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PROSPECTS FOR THE USE OF ECOLOGICAL OBJECTS IN THE DEVELOPMENT OF MEDICAL TOURISM IN UZBEKISTAN

Abstract: The article analyzes the use of environmental facilities in the development of medical tourism in Uzbekistan. Information is given on the goals, conditions and system of medical tourism. Provides information on the goals, conditions and system of medical tourism. The prospects of medical tourism are considered.

Key words: medical tourism, nature conservation sites, goals of medical tourism, system, tasks, medical services, health-improving, recreational and health-improving tourism. Ecotourism, development of ecotourism infrastructure, ecological system, environmental awareness and culture, environmental education.

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Introduction

In assessing the tourism potential of Uzbekistan, the tourism direction, which is second only to the cultural and historical direction, is medical tourism. Medical tourism consists in providing medical services that allow you to combine rest and treatment, medical tourism is also conducted for various purposes – treatment, therapeutic, reproductive, dental and other purposes.

Tourism in our country is often limited within the framework of our ancient cities, historical and cultural monuments, said President Shavkat Mirziyoyev, while there is a great potential for the development of tourism in the unique nature of our country, national reserves, mountainous areas. In particular, the development of medical tourism, visiting tourism and ecotourism gives a great impetus not only to the economy, but also to the development of social spheres.¹

Currently, more than 3-4 percent of the world's population travels for medical purposes. According to the World Health Association, in a few years, medical tourism will become one of the main sectors of the

global economy. Today, there are 15 curative Springs in our country, 20 breaths, airway treatment areas, 32 ecological zones, 207 sanatoriums, 390,1 thousand citizens underwent health restoration procedures during the year 2019. The number of tourists coming to our country by the end of 2019 amounted to 55490 people, total medical services amounted to 60 billion soums (6.3 million US dollars). In the sphere of medical services in the direction of medical tourism in Uzbekistan in 2019 there was an increase of 106 percent compared to 2018 (48.8 thousand). In 2020, it is planned to increase the number of tourists from 55490 people (2019 year) to 110 thousand people by informing the citizens of the Republic of Uzbekistan about the information on medical services and facilities provided by sanatoriums and medical institutions of the Republic for the purpose of development of medical tourism by the state agency for the development of Tourism. In order to achieve the above indicators, the tasks of the first rank are carried out as follows: broadcasting of TV programs on the central channels of the neighboring Republics of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan,

¹ Mirziyoyev Sh.M. Address of the President of the Republic of Uzbekistan to the Oliy Majlis // The work of a nation with a great

intention will also be great, its life will be bright and its future will be prosperous. Volume 3, Tashkent, Uzbekistan, 2019, page 38.

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medical institutions of Uzbekistan and the services provided by them; organization of info-tours in Uzbekistan for business entities operating in the field of medical tourism of those republics; raising awareness of major medical institutions of the country about the medical services provided by organizing meetings in different regions of the neighboring republic; participation in international medical organizations and fairs.

The development of medical tourism in our country will significantly increase foreign exchange earnings in the country, because, according to the experience of foreign countries, those who come through medical tourism spend 8-12 times more than ordinary tourists. In addition, the increase in the flow of foreign patients will further improve the quality of medical services, expand entrepreneurship among individuals and legal entities involved in medical tourism.² In 2019, 52 thousand foreign citizens came to Uzbekistan and were treated. They were provided services for almost 4,7 million dollars. Tourists are coming to Uzbekistan for treatment in the field of medical tourism in the areas of oncology, cardiology, Cardiology, transplantation, Neurosurgery, Pediatrics. The presence of a large number of medicinal plants and medicinal waters in Uzbekistan also gives the opportunity to develop these spheres of medical tourism, use the traditions of folk medicine based on natural medicinal herbs. The healing mineral water "Omonxona" in the Surkhondaryo is saturated with minerals necessary for the human body, which have advantages in the treatment of many diseases. Also, natural monuments such as "Khujaquchqor ota" sanctuary, "Khujamaykhon ota" sanctuary, which is famous among the local population with its healing springs, have great opportunities in the field of development of medical tourism. In the resource-rich corners of Boysun, there are many mineral resources of medical importance, which can be used in the restoration of human health and the use of natural remedies. creation and renovation of a comprehensively developed rehabilitation industry for tourists, a new and modern takom llashtirilgan, in accordance with international standards recreational facilities, mountainous areas through the construction of children's health camps for the development of the tourism market of tourist services and grow the size of the export prospects shows that there are enough.³ In Bakhmal district of Jizzakh region there is a shrine "Osmat ota", which is located in the vicinity of spring springs and is used for recreational and pilgrimage purposes.

On August 29-30 of 2018, an international investment forum was organized in Jizzakh region,

and prospects for the implementation of a cluster project in the tourism sector in the Bahmal and Zamin districts were discussed at this investment forum. According to the concept of the cluster of Tourism established in the Bahmal and Zamin districts of Jizzakh region, this project is divided into 3 steps: Step 1-ecotourism, Step 2 - agrotourism and Step 3- an expression from ethnic tourism. To implement the project, Beijing Jiufang Grang Move Transportation Equipment Co., Ltd. Ltd. and the Association of DSKD signed a memorandum, according to which it is planned to improve the railway infrastructure in Tashkent city, Samarkand and Tashkent regions. The territory of this ecotouristic cluster is divided into 3 parts:

The first part - The central ecotourism zone - Bakhmal-Zamin district reserve and national park, occupies 2,000 hectares of mountainous areas at an altitude of 2,500 meters above sea level in the forestry areas. The central ecotourism area mainly includes participation in tourist entertainment, hiking in mountain eco-trails and nature walks on light equipment, hang gliding, parachuting, mountaineering and so on. These areas are home to mountain spruce forests and include wild animals such as eagles, hawks, falcons, sparrows, bears, argali, wolves, and pigs.

Second part - The Middle agrotouristic Zone - covers more than 5,000 hectares in Bakhmal, Zaamin districts, nature reserves and national parks, forest areas, mountainous areas at an altitude of 2,000 meters above sea level, where beekeeping, pistachios, almonds, walnuts and various fruits can be grown. These areas have the potential to feed and breed camels, yearlings and other animals.

3rd part - The remote ethnotouristic area - Bakhmal, covering the settlements of mountainous areas of Zaamin district at an altitude of 1000-1500 meters above sea level, where there are opportunities to organize trips on quad bikes, horses, camels, donkeys, the development of mountaineering. In the area where the Zaamin-Bakhmal tourist cluster is formed, there are 27 species of rare plants listed in the Red Book, 13 species of rare birds. The establishment of this tourist cluster will lead to the further development of therapeutic, recreational and recreational tourism, which is directly related to medical tourism.

In Uzbekistan, a new non - electronic type of visa - "Medical visa" - was introduced for foreign citizens. The state agency for the Development of tourism is creating a single medical tourism portal, which includes lists of treatment-profilactic

² Alikulov T. Business (MISE) tourism in Uzbekistan and prospects of development of medical tourism. news-travel.uz/2020/02/07/ in Uzbekistan-Business-mise-tourism-and-medicine/

³ www.biznes-daily.uz/ru/birjaexpert/ 67027-Surkhondarya-region-tourism-industry-development-potential-and-directions. 26.06.2019. Nomer: № 6 (138) - 2019.

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institutions, therapeutic medical personnel, travel agencies operating in the field of medical tourism.

In Uzbekistan, a number of types of national tourism are interrelated, and such types of tourism include medical tourism, recreational tourism, recreational tourism, extracurricular tourism, adventure tourism, exotic tourism, extreme tourism, etc.

Uzbekistan is a state with a huge potential in the field of Tourism, - says the president of Uzbekistan Shavkat Mirziyoyev, - there are more than 7 thousand 300 objects of cultural heritage in our country and many of them are included in the UNESCO list. At the same time, it is possible to open new tourist destinations, taking advantage of the unique nature of our country, the possibilities of beautiful recreation zones. With the active involvement of world brands in this sector, we should pay special attention to the development of tourism, environmental, educational, ethnographic, gastronomic, tourism and other sectors of this sector. In this regard, we should take into account that the application of public-private partnership relations opens wide opportunities for the development of the industry.⁴

According to the law of the Republic of Uzbekistan "About Tourism" (New Edition), tourism is divided into cultural-historical, pilgrimage, ecological, educational, ethnographic, gastronomic, business, social, sports, medical, youth tourism, agrotourism and other types of Tourism, depending on the specificity, theme, duration, methods of movement and other features of the species, and the Cabinet of Ministers of the Republic of Uzbekistan shall ensure rational use of tourist resources, natural and, the environment is also considered to be a competent state body that takes measures to ensure the protection of the natural environment.⁵

According to the Decree of the President of the Republic of Uzbekistan "On action strategy for the development of the Republic of Uzbekistan", one of the priorities is to accelerate the development of the tourism industry, increase its role and share in the economy, diversify and improve the quality of tourism services.⁶

A number of presidential decrees and resolutions on the development of tourism in the Republic of Uzbekistan, including ecological and medical tourism, were adopted on December 2, 2016 by President of Uzbekistan Shavkat Mirziyoyev No. PF-4861 On December 5, 2017 No. PF-5273 "On the

establishment of the free tourist zone "Charvak"", on February 3, 2018 No. PF-5326 "On favorable conditions for the development of tourism potential of the Republic of Uzbekistan", On Additional Organizational Measures for the Establishment of Tourism", January 5, 2019 PF-5611" On Additional Measures for the Accelerated Development of Tourism in the Republic of Uzbekistan". In addition to the Decree of the President of the Republic of Uzbekistan PF-5611 dated January 5, 2019, the "Concept for the development of tourism in the Republic of Uzbekistan in 2019-2025" is presented. Through the creation of tourist zones and clusters, as well as promising types of tourism (pilgrimage, educational, ecological, ethnographic, gastronomic, sports, health-improving) development of new tourism programs, taking into account the development of agriculture, industry, business, etc.).⁷

The following action plan for 2019 on the implementation of the Concept of tourism development in the Republic of Uzbekistan in 2019-2025 was adopted. Establishment of protected areas in state reserves (except for Surkhan and Kitab reserves), as well as the division of the Zaamin National Nature Park into the following areas: reserve area - a strictly protected area, where any economic activity, including recreational activities, is prohibited; recreation area - an area allocated for long-term and short-term recreation, which provides for the organization of excursions and educational tourism, creating the necessary conditions for the visit of tourists; resort area - the area intended for sanatorium; economic and other areas.

It was planned to develop and implement measures aimed at the development of recreational tourism around the lakes of Aydarkul (Jizzakh and Navoi regions), Tudakul (Navoi region) and Uchkizil (Surkhondaryo region) on the basis of the transfer of potential areas and objects for the development of tourism.⁸ These activities create great opportunities for the development of ecological and sanatorium-improving tourism in Uzbekistan. Ecotourism is a kind of travel that allows a person to restore health, relax and receive additional income for the local population.

Today, great attention is paid to the issue of how ecologically clean regions play an important role in human life, way of life, health and longevity. This urgent global issue sets on the agenda such tasks as the

4 Mirziyoyev Sh.M. The appeal of the President of the Republic of Uzbekistan to the Oliy Majlis / The consent of our people is the highest assessment given to our activities. Volume 2, Tashkent, Uzbekistan, 2018, 128-129 pages.

5 The Law Of The Republic Of Uzbekistan. About tourism. (New edition). July 18, 2019, act-number 549. Lex.uz/docs/4428097

6 Decree of the President of the Republic of Uzbekistan "on the strategy of actions for the development of the Republic of Uzbekistan". Tashkent, "Justice", 2018, page 17.

7 Appendix 1 to the decree of the president of the Republic of Uzbekistan dated 5 January 2019 PF-5611. "The concept of development of tourism in the Republic of Uzbekistan in 2019-2025"

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reproduction, preservation, improvement of environmentally friendly regions. Uzbekistan has great potential in this issue. The development of ecotourism in Uzbekistan is also directly related to medical tourism, and there are more than 500 caves, lakes and rivers in the Republic, which are rich in healing mineral water and springs, distinctive charm and landscapes, as well as ecotouristic facilities with sand and healing mud. In Uzbekistan there are conditions for travel and organization of mountaineering in the Big Chimyon, Zomin, Chotkol, Koksuv, Piskom, Turkistan, Hisar, Zarafshan, Alai, Kurama, Nurota mountains. There are also opportunities to organize rafting tourism and bathing areas in many rivers and shadows flowing from the mountains (Ugam, Chotkal, Piskom, Koksuv, Tupolondaryo, Shakhimardon, Sangzor, Zarafshan, etc.). Types of ecotourism are carried out along the way and in geosystems, and are distinguished by the extreme nature of most ecotourism. Useful aspects of ecotourism are that the health of a person who travels to the bosom of nature is restored, his opinion is increased, his worldview changes to the positive side. If the Traveler has a meaningful, productive rest in the bosom of nature, his work productivity will increase, the useful working coefficient of labor activity will be higher. The development of ecotourism in Uzbekistan brings great benefit to society economically, helps to

provide employment to the population living in certain regions, plays an important role in restoring the health of the population and tourists, increasing their social activity.

The development of ecological tourism in Uzbekistan requires further development of medical, educational, ethnographic, rural, sports, therapeutic and health-improving and other types of tourism directly related to this tourism. Development of ecotourism and medical tourism in Uzbekistan is carried out on the basis of science, education, training and promotion of ecotourism, medical knowledge. The development of ecotourism and medical tourism requires the training of specialists in the field. To do this, it is necessary to create the necessary educational literature on ecotourism and medical tourism, to raise the knowledge and culture of the population on the environment and medicine, to give a wider range of information on the media, on the internet, on ecotourism and medical tourism, to make scientific, popular publications devoted to ecotourism and medical tourism even more. It is necessary to systematically establish the development of ecotourism and medical tourism, to form the necessary infrastructure, to organize tourist-recreational free economic zones, to organize innovation clusters and to expand their activities.

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