

SOCIAL FACTORS OF ETHNOCULTURAL TOURISM IN UZBEKISTAN

Safarova Tumaris Rustamkulovna

Researcher of the National University of Uzbekistan

E-mail:safarova.tumaris@mail.ru

ANNOTATION

Statistical analysis of the interaction of key factors influencing the development of ethnocultural tourism allows to develop forecasts and identify trends in the system of economic relations formed in our country today.

Keywords:ethnoculture, shrine, tourist, respondent, ethnocultural tourism, culture.

INTRODUCTION

Uzbekistan attracts foreigners with its unique sightseeings, shrines and historical monuments. Despite the suspension of travel links during the Covid-19 pandemic around the world in late December 2019 and 2020, tourists began arriving in Uzbekistan in March 2021.This can be seen in the fact that on the eve of Navruz, foreign tourists are watching the events with interest in sumalak and folklore performances.

LITERATURE REVIEW

By the middle of 2021, the number of foreign tourists visiting Uzbekistan increased, including the growing interest of Russian and other regional bloggers in the ethnocultural nature of Uzbekistan, The Russian blogger Denis i Tanya, who has 744,000 Russian subscribers, visits the regions of Uzbekistan to see the traditions, wedding ceremonies, national dishes and other ethnocultural features of different regions.For example, “Uzbekistan. This is Plov-Bomba, a dream of any tourist !!! Pilaf from Djasur. ” The block was viewed by 1,062,946 observers, and the like button was clicked by 14,000 (like) observers.On March 19, 2022, “Uzbekistan! Preparations for the Novruz holiday! ” The block show was viewed by 160,503 observers and marked as good by 7.3 thousand (likes).In addition, on November 17, 2021, he posted “How Uzbeks fry potatoes, that everyone asks for it! All cooking secrets! Uzbekistan!” subject block, viewed by 1,109,956 observers.The blogger's subscribers are mostly Russians.This means that Uzbek traditions and ceremonies are also interesting for people in Russia and other countries with a million observers.It is no exaggeration to say that after the pandemic, interest in Uzbekistan, the number of people interested in the historical monuments and ethnoculture of Uzbekistan has increased. And in this regard, the development of online museum projects that allow you to see the historical monuments and sacred places of Uzbekistan online is one of the pressing issues. In addition, we believe that Uzbekistan has beautiful scenery, residential areas that even its own population has not visited, which will lead to the development of foreign and even domestic tourism in Uzbekistan by showing high-quality video in blocks on separate channels [4].

RESULTS

A sociological survey of foreign tourists was conducted in the tourist cities and shrines of Uzbekistan. July, August, September 2018 and March, May, July 2019 (Australia 1, USA 2, Germany 1, Israel 2, Italy 1, Pakistan 1, India 1, Russian Federation 2, South Korea 2, France 3.) For the second time in March, May, July, August, September 2021, a sociological survey was conducted and the results were combined. In 2018 - 2019, a total of 18 respondents took part in the survey; (Tajikistan 2, Australia 1, USA 2, Germany 1, Israel 2, Italy 1, Pakistan 1, India 1, Russian Federation 2, South Korea 2, France 3,)

In 2021, a total of 7 respondents took part in the survey; (2 from Azerbaijan, 1 from Belarus, 1 from Kazakhstan, 1 from the Russian Federation, 1 from India, 1 from South Korea.)

Figure 1. The most motivating aspects of travel for respondents

No	1 Do you consider ethnocultural tourism in Uzbekistan as an interesting direction?	26-35	36-55	Above 56	The total
1.	Yes	1	8	13	22
2.	No	1			1
3.	Cant answer	1	1		2
The total		3	9	13	25

Figure 2. Which type of tourism do you prefer? (multiple answers)

No	2. Which type of tourism do you prefer? (multiple answers)	26-35	36-55	Above 56	The total
1.	Health tourism		2	4	6
2.	Ethnocultural tourism	1	4	7	12
3.	Extreme tourism	3	3	1	7
4.	Sports tourism	2	2	3	7
5.	Educational tourism	1	2	1	4
6.	Ecotourism	1	2	5	8
7.	Other, write		1		1
The total		8	16	21	

Figure 3. Which tour is more advantageous for turirespondents

No	3. What sources of information do you use when choosing to travel?	26-35	36-55	Above 56	The total
1.	Tour operator sites	1	2	4	7
2.	Travel agencies sites	3	5	7	15
3.	Internet search engines	1	2	4	7
4.	Travel portals and information systems		2	1	3
5.	Advertising and information publications (catalogs, booklets, etc.)	1		3	4
6.	Advice from friends and relatives		1	3	4
7.	Previous travel experience		2	4	6
8.	Other, write				
The total		6	14	26	

Figure 4. In which regions do you think there are more ethnocultural tourism facilities in Uzbekistan?

No	4. In which regions do you think there are more ethnocultural tourism facilities in Uzbekistan?	26-35	36-55	Above 56	The total
1.	Surkhandarya region		1		1
2.	Samarkand region	2	5	12	19
3.	Kashkadarya region				
4.	Fergana region	1			1
5.	Tashkent city		2	1	3
6.	Other:		1		1
The total		3	9	13	25

Figure 5. What do you think are the main purposes for tourists to visit Uzbekistan?

No	5 What do you think are the main purposes for tourists to visit Uzbekistan?	26-35	36-55	Above 56	The total
1	In order to visit relatives	1	3	4	8
2	In order to see the historical-cultural and architectural monuments	2	6	9	17
3	In order to get acquainted with the culture, traditions and lifestyle	2	4	6	12
4	Unique nature, in order to relax in beautiful recreation areas	1	2	6	9
5	Other, write			1	1
The total		6	15	26	

Figure 6. The purpose of the survey respondents' visit to Uzbekistan

No	6. What country did you visit from?	26-35	36-55	Above 56	The total
Visited from UIC countries					
1.	Azerbaijan		2		2
2.	Belarus	1			1
3.	Kazakhstan			1	1
4.	Russian Federation	1		2	3
5.	Tajikistan		2		2
Visited from far abroad countries					
6.	Australia			1	1
7.	United States			2	2
8.	Germany			1	1
9.	Israel			2	2
10.	Italy		1		1
11.	Pakistan		1		1
12.	South Korea		1	2	3
13.	France		1	2	3
14.	India	1	1		2
The total		3	9	13	25

Figure 7. When traveling, what aspects do you focus on first?

No	7. When traveling, what aspects do you focus on first?	1	2	3	The total
1.	The cost of the country you want to travel to (transportation, hotel costs, various services)	6	4	1	11
2.	That it is a peaceful country	8	9	8	25
3.	The presence of pilgrimage, architectural objects of the country	7	8	11	26
4.	Fun opportunities to spend free time			2	2
5.	Digitization of service types	4	3	1	8
6.	An opportunity to learn something new from travel		1	2	3
The total		25	25	25	

Figure 8. What kind of activities would you like most during the trip?

No	8. What kind of activities would you like most during the trip?	26-35	36-55	Above 56	The total
1	Participation in national holidays of the country	2	4	5	11
2	Participate in special ceremonies	1	5	7	13
3	Handicrafts, national costume fair	1	3	5	9
4	Sports events based on national ethnicity	1	2	4	7
5	Folklore (national music, customs, dress code)	1	2	5	8
The total		6	16	26	

Figure 9.

No	9.Age	
1.	18-25	0
2.	26-35	3
3.	36-55	9
4.	Above 56	13
The total		25

Figure 10.

No	10.Gender	
1.	female	9
2.	male	16
The total		25

Figure 11. Knowledge level of respondents

No	12. Your nationality	
1.	uzbek	8
2.	rus	2
3.	tatar	0
4.	Tajik	3
5.	Kazakh	1
6.	turk	2
7.	Other	9
The total		25

Figure 12

CONCLUSIONS

The results show that the population is not indifferent to the development of ethnocultural tourism, and this is one of the main aspects of the issue. Tourism is expected to be one of the key areas of development for the next decade. Because our country has great resources for the development of tourism - tourism facilities and sources. It is planned to strengthen the role of the public and private sectors in the development of the industry, to solve the problem of effective service and staffing, to provide benefits to travel agencies involved in the development of the industry, which will be widely supported by the population [3].

In conclusion, it should be noted that the analysis of the collected data, the presentation of the results obtained and the views of the proposed types of ethnocultural tourism show the interrelated complex structure of the development of ethnocultural tourism in our country.

It is expedient to develop ethno-nostalgic, ecological-ethnographic, ethnoanthropological, ethno-sacral factors of the prospects for the development of ethnocultural tourism in Uzbekistan. Ethnocultural tourism, in addition to a superficial acquaintance with some, sometimes very wonderful foreign cultural attributes, is associated with a more thorough, in-depth study of the traditional heritage and way of life of the peoples living in Uzbekistan.

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