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THE MAIN STAGES IN THE DEVELOPMENT OF ETHNOGRAPHIC TOURS IN UZBEKISTAN

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ABOUT ARTICLE

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Abstract: The article explains in detail the stages of organizing an ethnographic tour, as well as describes the peculiarities of organizing this type of tourism. Features of organizing this type of tourism in detail. As the object of ethnographic tour in detail the tours organized in tourist villages of Uzbekistan, unique aspects of the tour: beautiful nature, ancient villages, guest houses, the customs of the local population are highlighted.

INTRODUCTION

Ethnic tourism is gaining status as a favorite of adventure travel around the world. This type of tourism is a great way to study history not only for scientists, but also for amateurs, as well as to learn about the origins of their ancestors and trace their roots. This innovation in tourism allows many to find their distant relatives in foreign lands. Also, many visit the places where their great-grandparents once lived, or they themselves were evicted from these neighborhoods in their distant youth. It is the desire to learn the traditions, culture, and life of previous generations that determines the relevance of ethnic and, in particular, nostalgic tourism in the world.

Each type of tourism is relevant to certain regions. Any type of tourism undergoes a standard technology of tour development. The development of the tour itself is done only by tour operators, and travel agents only sell the finished product.

Any tourist product undergoes generalization, the process of selecting and combining parts and works of the target or thematic focus of a particular tour while adding them to the package of tourist services in accordance with the capabilities of their suppliers or performers.

The purpose of the trip is the main principle that must be observed when compiling a tour product.

In the course of tour development, the tour operator cooperates: with the consumer (consumer market), competitors (supply market), partners and suppliers.

The consumer is the main object in the planning and development of the tour. The travel company analyzes consumers in order to create the idea, the concept and directly to the preparation of the tour.

The analysis of consumers includes determining their taste preferences, opportunities for tourist recreation, purchasing power, the size of the market and the state of demand in the market.

One of the most important subjects in the research and forecasting, is the competitors. When studying the competitive market, it is necessary to conduct market research of the supply market, analyze the nearest competitors and competing tours. According to the results of these analyses tour operator develops the idea and the actual implementation of the tour, in order to make it more attractive to the consumer, to lay into it competitive advantages [1].

Suppliers and partners are the main direction of interaction of the tourist enterprise. Tour operator simultaneously conducts research, selects partners and suppliers for the implementation of a competitive tour, tailored to the needs of consumers, and arranges with them a mutually beneficial cooperation. Partners can be other tourism companies - domestic and foreign, participating in the formation of the tour operator's tourist product. Providers are organizers of basic tourism services included in the tour. These are: companies providing accommodation, transportation, insurance companies, catering, etc., these services can be included in the tour as basic or additional [1].

The basis for the development of the tour is a brief description, i.e. a set of requirements found as a result of market analysis, agreed with the customer and providing for the capabilities of the executor. The technology of tour development includes 7 stages, namely: the first stage is marketing research, that is, the identification of the target audience, potential opportunities and the creation of the tour:

- PEST analysis (political, economic, social, technological forces);
- SWOT (strengths, weaknesses, opportunities, and threats)
- market segmentation (motivation, goals) - at the same stage the name of the tour is given.
- The second stage is the formation of the geography of the route (prospective planning of the tour):
- Identification of the resource and technical support of the tour (basic and additional objects of excursions, accommodation, transportation, food);
- type of route (linear, radial, circular).

The third stage is contractual, at this stage contracts with partners are concluded. At this stage, partners or service providers are determined. In the contract indicate: the subject of the contract, the basic conditions, the rights and obligations of the supplier, the responsibilities of the parties, the order of payments, legal addresses of the parties, force majeure.

The contract with the company providing the means of accommodation must contain:

- the cost of rooms, their reservations;
- discounts;
- conditions of accommodation;
- schedule of arrivals;
- material responsibility.

The contract with the caterer includes:

- Number of tourists serving at the same time;
- Regularity and size of meals;
- Approximate prices;
- Material responsibility.

In the fourth stage, information and methodological support for the tour is compiled:

- (a) drawing up a transport itinerary card;
- b) description of the route (verbal description, reception and service conditions);
- c) timetable of movement along the route;

d)document "Conditions of reception and service of tourists".

Conditions of accommodation: type of rooms, rooms or cabins, how many people can stay, sanitary service - sewage system, laundries, showers or baths in the rooms.

Catering conditions: restaurant, cafe, buffet - address and remoteness from accommodation, meal plan. [2].

Program of tourist and excursion, cultural and leisure services: days of service, list of topics of excursions and activities, the duration of excursions in astronomical hours, the cost of excursions):

- the map-scheme of the route;
- reference materials for the route;
- Various information to make a memo for tourists traveling abroad, a memo for the manager;
- Descriptions of technological features of the tour (AIDS vaccination, malaria, Asian hotel, Disneyland, etc.);
- Application deadlines memo (for airfare, accommodation, meals, group discounts);
- A tour booking form (date, order number, responsible person, the name of the tour, information about tourists in Russian and Latin variant, № of foreign and Russian passports, transportation, time, flight, class, possible changes, country, city, date of arrival and departure, hotel, name, class, room type, meals, excursions);
- An information sheet that contains the following information:

1) route - excursion, type of route, transport, accommodation, duration, brief description;

2)package of services;

3) additional information.

The fifth stage. Determines the calculation, that is, make the calculation of the cost of tours and release them for implementation. The main components of the cost of the trip:

-transport services - in-route transport, transfer (delivery of tourists from the place of group gathering to the terminal of the main carrier), excursions;

- accommodation (cost is multiplied by nights);
- food;
- payment (guides, tour guides, group leader);

Deductions to non-budgetary funds (26% insurance premiums and accident insurance fee);

- excursion services;
- tickets for cultural and entertainment programs;
- overheads (10 - 20%);
- total costs;
- Accrual of profit (10 - 40%);
- VAT charges to the sum of expenses and profit;
- The cost of the trip together with VAT.

The sixth stage is the promotion of the tour on the market. The tools for its promotion are:

- First of all, advertising. It includes various brochures and catalogs, outdoor advertising and advertising in mass media;
- sales promotion. This includes: various direct mail materials, prospectuses for a particular direction a method of support;
- public relations, that is, the design of press releases and publications are given to information services, committees;
- press conferences and press demonstrations;

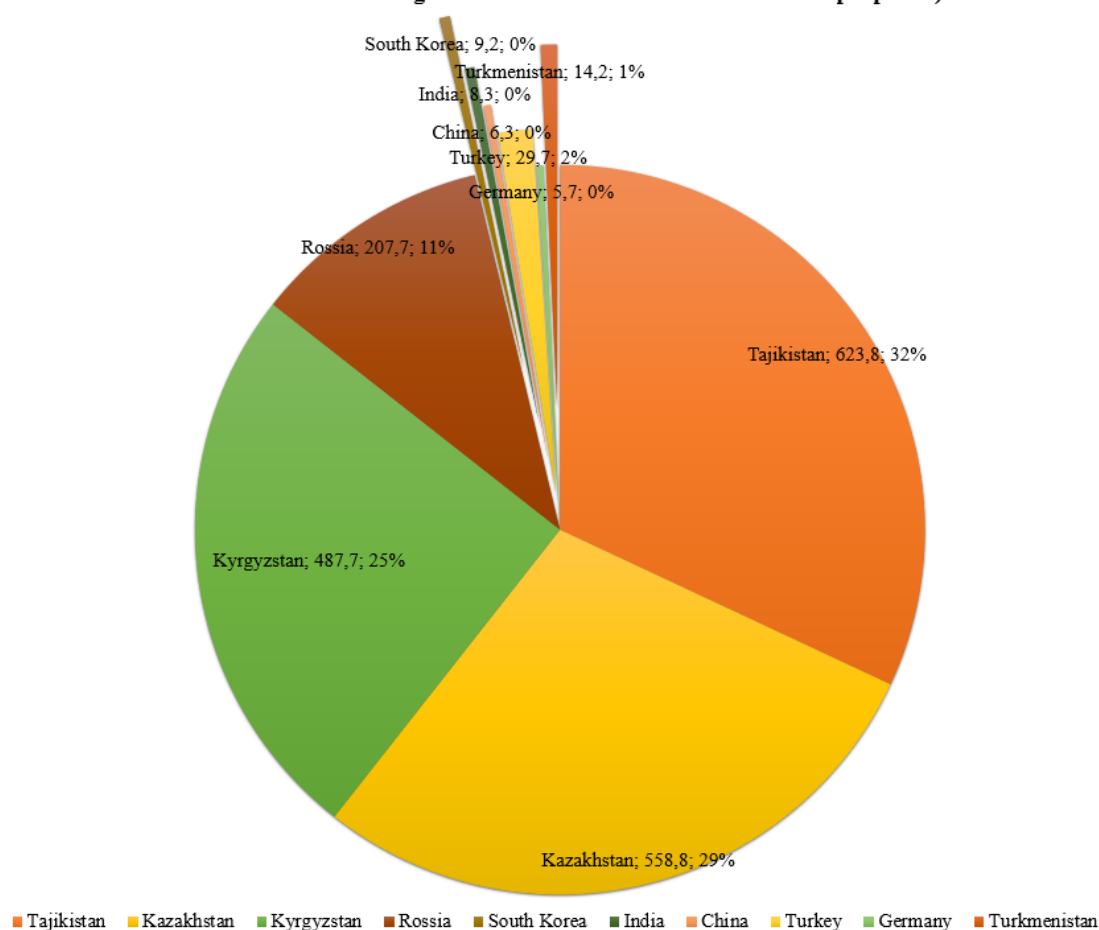
- illustrative stories with descriptions - image article;
- presentations;
- recognition tours;
- exhibitions, fairs, scientific conferences;
- different videos.

The final, seventh, stage is the sale of vouchers (formation of the agency chain) [3].

According to the Statistics Agency in the presence of the President of the Republic of Uzbekistan, in January-April 2023, more than 2 million foreign citizens visited Uzbekistan for tourism purposes:

- Tajikistan - 623.8 thousand people.
- Kazakhstan – 558.8 thousand people.
- Kyrgyzstan - 487.7 thousand people.
- Russia – 207.7 thousand people.
- Turkey – 29.7 thousand people.
- Turkmenistan – 14.2 thousand people.
- South Korea – 9.2 thousand people.
- India - 8.3 thousand people.
- China – 6.3 thousand people.
- Germany – 5.7 thousand people.

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Today, tourism companies in Uzbekistan in the framework of the ethnographic tour offer a program that is largely different from the standard classic route. The purpose of such programs to break away

from the bustle of the city to feel peace and tranquility, to feel the harmony and balance of mind, to experience the national atmosphere, directly get in touch with the culture and life of the people through participation in family and village life.

Tourists have a rare opportunity to organically fit into the rural eastern reality, where people are always welcome guests. Stay in village guest houses and yurts. The institution of guest houses came to us from the West together with the wonderful idea of creating biosphere reserves. It blended harmoniously with the rural Eastern reality, where people have always been happy to have guests. For example, near the Nurata reserve in the villages of Ukhum, Hayat and Majerum of Farish district of Jizzak province and Sentob of Nurata district of Navoi province several guest houses have been arranged. They are located in Nurata mountain area, which can be reached by car. Near the guest houses there are springs whose water irrigates the surrounding houses and orchards. All houses are built and equipped according to national, rural technology and have the necessary living conditions, such as: light, dormitory, dining room, shower, spring water and other amenities. The hosts of guest houses can offer their guests different kinds of national dishes. Together with hospitable hosts tourists can do housework - bake flatbread in a tandoor, cook food, weave carpets, embroider, or help with harvesting fruits and vegetables. We offer walking or horseback riding tours around the village, fishing in the mountain stream, an evening of Tajik folklore. In memory of a pleasant trip you can buy traditional Tajik souvenirs: lint-free carpets (alacha), talismans / charms (tumors), bags and khurjun.

Take part in folk festivals with all kinds of games, competitions and performances of masters of art: the most ancient type of martial arts kurash, competitions bakhshi - folk storytellers, jousting "Kupkari", entertainment masquerobozov and kizikchi - traditional Uzbek clowns and comedians, national dishes competition (sumalyak, kalama, bujak, badamash, gilmene). And also to visit nearby cities, known throughout the world for its rich architectural heritage. A special program offered to the guests of the ancient city today is acquaintance with local folk crafts and applied arts. The works of Samarkand craftsmen have long been famous all over the world. The unequalled in beauty fabrics such as crimson velvet, brocade, silk, carpets, metal and leather goods, jewelry, famous Samarkand paper and many other goods were transported from here to different countries via the branches of Great Silk Road. Even now one can observe how craftsmen create their beautiful creations right in the street, along the craft workshops and retail rows.

In the narrow streets of Khiva, behind the carved gate in cozy workshops, folk craftsmen make fine patterns on the copper sides of kumgan or carved ornaments on slender columns of wood in front of your eyes.

In Margilan city of Fergana valley tourists visiting silk weaving workshops can admire the unique silk creations of famous masters - Abrbandis, who carefully preserve the traditions of folk silk weaving, and observe the process of production of unique fabrics.

Fifty kilometers away from Ferghana there is a small town of Rishtan. Since ancient times people of Rishtan have been famous for their pottery. For over eight hundred years, craftsmen have been passing down the secrets of making pottery from local varieties of red clay and glaze of natural mineral dyes and ash from mountain plants from generation to generation. Big dishes "lagans", deep bowls "shokos", water jugs, milk vessels decorated with ornaments made of "ishkor" glaze of unforgettable turquoise and ultramarine colors have brought Rishtan masters fame at numerous international exhibitions and they decorate expositions of many museums of the world and private collections.

Ethnographic routes have been developed. Here are just some of them:

- Fergana Valley (Rishtan, Kuva villages)

- The Nuratau Range (Hayat, Ukhum, Medjerum villages)
- Lake Airdkul (Yangigazgan and Dongelek villages)
- Baysun (Rabat, Derbent, Pedang, Koferun villages).
- Tien-Shan foothills (Humsan, Brichmulla villages)

Features of tour:

- Settlement in Uzbek villages
- Accommodation in guest houses and yurts
- Participation in village life (making dumplings in a tandyr, weaving carpets, embroidering suzane, modeling pitchers, harvesting cotton, fruits and vegetables, fishing, etc.
- Acquaintance with customs and traditions (participation in traditional games, folklore performances, wedding ceremonies, etc.).
- Participation in traditional holidays "Navruz" and "Kurban Bairam". Kurban Bayram", festivals "Sharq Taronalari", "Baysun Bahori", "Silk and Spices", "Culture of Ancient Khorezm".
- Walking and horseback riding tours around the village
- Visiting natural and cultural monuments (petroglyphs, ruins of ancient forts, settlements, etc.)
- Visit to the oriental bazaar



Summarizing the above, we can say that for the creation of ethnographic tours are characterized by the same stages of technology development tours, as for any other type of tourism. Having defined the purpose of the nostalgic tour (visiting places of nationalities, visiting places of residence of ancestors or visiting places of nostalgic motives - study, work, etc.) the further stages of tour formation are defined.

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