Theoretical and Practical Prospects for the Development of Ethnoturism in Uzbekistan

Yuldashev Salimjon Valiyevich
Doctor of philosophy in history, Associate, Professor (PhD) of History (countries and directions) of Fergana State University

Omonov Azamatjon
2nd year Master student

A B S T R A C T

This article discusses the development of all Uzbek traditional values and the transformation of etonotourism into one of the most economically profitable industries in the tourism industry. It is also necessary to conduct research on the development of ethno tourism and tourism services in the world, the application of modern innovations in the development of ethno tourism, the impact of tourism on the economy and the causes of problems in this process, the implementation of scientific approaches to ethno tourism Analyzed.

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Introduction

In the rapidly developing new Uzbekistan, as in all spheres, special attention is paid to tourism culture. Especially today, ethno tourism has become one of the fastest growing areas of tourism in the world. the importance of the idea of tourism, which is the basis for deciding the values of nations.

The idea is not new to human society.

Of Zoroastrianism, which ruled Central Asia 2,700 years ago

In the book "Avesto" we can see about the ancient population of our country, in particular, the development of trade and cultural ties between Sogdiana, Bactria and Khorezm.

In the conditions of market economy and its development, favorable conditions for the development of all sectors of tourism in Uzbekistan, including ethno tourism, the further integration of tourism into the economy of the republic play an important role in the country's economy. This attracts tourists to domestic and international tourism in our country. Also, as a result of the development of domestic tourism, citizens of Uzbekistan will be able to learn more by visiting ethno-tourist sites, and a sense of national pride and pride in the country will be formed. The current political stability in Uzbekistan also plays an important role in the development of ethno tourism.

After independence, tourism and ethno tourism in Uzbekistan can be divided into several stages from the historical point of view, due to the establishment of several decisions and political bureaus for the development of tourism.

1. 1991-1999 - Establishment and activities of the National Company "Uzbek tourism" and the development of the tourism industry

2. 1999-2016 - development of legal norms to make tourism a leading sector of the economy, ensuring the stable financial condition of enterprises and divisions of the National Company "Uzbek tourism" enterprises, firms and companies engaged in ethno tourism and ecotourism. increase in the number of others and the creation of a competitive environment in the industry;
3. From 2016 to the present time, ethno tourism and ecotourism is an important area that determines the prestige, prestige and potential of the state.

the establishment and operation of a department for the development of ecological and agro-tourism within the State Committee for Tourism Development. From the first days of independence, Uzbekistan, like other sectors, has undergone many reforms in the field of tourism.

Initially, tourism activities were carried out by travel agencies. In particular, in the 90s, the travel agency "Chatkal" provided all types of tourism

Taking into account the legal, economic and organizational framework and conditions for development, contracts were signed with organizations, enterprises and companies, and domestic and international trips were organized for employees.

Founded in 1991, Fergonatourism JSC organizes annual trips to Samarkand, Bukhara and Khiva to promote domestic tourism.

Decree of the President of the Republic of Uzbekistan No. PF-447 of July 27, 1992 "On the establishment of the National Company" Uzbek tourism "in order to further develop the tourism industry in the Republic of Uzbekistan, to coordinate work in this area and develop long-term plans was established4. The main task of the National Company "Uzbek tourism" is the development of tourism infrastructure in the country, attracting foreign investment and modern tourism.

Construction of new complexes, development of new tourist routes, expansion of the range of services.

Raising the level of international service of tourists in the regions by the National Company "Uzbek tourism", training of leading specialists in the practice and theory of tourism in the development of tourism infrastructure in each Republic of Uzbekistan, understanding the importance of all types and types of tourism methods, good study of programs, development of national ethno tourism programs based on the experience of ethno tourism developed countries. Even in the second half of the last century

Tourist tours of Uzbekistan's rich nature and cultural sites have been organized. However, most of the trips are mainly to other destinations, so they are commonly referred to as nature trips.

1998 on the basis of the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On improving the organization of tourism organizations" in order to improve tourism organizations and activate the market of services of small and medium tourism enterprises, as well as to attract foreign investment The Association of Private Tourist Organizations was established. The association has worked closely with more than 300 tourism companies. In addition, ethno-tourism in Uzbekistan is developing on the basis of other promising plans for the development of tourism, visiting ancient shrines of many nationalities and religions.

It is not just a journey; it is an opportunity for self-realization, a hope for spiritual purification, a prayer, and the answer to desires.

Uzbekistan has always been a crossroads of many cultures and civilizations. That is why almost all the monuments of Islam, Buddhism and Christianity have been preserved in this area.

We know that the most valuable monuments of Islamic religion and culture in the territory of Uzbekistan are recognized in the UNESCO World Heritage List. .Of course, these cities have an ancient and rich history and have undergone significant changes throughout their lives.

The idea of eternity is associated with these cities. Now it is necessary to take into account the following aspects in the regular visits of foreign tourists to these cultural sites and the prospects for the conditions created for them.

Special kitchens should be set up for tourists, taking into account their national and religious affiliation,

traditions and lifestyle. Because vegetarians are the majority of tourists coming to our country.

Making the service level of hotels more ideal. When tourists use the hotel services, they pay attention to the smallest details: the regularity of hot and cold water, the installation of mineral water in the rooms, the presence of air exchange in the rooms, prayer rooms for Muslim guests, "qibla" signs.

Another source of frustration for tourists is the fact that the ancient monuments have almost lost their original appearance as a result of restoration. In the development of tourism culture, it is necessary to strengthen the emphasis on the preservation of ancient buildings in the period in which they were found or existing, and to strengthen this with appropriate decisions.

For foreign tourists, the fact that hotels do not meet the level of demand for services further slows down the flow of tourists. This is often due to the fact that hotels do not meet international standards. In order to eliminate such shortcomings, it is important to establish an electronic service that can reflect the complaints of tourists.

The culture of waiting and watching tourists is a high level of service. Lack of knowledge of foreign languages by staff and security guards working directly at historical sites, lack of courtesy to tourists is one of the serious factors hindering the development of tourism.

Adapting the services of pilgrims, hotels, and resorts to the religion, mentality and lifestyle of potential guests. The first steps have been taken in this direction: the entrepreneurs who organize tourist facilities, to take into account all aspects, to provide family recreation typical of tourist features, to eat in affordable housing in quality, clean food outlets, separate pools for men and women, for children. Organization of classes on the introduction of food products and services with the label "halal".

Training of leading specialists and personnel in the practice and theory of tourism in understanding the essence of all types and types of tourism in the development of all branches of tourism in the Republic of Uzbekistan, good study of priority methods and programs of world tourism development, development of national tourism programs based on experience need In this direction, first of all, the ethno tourism network in Uzbekistan

The organization of tourism as a separate sector, the socio-economic, historical background and nature of the origins of ethno tourism should be one of the priorities in the development strategy of the industry.

CONCLUSION

In conclusion, the term tourism culture is a socio-philosophical concept in which a person is free to travel, have free time, travel etiquette, ecological and religious knowledge, and be aware of the culture and history of other peoples. Requires

The development of tourism culture in our country, in turn, will be an important factor in accelerating integration with foreign countries. The development of a culture of tourism will provide the necessary foreign exchange earnings for the country's treasury create new jobs and at the same time increase the welfare of the population. Uzbekistan's high tourism potential, the conditions created for foreign and domestic tourists, as well as the priority of the principles of national and religious tolerance, the perpetuation of the great blessing of peace in the country, the rights of tourists are not only international norms but also national legislation The strengthening of the base is the most important factor in attracting foreign tourists. I would like to say that the concept of tourism culture should be recognized as one of the main sectors of development today.

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