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THE ROLE OF KARAKALPAK CRAFTSMANSHIP IN THE DEVELOPMENT OF ETHNOTOURISM

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ABSTRACT

The role of artistry in the development of ethnotourism, the service of the "Art" group in Karakalpakstan, the systems of art masters included in tourist routes are included in the article.

KEYWORDS

National artistry, tourism, Master apprentice schools, tourist route, embroidery, weaving.

INTRODUCTION

Art is one of the areas that has a special place in the development of the tourism direction of the country. It has an important role in the development of both culture and economy due to the development of artistry. In today's globalization period, arts and crafts, which are considered an integral part of our spiritual life, the revival of the products made by our artists, and the growing respect for this field, will not fail to please everyone. Creativity is the most important wealth of

any nation, and it is considered a data that shows spiritual and material wealth. Today, a number of measures are being implemented in order to promote and support arts and crafts. On October 24-25, 1995, the first republican fair of folk craftsmen and crafts of Uzbekistan was held in Tashkent in cooperation with the Embassy of Uzbekistan in Uzbekistan.

In 1997, the "Usta" (craftsmen) association of folk artists and craftsmen of the republic was established.

The resolution of the President of the Republic of Uzbekistan dated March 31, 1997 "On the means of supporting and encouraging the development of folk arts and handicrafts"[1] was of great importance in the revival and development of the arts in Uzbekistan, as well as in the restoration of some desired directions. Artifacts were approved by the Chamber of Industry and Production, and then the Chamber of Commerce. They were united in a special group "Art" of the Republic.

On June 27, 1997, the Council of Ministers of the Republic of Karakalpakstan adopted a special resolution on the implementation of the presidential decree. According to this decision, the Karakalpakstan Republican branch of the "Art" joint venture was completed. On December 31, 1997, according to the Presidential decree No. 1741, it was transferred from the authority of the city of Nukis to the system and acquired the right of legal entity. Firstly, in the building of the "Maman" joint-stock company an office was built, the former felt printing plant. Currently, the "Doslyk" building on A. Shamuratova Street in Nukus is under construction. The Karakalpakstan Republican branch of the "Art" joint venture became a free enterprise People who have reached the age of 17, who are engaged in folk arts, masters of arts and crafts, well-known craftsmen among our people, are going to work voluntarily. In the Republic of Uzbekistan, 43 types of products are produced by crafts, while in

Karakalpakstan works are carried out on 28 types of crafts. 52% of artifacts are women and the rest 48% are men. Among them are "ganesh" carving, hand-woven carpet weaving, hand-woven embroidery, stone carving, copper carving, metal products, tin products, national footwear production of clothes, national clothes, national headdresses, wood carving, bone carving, embroidery, making musical instruments, porcelain, earthenware and quality products, jewelry, toys, jewelry, jewelry made of precious metal in the national way, souvenirs. Many people are busy with making arts. Musical instrument makers, carpet weavers, carpet weavers, and black house (Qara u'y – national-historical house of Karakalpak people) makers in the Karakalpakstan region are different from the arts of other regions. For example, ala moynak duutar, girzhek, kobyz (musical instruments) differ from other peoples in their production techniques, form, and style.

As we know from history, there were a lot of arts in Shimbay, Qon'irat and Xojeliregions. Even their art was in the neighborhoods named after them[3.147]. Even today, in our villages, we use place names related to art. Although their names have been changed due to the politics of the era, village names related to art are still preserved in archive data.

Along with our mother tongue, customs and traditions, the importance of our artistry is great in the upbringing of young children, who are the pillars of our future, and

in molding feelings of loyalty to the nation. The intelligence, skill, and nationalism of our ancestors are reflected in each artistic product.

For that reason, during the Soviet era, the artistic products and equipment of our ancestors were in places where they could not exist. For example, our aunt Zhumataeva Klara from Tahtakopir remembers what her mother said: "If we felt that an unknown person was touching us while we were spinning yarn, we would throw the yarn we were spinning into the burning hearth" [4]. However, despite that, we can see the artistic creations of our people in our museums. Exhibitors there are trying to impress visitors from foreign countries. In the museums, we have samples of the handicrafts made by our master flower masters the number of our artists who have developed their art is increasing day by day. According to the decision of the President of the Republic of Uzbekistan dated December 31, 2021, "On the system of support and improvement measures for the development of artistic business" PK-77, concessions have been granted to artistic subjects. In this resolution, in the area of "Jalaliddin Manguberdi Garden" in Yellikkala district of the Republic of Karakalpakstan, the "City of Crafts" dedicated to the production of carpets, felt weaving, leather goods, woodcarving and woodcarving products was developed, it was included in the tourist route, and the traditional Karakalpak national "blue dress" festival was learned and re-enacted. Also, in

order to create the necessary conditions for the arts to provide services in this direction, the problems of launching the service "Arts of Art" in Xojeli region were noted [5]. The art of embroidery is also one of the popular fields. Because nowadays, people from abroad are interested in hand-woven products. In the same direction, with the aim of passing down our national embroidery from our ancestors, many young women are engaged in embroidery. One of the arts that restored the peasantry, after our country adopted its impartiality, it led to the restoration of our nationality and the increase of our interest in it, at the same time, the customs of our people took on a new color, and our national traditions were revived. Among them, our people's golden heritage, passed down from age to age, from generation to generation, from father to son, created in the Aral region, has been newly revived. I created a dream where I gathered the master girls together to recreate the golden heritage of the peoples who made it along the island, put it in a new color for today, put different patterns on the embroidery pages that do not repeat each other. This is the Republic of Karakalpakstan, which is called the "golden mire of the island" and opened its doors on Ayimkhan Shamuratova street in the city of Nokis The management of dream girls is a social integration of individual moments. Gulnara Embergenova, a specialist in her field, is in charge of this public association. A total of 60 people work in this company during joint production. 40 people are working in Moynak, 20

people are working in Nukus. The products of the co-operative workers are small handbags, eyeglass cases, bags for dream girls, necklaces, shirts, business cards, scarves and other consumer goods, carved using unique patterns of the Karakalpak people, and delivered to their users girls from Moynak embroider patterns on the goods, while Nukus girls embroider ready-made products from them.

Due to the strong interest of foreign guests in such ready-made products, this joint has not stopped its service even today. Joint head Gulnara Embergenova was born on November 14, 1961 in the city of Nukus. Between 1969 and 1977, he graduated from the secondary school named after Berdak in Nukus. In 1986, he graduated from the Ostrovsky Institute of Theater Arts in Tashkent, and later worked as a teacher of art poetry at the Japaq Shamuratov Academy of Arts in Nukus.

In the context of the new beginnings of the era of impartiality, Gulnara Embergenova has been working as the head of the public association of independent private meetings of girls of the Republic of Karakalpakstan since June 9, 1998. This joint set a number of tasks:

Revival of Karakalpak national traditions and national values and types of non-patterned embroidery and its development. In the Aral region, in the environmental crisis, they worked out solutions to improve the living

conditions of mothers and children. In the culture, art, and education of the Karakalpak people, and at the same time, the progress of implementation of the exercises on the environmental education, art, hygienic education among the children will be reflected in the joint works.

The Counterpart Consortium of the Global Society, the Open Society Institute of Uzbekistan, the Soros Foundation, ORP and other public institutions cooperated with me in this cooperation. With the help of UNESCO, I have seen with my own eyes how the artistic development in India and New York has increased.

The association "Golden Heritage of the Island" is contributing to the presentation of the beautiful heritage of the Karakalpak people at exhibitions and festivals with many products made by flower girls. Nowadays, this joint is engaged in sewing national clothes. In particular, the actress sews stage clothes and supplies our boys with national clothes. National clothes with national motifs are being sewn for the girls and boys of ensembles such as Aikulash, Hurliman, and Tumaris. Today, the girls trained by Gulnara Embergenova have their own apprentices and they are going to carry out their work in front of them in the name of Master's apprentice.

In her speech, Gulnara Embergenova notes that they realized that they have the opportunity to earn money

from their handicrafts and provide for their families. And he said that the things that make each people different from other people are the products made by the arts. [6] The Karakalpak people are distinguished from other peoples by the "blue dress" made by artistic girls. The blue shirt is the Karakalpak national dress, and in its preparation we used products grown in our country. The blue dress is the most precious and valuable of the wedding dresses, and there was not a girl who did not forget to wear it.

The patterns of this dress were elaborate and had a great meaning. The blue color itself is the color of the sky and gives the basic meaning of life, and the trunk of a large tree with branches stretched in all directions shows that it is the opposite of mother and life [7].

Weaving was taught by mothers to their daughters and daughters-in-law. Every Karakalpak girl, before getting married, has been weaving whatever she needs for her family for years. Using goat and sheep wool, he developed his skills along with creating household goods. It is prepared as dyes from natural substances for dyeing threads in various colors. Carrot, onion, and pomegranate peels were used to obtain colors. The impact on our cultural life: thanks to our artistry passed down from father to son, our traditional customs and precious historical heritage are preserved from generation to generation. If we take this as an example of embroidery, Karakalpak girls tried to give them artistic beauty by embroidering their clothes. The ranks

of our dream girls who continue this every day are growing day by day. One of them is Ramutullaeva Gumisay Bazarbaevna. Despite being young, the year 2009 perfected the company "Milliy kiyimlar tigiw xizmeti", she uses his own handiwork to put the Karakalpak patterns on bags, wallets, national capes, beshpents (traditional type of cloth), and collars. One of the Karakalpak people managed to recreate the "shanash". Milliy re-ticked on the "nogay jaga" calculated from the Karakalpak shores. They use their programs inspired by our national heritage in museums. According to Gumisay, one coin in a wallet can contain a lot of information. For example: the pattern on the wallet is used to determine how many girls and boys there are in this family, and how many girls have reached puberty. He explained that if the patterns are not completely done, there are girls in this family who have not yet reached the age of a man.

There are patterns on men's clothes and patterns on dream clothes. "Toye Taban" pattern is used only on men's clothes, "Kurbaqa" (a frog) pattern is used only on girls' clothes. Gumisay Rametullaeva is currently teaching her art to unemployed women at home, to people who have a passion for "Youth" [8].

We can see the attention paid to the development of the national art scene in our country in the exhibitions that have been rapidly developed in our country and abroad, and in the creation of conditions for the active participation of our artists in them.

Famous jeweler Tazhimuratov Adil took part in the festival in Bashkirstan with his jewelry, Adilshaeva Dilnoza took part in the Karakalpak national costume "blue dress" and saukele, Indira Mambetniyazova, Adilshaeva Dilnoza participated in the world festival "Stil mod" in Dubai, Adilshaeva Dilnoza participated in Karakalpak national clothes under the brand "Sawkele", Indira Mambetniyazova participated in the topic "Aral Sea". The proof of this is the development of artistic events in the regions where the tourists visit more of the artistic products.

Departments of the Republic of Karakalpakstan were working in Tortkul, Qon'irat, Xojeli, Yellikkala, Amiwdarya regions under the association "Art". In Shimbay, there was a workshop called "Black House", in Moynak "O'taw" art workshop, in Moynaq and Bozataw arts alliance, in Xojeli "Arts" town, in Shomanay "Ustaz-shakirt" school. Nawbetova Altinay is the head of the "Ustaz shakirt" school. Art cooperation The Academy of Fine Arts, museums, cultural events, famous masters work together with them. [2]

Promotion of our material and cultural heritage through the promotion of tourism, allows for the development of our artistry. This is evidenced by the development of artistic products in areas where tourists visit more. Due to increasing the interest of tourists to our country, the flow of investment will expand, and the dances of our national culture will be

learned more widely. In paragraph 12 of the resolution of the President of the Republic of Uzbekistan dated December 31, 2021, "On the system of support and improvement measures for the development of artistic business", the Ministry of Tourism and Sports

The Chamber of Commerce and the "Art" community have established the following entertainments for the aim of including the "Artistic Occasions" and "Ustaz Shakirt" schools in the tourist routes.

The place of artistry in the development of tourism in Karakalpakstan is enormous. We should keep really safe the artistic heritage that have been passed down from father to son and be able to use it productively.

One of our main goals should be to develop our artistry and, at the same time, increase the interest of foreign tourists.

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