



## DIFFERENT APPROACHES TO THE DEVELOPMENT OF ETHNOCULTURAL TOURISM

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### ANNOTATION

Today, there are national, regional, geographical, economic and ecological forms of tourism. Several scientific-theoretical studies have been conducted on the creation of tourism models. In this sense, this article serves to study and generalize foreign experiences in the development of ethnocultural tourism to study the issues in the process of developing national ethnocultural tourism.

**Keywords:** tourism; ethnoculture; model; commerce; interpreter; types of tourism.

### ЭТНОМАДАНИЙ ТУРИЗМНИ РИВОЖЛАНТИРИШГА ОИД ТУРЛИ ЁНДАШУВЛАР

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### АННОТАЦИЯ

Бугунги кунда туризмнинг миллий, минтақавий, географик, иқтисодий экологик кўринишлари мавжуд. Туризм моделларини яратиш бўйича бир қанча илмий-назарий изланишлар олиб борилган. Шу маънода мазкур мақола этномаданий туризмни ривожлантиришда хорижий тажрибаларни ўрганиш ва умумлаштириш миллий этномаданий туризмни ривожлантириш жараёнидаги масалаларни ўрганишга хизмат қилади.

**Калит сўзлар:** туризм; этномаданият; модел; коммерция; тилмоч; туризм турлари.

Today, there are national, regional, geographical, economic and ecological forms of tourism. In this sense, the study and generalization of foreign experiences in the development of ethnocultural tourism serves to eliminate the existing problems in the process of developing national ethnocultural tourism.





Based on the analysis of different approaches to the development of ethnocultural tourism, it is possible to classify the following areas of international importance. In particular, we can cite models from South Asia, Central Asia, the Middle East, the Far East, the North East, the USA, and Latin America. If the South Asian countries of Afghanistan, Pakistan, Bangladesh, India demonstrate the study of oriental exotics and the development of medical tourism, the North East embodies the study and absorption of ethnoculture of the countries of Japan, China and Korea. Europe and the United States imply new cultural relations, the study of the culture of the people who lived on the territory of the old United States in the Latin American model.

The Western European ethnocultural tourism complex is built on the basis of commerce (the process of buying and selling products to satisfy consumer demand and generate income), in which all services are provided by staff assigned by tour operators (from translators to hotel, camping, and entertainment organizers). Travel agencies evaluate the professionalism of these employees and attract them to their services<sup>1</sup>. European tourism recommends Italy, Spain and Bulgaria for recreation on the water and outdoors, France, Germany or England for hiking, Greece for pilgrimage tourism, Ibiza, Monte Carlo and La Jourde for sightseeing. For wellness tourism, "Karlovo Vari, the land of mineral spas, Slovenia and France, and Italy for gastrointestinal and liver diseases are suitable"<sup>2</sup>.

The ethnocultural tourism complex of the United States of America (USA) occupies one of the leading places in the world. In terms of the number of tourists, the United States is second only to France (86.9 million to France and 81.1 million to Spain, as of 2017) and third only to Spain, but in terms of revenue from incoming tourists. Tourists mainly visit the area to see the historical, cultural and geographical places, to get acquainted with the business environment, and to go to places of recreation and leisure. At the end of the 19th century and at the beginning of the 20th century, urban tourism developed widely, the increase of industrial cities encouraged the population to spend time outside the city. As a result, there was a tradition of going out into nature, spending time in the foothills and water bodies during free time. Currently, travel agencies in New York, Chicago, Boston, Philadelphia, Washington and San Francisco are mainly engaged in such services.

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<sup>1</sup> Global forecasts for the development of tourism in 2005 and the subsequent period, world and world. – Madrid: VTO 1998 (in Russian); Kwartalnov V.A. Foreign tourism. - M.: Finance and statistics, 1999.

<sup>2</sup> [www.people-travels.com](http://www.people-travels.com). Uzbekistan mountains: ranges, peaks and mountain system. (Application date: 20.04. 2020)





The complex of Chinese ethnocultural tourism deserves attention as it is rapidly developing. Foreign tourism facilities have been renovated and high-quality conditions have been created, so we believe that it is appropriate to study the experience of China's domestic tourism. "China received 67.5 million tourists in 2018"<sup>3</sup>. However, due to the COVID 19 coronavirus pandemic, this result dropped sharply in 2021.

According to the statement of the United Nations World Tourism Organization (UNWTO) on January 18, 2022, "Tourism fell by 73 percent in 2021, making it the worst year for tourism since 2020."<sup>4</sup>.

China's ethno-cultural tourism complex is a country rich in objects that attract foreigners. For example, more than ten tourist companies have been established along the Great Wall of China. Along the main street of the Great Silk Road, there are caves with preserved ancient statues and frescoes.

In the Indian ethnocultural tourism complex, attention is paid to historical and cultural monuments, temples, palaces. It actually meets the requirements of modern tourism. For example, the Taj Mahal architectural monument in the state of Uttar Pradesh is a historical place that attracts many tourists. The Amarvati complex is a Buddhist temple built around 500 BC, and its sculptures, frescoes, and ancient objects used in religious rituals are of interest to tourists. Hyderabad, known as the "City of Laws", "City of Gems", is one of the most visited cities in the world, famous for its unique ensembles, palaces and information technology centers.

According to the ancient Indian philosopher S. Radhakrishnan, "a person who is aware of the spiritualistic philosophy, spiritual heritage, unique historical monuments and moral religious teachings of the Indian people, who has mastered them, can easily master Western philosophy, teachings and historical heritage."<sup>5</sup>. The interest in understanding history, past artifacts, and spiritual wealth is one of the leading motives in modern tourism.

The Republic of Turkey is a country that has made great progress in the development of pilgrimage tourism. Millions of foreigners visit this land every year for the purpose of pilgrimage. One of the achievements of Turkey in the field of pilgrimage tourism is that it has been able to attract not only Muslims, but also Christians. Maulana Jalaluddin Rumi, one of the world-famous thinkers of the Turkish and Islamic world, is the most visited shrine in the country. One of the important aspects of the

<sup>3</sup> Turisticheskaya otrasl v stratigii razvitiya Kitaya. Monograph. - M.:IMEMO RAN, 2021. - 21 p.

<sup>4</sup> Turisticheskaya otrasl v stratigii razvitiya Kitaya. Monograph. - M.: IMEMO RAN, 2021. - 14 p.

<sup>5</sup> Radhakrishnan S. Indian philosophy. T.1-2. Per. s ang. - M.: MIF, 1993. - P.12.





mausoleum is that it provides free services to visiting pilgrims in order to develop and widely promote pilgrimage tourism in the country.

Tourists interested in oriental exoticism mainly go to Egypt and Arabia. Tourism in them is mainly related to pilgrimage. At the same time, there is an industry of waterside recreation in Egypt. Even in winter, the weather is warm at 26 or 28 degrees, which is comfortable for tourists who have a vacation by the water. Egypt has become one of the best countries to travel to in the midst of the global COVID 19 pandemic. "Walking to the Nubian village on the banks of the Nile, where ancient traditions have been preserved in Egypt, you can get to know the local people and feel the life of the people there. The inhabitants are mainly engaged in pottery, the interesting aspect for tourists is the opportunity to hold small crocodiles in their hands, the local technology of henna production fascinates tourists.<sup>6</sup>

In conclusion, it should be noted that tourism, especially ethno-cultural tourism, is developing in all countries of the world, its development is important as a means of participation in the infrastructure of countries, the repair and processing of tourist objects at the level of modern tourism requirements, and thereby ensuring the country's economic efficiency, as well as a means of organizing inter-national and inter-state dialogue. is gaining importance.

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<sup>6</sup> Marianne Laanatza. Egypt under Pressure: A Contribution to the Understanding of Economic, Social and Cultural Aspects of Egypt Today. - Nordic Africa Institute, 2001. - 152 p.





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