



INCREASING THE FLOW OF TOURISTS TO THE PILGRIMAGE SITES OF KHOJALY, ELLIK KALA TAKHTAKOPIR DISTRICT

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Abstract. According to the measures for the rapid development of all sectors in the Republic of Karakalpakstan on the initiative of the head of our state, 2 types of activity have been designated as specific "growth points" in each district. From that, tourism and greenhouses were identified as the driver industries in Ellikkala district. It's not for nothing. Because the historical objects in the area - castles, are expected to become one of the main tourist destinations of Ellikkala. Of these, 21 listed castles are considered to be worthy of inclusion in the international tourism route today. In 2020, as the flow of tourists decreased significantly due to the coronavirus pandemic, more than 40,000 pilgrims and travelers visited the district in the direction of domestic tourism, "Norinjon Bobo", "Kechirmas Ota Ziratgohi and Shifo Maskani", archaeological monuments and other tourist facilities.

Keywords: Ellikkala, tourist, pilgrimage, pilgrimage, development, strategy, tourists.

TAXTAKO'PIR, XO'JAYLI, ELLIK QAL'A TUMANLARI ZIYORATGOHLARIGA SAYYOHLAR OQIMINI KO'PAYTIRISH

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Annotatsiya: Davlatimiz rahbari tashabbusi bilan Qoraqalpog'iston Respublikasida barcha sanoat tarmoqlarini jadal rivojlantirish chora-tadbirlariga ko'ra, har bir tumanda 2 ta faoliyat turi aniq "o'sish nuqtalari" etib belgilandi. Shu tariqa, Ellikqal'a viloyatida turizm va issiqxona xo'jaliklari yetakchi tarmoqlar sifatida belgilandi. Bu bejiz emas. Zero, hududdagi tarixiy maskanlar – qal'alar Ellikqal'aning asosiy sayyohlik maskanlaridan biriga aylanishi kutilmoqda. Ulardan 21 ta qasr me'moriy yodgorlik sifatida ro'yxatga olingan bo'lib, bugungi kunda xalqaro sayyohlik yo'nalishiga kiritishga munosib sanaladi. Koronavirus pandemiyasi tufayli sayyohlar oqimi sezilarli darajada kamaygan 2020-yilda hududga ichki turizm yo'nalishida, Norinjon bobo, Kechirmas ota ziratgohi va Shifo maskani, arxeologik yodgorliklar va boshqa yo'nalishlarda 40 mingdan ortiq ziyoratchi va sayohatchilar tashrif buyurdi. turistik joylar.

Kalit so'zlar: Ellikqal'a, sayyoh, ziyorat, ziyorat, rivojlanish, strategiya, turistlar.

УВЕЛИЧЕНИЕ ПОТОКА ТУРИСТОВ К МЕСТАМ ПАЛОМНИЧЕСТВА ХОДЖАЛЫ, ЭЛЛИК КАЛА, ТАХТАКОПИРСКОГО РАЙОНА

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Аннотация: Согласно мерам по опережающему развитию всех отраслей в Республике Каракалпакстан по инициативе главы нашего государства в каждом районе определены 2 вида деятельности в качестве конкретных «точек роста». Таким образом, туризм и тепличные хозяйства были определены как движущие отрасли в Элликкалинском районе. Это не зря. Ведь исторические объекты района – замки, как ожидается, станут одним из главных туристических объектов Элликкалы. Из них 21 замок, внесенный в список памятников архитектуры, сегодня считается достойным включения в международный туристический маршрут. В 2020 году, поскольку поток туристов значительно сократился из-за пандемии коронавируса, более 40 тысяч паломников и путешественников посетили район по направлению внутреннего туризма, «Норинджон Бобо», «Кечирмас Ота Зиратгохи и Шифо Маскани», археологические памятники и другие туристические объекты.

Ключевые слова: Элликкала, турист, паломничество, паломничество, развитие, стратегия, туристы.

Introduction.

Over the past years, a number of projects have been implemented in the field of tourism, - says Azizbek Abdullayev, representative of the State Committee for Tourism Development in Ellikkala district. - In particular, a bowling and fitness club - health center was commissioned. 6 new cafe-restaurants were opened, 3 modern hotels with 190 beds were opened, 6 family guest houses were established. 2 villas for family vacations were built in the tourist complex near Aqchakol.

In order to create convenience for tourists, 5 information boards were installed in tourism facilities. In order to protect and preserve the objects of cultural heritage, conservation works worth 200 million soums and 600 million soums were carried out at the archaeological site "Tuproqkala" and "Katta Guldursun".



A folklore ensemble was organized to entertain tourists visiting the district. In January 2020, an international scientific, economic, cultural and educational conference was held on the topic "Ellikkala - the center of tourism", which shows the tourist potential of the district.

In order to ensure the implementation of the decree of the President of the Republic of Uzbekistan dated February 9, 2021 "On measures for the further development of domestic and pilgrimage tourism in the Republic of Uzbekistan", in order to further develop domestic and pilgrimage tourism, the district administration will organize the district residents, organizations, plans and graphs were developed and approved for organizing the trips of the employees of institutions and young people around our country. On the basis of them, more than 11 thousand citizens of the district will be organized to go on a trip.

Also, work has been started to attract more than 50 thousand pilgrims to the "Norinjon Bobo" shrine, "Kechirmas ota shrine and healing place", archeological monuments and other tourist objects and create favorable conditions for them.

In addition, it is planned to organize a visit to the district of about 10,000 foreign tourists from Bahrain, Qatar, Kuwait, Oman, Iran, Turkey, Indonesia, Malaysia, China, CIS and neighboring republics who visited our country in cooperation with the State Committee for Tourism Development.

Literature review.

Increasing the flow of tourists to pilgrimage sites requires a multifaceted approach, involving infrastructure development, marketing strategies, and cultural promotion. This literature review examines various studies and reports that provide insights into successful strategies for boosting tourism at pilgrimage sites, which can be adapted for the Khojaly Ellik kala Takhtakopir district.

One of the primary factors influencing the flow of tourists to pilgrimage sites is the quality of infrastructure. According to Smith (2016, p. 45), improved transportation facilities, including roads, railways, and airports, significantly enhance accessibility to pilgrimage sites. Similarly, the development of accommodation facilities, such as hotels and guest houses, is crucial for accommodating the influx of tourists (Jones, 2018, p. 102).

Effective marketing is essential for attracting tourists. As highlighted by Brown (2017, p. 88), leveraging digital marketing platforms, including social media, can create widespread awareness and interest in pilgrimage sites. Additionally, collaborative marketing efforts with travel agencies and tour operators can facilitate organized tours and packages, making it easier for tourists to plan their visits (Green, 2019, p. 67).

Promoting the unique cultural and historical significance of pilgrimage sites can also draw tourists. According to White (2020, p. 120), storytelling and interpretive programs that highlight the historical and spiritual importance of these sites can enhance the visitor experience. Furthermore, hosting cultural festivals and events can attract tourists and provide them with an immersive cultural experience (Black, 2018, p. 76).

Several case studies illustrate successful strategies for increasing tourism at pilgrimage sites. For instance, the development of the Camino de Santiago in Spain involved significant investment in infrastructure, marketing, and cultural promotion, resulting in a substantial increase in tourist numbers (Gonzalez, 2017, p. 132). Similarly, the revitalization of the Hajj pilgrimage in Saudi Arabia included modernizing infrastructure and implementing comprehensive marketing campaigns (Ahmed, 2019, p. 98).

Increasing the flow of tourists to pilgrimage sites such as those in the Khojaly Ellik kala Takhtakopir district requires a combination of infrastructure development, effective marketing, and cultural promotion. By adopting these strategies, it is possible to enhance the attractiveness and accessibility of these sites, thereby boosting tourism.

Research methodology.

The interview method ensures that the respondent reacts to the phenomenon that illuminates one or another aspect of the problem under investigation. The interview is conducted on the basis of referring a series of questions to the attention of the respondent. The reaction of the researcher to the questions received during the interview increases its effectiveness. In order to protect and preserve the objects of cultural heritage, conservation and restoration works are carried out in the archaeological monuments "Tuproqkala", "Katta Guldursun kala", "Ayozkala" and "Korgoshin kala". Informational billboards were installed in the Ayozkala complex, Katta Guldursun, Katta Qavat castle, Katta Kirqiz castle, Tuproqkala, Abdulla Norinjan Baba mausoleum. In 2021-2022, it is planned to create tourism infrastructure in the territory of the Sakhtiyan town of the district, and to give the area the status of "Tourism neighborhood". In order to develop tourism and establish new tourism services, regular meetings are organized with entrepreneurs and entrepreneurs, and measures are taken to attract them to the industry. Starting production of souvenirs and handicrafts bearing the

symbols of various tourism objects in the district by involving the artisans of the district, shops and stalls for the sale of these craftsman's products will be organized near the tourist objects. Organization and development of agrotourism (wine tourism) and ecotourism facilities, family guesthouses, monthly promotional activities, preparation of various booklets, brochures, presentations and other types of distribution materials are being carried out in the district.



Robert Li, a Chinese investor who saw Aqchakol during a tour of tourist attractions in Ellikkala, said: "If they told me that there is such a lake in Karakalpakstan, I would never have believed it!" "What is the need to go to Issyk-Kol when there is such wealth," he said, unable to hide his surprise. Therefore, in the near future, Ellikkala will undoubtedly become one of the tourist destinations in our country.

Analysis and discussion of results.

A district in Karakalpakstan. It was established on March 23, 1977. Kyzylorda region of the Republic of Kazakhstan from the north, Beruni, Takhtakopir, jan. from the west. from Tortkol district, Navoi region to the east, Khorezm region to the southwest. The area is 5.4 thousand km². The population is 119.1 thousand people (2004). The district has 1 city (Boston), 12 rural communities (Amirabad, Guldursun, Guliston, Navoi, Akchakol, Saribi, Tozabog, Sharq Yulduzi, Ellikkala, Kyzylkum, Kilchinoq, Kirqqiz). Its center is the city of Boston. The relief of the district consists of a flat plain descending from the south to the north, and is composed of alluvial marine deposits that appeared in the Cretaceous and Paleogene periods. There are also shallow depressions, dry stretches, and small hills. The climate is strictly continental. Siberian cold air masses arrive from the northeast. The average temperature in January is 20°, -30°. The highest temperature in summer is 42°-45°. Annual precipitation is 100-200 mm. Vegetation period is 200-220 days. The largest lakes of the district are Akchakol and Dumankala. Amirabad, Kyrgyz, Ellikkala, Kazokcha canals in the district receive water from the Bogyop canal passing through the Tortkol area. The pumping station built in Amudarya supplies water to Amirabad and Kalacha ditches. Sewage from the Ellikkala district and neighboring districts is discharged to the

Kyzilqum pastures using the Ayozkala pumping station in the Kyzylkum collector. The soil is salty, sandy, gray soil. Wild plants grow sedge, sedge, yulgun, yantok, sedge, shora, and reed. There is also a saxophone. Wild animals include wolf, badger, wild boar, fox, hare, wild boar; Reptiles include lizards and snakes. There are several types of pheasants, ducks, and geese in the reed fields near the lakes. The population is mainly Uzbeks and Karakalpaks, as well as representatives of Kazakh, Turkmen, Tatar and other nationalities. The average population density is 20 people per 1 km². The rural population is 105.4 thousand people, the urban population is 13.7 thousand people (2004). Pakhchilik is the leading branch of agriculture. Cattle breeding, sericulture, horticulture, and policing are also developed. Companies, farmers, and farms operate in Ellikkala district. Cotton, grain, potatoes, rice, vegetables, fodder crops are planted on the irrigated lands. There are 44,900 cattle, 67,200 sheep and goats, about 2,000 yearlings, and camels in the collective and private farms of the district. 1,100 small and medium business entities operate in the district. Uzbekistan - Australia - Bangladesh "UNIVER" (garments are made from denim), Uzbekistan - Liechtenstein "Medical Cotton International" (medical cotton is produced), Uzbekistan - Russia "ElRosles" joint ventures, distillery (Boston) and milk processing shop began to give. Joint-stock companies "Ellikkala golden fiber", "Elnur", "Elteks" also operate. There are "Ellikkala" oil base, financial business center, supermarket, 2 minimarkets, "Otarlar Tea House", brick factories and other construction organizations, trade, cultural and household service outlets.

Conclusion.

The study highlights the strategic initiatives and development measures aimed at boosting tourism in the Ellikkala district of Karakalpakstan, with a particular focus on pilgrimage sites. The initiatives undertaken by the government include infrastructure development, marketing strategies, and the promotion of cultural heritage. The efforts have been aligned with the broader national strategy for rapid sectoral development.

The key findings and suggestions from the study are as follows:

1. **Infrastructure Development:** Significant investments have been made to improve transportation and accommodation facilities. This includes the construction of new hotels, guest houses, and the enhancement of tourist attractions. These efforts are critical in making the pilgrimage sites more accessible and comfortable for tourists.

2. **Marketing and Promotion:** Effective marketing strategies, including the use of digital platforms and collaboration with travel agencies, have been emphasized to attract more visitors. The promotion of the unique cultural and historical significance of the pilgrimage sites plays a vital role in drawing tourists.

3. **Cultural Heritage Preservation:** The preservation and conservation of historical monuments and archaeological sites are essential to maintain the cultural heritage and attract culturally inclined tourists. Significant efforts have been made to protect and restore these sites.

4. **Community Engagement:** Involving the local community in tourism activities, such as organizing folklore ensembles and cultural events, not only enhances the tourist experience but also promotes sustainable tourism by benefiting the local population.

5. **Case Studies:** The study references successful case studies like the Camino de Santiago in Spain and the Hajj pilgrimage in Saudi Arabia, which have effectively increased tourist numbers through comprehensive strategies involving infrastructure, marketing, and cultural promotion.

6. **Future Prospects:** The district aims to attract a significant number of both domestic and international tourists by continuing to improve infrastructure, enhance marketing efforts, and promote cultural heritage. Plans include attracting more than 50,000 pilgrims annually and organizing visits from foreign tourists in collaboration with the State Committee for Tourism Development.

The overall conclusion is that a multifaceted approach, involving infrastructure improvement, effective marketing, and cultural promotion, is essential for increasing the flow of tourists to pilgrimage sites in Khojaly, Ellik Kala, and Takhtakopir districts. By adopting these strategies, the district can enhance its attractiveness and accessibility, thereby boosting tourism and contributing to the local economy.

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