

ARAL SEA Region of the on the Threshold of the Third Renaissance

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ABSTRACT: The article presents the main concepts of the history and cultural heritage of the Aral Sea region, its purpose, tourist routes in the context of regional tourism and approaches to the creation of new types of tourist products.

KEYWORDS: Third Renaissance, historical and cultural heritage, innovative tourist product, regional tourism, the Aral Sea region, tourist route.

I.INTRODUCTION

In his congratulatory speech on the occasion of the 29th anniversary of independence of the Republic of Uzbekistan, President Shavkat Mirziyoyev stressed that the goal of our development should be the Third Renaissance.

Our promising programs in every field, education and personnel policy, investment policy - all should be aimed at creating conditions and environment for "rebirth".

The concept of historical and cultural heritage of the Aral Sea region is regulated by a number of normative and legal acts, decrees and presidential decrees, roadmaps for tourism development, which define the conceptual area of the research topic, as well as the legal status of the region's historical and cultural heritage.

In particular, the Decree of the President of the Republic of Uzbekistan dated August 13, 2019 No PF-5781 "On measures to further develop the tourism industry in the Republic of Uzbekistan" [1] Resolution of the Cabinet of Ministers of the Republic of Uzbekistan on measures for integrated socio-economic development of Muynak district of the Republic of Karakalpakstan dated January 16, 2019, priorities and measures for further development of tourism and improvement of living conditions - A number of scientific, practical and innovative works are being carried out to ensure the implementation of measures.

Cultural heritage includes "material and spiritual values created in the past, as well as monuments and historical and cultural areas and objects that are important for the preservation and development of the identity of the peoples of the Aral Sea region, their contribution to world civilization."

Ancient Khorezm is a legendary land that has filled the pages of history with its power and richness of endless wonderful events for thousands of years. Countless tourists and missionaries, scholars and writers, poets and storytellers of different races have sought to understand and describe the long history, economic and social system, material and spiritual life, and life of this beautiful and rich country based on the ideas of their time [2].

It should be noted that the high development that took place in the state of the great Khorezmshahs in the IX-



Figure 1.Registan Square. Samarkand. Photo:

XII centuries, the first renaissance period, the rise that had slowed down due to the Mongol invasion, revived during the reign of Amir Temur and the Timurids. It extends the Middle East Renaissance to the time of Alisher Navoi. We have inherited unique architectural objects from the Timurid period (Figure 1).

Cultural heritage is "unique and informative natural and cultural-historical complexes, separate objects of material and spiritual culture, objects of animate and inanimate

nature, works of art, traditional forms of economy, socio-cultural life and nature management, technologies used" [3].

Cultural and historical heritage is a part of the living environment that can be located separately from the subject of shaping the environment in which the person is.

The following basic concepts provided for in Article 3 of the Law of the Republic of Uzbekistan on cultural heritage:

ensembles - social, administrative, religious, scientific, educational, fortification, palace, dwelling monuments of trade, production and other significance and separate or jointly associated with works of art, sculpture, applied arts, architecture, as well as the remains of historical histories and residential buildings, works of landscape architecture and horticulture (parks, parks, alleys, parks);

attractions – joint product of human and natural creation, as well as areas of historical, archaeological, urban, aesthetic, ethnological or anthropological value, including folk craft sites, historical sites or centers of urban history and historical (including military) events, monuments, famous historical figures buildings associated with life, natural landscapes, as well as the remains of ancient cities, settlements;

monuments – certain buildings, structures and structures of historical, scientific, artistic or special cultural value, related works of art, sculpture, works of applied decorative art, rock carvings, archeological monuments;

cultural heritage sites - objects of tangible and intangible cultural heritage;

objects of material cultural heritage - ensembles, attractions and monuments of historical, scientific, artistic or special cultural value;

intangible cultural heritage sites - traditions of cultural value, folk art, folk arts and crafts, tools.

We will be able to preserve the legacy left to us only when it becomes an element of the living environment.

To this end, one of the main ways to develop tourism is to develop the design of souvenirs on the basis of modern technologies, reflecting the objects of cultural heritage and state-protected historical and cultural monuments.

The Aral Sea and the Aral Sea region are administratively located in Uzbekistan (Karakalpakstan) and Kazakhstan. More than half of the Aral Sea belongs to Uzbekistan. The Aral Sea basin includes the lower reaches of the Amudarya and Syrdarya rivers and the areas around the Aral Sea, as well as the Aral Desert, which was formed in its north-eastern and southern parts as a result of sea level receding.

During the visit of President Islam Karimov to the Republic of Karakalpakstan on November 15-16, 2018, the issue of radical reconstruction of Muynak district was raised. Of course, it is worth remembering this date. Following this visit, on January 16, 2019, the Cabinet of Ministers signed a resolution "On measures for integrated socio-economic development of Muynak district." On this basis, 622 billion soums will be allocated in Muynak district in 2019. Construction and repair works were carried out at 8 preschool educational institutions, 7 schools, 4 sports facilities, 6 healthcare facilities, 8 cultural facilities. Upon entering the center of Muynak district, you will see an 800-seat amphitheater, a sports stadium, a new look of the



Figure 2. Future Muynak IT Center Building

cultural center, an indoor swimming pool building, a youth center and a completely modern Future Muynak center (Figure 2).

Newly built at the entrance to the district center, worth \$ 37 billion. The modern recreation camp for children "White Ship" has opened its doors not only for the children of Moynak, but also for the whole country (Figure 3). Here you can see a break with a completely different look. In addition, the project landscape is reflected in the form of a ship [4].

Today, the rich tourist resources of the Aral Sea region, including natural, archeological, historical and cultural attractions, are open to tourism enthusiasts.



Picture 3. Art object of children's camp "White ship". Photo: orol24.uz

And we don't meet people for hundreds of miles. No phone, no internet. Only the salty desert and sand dunes, which lie in the vast expanses, and the sandy beach, which coincides with the sea, attract tourists. Bathing in salt water leaves an indelible impression.

Numerous scientific studies on the irreversibility of the drying up of the Aral Sea have been published in the media.

It is very important to develop tourism in this region to make traveling to the Aral Sea more convenient. Everyone should see the island. And steps have already been taken in this direction [5-7].

The first flight after a break of almost 30 years was operated by Uzbekistan Airways on the route Urgench - Moynak (Figure 4). The airport, built in 1947, has long ceased operations and is connected to the city of Moynak Nukus and the districts of Karakalpakstan only by road. The launched airport will create new opportunities for tourists in the city of Muynak and the Aral Sea.

However, a number of mummies need to be eliminated along the existing tourist route. These include the state of transport infrastructure, accommodation and recreation of tourists.

Infrastructure is evolving. The natural relief of the Nukus-Moynak road, the unique panorama of saxophones and willows on both sides of the road, attracts tourists surprisingly. On February 28, 2017, the President adopted a resolution on measures for economic and social development of Muynak district. The resolution developed an "Action



Figure 4. Muynak Airport. Photo: Press Service of the Ministry of Transport

Plan to attract tourists." It is also planned to promote the collar in the media, to reconstruct the museum and the former port, to hold festivals, to produce souvenirs and souvenirs.

One of the problems of the Nukus-Aral Sea tourist route is the lack of facilities in the city of Muynak that can attract tourists and keep them inside or outside the city for a long time. It should be noted. The implementation of the following proposals through scientific research and study of the opinions of tourists will greatly contribute to the development of independent and domestic tourism to the sea.

1. We can further increase the tourist potential of the Aral Sea by establishing an ethnopark around the neck.
2. Establish a small park with off-road vehicles and drivers that can constantly transport tourists at affordable prices between Muynak and the seashore to get acquainted with the main attractions of the sea.



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3. Establishment of a "tourist camp" serving the beaches between the neck and the seashore (short-term service by the pasture).

4. It is necessary to create a base camp on the beach (this should be a guarantee of safety of tourists).

The following main groups can be distinguished in the development of tourism in the Aral Sea region:

1. Tourist accommodation:

- hotel sector facilities (1-2 days accommodation, long-term accommodation, dormitories, grass camps, etc.);
- catering establishments in the field of hotels;
- information service institutions (excursion bureaus, dispatch centers, information points, etc.).

2. Excursion zones:

- thematic zone of tourist activity (objects of cultural heritage, industrial objects, attractive urban areas, architectural objects, etc.);
- Attractions (recreation and entertainment facilities, observation decks, cultural and entertainment facilities, etc.);
- recreational zones (specially protected natural areas, recreational urban facilities, natural monuments, etc.);

3. Areas of infrastructure services:

- public catering establishments (national dishes / unique dishes, cafes / kitchens / fast food, etc.);
- transport points (cars, airports, public transport, etc.);
- souvenir trade establishments, information distribution centers;
- Development of handicraft souvenirs on the basis of local raw materials;
- Participate in the development of craft souvenirs

4. Areas of active tourist activity:

- pedestrian / transport routes;
- national dance clubs;
- sports clubs (equestrian sports, golf, football, etc.)
- recreation areas between tourist complexes (beaches / beaches / medical-recreational zones, etc.).

5. New types of services:

- conducting wedding ceremonies;
- rent of rooms for short-term educational services;

Through them, the development of the Aral Sea region in the field of tourism will be achieved.

Thus, the cultural and historical heritage includes elements considered in various fields of social and humanitarian knowledge as a basis for the creation of tourist routes and innovative tourism products. Cultural and historical heritage is a factor in the development of regional tourism and the placement of the region's tourism resources in the tourism market of Uzbekistan.

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