

## FERGANA VALLEY AS A TOURIST BRAND: STAGES OF FORMATION AND DEVELOPMENT

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### ABSTRACT

The Fergana Valley is the most ancient and rich historical, cultural, and natural resource territory of Uzbekistan. The stages of formation and development of this oasis as a tourist brand are gaining special importance in the modern era. With its unique nature, colorful culture and ancient traditions, the Fergana Valley is becoming an increasingly attractive area not only for domestic, but also for foreign tourists. Modern infrastructure, architectural monuments, natural beauty of the ground and the hard work of the local population are the main factors that are developing intensively in fully demonstrating the potential of tourism in the Oasis.

**Keywords:** Fergana Valley, tourist brand, tourism industry, cultural heritage, tourism potential, territorial development, ecotourism, historical monuments, innovative development, tourism infrastructure.

### INTRODUCTION

The process of forming the tourist image and brand of the Fergana Valley has long historical roots, and the area has witnessed many historical events as a place of intersection of eastern and Western civilizations. In this place, the unique architecture of the historical cities of the Oasis, Uzbek national craft traditions, customs and national cuisine stand out as a source of potential that attracts tourists. The people of the valley have been passing down ancient traditions to future generations, preserving religious and cultural values. This serves as the basis for the formation of the OASIS as a brand of its own. In the development of the Fergana Valley, the natural and geological resources present in the area are also noteworthy. The vast fields of the Valley, rich arable land, fertile Gardens, mountain landscapes, mineral water sources and wooded areas provide favorable conditions for tourism. The relatively mild climate, clean air, natural resources, and abundance of biodiversity in this area play an important role in the development of tourism. Therefore, the Fergana Valley has the opportunity to develop significantly in areas such as ecotourism, gastronomic tourism, cultural-historical tourism, wellness tourism. The tourist brand of the valley was formed at the modern stage and reached a new level as a result of the reforms in the field of tourism, which were brought to the attention of our President. As one of the priorities in state policy, large-scale work is being carried out on the development of tourist infrastructure throughout the Fergana Valley, the development of a transport system, hotels, restaurants of national and modern cuisine, cultural and entertainment facilities, the implementation of Innovative Tourist Services. Through the creation of regional tourist centers, scientific and practical seminars, international exhibitions and various festivals, the national brand, unique traditions and values of the Oasis are being popularized.[1]

The hospitality, openness and, most importantly, loyalty to the traditions of ancient craftsmanship of the inhabitants of the Fergana Valley are an integral part of the brand. It is through these qualities that tourists visiting the Oasis feel like they are decked in their homeland and are directly familiar with national traditions, receiving positive impressions of this territory. Thus, the Fergana Valley is becoming not only a destination for tourists, but also a source of cultural and spiritual wealth. The expansion of the market of tourist services in the OASIS, the introduction of modern marketing strategies, the active promotion of the tourist potential of the Oasis on social networks and in the International Information Space serve the rise of the brand. The Fergana Valley Tourism brand serves to develop not only external, but also internal tourism. Holy shrines, historical complexes and cultural monuments in the Oasis also expand the worldview of the local population, contribute to the strengthening of a sense of patriotism among young people. Visitors to the Oasis have the opportunity to get acquainted with the samples of national heritage, antique crafts, folk applied art and modern culture, which have been preserved for centuries. The international cooperation carried out through cultural events, the increase in the flow of tourists, the creation of new jobs, the acceleration of the pace of economic growth are laying the groundwork for the tourist brand of the Oasis.[2]

Within the framework of the formation of the Fergana Valley tourist brand, the preservation of territorial identity, national Colorite and colorfulness, environmental sustainability and social competitiveness are important. New modern complexes, resorts, museums and excursion routes are being organized through the combination of modern and traditional directions in the tourist projects in the Oasis, projects with the cooperation of foreign investors and local entrepreneurs. At the moment, information and communication technologies are being introduced in the Oasis, interactive maps, mobile applications, tourist guide programs are being created for tourists. Creating comfortable conditions for tourists, ensuring the quality and safety of Service is also one of the important components of the tourism brand. The construction of new hotels on the basis of advanced foreign experiences on the territory, the construction of modern airport and station infrastructure attracting international visitors, the development of the transport logistics system increase the competitiveness of the oasis in the world tourism market. The development of many industries such as traditional National Crafts, silkmaking, pottery, wood carving, Dowsing and Zoroastrianism gives the OASIS a unique local brand image. Now the Fergana Valley has become an important link in international tourist routes and is becoming a major tourist brand not only in Uzbekistan, but also in Central Asia.[3]

The new brand of the Fergana Valley is formed on the basis of its unique natural beauty, rich history and cultural heritage. The use of innovative technologies in this process, strengthening the cooperation of local residents and the private sector, attracting young people and women to innovative projects in tourism open up new opportunities for all. The holding of education, seminars and trainings, which serve to improve the knowledge and skills of the local population in the field of Tourism, serves to make vohanana a solid place in the modern tourist market. The large number of tourists is also spurring the development of the area's economy, services and services. The prospect of new types of tourism, including agro-tourism, eco-tourism, gastro-tourism, ethno-tourism and other modern destinations, is expanding. This is

an important aspect that distinguishes the Fergana Valley brand from many other tourist attractions. Local products, national dishes, and environmentally friendly food products that symbolize purity, as well as folk art products, are being brought to market. Through the tourists who bought them, the brand of Oasis is widely promoted in the international arena. The progress of the Internet and information and communication technologies and the digitization of tourism are further strengthening the image of the oasis in the world tourism market. The development of social infrastructure in the OASIS, the establishment of new resorts and the increase in the quality of Service provide a great basis for the development of new tourism services. At the same time, activities aimed at promoting a healthy lifestyle in cooperation with educational and health institutions, sports and cultural mass conferences, festivals, sports competitions and other social initiatives are increasing. This further revitalizes Oasis tourism and makes it known as a national brand. The Fergana Valley, at the expense of its lush resources, rich cultural heritage, unique nature, strong potential of the creative and artisan population, has become one of the leading tourist regions of Uzbekistan.[4]

It is important to use modern marketing strategies in the area, to promote the brand and image of the Oasis internationally through the Internet and the media. As part of the formation of the Fergana Valley tourist brand, as a result of effective cooperation between the government, public organizations, the private sector and local residents, new opportunities, investment projects, state programs supporting tourism activities are being implemented. The stages of formation and development of the Fergana Valley as a tourist brand are carried out on the basis of international experience, modern innovation and the harmony of historical and cultural traditions. This area shows its hardworking, kind and creative people, unique landscape, lush historical and natural riches to the world. With the prosperity of the tourist brand, the well-being of the population of the region, the economic potential of the region, Social Development and modern quality of life are increasing.

### CONCLUSION

In conclusion, the Fergana Valley is being formed as a tourist brand with a unique and inimitable historical and cultural heritage, natural resources, modern tourism infrastructure, and innovative approaches. Based on the introduction of competitive services corresponding to the market economy, the active participation of local residents and private entrepreneurs in tourism activities, the consistent continuation of State Policy, new opportunities and the development of modern services, the Fergana Valley today is gaining great global recognition, forming its bright, modern and national brand not only for the domestic, but also for the international tourism market.

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