

Prospects Of Ethno And Gastronomic Tourism In The Kashkadarya Region

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Abstract: The article explores the prospects for the development of ethno- and gastronomic tourism in the Kashkadarya region. The study highlights the role of the region's rich cultural traditions, folklore, handicrafts, and unique national cuisine in shaping its tourism potential. The paper emphasizes the importance of promoting ethno- and gastronomic tourism as a driver for economic growth, enhancing competitiveness in the international tourism market, and increasing employment opportunities for the local population.

Keywords: Kashkadarya region, ethno-tourism, gastronomic tourism, national cuisine, folk traditions, cultural heritage, tourism potential, economic development.

Introduction. In Uzbekistan, during the years of independence, ensuring the prosperous life of all nations and peoples, strengthening mutual respect, peace, interethnic and interconfessional harmony, creating equal rights and opportunities for all citizens, regardless of their nationality and religious beliefs, educating the younger generation in the spirit of patriotism, respect for national and universal values, love for the Motherland, and devotion to the ideas of independence are among the important directions of state policy. The main goal of the policy of a multinational country should be the formation of interethnic harmony and religious tolerance. From the first days of independence, a unique path of national policy has been developed, which has laid the foundation for the sustainable development of national tolerance. It is no coincidence that the wider world community is striving to follow the example of such national tolerance formed in Uzbekistan.

The fact that our country has become an actively developing, proactive member of the world community, an enviable country where peace and tolerance reign, is a vivid proof of this. As the Head of our state Sh.M. Mirziyoyev noted, "Uzbekistan has always been faithful to its traditions in the field of interethnic harmony and religious tolerance and has never deviated from this path. In our country, primary attention is paid to strengthening the atmosphere of mutual respect, friendship and harmony between representatives of different nationalities and religious confessions. This is our greatest wealth and it is the duty of all of us to preserve it like the apple of our eye."

Analysis of literature on the topic. On this issue, Kh.Soatov, Y.Ahmadaliyev, O.Ismoilov, A.Berdiyev, S.Ruziyev provided some information related to tourism in their research.

Main part. National cultural centers serve to meet ethnocultural needs, preserve and develop national values, and strengthen interethnic harmony in the country. Along with developing their national cultures, they closely cooperate with each other and make a worthy contribution to strengthening mutual respect and trust between representatives of different nationalities living in Uzbekistan. The first national cultural centers were established by Koreans, Kazakhs, Jews, and Armenians in the regions of the republic in 1989. The real development and prosperity of these centers began after Uzbekistan gained independence. During this period, ample opportunities were created for their effective operation. As a result, their number increased every year.

If in 1992 there were 10 national cultural centers, in 1995 their number reached 72, and in 2003 it reached 135. Today, 138 national cultural centers and 34 friendship societies operate on the basis of the principles of preserving and comprehensively developing the past history, culture, spiritual and religious values, national traditions and customs of all nations and ethnic groups living in our republic.

In the Kashkadarya region, along with the Uzbeks, many other nationalities and ethnic groups live. Russians, Tatars, Arabs, Tajiks, and Turkmens make up the majority, and in some areas of the oasis, we can observe that they still live in a state of preserving their traditions.

The Kashkadarya Regional Arab National Cultural Center was established in 1991 and registered as a non-governmental non-profit organization in 1992. A total of about 40,000 Arabs live in the Kashkadarya region. Of these, 20,000 live in the town of Jeynov in the Mirishkor district, 5,000 in the town of Polati in the

Koson district, 4,000 in the village of Kahlak in the Karshi district, and about 6-7,000 in other areas of the region.

The Arabs of the oasis have their own traditions and games that have been passed down from generation to generation since ancient times. Today, the place where the traditions and ethnic aspects of the Arabs are mainly preserved is the town of Jeynov in the Mirishkor district. As an example, we can cite the following:

Natti takish. This custom is found in Arab weddings, and is a ceremony of putting jewelry on the nose of girls when they get married.

Yablo. This custom is carried out when the bride is taken to the groom's house. The bride is put on a horse, and the bride's relatives lead her, and a torch is lit from the bride's house to the groom's house.

Sunnat toy. The Arab sunnat wedding lasts 3 days, the 1st day is called a small meeting, and on this day the relatives of the sunnat child gather and discuss the wedding, the 2nd day is called the sheep slaughter, and on this day a sheep is slaughtered in the house where the wedding will be held, one of the young and agile young men goes to invite people to the wedding, the 3rd day is called the wedding day, and on this day the sunnat wedding is held.

Bujul (saqqa, ashiq). This is a game played mainly among herders, and is a national game of the Arabs, in which the knee bone of the front hoof of a sheep or ram is taken and thrown at each other.

The Tajik National Cultural Center in Kashkadarya region was established on September 27, 2011. More than 130,000 Tajiks live in the oasis. The majority of Tajiks living in the region live in the Kitab, Shahrisabz, and Guzar districts.

Tajik weddings and holidays, like those of other peoples of the oasis, have centuries-old national traditions, created by ancestors and preserved in a wonderful form from generation to generation.

Like other nations, the history of the formation of national customs and traditions of the Tajik people dates back thousands of years. In particular, the weddings and ceremonies of the Tajik people were created by their ancestors and have been preserved in a wonderful form from generation to generation.

Also, Tajik national dishes prepared by the people living in these areas are unique in their taste and unique way of preparation, which are not found in other parts of the oasis. For example, kurtab, oshi burida, yalla, atol, binkova, nahudshorak, hadisa, etc.

Results and discussions. The Tajiks of the oasis have achieved the greatest perfection in the production of various silk, cotton, wool and fabrics from traditional folk crafts. In particular, their women have raised the ancient artistic embroidery to the level of art. The most common elements of traditional clothing for women are a wide-cut dress with a heel, a wide scarf, a tube and scarves.

The wedding ceremonies of the Tajiks living in these regions are similar to those of the Uzbeks. They include nonshikanon (prayer), idonabari (gift sharing), padartalbon (father calling), chodarkanon (opening the face), rohbandon (roadblocking), sarupobinon (showing off the bride and groom's clothes), choygashtak (girl's gathering), and other rituals.

The Kashkadarya Regional Turkmen National Cultural Center was established on November 8, 2007.

About 70 thousand Turkmens live in the Osh region. Most of them live in the Mirishkor, Nishon and Mubarak districts. Representatives of the Turkmen diaspora, consisting of 18,000 people, live in the Chandir village of the Mirishkor district, 2,000 people in the Shodlik village, 2,000 people in the Avazchol village, 15,000 people in the Pomyk village, 3,000 people in the Nayistan village, 2,000 people in the Turkmen village of the Mubarak district, 3,000 people in the Sheikh village, 4,000 people in the Saryk village, 4,000 people in the Kohnashahar village, and 3,000 people in the Niyozkhan village, live here. Since ancient times, they have maintained warm neighborly relations with Uzbeks, Tajiks, Arabs, and representatives of other nationalities and ethnic groups in the Karshi steppe.

A group of artists, led by the artistic director of the "Shuhrat" medalist Umrzok Quvvatov, is working to modernize and bring to the people the ancient, unique melodies and songs of the Turkmens of our oasis. The folklore and ethnographic groups "Sarvinoz" and "Alang" have been organized in the village of Pomuk, Mirishkor district, and in the village of Chandir. The songs and dances they have prepared are loved and watched not only by the Turkmens, but also by representatives of all nationalities in our oasis, and are broadcast on the central channels of the Republic Television.

The Turkmen people living in the region have their own national customs, traditions, and cuisine, some of which include:

Kusht depti is a national dance of the Turkmens, and the origin of this dance is that when the men of the Turkmen people living on the shore of the Caspian Sea went fishing, their women would sing and dance around a bonfire on the shore.

Yumurta gurak is considered the national dish of the Turkmens, and they cooked and ate eggs in the form of rectangular dumplings.

Ishliki. This dish was prepared mostly by the Turkmens who were cattle breeders, and they spread the dough like bread, put mutton and rump on it, and the top of it was covered with dough, leaving a hole for pouring water into it. They dug the sand, threw coals into it, and buried the work on top of it, and the work on top was also buried with sand. After that, water was poured through a hole left in the cooking pot.

Shavlot. This dish was also prepared mainly by Turkmen herders. In preparing this dish, the stomach of the sheep is separated, all the remaining organs are removed from it, and it is boiled in a pot.

In addition, the musical instruments of the Turkmen (flute, dombira, gijjak) and national clothes (doppi, telpak, yaktak) are also different from those of the Uzbeks.

When traveling around Uzbekistan, do not exclude Kashkadarya from your gastronomic map in any case. One of the most delicious dishes here is tandoori meat - mutton cooked with cumin, prepared according to recipes that have come down to us from ancient times.

Another dish of the local cuisine that will not leave you indifferent is samsa. Words cannot describe the magical aroma of samsa freshly pulled from the **tandoor**. **Somsa** is usually served with spicy tomato sauce.

Among the diverse dishes prepared here, Kashkadarya pilaf, dumplings and pea soup can be distinguished. Also, a unique drink made from yogurt, chalop, is prepared here. Another of the most delicious dishes is oasis **yakhna**. The fame of yakhna prepared in the Chiraqchi district and tandoori meat cooked in the Guzar district has conquered the whole world. We would not be mistaken if we say that tandoori meat prepared under the brands "**Chorsu tandiri**" and "**Poytaxt tandiri**", which are known throughout the republic for these dishes, has also captivated other countries of the world.

Conclusion. It is a given that any tourist visiting the oasis will be amazed by the variety and taste of the dishes in this country. The cooking skills of the chefs and the service system in restaurants are also fundamentally different from those of other regions. During the holiday of "Navruz", which is a wonderful gift of spring, festivals of national dishes are held in the region. At this time, wonderful dishes are prepared from each other, served on the festive table, and visiting guests freely eat these dishes.

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