

КЫРГЫЗСТАНДАГЫ ТУРИЗМ ЖАНА АНДАГЫ АКТУАЛДУУ КӨЙГӨЙЛӨР
ТУРИЗМ В КЫРГЫЗСТАНЕ И АКТУАЛЬНЫЕ ПРОБЛЕМЫ
TOURISM IN KYRGYZSTAN AND CURRENT PROBLEMS

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Аннотация: Макалада 2020-жыл Кыргызстанда региондорду өнүктүрүү, өлкөнү санариптештирүү жана балдарды коргоо жылынын мааниси, Кыргызстандын туристтик мүмкүнчүлүгү, туристтер үчүн инфраструктура көйгөйлөрү, туристтердин коопсуздук көйгөйлөрү, саякатчыларды тейлөөдөгү тил маселеси, туризмден түшкөн экономикалык пайдалар каралат.

Аннотация: В статье обсуждается значение 2020 года как Года регионального развития, цифровизации и защиты детей в Кыргызстане, туристический потенциал Кыргызстана, проблемы инфраструктуры для туристов, вопросы безопасности туристов, языковые вопросы в туристических услугах и экономические выгоды от туризма.

Abstract: The article discusses the significance of 2020 as the Year of Regional Development, Digitalization and Child Protection in Kyrgyzstan, the tourism potential of Kyrgyzstan, infrastructure problems for tourists, tourist safety issues, language issues in tourism services and economic benefits from tourism.

Ачкыч сөздөр: Туризм, саякат, инфраструктура, комуникация, коопсуздук, жаратылыш, экология, жайкы туризм, кышкы туризм, маркетинг, стратегия.

Ключевые слова: туризм, путешествия, инфраструктура, коммуникации, безопасность, природа, экология, летний туризм, зимний туризм, маркетинг, стратегия.

Key words: tourism, travel, infrastructure, communications, safety, nature, ecology, summer tourism, winter tourism, marketing, strategy.

Tourism (from French tourism - walk, travel) - leisure travel, a big step into the future. Living with nature is a form of active recreation, more than 24 hours of vacation.

Tourism has become an important part of people's lives today.

Thousands and millions of tourists travel around the world during the four seasons, whether winter, spring or autumn. They are interested in getting acquainted with new countries, peoples, their beautiful nature, culture and history! Kyrgyzstan attracts thousands of tourists with its towering mountains, spruce forests, waterfalls, fresh air and water, and beautiful lakes. We understand Issyk-Kul as tourism, we need to create favorable conditions for local and foreign visitors to carry out tourism throughout the year. Kyrgyzstan must have all the geographical and climatic, investment and legal conditions. Why can't we attract tourists when we have such wonderful places?

Suffice it to say that the problems identified in the program adopted by the Government for 2019-2023 on the development of tourism, they are:

- under developed infrastructure of tourist and recreational areas;
- Poor quality of roads leading to popular tourist attractions;
- Insufficient amount of public capital investment in tourism infrastructure;
- Lack of unified information on tourism infrastructure in government agencies;
- Lack of geographical indications in foreign languages;
- Lack of GPS navigation system for tourist sites and tourist routes;
- 4 and 5 star hotels, roadside service facilities, special accommodation for adventure tourism enthusiasts, modern business and congress centers, etc. deficiency;
- Lack of direct flights connecting Kyrgyzstan with major tourist markets;

- non-compliance with international standards of local and international level of service at airports (passenger service procedures at the airport, long queues, delayed luggage, taxi se
- Difficulties in obtaining special permits for tourism in the border areas;
- low level of training for the tourism industry;
- Lack of developed tourist routes in specially protected natural areas.
- I would like to add that ochlocratic phenomena, whether in the political elite or among the general population.

Interest in tourism is increasingly stimulating scientific research. For me, tourism has become a topical issue for the future of our country

One of the main topics of economic theory and policy is the question of creating an optimal ratio of market and government methods of economic regulation, which has been considered by a number of Belarusian scholars, for example P.G. Никитенко, И.П. Andreev. Researchers studying this problem in the field of international tourism, Z.M. Gorbyleva, NI Kabushkin, AP Durovich, Russian economists M. Efremova, A.Yu. Александрова, E.B. Vavilova and foreign researchers. International tourism as an economic sector has a number of distinctive features, which were noted by the scientist of Osh State University A.G. It is reflected in the work of Nizamiev. The state sees its main goal in creating a highly efficient and competitive tourism complex in the implementation of tourism policy.

The Government's Strategic Tourism Program states that "given the dynamic growth of tourism in the modern world, its multiplier effect on other sectors of the economy, society and the environment, the tourism industry of the Kyrgyz Republic should become one of the priorities of economic development in the future."

Yes, it is a pity that we are not able to use the available gold.

This shows that our people and our country are still weak in the field of tourism.

We are busy with the revolution and scare away tourists. Our wasteful traditions of the feudal-patriarchal era, not only cut off the people's livelihood, pay attention to tourists and create conditions for them, but also barely make a living, and are forced to wander as migrants. However, stratification mobility in society has found its way into capitalist development, and tourism has been suppressed. Without a scientific approach to tourism, it has no future. Higher education institutions have adapted to the situation and taken this aspect. Consider some schools.

The Higher School of Tourism and Hotel Management of the Kyrgyz-Turkish Manas University won the award "The best educational institution in the field of tourism" for the third time.

The Kyrgyz Tourism Awards national award ceremony was held in Kyrgyzstan on September 27 in honor of World Tourism Day. The competition was announced by the Department of Tourism under the Ministry of Culture, Information and Tourism of the Kyrgyz Republic and the best in the field of tourism were identified.

The Management and Tourism Program at Adam University implements undergraduate and graduate programs in Tourism. Specialists at both levels of the educational trajectory offer interrelated programs that allow managers of different levels to work in commercial organizations, government agencies, research centers and educational organizations.

Works of 5 teachers of the program for the last 5 years: more than 10 monographs; 11 textbooks and teaching aids; He has published more than 150 scientific publications, including more than 70 articles in foreign publications.

In 2015-2019, teachers of the department participated in more than 50 international conferences, symposia and seminars.

Training profiles:

- Ecotourism
- International tourism
- Hotel management technology
- Technology of organizing the activities of tour operators and travel agencies
- Organization and technology of active tourism.

- Organization and technology of international and domestic tourism
- Sustainable tourism.

Tourism graduates learn how to book tickets, hotel rooms, travel packages and other necessary documents for travel around the world, and study the culture and customs of people from different countries to meet and meet the needs of customers. International organizations are also helping. For example: USAID has been supporting tourism development in Kyrgyzstan for 10 years. The German organization GIZ is assisting in agritourism. The Turkish International Cooperation and Development Agency (TIKA) is also assisting in the implementation of various projects. We have now started working with SECO, a Swiss project that will help develop winter tourism. In addition, the World Bank, IFC - an international financial corporation - will conduct marketing research to determine the general situation in the tourism industry in Kyrgyzstan: who are our customers, from which countries they are, how old they are, how much money they leave us, and so on. It is important to clearly define our current situation and where we need to move.

German businessmen intend to invest \$ 2.5 billion to finance 5 projects in Issyk-Kul.

Japan is also looking at Lake Issyk-Kul and agreeing to develop a project to develop tourism in the region. Prince Aga Khan was also scheduled to visit Kyrgyzstan to finance a tourism development project on Lake Issyk-Kul. Private investment comes from Kazakhstan, Uzbekistan and Russia. This will contribute to the development of tourism and infrastructure in Kyrgyzstan.

The following are considered to be the main factors for improving the tourism provided by our state:

- stabilization of political stability and open foreign policy;
- liberal laws;
- nature and ecology;
- transport, road and information infrastructure;
- Features of national culture and history;
- human factor;
- social Security.

If we look at the world data, tourism has given the following development.

According to the United Nations World Tourism Organization (UNWTO), at the end of 2016, the number of international tourists increased by 1.23 billion people, and tourism revenues - 1.5 trillion. USD, the volume of GDP - 7.2 trillion. dollars or 10% of world GDP, tourism employs 270 million people, which is 8% of the global workforce.

In Kyrgyzstan, by 2017, about 100 million soms of taxes were paid, 20 billion soms of GDP came from tourism. Each tourist visiting Kyrgyzstan provides 5 jobs in our country.

- In 2017, the World Tourism Organization named Kyrgyzstan as one of the most open and attractive countries for tourism, including Kyrgyzstan, which is one of the countries where the tourism industry is likely to grow rapidly over the next 10 years. In addition, Kyrgyzstan is included in the ranking of 20 countries recommended for tourists. It should be noted that Kyrgyzstan is the only CIS country included in this list.

In conclusion, let us respect our beautiful land, protect it in all respects, raise the culture of the people socially, and try to promote tourism by politically prohibiting the ochlocratic actions of the elite and the general population.

Despite the rapid political crisis in Kyrgyzstan, we have not lost tourists. If we refused to politicize without water, we would educate tourists.

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