

**TOURIST ATTRACTIONS AND POSSIBILITIES OF
SENTOB VILLAGE IN NAVOI REGION****Rakhimov Sardor Olimovich**teacher of the Department of Tourism, Samarkand Institute of
Economics and Service*Received: March 22, 2024; Accepted: Apr 29, 2024; Published: May 22, 2024;*

Abstract: This article describes the touristic potential and opportunities of the village of Sentob, Navoi region.

Keywords: Uzbekistan, the 25th session of the UNWTO General Assembly, Navoi region, Nurota district, Sentob village.

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

In Samarkand, within the framework of the 25th session of the UNWTO General Assembly, an award ceremony was held for the nomination of the best tourism villages of 2023. Sentob village of Navoi region of Uzbekistan was declared the winner.

Sentob is located in a beautiful place - in the middle of natural parks, high mountains, and Fazilman Lake at an altitude of 1650 meters above sea level. The village is home to over 2,000 people and most of the buildings were built of stone around 2,000 years ago, an architectural feature that has stood the test of time.

The village is famous for its national cuisine and attracts many food lovers. Residents are engaged in the cultivation of dried fruits, beekeeping, produce apricots, mulberries and walnuts, and dairy products and sell them to tourists.

In the village, workshops are being reconstructed by carefully teaching the skills of the old generation to the young. Artisans create modern items from sheep's wool - intricately decorated clothes, beds and rugs. Visitors to the village can stay in hotels and guesthouses, each decorated with local handicrafts.

By the decision of the Cabinet of Ministers of the Republic of Uzbekistan dated July 10, 2020 and the decree of the President of the Republic of Uzbekistan dated January 28, 2022, the village of Sentob in the Nurota district was officially granted the status of a tourism village. More than 15 tourist services have been launched in the region. As a result of turning this area into a tourist village, about 200 unemployed residents, including women, got permanent jobs. Today, there are more than 30 business entities in the village. The village regularly receives foreign tourists from England, France, Austria, Russia and other countries.

There are 20 family guest houses and 3 hostels in the village. Indicators with the names of guest houses were installed on them based on the established standards. Currently, more than 15 tourist services have been launched in the tourism village.

To develop tourism infrastructure, 5 km of internal road leading to the village was repaired. At the same time, night lighting lights, two pedestrian bridges, two selfie areas, three sanitary stations, a symbolic entrance stela of Sentob village, and a tourist information center were built and made ready for use.

Indescribably fresh air, birds chirping incessantly, hummingbirds flying around, evening dawn, the rustle of mountain valleys, a display of flowers, donkeys serving food, friendly people, a night sky full of stars... maybe this is one of the highlights of the village in the Nurota Mountains.

Sentob village, located 120 kilometers from the center of the Nurota district of the Navoi region, is one of the most interesting tourist destinations in the region. This village, home to about 3,000 inhabitants, is always in the attention of local and foreign tourists due to its peaceful nature and ancient civilization. The village of Sentob is considered an ethnic village with its ancient history, cultural heritage, past, national values, and traditions preserved to this day.

The village of Sentob is located 30 km from Aydar Lake and can serve as a lifeline for anyone tired of the hustle and bustle of the city.

These places are rich in various animals, birds, and insects, some of them are included in the Red Book. There are also unique flora and fauna. As you walk through the village, you will feel as if you have fallen into the remains of an ancient city, which is unique and carefully built.

The petroglyphs of V-VI centuries carved on rocks, the remains of the old fort on the top of the mountain, stone carvings of XI-XVIII centuries, and the scenery of Fozilman Lake at the highest point of the village are always interesting to the guests. For example, in the "Koratog" rocks, 12 km from the village of Sentob, you can find many inscriptions in the Arabic graphic style, fragments of the Qur'anic verses, and many ancient fortresses.

Sentob reservoir, ancient caravanserais, "Khoja Porsho", "Khoja Makhmad Savrato" shrines, one of the Zoroastrian religious planes, an ancient temple, "Chashmai ako" spring, ancient castles, existing historical objects are located in the village of Sentob. pictographs, cave inscriptions in Arabic graphics, houses built from mountain stones, and the preservation of unique mountain architecture are of great historical importance.

Also, to provide tourists with a meaningful rest in this area, a craft center, and small museums have been established in the houses. In addition to general meals and beds, the service of organizing trips through the mountains on horses and donkeys has been launched.

The different aspect of this area from other regions is that there is a lake about 20 km up the mountain, and a four-and-a-half-hour walk. This lake is 1,650 meters above the water level (which is five times higher than the Eiffel Tower), and on the top of the mountain, there is a natural lake, Fozilman Lake, with a total area of 18 km.

Tourist villages can be an effective means of promoting tourism because they usually offer a unique and unique experience for travelers. The following methods of using tourist villages can be proposed for the development of tourism:

1. Attracting tourists from the naturalness of the area: Tourist villages often preserve local flavors and traditions, which can attract travelers who want to experience the local culture.
2. Development of local economy: development of tourism infrastructure in rural areas helps to create new jobs and increase the income of residents.
3. Creation of types of tourist products: agrotourism, ecotours, craft workshops, and cooking events are measures that serve to develop tourism in villages.
4. Cooperation with local people: involving local people in tourism projects and training them to provide services to travelers can increase the quality of service and the uniqueness of the tourism experience.
5. Development of infrastructure and services: creating favorable conditions for living and recreation of tourists, as well as development of transport infrastructure, will help to attract more visitors to villages.

Thus, the use of tourist villages for the development of tourism requires a comprehensive approach that includes various measures to attract tourists, develop the local economy, and improve living and recreation conditions.

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