



## OPPORTUNITIES FOR ETHNIC TOURISM IN UZBEKISTAN

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<p><b>Received:</b> 30<sup>th</sup> March 2024 <b>Accepted:</b> 26<sup>th</sup> April 2024</p>	<p>This work is devoted to the disclosure of the concept of such a relatively young direction of international tourism as ethnic tourism.</p> <p>The ethnic prerequisites for the development of international tourism are that our planet is inhabited by a large number of different peoples, each of which has its own history, culture, traditions, customs, and religion. Many people, due to the growth of the educational and cultural level, strive to get acquainted with the life of different peoples to the fullest extent. This can only be achieved by visiting foreign countries. Thus, international ethnic tourism is a means of learning about the life of other peoples.</p>

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Tourism for many countries of the world today is a promising sector of the economy, in which large corporate business, representatives of private firms and government departments, local residents providing services directly on the spot are interested. It is clear that in this market, Uzbekistan, even with a fairly rich natural, historical and cultural potential, cannot compete with already promoted countries and regions. In order to attract tourists, it is necessary to have not only a modern infrastructure and a stable political situation in the country, but also to present a tourist product that others do not have, and if they do, then in insufficient quantities, or, to put it simply, to have "magnets" that attract travelers.

One of the most powerful "magnets" in Uzbekistan is the Great Silk Road. The development of this product is not only the desire of Uzbekistan alone. Since 1994, the international program of the World Tourism Organization (WTO) has been operating, which offers all countries a new tourist product - a trip to the territory where the Silk Road passed, and which is of great historical and cultural interest. This product finds demand in international markets to this day. The most recent confirmation of this is the wonderful Silk Road Guide (Insight Guides. The Silk Road), released at the end of 2008 in the series of guidebooks of the world-famous "Discovery Channel", UK. The book is published for the first time, in English, and on 430 pages of beautifully illustrated text covers all the countries located on the Silk Road. In this context, the ancient cities of Samarkand, Bukhara, Khiva are an inexhaustible potential, and for a long time historical and educational tourism will be one of the main in Uzbekistan. Using this well-known product on the market as the main "magnet" for tourists, it is necessary to offer along the way what is still little known to foreign and domestic consumers, tying them together in one tour. Ethnographic tourism is such a by-product.

Ethnographic tourism, which is new for our country, is already gaining popularity. This type of tourism is based on the interest of tourists in the authentic life of peoples, in getting acquainted with folk traditions, rituals, creativity and culture. The basis for it in Uzbekistan is not only ancient cities.

Today, tourist campaigns in Uzbekistan within the framework of the ethnographic tour offer a program that differs in many ways from the standard classic route. The purpose of such programs is to break away from the bustle of the city, to feel peace and tranquility, to feel harmony and peace of mind, to plunge into the national atmosphere, to directly contact the culture and life of the people through participation in the life of the family and the village.

Tourists are given a rare opportunity to organically fit into the rural oriental reality, where people are always happy to welcome guests. To live in rural guest houses and yurts. The institution of guest houses came to us from the West with the wonderful idea of creating biosphere reserves. It harmoniously fit into the rural oriental reality, where people were always happy to welcome guests. For example, several guest houses have been set up near the Nurata Reserve in the villages of Uhum, Hayat and Majerum of the Farish district of the Jizzakh region and Sentob of the Nurata district of the Navoi region. They are located in the Nurata mountainous area, which can be reached by car. Springs flow near the guest houses, the water of which irrigates the surrounding houses and orchards. All houses are built and equipped according to national, rural technology and are provided with the necessary living conditions, such as: light, bedrooms, dining room, shower, spring water and other household items. The owners of guest houses can offer guests various types of national dishes. Together with the hospitable hosts, tourists can do housework - baking flatbread in the tandoor, cooking, weaving carpets, embroidering or



helping to harvest fruits and vegetables. A walk in the vicinity of the village on foot or on horseback, fishing in a mountain river, an evening of Tajik folklore are offered. As a souvenir of a pleasant trip, you can buy traditional Tajik souvenirs: lint-free carpets (alacha), talismans/amulets (tumors), bags and khurjuns.

To participate in folk festivals, where all kinds of games, competitions and performances of masters of art are necessarily held: the most ancient type of martial arts kurash, competitions of bakhshi - folk storytellers, competitions of riders "Kupkari", entertainment of mascarobozes and kizikchi - traditional Uzbek clowns and comedians, a competition of national dishes (sumalak, kalama, budzhak, badamash, guillmene), as well as to visit nearby cities, known all over the world for their rich architectural heritage. A special program offered today to the guests of the ancient city is acquaintance with local folk crafts and applied art. The products of Samarkand craftsmen have long been famous all over the world. Along the branches of the Great Silk Road, unsurpassed in beauty fabrics were delivered from here to different countries - crimson velvet, brocade, silk, carpets, metal and leather goods, jewelry, the famous Samarkand paper and many other goods. And now you can observe, right on the street, along the craft workshops and shopping arcades, folk craftsmen create their beautiful creations.

On the narrow streets of Khiva, behind carved gates in cozy workshops, folk craftsmen - ustos chase an elegant pattern on the copper sides of kumgan or carve ornaments on slender columns from wood before your eyes.

And in the city of Margilan of the Fergana Valley, tourists, when visiting silk production workshops, will be able to admire the unique silk creations of famous masters - abrbands, who carefully preserve the traditions of folk silk weaving, and observe the process of production of unique types of fabrics.

Fifty kilometers from Fergana is the small town of Rishtan. Since ancient times, the Rishtans have been famous for their ceramics. For eight hundred years, from generation to generation, craftsmen have been passing on the secrets of the production of ceramic products from local varieties of red clay and glaze from natural mineral dyes and ashes of mountain plants. Large dishes "lagana", deep bowls "shokosa", jugs for water, milk vessels, decorated with ornaments of glaze "ishkor" of unforgettable turquoise and ultramarine colors, brought Rishtan masters fame at numerous international exhibitions, decorate the expositions of many museums around the world and private collections.

### **Ethnographic routes have been developed, here are just a few of them:**

- Fergana Valley (Rishtan and Kuva villages)
- Nuratau Ridge (Khayat, Ukhum, Mejerum villages)
- Aydrkul Lake (Yangigazgan and Dongelek villages)
- Boysun (the villages of Rabat, Derbent, Pedang, Koferun)
- Предгорья Тянь-Шаня (селения Хумсан, Бричмулла)

### **Features of the tour:**

- Settlement in Uzbek villages
- Accommodation in guest houses and yurts
- Participation in the life of the village (cooking flatbread in the tandoor, weaving carpets, embroidering suzane, sculpting jugs, picking cotton, vegetables and fruits, fishing, etc.).
- Acquaintance with customs and traditions (participation in traditional games, folklore performances, wedding ceremonies, etc.).
- Participation in the traditional holidays "Navruz", "Eid al-Adha", festivals "Sharq Taronalari", "Boysun Bahori", "Silk and Spices", "Culture of Ancient Khorezm"
- Hiking and horseback riding in the vicinity of the village
- Visiting natural and cultural monuments (rock paintings, ruins of ancient fortresses, settlements, etc.)
- Visit to the oriental bazaar

### **CONCLUSION**

International tourism has come a long way in its development and today it is one of the most successfully developing sectors of the world economy.

Like any other sphere of economic activity, the tourism industry is a very complex system, the degree of development of which depends on the degree of development of the country's economy as a whole.

If earlier tourism served to learn new countries and expand the horizons of tourists, today this industry is multifaceted; All kinds of new, often unexpected types of tourism have appeared. Today, many foreign tourists also want to plunge into the national atmosphere, directly feel the life and culture of the people through participation in the life of the family or village. This is how ethnographic tourism arose, based on the interest of tourists in the authentic life of



peoples, in getting acquainted with folk traditions, rituals, creativity and culture. This type of tourism is already interesting today and will be in demand in the future due to its uniqueness and originality, since at present ethnic diversity is decreasing at a rate commensurate with the rate of loss of biological diversity.

Ethnotourism can be considered as one of the possible strategic directions for the preservation and development of the economy of the traditional economy. The development of ethno-tourism should contribute to the preservation of cultural heritage and be a factor in the sustainable development of the territories of residence.

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