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"Ethno Aul - Muynak" As the Apogee of the "Tourist Highway of Uzbekistan"

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ABSTRACT: The article examines the tourism potential and the existing problems of the architectural and spatial organization of the Muynak region. The principles and factors of organizing a tourist center, the possibility of their application in the city of Muynak are considered. Issues of organization of new transport routes and improvement of roadside areas of the existing highway Kungrad - Muynak were studied. Methods of using elements of various objects of cultural heritage of Uzbekistan in creating the architectural environment of a multifunctional tourist center at the end point of the "Tourist Highway of Uzbekistan" are proposed.

KEY WORDS: "Tourist highway of Uzbekistan", cultural heritage sites, Aral Sea region, Kungradskoe highway 4p-173, Muynak, roadside areas, tourist resources, ethno-aul, tourist center, multifunctional complex.

I. INTRODUCTION

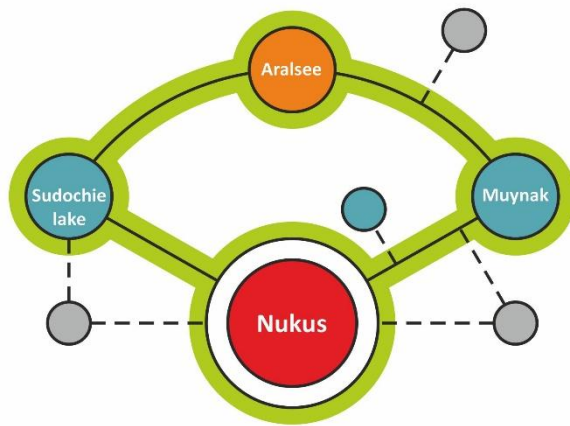
According to the Decree of the President of the Republic of Uzbekistan "On measures for the further development of the tourism sector in the Republic of Uzbekistan" dated August 13, 2019 in order to increase the efficiency of ongoing reforms in the tourism sector and a dramatic increase in foreign citizens entering the republic by solving the existing problems of the tourism infrastructure, improving the quality of services provided and active promotion of the national tourism product in world markets, strengthening the human resources of the tourism industry, as well as in accordance with the main directions of the Concept for the development of tourism in the Republic of Uzbekistan in 2019 - 2025 [1] in the Republic of Karakalpakstan, effective work is underway to develop tourism infrastructure, provide tourist services at the level of international standards.

This decree also provides for the creation of a tourist transport corridor "Tourist Highway of Uzbekistan" from the city of Khanabad in the Andijan region to the city of Muynak in the Republic of Karakalpakstan with a branch to the city of Termez in the Surkhandarya region, providing for the development of roadside infrastructure and the organization of tourist services along highways [1].

According to UNWTO research in the long term from 2010 to 2030 on average, the number of tourists is expected to increase by 3.3% annually or by 43 million additional tourists each year, which by 2030 will amount to 1.8 billion tourists. Growth of tourists to developing countries from 2010 to 2030 will amount to 4.4%, while in developed countries 2.2%. Tourism is for many countries of the world the main source of income for the population, with a share in GDP of 50-60 percent [2].

Today in Karakalpakstan, excursions are conducted mainly in three directions: "Historical and cultural tourism", "Ecotourism" and "Hiking tourism". The subjects of tourist services organize excursions to ancient fortresses, the state biosphere reserve of the Lower Amu Darya, the Ustyurt plateau, the coast of the Aral Sea.

There are favorable conditions for the development of tourism in Karakalpakstan. In the Karakalpak State Museum of Arts named after I. Savitsky, there are more than 90 thousand exhibits that tell about the rich history and cultural monuments of our region. Domestic and foreign tourists visiting the museum can get acquainted with the national decorations of the Karakalpak people, works of applied art, embroidery products, and national costumes. [3]

**Figure: 1. Scheme of the tourist route**

the most significant object of this route. The ships in the desert, the local museum and the post-apocalyptic landscapes of the slain Aral Sea are the main attractions of the city. On the road by road The Kungrad-Muynak highway is home to mausoleums and religious places of worship, such as: "Hakim ata", "Tokpak ata", "Zhantemir Iyshan" and "Azhiniyaz baba". But the lack of full-fledged conditions for the tourist infrastructure of Muynak and the relative high cost of this route does not allow turning this area into a full-fledged tourist center that can attract a large number of tourists.

To strengthen the framework of this tourist route, the formation of the architectural environment of the renewed tourist center must be considered as a result of interaction, interpenetration and complementarity of dominant factors.

In the study of the reasons for the formation of tourist centers, a group of dominant factors proposed by prof. I.V. Zorin [4]:

1. localizing factors (associated with the geographic location of the study area);
2. implementing factors (associated with the availability of resources);
3. generating factors (related to the needs of local residents and the tourist contingent).

Localizing factors have a maximum impact on the formation of tourist centers. The main localizing factors are: the location of the region on important transit routes, proximity to mountain ranges, the sea, an architectural monument, etc.

The localizing factor of Muynak in relation to other regions of Karakalpakstan can be considered the proximity to the disappearing sea and to rocky areas. Access to these facilities is very difficult, which on the one hand arouses additional interest and the possibility of organizing targeted jeep tours. But mostly due to the increase in transport costs and due to the mismatch of the tourist infrastructure, even the minimum requirements, the demand for this route is very limited.

Implementing factor. Another important factor in the development of the tourism industry is the realizing factor or the resource potential of the territory. Resource potential - "the totality of all resources that have comfortable properties ... for recreational activities that can be used to organize recreation and health improvement of a certain contingent of people" [5].

The group of realizing factors for the development of tourism, contributing to the formation of the tourist center system, includes natural and man-made objects and the functions of health-improving, cognitive, cultural and other properties they produce that can arouse tourist interest [6].

The main realizing factor, according to I.V. Zorin, is the historical and cultural potential of the territories. The realizing group of factors also includes objects of architectural and tourist potential and infrastructural tourist

The popular two-day tourist route of the region most often looks like this: 1-day Nukus-Kungrad-plateau Ustyurt-Sudochoye lake - Aral Sea (450 km - 8 hours) and 2-day Aral Sea - Muynak - Mizdak Khan - Gyaurl-Kala Nukus (400 km-7 hours). This tour offers a one-day overnight stay in a yurt camp on the shores of the Aral Sea, but, unfortunately, there are a number of tourism infrastructure problems along this route, the solution of which can significantly improve the tourist attractiveness of the entire region and the living conditions of the local population.

The former port on the former shore of the former Aral Sea, the city of Muynak can be considered

**Figure: 2. Lake Sudochie in August.**



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development of the territory (development of transport and communications, information services, the hotel sector, the catering sector, etc.).

A generating factor influencing the development of tourism and the formation of a tourist center is estimated by the demand for various forms of recreation, determines the thematic development of the tourist center system, the implementation of certain types of recreational activities. The group of factors that generate public needs in tourism include: the level of motivation of the population, tourist interest, the need to restore working capacity and health, satisfaction of spiritual and cultural needs [6].

The basis for the formation of a tourist center is considered to be the desire to achieve the maximum demand of tourists, which determine the degree of consumer motivation. The degree of motivation of a tourist can be determined by identifying a specific need for a trip or in organizing recreational activities in a specific area.

According to V.A. Stolbov [7], all recreational motives can be classified into personal and social. Personal motives that determine people's recreational behavior include:

- entertainment, change of the type of activity;
- physical activity;
- sensory stimulation.

Among social motives, the leading ones should be considered:

- cultural exchange;
- attraction of social groups.

The demand of the population for recreational facilities and places of short-term recreation is determined by the size of the population, simultaneously having a rest on a summer general day off in the "peak" month, and is expressed by the indicator of total demand, which characterizes the total demand of the population, realized both in the area of residence and outside it, and by the indicator needs realized in the area of residence, depending on the local conditions for their satisfaction [8].

When forming a tourist center, it is also necessary to take into account the following principles:

1. "The principle of spatial and visual connection of the complex with the zone of monuments."
2. "The principle of using and adapting monuments for tourism purposes" was formulated by a group of specialists from TsNIIEP.
3. "The principle of the plot" - a theme in the composition of a tourist object, inextricably linked with its artistic image, which is the basis of the idea of forming the route. The plot of the composition is a system of events, semantic ideas and methods of its formation.
4. "The principle of scenario" predetermines the axis of routes between objects of different functional and thematic focus.
5. The "Key Resource Principle" is implemented in the organization of spaces that create emphasis.
6. "The principle of unity of interactions between infrastructural and expository structural elements of the tourist complex" connects all elements and processes into a single and integral system.
7. "The principle of associative links" enhances the effect of the object of the excursion display, emphasizing its local stable qualities that form the specificity of the tourist center in the structure of the urban settlement.
8. The "principle of immersion" is based on the analysis of the psychology of tourists, for whom the difference in the perception of someone else's "museum environment" and the feeling of its historical inclusion in the real environment is very significant [9].

Taking into account all the above factors and principles of the formation of a tourist center, it is necessary to take a number of measures to turn the Muynak region into a full-fledged object, a tourist attraction which will be a capable apogee and culmination of the "Tourist Highway of Uzbekistan".

One of the main problems of the city of Muynak can be considered its almost dead end location. Muynak can be considered the most extreme city of Uzbekistan, there is nowhere to go.

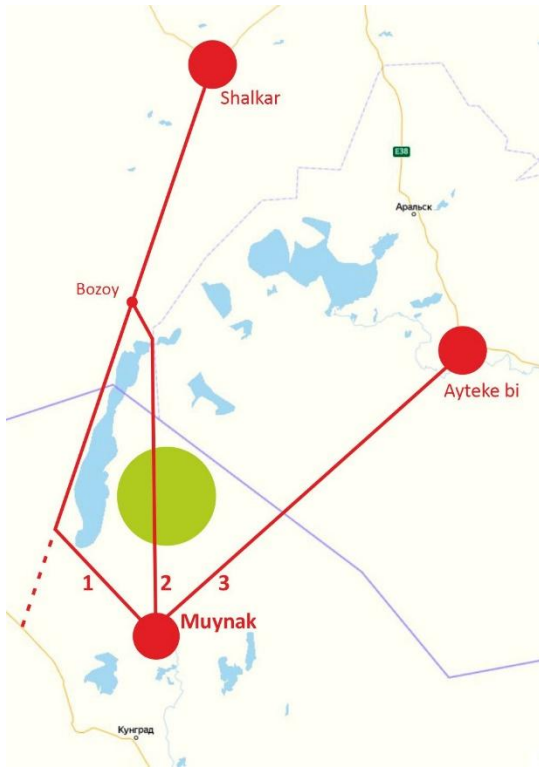


Figure: 3. Development scheme of transport routes

improve the localization factor by making the city closest to many of the region's tourist sites. At the same time, it is necessary to develop a realizing factor - tourism resources. Such resources are excursion and infrastructure environment.

In the Presidential Decree "On measures for the further development of the tourism sector in the Republic of Uzbekistan", special attention is paid to increasing the number of gatherings of citizens with the status of "Tourist mahalla" "Tourist kishlak" or "Tourist aul", including the repair of internal highways, ensuring the stable operation of the system of electricity, gas, water supply, sewage, installation of additional base stations to improve mobile communications and the Internet.

At this stage of research, two options for organizing a multifunctional tourist center are being considered. Each option has its own advantages and disadvantages. In both versions, the main object of the tourist framework will be "Ethno aul - Muynak". This complex will perform cultural, educational, environmental, educational and recreational functions. On the basis of "Ethno Aula" various programs for children and adults, family: cultural and leisure, cultural and ecological programs will be implemented.

In the park complex "Ethno aul - Muynak" the multifunctional complex "Koy-Krylgan-kala" will be of central importance. A feature of the park complex "Ethno aul - Muynak" will also be the presence of various zones, which will take into account the various interests of vacationers and tourists. The Ethno Aula project includes such realizing factors as: recreational resources; attractive territories; iconic building, taking into account local traditions and regional characteristics of the region. The infrastructure environment will also be improved through new facilities in the hotel

To improve the socio-economic situation of the region, the city must be turned into a transit point, and maybe even into a new north-western "gateway" of Uzbekistan.

1. The only possible directions for creating new transport routes are roads to the neighboring Republic of Kazakhstan. Here you can consider three options for the development of road infrastructure (Fig. 3):
- 2.1. Through the Ustyurt plateau along the western coast of the Big Aral to the city of Shalkar;
- 3.2. Through Kantubek (Renaissance Island) to the city of Shalkar;
- 4.3. To the nearest point of the transport interchange in Kazakhstan - Aiteke Bi village.

The leading market for tourists to Uzbekistan is Kazakhstan (24.1%) [10]. Taking into account these indicators, we can confidently assume that this transport direction will be in great demand. This will not only unload the main eastern direction, but also increase the attendance of Karakalpakstan and the Khorezm region.

The first option runs through the existing route to the Aral Sea, which does not have the necessary tourist infrastructure. The second option is through new developing pasture areas, where, undoubtedly, in the near future, there may be a need to organize new small settlements. The third option is the shortest and most central for the entire mainland Kazakhstan.

The transformation of Muynak into a transit hub will



Figure: 4. Layouts of objects of tourist attraction. Option number 1



Figure: 5. Schemes for the placement of objects of tourist attraction. Option number 2

sector and catering establishments. "Ethno aul" will affect the generating factor of tourist needs, namely, the personal and social motivation of the population.

"Ethno aul", in addition to local national cuisine, includes public catering points provided for by the Decree "On measures for the further development of the tourism sector in the Republic of Uzbekistan" specializing in a separate direction ("halal", "kosher", "vegan" and others) and points fast food ("fast food").

The creation of an agritourism sector, namely fields with melons and vegetables, will expand the audience of supporters of vegetarian food. This sector will be represented by fig and mulberry fields. There will also be an opportunity to take part in the full cycle of rice production, from sowing to work at the mill.

Muynak was famous for its fishery products far beyond the borders of the republic. The fish meat grown here stands out for its taste. Therefore, the project of a multifunctional complex necessarily includes a fish farm with the possibility of various types of fishing. In addition, services will be provided for organizing hunting and fishing in the nearby Rybachye Lake.

Thanks to the favorable conditions created in Uzbekistan [1] on the territory of the tourist center, it is planned to provide services with controlled airships, balloons, and also "buggycar" and phaetons will be rented. In particular, it will be possible to get to the western part of the Great Aral Sea on guided airships. And on ATVs and "buggycar" trips to Lake Sudochie will be organized, for this route also camel rides are supposed.

Ulak-kupkari, an ancient equestrian sport, is no less popular among the Uzbeks than among the Spaniards, their national hobby - bullfighting. Between Sudochie Lake and the dry Adzhibay Bay, there is sufficient space for this kind of equestrian competition and for including these territories as part of the Tour de Silk Road rally route.

The above-mentioned Decree of the President of the Republic of Uzbekistan provides for the adoption of measures for the implementation of specific investment projects, providing for the creation of modern golf complexes. Based on this, both variants of the project proposals provide for the organization of golf courses. The proposed areas are now rich in grass and the soil still has enough moisture to form beautiful golf courses (Figure 6).



Figure: 6. The state of the territories between the Kongrad-Muynak highway and the Rybachi Bay.

An integral part of the attractive territories will be playgrounds for active games and attractions fenced with fortress walls in the style of fortifications of ancient Khorezm.

Tourist accommodation will consist of a yurt camp, boutique hotels, guest houses and individual family cottages. In addition, it provides for the allocation of territories for car camping.

In order to develop domestic tourism and familiarize young people with the history and specifics of the country's regions, conducting for newlyweds "weekly wedding tours" across Uzbekistan, the tourist center will have separate territories with places for accommodation and wedding events.

Muynak stands out for its special status and additional benefits in many social and economic spheres. In Uzbekistan, this year will complete the development of a legislative basis for the creation of

a gambling zone in Muynak. It is also possible, using the example of Las Vegas, to increase the tourist flow, it is worth introducing a simplified form of registration of marriages for residents and non-residents of the Republic of Uzbekistan on the territory of the Muynak region. This will make it possible to earn not only on the sale of "Mariagelisense", but also contribute to the accelerated development of the activities of all participants in the tourism industry. After all, wedding tours, as a rule, include accommodation in the best hotel rooms, romantic dinners, the organization of various cruises, hot air balloon rides, etc.

Trade enterprises are the main engine of the economy and one of the points of localizing factors. Allocation of a separate territory for the organization of the "Eastern Bazaar" will allow observing the "Principle of unity of interactions between infrastructural and expositional structural elements of the tourist complex."

The result of the implementation of such measures will be: a decrease in unemployment in the region, an increase in income, the development of social infrastructure, the rational use and preservation of the cultural heritage of Karakalpakstan.

Thus, the developed projects for the creation and development of a tourist center will allow tourists to get a fairly complete picture of the main destinations of the region and form in their minds an idea of the cultural ethnos of Karakalpakstan.

The development of a tourist center in the Muynak region is one of the ways to preserve and develop the sphere of mass culture and leisure. First of all, this will lead to an increase in the cultural level of the population, the development of creative abilities. Which is no less important factor for the development of the Aral Sea region.

Despite all the problems, it is necessary to pay more attention to the development of tourism in the Aral Sea region, which brings not a small income to the republic and is a promising branch of the economy. In the long term, this can lead to an increase in the reliability and quality of services, as well as give a new impetus to the development of tourism in general.

In modern conditions, only the tourism industry, based on adaptation to local conditions and the development of the latest multifunctional centers, is able to raise the standard of living of the population of the Aral Sea region to a sufficiently high level.

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