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DEVELOPMENT OF THE AREA IS AN ATTRACTIVE PLACE FOR ADVENTURE AND TOURISM LOVERS: A CASE OF CHIMGAN, UZBEKISTAN

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Abstract

The main purpose of this study is to give an action plan to attract both of local and international tourists to Chimgan (ski resort) Uzbekistan. In this research, based on Plog's allocentric-psychocentric theory and other researches related to winter recreational activities, we have learned the issues of the touristic place to develop for adventure and tourism lovers, a case of Chimgan, Uzbekistan. The findings from this research can help both of the State Committee for Tourism Development of Uzbekistan and stakeholders to organize a system for winter tourism development in Chimgan, Uzbekistan. And also, our research includes SWOT analysis and Tourism development action plan for Chimgan.

Keywords: Winter Tourism, Chimgan, Uzbekistan, Adventure and Tourism Lovers.

Annotatsiya

Ushbu tadqiqotning asosiy maqsadi O'zbekistonning Chimyon chang'i kurortiga mahalliy va xalqaro sayyohlarni yanada ko'proq jalb qilish bo'yicha chora-tadbirlar rejasini ishlab chiqishdan iborat. Ushbu tadqiqotda Plogning "allocentric-psychocentric" nazariyasi va qishki dam olish faoliyati bilan bog'liq boshqa tadqiqotlarga asoslanib, biz sarguzasht va turizmni sevuvchi ishqibozlar uchun rivojlantiriladigan turistik joy masalalarini, O'zbekistonning Chimyon misolida o'rgandik. Ushbu tadqiqot natijalari O'zbekiston Turizmni Rivojlantirish Davlat Qo'mitasi va manfaatdor tomonlarga O'zbekistonning Chimyonida qishki turizmni yanada rivojlantirishni tashkil qilishda yordam berishi mumkin. Shuningdek, bizning tadqiqotimiz SWOT tahlili va Chimyon turizmini yanada rivojlantirish bo'yicha harakatlar rejasini o'z ichiga oladi.

Kalit so'zlar: Qishki turizm, Chimyon, O'zbekiston, Sarguzasht va turizm ishqibozlari.

Аннотация

Основная цель данного исследования - дать план действий по привлечению как местных, так и иностранных туристов в Чимган (горнолыжный курорт) Узбекистана. В этом исследовании, основанном на аллоцентрико-психоцентрической теории Плога и других исследованиях, связанных с зимним отдыхом, мы изучили вопросы развития туристического места для любителей приключений и туризма на примере Чимгана, Узбекистан. Результаты этого исследования могут помочь как Государственному комитету по развитию туризма Узбекистана, так и заинтересованным сторонам в организации системы развития зимнего

туризма в Чимгане, Узбекистан. Кроме того, наше исследование включает в себя SWOT-анализ и план действий по развитию туризма в Чимгане.

Ключевые слова: зимний туризм, Чимган, Узбекистан, любители приключений и туризма.

Introduction

Tourism has lengthy roots within the records. People travelled at the start for the purposes of locating meals and clothing that have been important for surviving and dwelling. Afterward human beings travelled for the purposes of trading, religion, financial advantage, struggle and migration. Defining tourism differs from the factor of view it's far defined from, because it for commonplace human being's method traveling for entertainment. The reputable way of defining tourism as it is miles stated in the dictionary of travel, Tourism and Hospitality with the aid of S. Medlik is the following:¹ Chimgan is the main skiing area in Uzbekistan, which is located in the mountains of Western Tien-Shan (80 km far from Tashkent). The area in the best way approaches for family leisure with children. And also, it is more appropriate for skilled skiers and snowboarders.

On the beautiful mountain slopes of Chimgan tract, located at the height of 1600 – 2400 meters above sea level, the blanket of snow lies from October till May. Comparatively mild climate, almost windless weather, availability of three hundred sunny days a year, big choice of routes for skiing, slalom and downhill racing create good conditions for winter recreation.

Chimgan is located 80 km far from Tashkent, Tashkent the capital of Uzbekistan and 40 km far from Hojikit railway station. The closest airport having international and local importance is in Tashkent, 100 km away. A new expressway from Tashkent to Hojikit is paved with high-quality pavement; in some places there is artificial illumination. Chimgan is further reachable from Gazalkent by public bus (50 min). There are bus routes Chimgan-Gazalkent (time of departure is 6:30 and 13:30) and Gazalkent-Chimgan (10:30 and 14:30). Private cars including taxis can also be used to get there. The road is accessible any time of the year, but in spring there can be limitations because of landslides and mudflows. In winter avalanches make the route dangerous. Alternative means of transportation are helicopters (but their use is limited).

When it comes to the main aim of the research is to develop this winter recreational area. Nowadays, this area cannot become like the local skiing routes meet the requirements of the international mountain skiing standards. For that reason, I decide to develop this area in the future as well as it will appear at the level of the world standards.

Hotel “Chimgan Oromghohi”, with its bars and restaurants, tourist equipment and outfit rental station, welcomes the guests but the hotel cannot like by inbound and outbound visitors a lot. For example, Rooms are not very nice: like modern, comfortable, spacious, practical and very quiet. And also, the hotel appears somewhat old fashion. To sum up, there are some shortcomings in the hotels of Chimgan.

In addition, there are a number of well-known attractive places for adventure and tourism lovers in Uzbekistan such as Samarkand, Bukhara, Tashkent and so on. And also, in different seasons, you can witness many activities related touristic. For instance, in winter season, you can visit Chimgan mountains to do following activities like skiing and snowboarding, horse riding, snowmobiling, snow scoots and others.

¹ Tourism method tour for most purposes” Medlik S., 3rd edition, page vii

In Chimgan, you can get fresh air and be amazing through viewing the place. Although, visitors are coming to Chimgana lot than before, I know that we cannot use the tourist site in full condition. To develop that mountain recreation zone we must utilize by Plog’s allocentric-psychocentric theory. If a destination’s policy makers and marketers understand the psychographic curve, they can try to control tourism development to maintain an ideal market position,

“Plog’s allocentric-psychocentric theory”. I set a goal for myself and described this goal with following questions: *How to make the most of touristic zone? Meanwhile, how can we attract both Psychocentric and Allocentric type people?* I am going to develop the place by answering to those questions. This is my main priority. I have been reading many articles and researches about how to develop mountain touristic recreation places. At the result, I can find three main and very useful articles² such as *Mountain Ecotourism and Sustainable Development Revisiting*³, “According to Plog, about 2.5 percent of the US population can be classified as dependable and slightly over 4.0 percent as ventures. The remainder falls in between: near-dependable, near-ventures, and centric (the largest group”.

The most amazing fact is that we have visited many times Chimgan recreation zone in my winter break vocation. When I go there I always think about developing of Chimgan a lot and want to attract many international tourists as well as domestic people to this area. In my opinion, that day has come and our main aim is also to develop and attract visitors to Chimgan.

Current Situation of the Place

It can get crowded during weekends, as many non-skiers go up the mountain for sightseeing.



The current issues of Chimgan:

- Not many the numbers of international visitors about 500 in a year
- Mountain infrastructure: Access, communications, and energy
- Transportation system
- Not many tourist attractions
- There is not enough ski slops
- The ski resort cannot supply enough ski Huts
- Chimgan ski resort is not supposed to provide skiing schools, ski kindergarten, babysitting, and also some kind of training parks where little ones can enjoy a good and safe time without the parents.
 - Skiing at night is not available
 - The hotels of Chimgan is not many and many hotels are located in far away
 - The stuffs of Chimgan do not have enough experience

² Mountain Ecotourism and Sustainable Development Revisiting

³ Plog’s model of allocentricity and psychocentricity, Travel motivation

- There is not many tourism products in the area

Literature Review

Mountain tourism today is one of the fastest booming niche markets of tourism industry; it is believed to be next as attractive destination after beach tourism (mieczkowski, 1995). Most of the thinkers have expressed that mountaineering is a part of adventure tourism (Beedie, Hudson 2003). It includes climbing, Trekking. As it has been noted due to the mountaineering activity, it may take distress on the mountain environment (kersic – svetel 2000). Basically the mountains are attractive region for various practices which are classified as adventure tourism (Beedie, Hudson, 2003). Mountaineering is a major activity that attracts large number of adventurers in high mountain zones; it includes three main activities, climbing, hiking, and skiing. But it is regarded as a high risk form of recreation it includes danger and certain level of uncertainty (Ewert, Hollenhorst, 1999). It falls under the umbrella of adventure tourism and it attracts large number of tourists to the mountains for relaxation (Barnik, 2003).

As I mention before, by those articles I could get many clear facts/notes to organize and develop. For example, the main problems of Chimgan are coming only middle age of people and the zone is not using at full condition. And also, the reason of this problem is some risks as climbing, hiking cross-country skiing and so on. During the winter months, ice, snow and cold temperatures can make life challenging for anyone. Slippery sidewalks and cold weather can cause a wide range of injuries and illnesses especially for seniors (*Help older people prepare for power outages and more unique challenges of wintertime weather, Andrea Lee, 2018*). As you can see, firstly, we should think about these issues. And, our touristic zone should organize like above world standards notes. In Plog’s allocentric-psycho-centric theory says that there are two types of people one of them is like allocentric other one is like psycho-centric. In this theory, plug explains them through following notes:

Allocentric is that intellectually curious travellers who enjoy immersing themselves in other cultures and willingly accept a high level of risk.

Psycho-centric is that self-absorbed individuals seek to minimize risk by visiting familiar and extensively developed destinations where a full array of familiar goods and services are available (*Pearse, P. (2005). Tourist behaviour*)

These factors are very important to development of Chimgan mountain zone.

We can attract all types of age and people when we can use in practice Plog’s allocentric psycho-centric theory. And also, other articles are said as Hansruedi Muller argues, mountain tourism⁴ must be characterized through a participatory planning process, efficiency, environmental friendliness, authenticity, slow development, high quality, and a humanistic (i.e., people-centered) philosophy and management⁵. Those requirements are particularly relevant to mountain tourism. More specifically, the following measures merit careful consideration:

- Make ecotourism more sustainable
- Reduce dependency and increase diversity
- Restructure and reform existing governmental and nongovernmental institutions
- Advance gender equity
- Foster interdependent local economies

⁴ Hansruedi Muller argues, mountain tourism

⁵ Mountain Research and Development 22(2):104-109. 2002

- Provide access to training, communications, and funding
- Promote peace, safety, and security

As the author mention before, the points are necessary to develop for Chimgan zone. Author considers on all challenges and facilities of mountain areas. The most amazing fact is that, there are a lot of useful information in every articles. While learning them, we can get our targets.

Stakeholders:

- Uzbekistan tourism organization
- Tour agencies
- Business entities
- Local residences
- Tourists
- Tourism Development Committee
- UNWTO

By these stakeholders, I may achieve my goals for developing Chimgan resort.

Research Question

In my opinion, there are so many research questions about this topic. I carefully through all the questions and one question can be summarized. The question is *How to make the most of touristic zone. Meanwhile, how can we attract both Psychocentric and Allocentric type people?* I am going to develop the place by answering to those questions. This is my main priority.

Research Design

As you know the research design of a project is very important. The place Chimgan is located 80 km far away from Tashkent, Uzbekistan. It takes about 50 minutes from Tashkent to Chimgan by bus or train. Chimghan is a well-known recreation area and visitors go there to get more relax time in winter mainly between October and May. Valley is situated at an altitude of 1200-1600 meters above sea level and is surrounded by the mountains. There are some facilities to do there such as skiing, snowboarding, snowmobiling, ice skating, sledding and so on. Other services such as horses and transportation rent, guides and food are not easy to get. And also, it is difficult to find cheap accommodations in Chimgan.

The dining area cannot offer a wide range of international and national food. Lack of accommodations: you can find not more than two ones in Chimgan. And, also, tourists cannot find the nearest hotels in Chimgan area.

SWOT Analysis for Chimgan

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ➤ Visiting period available over 12 months ➤ Seasonal activities are available ➤ The entrance fee is free ➤ Local support ➤ Government support ➤ Popular tourism 	<ul style="list-style-type: none"> ➤ Long distance from foreign market areas and poor accessibility ➤ Low budget ➤ Lack of trust in new entry start-up businesses from consumers
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ➤ Less extreme cold days, more comfortable for skiers ➤ Season more efficiently used for outdoor activities ➤ Increase in tourism demand size ➤ Infrastructure development 	<ul style="list-style-type: none"> ➤ Weather (Lake of snow in winter, rain in summer/fall) ➤ Declining economy ➤ Possibility of future new innovative entries

Tourism Development Action Plan

ACTION LISTS	STAKEHOLDERS	TIME FRAME
1. To learn all tourist places in the region and accessibility of them	Tourism Development Committee	1 year
2. To develop transportation system	Uzbekistan tourism organization	2-3 year
3. To develop local food and products	Business entities	2 year
4. Developing tour packages with other destinations	Uzbekistan tourism organization	2-3 year
5. To build some attractions	Local residences and Business entities	2-3 year
6. To attract tourists 12 months	Uzbekistan tourism organization	3-4 year
7. To provide skiing schools, ski kindergarten, babysitting	Local residences	2 year

Conclusion

Developing process is not becoming quickly, it becomes step by step. We have planned our idea to do the most development of Chimgan recreation zone. We have visited there many times and learn about it. In the result, it seems there are many ways to develop this area.

And also, these structures are very useful to develop the area like Fulfilment needs, Self-esteem and development needs, Relationships needs, safety/security needs, and Relaxation needs⁶. And also, we have learned such kind of theory like Chapter 13 of Agenda 21 - "Managing Fragile Ecosystems: Sustainable Mountain Development"⁷ was a great step forward towards realizing the significance of the world's mountains. This chapter, adopted by the UN Conference on Environment and Development in Rio de Janeiro in 1992, states that the fate of the mountains may affect more than half of the world's population, and that particular attention should be paid to mountain resources, especially water and biodiversity.

I would like to incorporate the tourism industry of Uzbekistan. When it comes to Chimgan is the best place but many people do not know about it. Because, the system of tourism is not well organized in that place by the tourism industry. And also, Chimgan is not used at all condition. For example, Chimgan is large but it is used about only 1/5 part. We must make larger than before in terms of doing activities places. We should organize many touristic activities in Chimgan. I hope, one day Chimgan will be one of the most famous touristic zone in the world.

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⁶ Maslow's (1970) needs-hierarchy theory of motivation & TCL

⁷ Managing Fragile Ecosystems: Sustainable Mountain Development

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