

NOVQA AS A TOURISM VILLAGE

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Abstract

Many villages in the Jizzakh region are located on the territory of ecotourism zones and nature reserves. The village of Peshagar, Zominsky district, is one of such villages. This village is a place with high potential for ecotourism with its valleys, natural caves, mountain forest landscapes and clean air.

Keywords. Ecotourism, pilgrimage, ethnotourism, natural cave, streams, mountain landscapes, ethnographic museum, customs, traditions, rituals.

Introduction

By the Decree of the Honorable President of the Republic of Uzbekistan "On measures for the further development of the tourism sector in the Republic of Uzbekistan," effective from November 1, 2019, it was envisaged to compile a list of citizens' assemblies (towns, villages, auls, and neighborhoods within cities, towns, villages, and auls) possessing the highest local tourism potential. According to this decree, if in the territory of a citizens' assembly at least 20 family guest houses are established and no fewer than five types of services (excluding accommodation and/or catering) are provided for tourists, such territories may be granted the status of a "Tourism Neighborhood," "Tourism Village," or "Tourism Aul."

Furthermore, starting from 2020, citizens' assemblies awarded the status of "Tourism Neighborhood," "Tourism Village," or "Tourism Aul" are to be included in the state programs "Prosperous Village" and "Prosperous Neighborhood." Taking these factors into account, the list of tourism villages in Uzbekistan has been steadily expanding. One of the villages in Jizzakh region with relatively high tourism potential is the village of P., located in the Zomin district.

In recognizing Novqa village as a tourist destination, it is appropriate to briefly address the concept of rural tourism. The concept of rural tourism is widely used today, and its applications can be divided into three main categories.

Thus, rural tourism opens up the following social and economic opportunities:

- Rural tourism creates significant opportunities for providing additional and new employment for the labor force;
- It attracts new technologies for the sustainable use of nature and natural resources;
- Rural tourism ensures the production of environmentally friendly food products;
- It promotes investment in nature conservation and improves the service infrastructure in rural areas;
- Rural tourism raises the socio-economic living standards of the local population in villages;





- It provides broader opportunities for the development and marketing of local products and handicrafts;
- Rural tourism fosters local governance in environmental protection and encourages both moral and material motivation;
- It strengthens mutual friendship and cooperation among different peoples;
- Rural tourism contributes to the preservation, restoration, and improvement of tourism resources;
- It offers psychological and physical recreation for people;
- Rural tourism teaches farming, gardening, and animal husbandry and helps people benefit from the products of these sectors..

Research Objective

The purpose of this study is to reveal the tourism potential of Novqa village, one of the villages in Jizzakh region with a high level of tourism capacity. It aims to demonstrate the role of rural tourism in providing employment for the local population and in promoting the village's social and economic development. Furthermore, the research seeks to identify the opportunities and challenges in organizing and developing rural tourism in Novqa village and to propose practical measures for overcoming these challenges.

Materials and Methods

In this study, the methodology is based on analyzing the development of rural infrastructure within protected natural areas, taking into account the anticipated changes expected in the coming years, and examining tourism development as an integrated infrastructure system. The research incorporates expert opinions and employs methods such as observation, comparison, empirical research, SWOT analysis, comparative analysis, and expert evaluation. Through these approaches, the study aims to identify the main directions for the development of the structural components of the rural tourism infrastructure.

Degree of Study

Since rural tourism is a relatively new field for our country, it is appropriate to first refer to the scientific research conducted by Russian scholars. In her textbook "*Geography of Tourism*", A.Yu. Aleksandrova proposes including rural tourism as one of the branches of ecological tourism [4]. Similarly, in his manual "*Ecological Tourism*", V.V. Khrabovchenko discusses the organization of rural tourism alongside ecological tourism [5]. A.B. Kosolapov, in his educational manual "*Theory and Practice of Ecological Tourism*", carried out research on the theoretical aspects of organizing ecological and rural tourism [6].

Among the scholars of our country, the main direction of Z.I. Usmanova's research focuses on the development of tourism and recreational services in Uzbekistan. She explained that in the Samarkand, Kashkadarya, and Surkhandarya regions, the development of recreational and wellness tourism remains insufficient due to the limited number of institutions operating in this field [7]. However, the issue of effectively utilizing tourism resources in these rural areas for recreational and wellness tourism, and consequently improving rural infrastructure, has not been addressed.

D.Z. Norqulova, based on the results of her scientific research, developed a set of recommendations aimed at improving the organizational and economic mechanisms for the development of social tourism services in Uzbekistan, highlighting social protection as the main focus [8]. Nevertheless, the interconnection among rural tourism facilities and the creation of an integrated structure were not covered in her studies.

It should be emphasized that there is currently no unified understanding among authors regarding the development, formation, and introduction of innovations in the sectors that constitute the rural tourism infrastructure. In our opinion, there remains a wide scope for further research in this field. In developing the tourism infrastructure of our villages, it is necessary to ensure the balanced development of various sectors while also considering relevant international experiences.

The tourism potential of Novqa village, located in Bakhmal district of Jizzakh region, has not yet been studied or reflected in existing sources.

Results and Their Analysis

In recent years, both domestic and foreign tourists visiting Jizzakh region have increasingly chosen to travel along routes that pass through rural areas and local tourist sites. Although the region possesses a large number of ecological monuments, many of them remain insufficiently studied and have not yet been included in official tourist routes.

More than 70 percent of the population of Jizzakh region resides in rural areas. Districts such as G'allaorol, Forish, Bakhmal, Zomin, Yangiobod, and Arnasay possess high tourism potential, encompassing hundreds of villages located in desert, mountain, foothill, valley, and hilly regions. A significant portion of these villages are situated within or near recreational zones and natural reserves.

One such village is **Novqa**, located in the Bakhmal district, which stands out for its natural beauty, favorable climate, and accessibility, making it a promising site for the development of rural tourism in the region.

Bakhmal district was originally established on May 8, 1943 and was merged with Gallaorol district on October 12, 1957. Re-established on 31 August 1971, the area is bordered by Gallaorol to the North West, Jizzakh to the North, Zomin districts to the Northeast, Samarkand region to the west, and the Republic of Tajikistan to the south. Bakhmal district was originally established on May 8, 1943 and was merged with Gallaorol district on October 12, 1957. Re-established on 31 August 1971, the area is bordered by Gallaorol to the North West, Jizzakh to the North, Zomin districts to the Northeast, Samarkand region to the west, and the Republic of Tajikistan to the south. The territory of the district consists mainly of mountainous Plains and mountains, located in the Sangzor valley between the Molguzar mountains and the Turkestan range. Area 1.9 thousand kv.km., or equal to 8.8 percent of the area of the province. With a population of 186.9 thousand people, 12.5 percent of the province's population lives. The population density was 1 / sq. km. The average population is 98.3 people. (01.01.2024.) The demographic potential of the district is also much larger, with 7 towns (Osamat, Moghol, Novqa, Alamli, with a population of 186.9 thousand people, 12.5 percent of the province's population lives. The population density was 1 / sq. km. The average population is 98.3 people. (01.01.2024.) The demographic potential of the district is also



much larger, with 7 towns (Osamat, Moghol, Novqa, Alamli, Tongotar, Oqtosh, Bakhmal), 10 mahallas civil Assembly (Saray, Barlos, Bogishamol, Tongotar, Gulbuloq, Yangiabad, Zafarabad, Noşiravan, Sangzor, Uzunbuloq) and 106 mahallar settlements. The average population density is 68 people, which is much higher than the regional average. The administrative center of the district is the town of Osmat. Since the Bakhmal district includes a large territory according to its location, the district is considered an area where there are constant migration situations and serves as a permanent space for people of different nationalities.

The village of novka is located in the foothills of Ba'mal district, Molguzar mountain range and can be reached from the center of the district in 20 km, 15 minutes., the railroad had not arrived. 100 km from Jizzakh City Center Station. and it is possible to arrive in Trasport in 60 Minutes. It is also 165 km from Samarkand Shahri airport (arrival in 2:20 hours mokin). The village of novka is located in the foothills of Ba'mal district, Molguzar mountain range and can be reached from the center of the district in 20 km, 15 minutes., the railroad had not arrived. 100 km from Jizzakh City Center Station. and it is possible to arrive in Trasport in 60 Minutes. It is also 165 km from Samarkand Shahri airport (arrival in 2:20 hours mokin). The village is 1000-1200 meters above sea level and has a population of 35.0 thousand people. Mahalli akholi in the village is mainly engaged in livestock farming, deckonning, gardening and handicrafts.

The Novqa village is home to the Novqa ota shrine. It is a place of pilgrimage associated with the consecration of animals, and in shrines such as these, it is mainly named after the animal Kadjo. Although no specific information is found on the extent to which these animals are involved in the shrine, there is some opinion in some narratives and asothers that such names arose as a result of the activities of the livestock population. Novka ota shrineThe Novqa village is home to the Novqa ota shrine. It is a place of pilgrimage associated with the consecration of animals, and in shrines such as these, it is mainly named after the animal Kadjo. Although no specific information is found on the extent to which these animals are involved in the shrine, there is some opinion in some narratives and asothers that such names arose as a result of the activities of the livestock population. Novka ota shrine. It is located near the ancient cemetery of "Novqa ota" in the village of Novqa, Bakhmal district. The naming of —Novqa otal is more commonly associated by locals with the meaning of naq'atunl (Arabic), i.e.-tuyal. Until the 70s of the 20th century, there existed on the territory of the village-a place called Norchukdil.he naming of —Novqa otal is more commonly associated by locals with the meaning of naq'atunl (Arabic), i.e.-tuyal. Until the 70s of the 20th century, there existed on the territory of the naming of —Novqa otal is more commonly associated by locals with the meaning of naq'atunl (Arabic), i.e.-tuyal. Until the 70s of the 20th century, there existed on the territory of the naming of —Novqa otal is more commonly associated by locals with the meaning of naq'atunl (Arabic), i.e.-tuyal. Until the 70s of the 20th century, there existed on the territory of the village-a place called Norchukdil. This place was a small hill until recently, and the villagers believe that this hill is "the place where the woman in the legend drowned her camel, and it is the remains of the camel." The shrine has Springs, it is located 5 km from the city of Osmat, the center of the Bakhmal district, about 90 km from the city of Jizzakh in the village of Novka 390 44i 2.5 II north latitude, 670 421 41,711 East. The area is 2.25 hectares. The shrine is one of the oldest steps in the district. A saint whose identity is unknown is buried at the head of the spring. Various legends about him have historically reached. The spring is leaking in the Earth's crevice, between limestones dating back to the Silurian period. Its absolute height is 1144 M. 200 liters of water per second come out of the spring.

The composition of the spring water is hydrocarbonate calcium mineralized water with a



mineralization rate of 0.21 g/l, with a total hardness of 3.2 mg-ekv/l. The composition of the spring water is hydrocarbonate calcium mineralized water with a mineralization rate of 0.21 g/l, with a total hardness of 3.2 mg-ekv/l. Contains elements of aluminium (0.039 mg/l), astate (0.0014 mg/l), Nihe composition of the spring water is hydrocarbonate calcium mineralized water with a mineralization rate of 0.21 g/l, with a total hardness of 3.2 mg-ekv/l. Contains elements of aluminium (0.039 mg/l), astate (0.0014 mg/l), Nickel (0.0016 mg/l), copper (0.0003 mg/l), zinc (0.003 mg/l), cadmium (0.00002 mg/l), zirconium (0.31 mg/l), molybdenum (0.0027 mg/l), manganese (0.0016 mg/l). Novka Ota Spring is the largest spring in the Bakhmal district in terms of water volume. The large pool where the spring water collects contains many fish. Local people consider and do not hunt fish as sacred fish due to their presence in the shrine area. In addition, fish use their beaks to open the eyes of the spring and increase spring water. For this reason, the local population will bring back the fish and release it into a large pond, even if the fish will flow out of the spring through the starting streams.

Another turstic settlement of Novqa village is Novqa tatepa archaeological monument, which is a cultural heritage site in Uzbekistan. Object period: belongs to the 6th—8th centuries, and by decision of the Cabinet of Ministers of the Republic of Uzbekistan was included in the National Register of real estate objects of material cultural heritage on October 4, 2019 — entered into state protection [2]. On the territory of the village there is a place name "Nor sank". The place has a small hill until recently, and the people of the village adore this hill as "the place where the legend sank the female camel and exactly the remnant of the camel", because if viewed from a distance on the hill, it would really look like a drowning camel...

Unfortunately, this hill is completely leveled..? This is what became known when existing documentary sources were studied in order to determine the history, date, initial appearance of the construction of the monument, so far from the surface of the monument Ya. There is no other extensive scientific research work carried out by the Institute of Archeology of the Academy of Sciences of Uzbekistan named after gulomov, when it is not taken into account that "Novka tatepa" is listed among the "archaeological monument identification works". There is no other extensive scientific research work carried out by the Institute of Archeology of the Academy of Sciences of Uzbekistan named after gulomov, when it is not taken into account that "Novka tatepa" is listed among the "archaeological monument identification works". According to the order of the Main Department of scientific production of historical heritage objects of the Ministry of Culture and sports of the Republic of Uzbekistan, during the work of the cadastre of the cultural heritage object "Novka ota", there are many tombstones in the cemetery "Novka ota tepa", which refer to the territory of the shrine, to a great extent, ceramic fractures were encountered. They confirm that the territory in question has no doubt been affected by the history of millennia.

Tourist resources of the village of novka:

1. Novka ota shrine.
2. Miracle Lake saixi. Drinking from the waters of a healing spring leaking out of the crevices that the fish-turned baby trailers have sown, and putting it in his mouth from a stone like Jimit, ayl will surely have children."

2. Tourist resources of the village of novka:

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the fish-turned baby trailers have sown, and putting it in his mouth from a stone like Jimit, ayl will surely have children.”

2.Khonahah, " Emishki, the saghani of this place belongs to a prosperous man who has made this place prosperous”.

3.The lake is blackballed. I say that among these axes there is ham in the cave of the island in the ancient rivoct” so Ham Hech kim Hech when it is said that he does not eat by holding the fish of this spring.

4.Mosque building. The elderly say that it was more than a hundred years since the mosque was built. The harmony of the style and nature of construction is special. The date is exactly equal in shape, with a porch made of three crowns and two arched doors installed to allow access from each porch. The building of the mosque is built of brick, and the ceiling is airy in the national style.Mosque building. The elderly say that it was more than a hundred years since the mosque was built. The harmony of the style and nature of construction is special. The date is exactly equal in shape, with a porch made of three crowns and two arched doors installed to allow access from each porch. The building of the mosque is built of brick, and the ceiling is airy in the national style.

5.Ancient stone "time clock".

6.Tantanavor tombstone in the archaeological area.

7. Many-year-old maple trees in the area of the novka ota shrine. They are 400 years old.

8. Craftsmen in the village of novka, such as saddles, chests, rugs, embroidery, basketry, blacksmithing.

9. Old watermills in novka.

10. Processes for the preparation of butter, worms and other products processed by national cuisine, oven bread, dairy products in an ancient way.

11. Craftsmen in the village of novka, such as saddles, chests, rugs, embroidery, basketry, blacksmithing. Old watermills in novka.

10. Processes for the preparation of butter, worms and other products processed by national cuisine, oven bread, dairy products in an ancient way.

11.Agrotouristic products in the form of branch diamonds, strawberries, annuals, beekeeping, nurseries, horticulture, fishing routes.

12. National sports games in novka, sports games such as lanka, multicari, Chile.

13. Ancient customs, traditions, customs and national holidays in novka. In a word, the territory of the historical settlement" Novka ota " should be studied in depth scientifically

Thus, the village of Novka, famous for its beautiful nature, zilol water, simple and sincere people, Pishagar is one of the largest villages in our country in terms of territory.



Figure 1. Monument "Novka Tourism Village" and ancient machit in the "Novka ota shrine".

Thus, the village of Novka, famous for its beautiful nature, zilol water, simple and sincere people, Pishagar is one of the largest villages in our country in terms of territory. Figure 1. The monument "Novka Tourism Village" and the ancient machit in the "Novka father shrine". Thus, the village of Novka, famous for its beautiful nature, zilol water, simple and sincere people, Pishagar is one of the largest villages in our country in terms of territory. Figure 1. The monument "Novka Tourism Village" and the ancient machit in the "Novka father shrine". The village of Novka has various customs and traditions that arise when important events have occurred in the life of the village from time immemorial and include the most important events in the lives of people (e.g. birth, marriage, death). A system of rituals (such as "baby coming into the world", "giving a name", "Baby chilla", "Cradle wedding", "hair wedding", "tooth wedding", first step, "circumcision wedding", "Muchal age", "marriage", " etc.

Novice craftsmen prepare Velvet Red saddle for the whole Republic and other countries of Central Asia. The saddle bin, which is passed down from generation to generation, is now occupied by about 200 households of the villagers. Whether the history of saddles in Novka was connected with the campaigns of the reign of Sokhib quron Amir-Temur, the whole-headed Army of Sokhibquron was prepared by the Novkhans with a saddle-harness. Novice craftsmen prepare Velvet Red saddle for the whole Republic and other countries of Central Asia. The saddle bin, which is passed down from generation to generation, is now occupied by about 200 households of the villagers. Whether the history of saddles in Novka was connected with the campaigns of the reign of Sokhib quron Amir-Temur, the whole-headed Army of Sokhibquron was prepared by the Novkhans with a saddle-harness. In the popularity – consistency of Novka saddles. Since most of them do not break even if the horse falls and remains under the saddle. The reason why the saddle made of ordinary Willow is so strong is that when the wooden part is ready, the stalk of the mole is glued on it with a special glue. Then the top of the Pine is covered with birch bark and is called the "red saddle", as it is given red paint. This is a job that takes a lot of time and diligence. It takes up to a month to make one saddle. Each saddle is made with a separate order.

Conclusions and suggestions

We will form the village of novka as an Uzbek ethnoturistic village and present it to the tourism market as a complementary and interesting route for some types of tourists on the basis of beach tourism in the Aydar-Arnasoy lake system of Jizzakh region and ecological tourism in Zomin District, establishing a comfortable infrastructure in this place mumkin. Va to do this, it will be advisable to do the following Conclusions and suggestions. We will form the village of novka as an Uzbek ethnoturistic village and present it to the tourism market as a complementary and interesting route for some types of tourists on the basis of beach tourism in the Aydar-Arnasoy lake system of Jizzakh region and ecological tourism in Zomin District, establishing a comfortable infrastructure in this place mumkin. Va to do this, it will be advisable to do the following:

Adaptation of Mexican houses, which are currently available in novka, for the reception of foreign tourists;

- To place road signs on the roads leading to tourist destinations and accommodation facilities in the village of novka;
- Jum-jum soy, which is close to the village of novka, the villages of Mogol, Vadigan and the artisans and local healers, bakeries and Kh.
- To place road signs on the roads leading to tourist destinations and accommodation facilities in the village of novka;
- Jum-jum soy, which is close to the village of novka, the villages of Mogol, Vadigan and the artisans and local healers, bakeries and Kh.k. creation of ham tourism infrastructure on the basis of tourist facilities;
- * Formation of raw infrastructures for establishing such routes as skiing, trekking, dentoplan, sports tourism to attract tourists to novka in the winter season;
- Establishment of souvenir production for tourists in handicrafts such as carpentry, weaving, embroidery, and carpet weaving.

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