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ANALYSIS OF THE CURRENT SITUATION OF SAFARI TOURISM IN KASHKADARYA REGION



Ruziev Bobir Akramovich

Karshi State University,

Doctoral student of the Department of Tourism and Marketing

e-mail: ruzievb053@gmail.com

ORCID NO: 0009-0001-1486-9749

Abstract: This article presents an analysis of the current state of safari tourism in Kashkadarya region, the lack of use of its existing potential, and suggestions for development opportunities.

Key words: Grand View Research, Kashkadarya, biodiversity, Safari tourism, wild animals, ecosafari, rafting.

Anatatsiya: Ushbu maqolada Qashqadaryo viloyatida safari turizmining hozirgi holati tahlili, mavjud salohiyatidan foydalanilmayotganligi hamda rivojlanish imkoniyati takliflari berilgan.

Kalit so'zlar: Grand View Research, Qashqadaryo, bioxilmaxillik, Safari turizm, yovvoyi hayvonlar, ekosafari, rafting.

Аннотация: В статье представлен анализ современного состояния сафари-туризма в Кашкадарьинской области, недостаточность использования его существующего потенциала, а также предложения по возможностям развития.

Ключевые слова: Grand View Research, Кашкадарья, биоразнообразие, сафари-туризм, дикие животные, экосафари, рафтинг.

Introduction: Characterized by its unique blend of wildlife encounters and nature exploration, Safari tourism plays a major role in the tourism industry worldwide. According to a new research report by Grand View Research, Inc., the global safari tourism market is expected to reach \$51.46 billion by 2030, growing at a CAGR (Compound annual growth rate) of 5.3% from 2022 to 2030.¹ It can be seen that safari tourism makes a significant contribution to increasing the attractiveness and efficiency of tourist resources. Kashkadarya region has a rich biodiversity and fascinating landscapes, which has high potential to make it an ideal destination for safari experience, but we can see that it is not being focused on. This scientific article is aimed at analyzing the current state of safari tourism in Kashkadarya region, focusing on its features, problems and development opportunities.

In order to fully understand the importance of Biodiversity for the development of the country and its people, first of all, it is necessary to know the meaning and essence of

¹ MarketResearch.com 10/22/2023 - 133

this concept. To the question "What is biodiversity?", many people answer that it is "nature" or "wild animals". However, Biodiversity is a much broader concept that includes all types of life and all natural systems on our planet.² Observing these natural systems through travel is called safari tourism.

Methodology: Data were collected from a variety of sources to conduct this analysis, including interviews with local tour operators, observation of safari tours, and a review of existing literature on safari tourism in the region. It was collected through in-depth interviews with the representatives of the tourism department of Kashkadarya region and through the statistical data provided by them. The data was analyzed in order to determine the trends, problems and opportunities in the field of safari tourism in Kashkadarya region.

Statistics on tourist arrivals, wildlife populations, and conservation are collected from official tourism records, environmental agencies, and research publications. A Geographic Information System (GIS) map was used to visualize wildlife habitats, tourist spots and infrastructure development in the region.

Results: In Kashkadarya region, by the end of 2023, 1.8 mln. (800 thousand in 2017), 210 thousand foreign tourists (50 thousand in 2017), export of tourism services 42 million. It was forecasted to reach US dollars (10 million dollars in 2017). These results show that the flow of tourists in the region is increasing sufficiently.³

On the basis of several famous nature reserves such as Kitab and Hisar, Mubarak state order reserve and Kitab state geological reserve, Kitab geological national nature park was established in the region. It is stated that most of the plain consists of the Karshi desert, bordered by the Sandiqli and Kyzylkum deserts in the west.⁴ Among the rare animals included in the Red Book of the Republic of Uzbekistan, you can observe Ilvirs (snow leopard), Amudarya gulbalig (trout), Tianshan brown bear and many other animals.⁵

Ecosafari (hunting and fishing) resources of ecotourism are also rich in biodiversity in desert regions. Since the deserts are endless during the hunting season, there are great opportunities to invite domestic and foreign tourist hunters to these regions. Hunting tourism is called ecosafari tourism abroad. The primary task of ecosafari tourism is to enjoy and relax while hunting in nature. Ecosafari educates and trains wild animals and birds in nature for planned, authorized hunting only during the periods when hunting is allowed. In order to develop eco-safari, first of all, the existence of promising opportunities for the development of hunting tourism in the desert and hilly regions of our country and the legal norms of using these opportunities in tourism are required.⁶

The results of the analysis revealed several important conclusions regarding the current state of safari tourism in Kashkadarya region. First, the region is rich in biodiversity, including 32 species of mammals, 225 species of birds and 17 species of

² ЎЗБЕКИСТОН РЕСПУБЛИКАСИ ЭКОЛОГИЯ, АТРОФ-МУҲИТНИ МУҲОФАЗА ҚИЛИШ ВА ИҚЛИМ ЎЗГАРИШИ ВАЗИРЛИГИ

³ Qashqadaryo viloyati turizm boshqarmasi 2023 yil hisoboti

⁴ <https://uzbekistan.travel/uz/r/qashqadaryo-viloyati/>

⁵ <https://uzbekistan.travel/uz/o/hisor-qoriqxonasi/>

⁶ Рахматулла Ҳайитбоев ЎЗБЕКИСТОННИНГ ЧЎЛЛАРИДА ТУРИЗМНИ РИВОЖЛАНТИРИШ ИСТИҚБОЛЛАРИ(Монография) Самарқанд-2018

reptiles, making it an attractive destination for wildlife lovers. However, there is a lack of well-developed safari tour packages and infrastructure, including accommodation, transport and visitor services. Wildlife conservation efforts are notable, but more must be done to ensure the sustainable development of safari tourism in the region. The analysis also shows that there is scope for engaging the public and integrating local culture and traditions into the safari tourism experience.

Discussion: The results of this analysis show the possibilities of developing safari tourism in Kashkadarya region. To harness this potential, it is necessary to focus on sustainable tourism practices, including responsible management of natural resources, involvement of local communities and conservation of wildlife habitats, and suggestions for its development:

1. To organize the full use of opportunities for the development of safari, eco, rafting, recreation and hunting tourism in the region, in the reserve, forestry and wilderness areas.

2. To simplify the mechanism of allocating land for the construction of tourism service facilities in order to increase the activity of tourists in the mountain and sub-mountain areas of the region.

3. By developing safari tourism in the region, it is necessary to increase the length of stay of tourists from 1.5-2 days to 3.5-4 days, promote tourism potential and increase the flow of tourists.

4. Animals included in the Red Book of the Mubarak State Order Reserve. Information about habitats of Tuvalok birds - migration routes, wintering and breeding grounds to attract the attention of foreign tourists.

5. To provide employment and improve the economic situation of the population living in the area by developing desert life, camel ride and many other types of entertainment tourism in the Karshi desert area.⁷

In addition, marketing efforts are needed to develop comprehensive safari tour packages, improve infrastructure and promote the region as a safari tourism destination. Cooperation between government agencies, wildlife conservation organizations and local tour operators is essential to encourage the development of safari tourism in a way that benefits both the natural environment and the local economy.

Conclusion: In conclusion, the analysis emphasizes the untapped opportunities of safari tourism in Kashkadarya region and emphasizes the need for strategic planning and cooperation to ensure its sustainable development. With the right measures in place, the region can emerge as a prime destination for safari tourism, offering unique wildlife experiences that contribute to biodiversity conservation and socio-economic development of local communities.

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