

TOURISM IN UZBEKISTAN AS A FACTOR OF INTERCULTURAL COMMUNICATION

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Abstract

This article examines the main factors influencing the current state and development of cultural tourism in Uzbekistan. The author's division of the factors of cultural tourism development into groups is presented from the perspective of the market and state mechanism with the allocation of criteria.

Keywords: Tourism, development, intercultural communication, economy, industry, spiritual heritage.

Introduction

Various ways of developing alternative economic spheres and their components are increasingly becoming the subject of heated discussions in socio-economic circles. One of these alternatives is tourism, which, with the right approach to its development, should become another engine for the infrastructural development of the economy. Today, tourism is a dynamic and global sector in the global economy.

Tourism is one of the fastest growing and highly profitable industries in the world, which contributes to the strengthening of international socio-economic, cultural and spiritual ties. Uzbekistan pays great attention to the development of tourism as one of the world's leading countries with rich cultural and historical potential. However, the study and analysis of this issue has raised a wide range of issues related to the development of tourism.

Materials

Paradoxically, a few years ago, tourism in Uzbekistan was not perceived as a serious segment of the economy. And this is despite the fact that the country has a huge number of unique historical monuments, an original national culture, amazing cuisine, delicious organic fruits and nature. With the arrival of President Shavkat Mirziyoyev to the leadership of the country in 2017, the obstacles that hindered the development of this sphere were eliminated, and tourism was named one of the priorities of the national economy. At the same time, experts point to "the presence of such tourist destinations as educational (exploring architectural monuments), religious (visiting holy sites of Islamic and other religions), ecological, gastronomic, and so on" [1].

The tourism system finds its verbal realization in the conceptual spheres and terminological systems of tourism (international and national), which embody, encode, interpret, consolidate and broadcast tourist realities. Reflecting the realities of national tourism systems, including the linguistic and cultural component, and translating them synchronously and diachronically, national terminological tourism systems enrich and develop the international English-speaking terminological tourism system, which, in turn, is the basis for the constant interchange of national terminological systems. Taking into account the understanding of the term as a sign of language



for special purposes in the form of a word or phrase intended to denote a concept or concept in their interrelationships with other concepts and concepts in the system of scientific knowledge or professional activity, it can be argued that in the field of international tourism, terms serve the purposes of restrictive designation and representation of objects, objects, phenomena, their properties and functions, as well as the relationships and connections between them, i.e. all those realities that form a special area of professional tourism activity and tourism industry culture[2]. Based on the definition of culture as a system of symbolic designations of phenomena and concepts, constructed by people in order to capture and broadcast socially significant information, knowledge, ideas, experiences, and ideas, one can come to understand that the totality of tourist realities, phenomena, objects, and objects on the basis of connections that unite them into a specific system forms the tourism industry. culture, which is a highly specialized environment with its own special production and distribution technologies, a symbolic tourist product, a certain system of values and quality criteria, norms and standards, consumption patterns and communication. This environment has its own language for special purposes, providing adequate and effective communication.

There are certain standards in the world for the development of tourism in general, and cultural tourism in particular, which suggests that the development of cultural tourism in Uzbekistan will be difficult without the necessary elements of the tourism process in the republic, which include a set of modern hotels and other accommodation facilities, the availability of high-quality road transport infrastructure, and the hospitable attitude of the local population. access to tourists, knowledge of a foreign language by employees of the tourism sector, the availability of attractive sightseeing routes, a variety of cultural and leisure facilities that meet the needs of regular travelers.

Analysis and Results

The republic's recreational potential is diverse and rich in natural and climatic conditions, flora and fauna, and mineral resources. It includes the acquisition of tourist centers, uranium farms, national parks, nature reserves, recreational complexes, mineral resources, tourist bases and children's sightseeing and tourist bases, the development of tourism and the main sources of revenue for the state budget. it can be the basis. The cities of Samarkand, Bukhara, Khiva, Shakhrisabz and Margilan, which are rich in historical and cultural monuments, are of great importance for the development of tourism in Uzbekistan and bringing them to a new level. There are many ancient historical monuments in these cities all over the world. Everyone who lives in different parts of the world will live in this dream with their own eyes. Uzbekistan is famous for its cities in many countries.

Tourism influences the life of the local population, their material and spiritual activities, value system, social behavior and interests. Tourism is traditionally relative, and the cultural level is less than the number of tourists in the region where socio-cultural events are held, and tourism does not have much impact. At the same time, the growth of tourism in industrial regions can lead to significant changes in the social structure, environment and local culture. This phenomenon served as the basis for studying the problems of social interactions that arose as a result of intercultural communication.



At the moment, the main requirement of most visitors is an individual vacation, including certain hotel rooms, rental of special types of cars, tickets for events, reservations at popular restaurants, pre-orders for spa treatments, etc. Private transfers on small planes and helicopters are very popular. Travelers are increasingly choosing unique accommodations over traditional hotels.

Today, tourists are increasingly requesting activities related to nature and its conservation. Based on this, Uzbekistan accelerated the implementation of infrastructure projects aimed at equalizing tourist flows and creating conditions for year-round recreation. These places include environmental measures for sustainable tourism, such as the preservation of natural heritage, careful treatment of reserves and parks, and will continue to be open to tourists in compliance with all environmental standards [3].

One of the strongest factors in stimulating travel is people's cultural identity. Cultural peculiarities in different parts of the world are enhanced by relaxation and relaxation. The development of cultural elements in the region is a means of expanding resources to attract tourists. The development of tourism depends on the uniqueness of cultural heritage. The level of cultural development can be used to create a favorable image of tourism in the market of services. As a socio-economic phenomenon, tourism also affects both the developing region and the material and spiritual aspects of human and social activities. The impact of tourism can be complex, negative, and negative. It is difficult to identify and clearly define all the social impacts of tourism, as in many cases they are indirect. At the same time, it is possible to overcome the negative effects of tourism through integrated planning and the introduction of modern process management methods (strict control of resources, evaluation of elements of the tourist offer, etc.).

One of the priority types of tourism that are dynamically developing in Uzbekistan is cultural tourism. The presence of unique objects of national, cultural and historical heritage from different eras and civilizations is evidence of its growth and the possibilities of Uzbekistan. Consequently, the republic, as well as its regions, faces the task of creating a developed tourist destination in Uzbekistan. The success of the development of cultural tourism largely depends on the factors influencing it and the effectiveness of their use. In this regard, it is important to identify these factors and investigate the mechanisms of their influence on the volume and quality of services in the field of cultural tourism. Our theoretical studies have shown that researchers present different factors in the scientific literature, and of varying degrees of importance. A number of researchers believe "that it is not enough to have a rich cultural heritage for the development of cultural tourism, the active participation of the local population in the cultural life of the region is a prerequisite for the development of cultural tourism"[4].

The decision about the trip is aimed at choosing a tourist destination. The variety of tourist destinations includes different types of tourism and offers many opportunities for new tourist destinations. Lifestyle diversification shapes many areas of tourism, which, in turn, makes it possible to identify new areas of tourism. Thus, understanding tourist motives and knowing the different types of tourist attractions that influence the choice of certain tourist products is the key to tourist transportation. The practical role of identifying, studying and using the motivational aspects of tourism is obvious. By identifying the reasons for this, he can develop effective ways to attract potential tourists and give them permanent status, and ultimately influence the nature and scale of tourist demand and trade.



Conclusion

Every tourist has cultural interests that are a motivating force, i.e. “the culture of the region is able to arouse the strongest motivation for potential tourists to travel” [5]. Therefore, when choosing a destination, a tourist is guided by his interests, choosing historical, educational, religious, thematic, eco-cultural, event and other types of tourism that determine the purpose of the trip. It should be added that it would be advisable to take this factor into account when strategically planning the development of cultural tourism in the regions of the republic. In our opinion, when developing tourism development programs, it is necessary to rely on the cultural as well as spiritual interests of tourists. From our point of view, advertising and branding, i.e. advertising and information campaigns conducted by tourism enterprises, as well as the implementation of a large-scale branding policy by government agencies, are of great importance in the promotion and development of cultural tourism. The publication of advertising and information catalogs on existing sightseeing routes with the designation of cultural heritage monuments, commercials, banners contribute to the growth of recognition of the region. Therefore, for the development of cultural tourism, it is necessary to identify specific tourist facilities through which the government and representatives of the tourism industry are going to develop cultural tourism.

In conclusion, I would like to note that the study of the factors of cultural tourism development has led to the conclusion that it is impossible to determine the impact of all factors simultaneously influencing the development of cultural tourism. However, it is possible to determine which of them are crucial and which are additional.

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