimming and water recreation complexes, coastal promenades, small hotels, health, catering and retail facilities, as well as entertainment and tourism-related объектов.

In addition, water sports activities are being organized with consideration for environmental sustainability. Transport logistics are being improved, and new transport routes are being introduced.

The implementation of the concept approved by the resolution предусматривает three stages of objectives, each covering a five-year period. In the initial stage, six accommodation facilities with a total capacity of 204 beds, eco-tourism sites, water recreation, and hunting areas will be established. In the second stage, new tourist zones will be created on an area of 33,000 hectares around Aydarkul Lake, along with accommodation facilities, health resorts, and venues for sports competitions and events. In the third stage, accommodation facilities with a capacity of 300 beds and a parking area designed for 1,200 vehicles, as well as trade infrastructure, will be constructed. New roads will also be built within the lake area and leading to it. The priority objective of the project is to increase the number of both domestic and foreign tourists visiting the region.

When discussing the potential for tourism services in the region, it should be noted that the Bakhmal district has many attractive tourist sites. These include numerous springs in Novqa with fish, centuries-old plane and elm trees, caves, ancient fortresses, ruins of old castles, mosques, and mausoleums, many of which are of historical significance. The territory of Bakhmal district is gradually becoming a recreation area of national importance. New holiday homes, sanatoriums, health improvement zones, camping sites, boarding houses, and recreation areas have been established here, including лечебные facilities offering kumis therapy.

The "Bakhmal Ecotourism" sports and tourism complex, organized in the village of Jum-Jumsoy, provides favorable conditions for young people to отдыхать, train, and prepare for competitions. Pilgrimage in this area often begins at the "Usmat Ota" mausoleum. The mausoleum is located on a hillside surrounded by lush greenery, where a unique atmosphere provides visitors with both spiritual and physical rejuvenation. Thousands of tourists spend their weekends in this area.

Another site, the "Novqa Ota" pilgrimage destination, is also one of the most pleasant locations, with clear spring water, fish, majestic plane trees, and ancient surroundings creating a



special charm. This place is becoming a center for spiritual purification and moral upliftment. The pilgrimage site of Sayyid “Mirhalilloh Avliyo Ota” is located far from residential areas, in the mountains, and currently lacks proper road access. After traveling through hills and valleys, the silver dome becomes visible from afar. Along the way, visitors encounter many remarkable phenomena—for example, a stream flowing uphill toward the святого’s tomb. The ancient tree at the turning point adds to the site’s grandeur.

First of all, it is necessary to build roads to these locations, provide electricity networks, create facilities for pilgrims, and establish hotels and other services. The Oyqor recreation area represents a significant opportunity for the future. If the foothill regions are thoroughly studied, natural and historical monuments are restored, roads are constructed, and tourist routes are developed, these places can become some of the most attractive destinations for tourists. As a result, they may attract large numbers of pilgrims and visitors from all over the world.

One of the distinctive features of the natural environment of Gallaorol district is the presence of underground mineral waters with healing properties. These waters contain elements such as iron, sulfur, hydrogen, radium, silicic acid, carbon dioxide, and alkaline thermo-minerals, found in mountainous and foothill areas. The “Marjonbuloq” sanatorium, which specializes in treatment using such balneological waters, is currently operating in the district.

Gallaorol district has historically been located along the Great Silk Road caravan route and has not lost its tourist attractiveness even today. The international M-39 highway passes through the district, creating favorable conditions for the development of roadside infrastructure such as campgrounds, small hotels, retail outlets, and public catering facilities. In addition, the “Sadir Vaqqos Avliyo Ota” mausoleum has become one of the favorite pilgrimage destinations for visitors.

In the economy of Dustlik district, agriculture plays a key role, particularly cotton and grain production, horticulture, and the cultivation of fruits and vegetables. In addition, the development of oil crops such as sunflower, flax, sesame, peanuts, and lentils, as well as family-based and greenhouse farms specializing in floriculture, the cultivation of medicinal plants, and fish farming, are becoming important factors in the development of tourism services in each settlement. Based on international experience, developing rural tourism in these villages and establishing small guesthouses can yield positive results.

Moreover, the Dustlik industrial zone includes enterprises such as a cotton processing plant, a flour mill, and joint ventures producing oil, fats, and soap. This creates opportunities for the development of industrial tourism in the area.

It should be noted that the passage of the Great Silk Road through the territory of Sharof Rashidov district has had a positive impact not only on trade but also on improving socio-cultural living conditions, strengthening international relations, advancing construction, and developing education. In this district, restoration work is being carried out on pilgrimage sites such as “Boboyakka” and “Qulfisar Avliyo Ota,” funded by the “Waqf” foundation of the Muslim Board of Uzbekistan. These places are expected to soon become popular pilgrimage destinations.

Furthermore, the passage of the international M-39 highway through the district creates broad opportunities for the development of tourism services. Agriculture, being the leading sector of the district, provides a strong basis for the development of agro-tourism. Establishing small guesthouses in villages near the city of Jizzakh can offer enjoyable отдых for rural tourism enthusiasts. In addition, tourist infrastructure facilities have been built in the area of the famous “Amir Temur Gate,” providing recreation opportunities for visitors.

Historical sources indicate that one branch of the caravan route passed through the territory of Zarbador district. Since ancient times, agriculture, handicrafts, wood carving, pottery, and



blacksmithing have been well developed in this region. Today, the district produces fruits, vegetables, grapes, and sweet melons and watermelons. Organizing melon festivals and establishing small guesthouses in villages would be beneficial for attracting tourists.

The presence of a national highway passing through the district allows for the development of roadside tourism infrastructure, including campgrounds, guesthouses, retail outlets, and catering facilities. Developing agro-tourism routes and attracting both domestic and foreign tourists can generate significant income. Within the framework of the “Prosperous Village” program, many villages have been transformed into well-developed settlements, which also contributes to the growth of rural tourism. There are also opportunities to develop eco-tourism routes aimed at young people.

Zafarobod district is highly suitable for the production of agricultural and livestock products. The district stands out in the cultivation of melons, vegetables, fruits, and grapes. Within the district, the “Jizzakh Cement” plant, as well as cement factories established in cooperation with China, are in operation. Such opportunities create favorable conditions for the development of all types of tourism.

In addition, within the territory of Zafarobod district, the Chimqo‘rg‘on deposit, covering an area of 177.5 cubic kilometers, contains sulfate-chloride-sodium therapeutic mud. This лечебная mud has been found to be highly effective in treating various human diseases. Currently, this unique mud is used in two hospitals in the regional center and in treatment and preventive institutions at the republican level. However, a large physiotherapy sanatorium has not yet been built directly at the site of the mud deposit. If attention is given to this location, it could become an attractive health and recreational destination for both domestic and foreign tourists.

In recent years, significant attention has been paid by the national government to the development of tourism in Zomin. A presidential decree of the Republic of Uzbekistan by Shavkat Mirziyoyev titled “On measures to establish the ‘Zomin’ tourist-recreational zone and an international all-season resort” has been adopted. The document aims to ensure the effective use of the tourism potential of mountainous areas, create favorable conditions for entrepreneurs, establish international all-season resorts, hotel complexes, sports and health facilities, and other tourism infrastructure, as well as generate additional employment opportunities.

Moreover, modern hotel complexes, sports and health facilities, shopping and entertainment centers, and other tourism-related infrastructure, along with modern engineering infrastructure, are being constructed in the tourist zone. In addition, the “Suffa Plateau 2400” international all-season resort and the “Oriklisoy” tourism complex are being established.

The Zomin State Nature Park currently serves tourists. The main objectives of the park include the preservation of natural landscapes by humans, as well as the intensive use of active recreational zones for tourism purposes, including hosting visitors and tourists. In the recreation zones, short-term отдыхающих are accommodated and provided with services. Pension houses located in Supa, Oriklisoy, and Sharilloqsoy areas, the “Zomin Sanatorium,” country cottages, and organizational recreation houses are actively serving tourists.

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