

THE ROLE OF THE CULTURAL FACTOR IN THE GLOBAL TOURISM ENVIRONMENT

B. Mirzarakhimov, Ph.D

Fergana State University Senior lecturer of the Department of Philosophy

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Abstract

The article covers cultural factors in the global tourism environment. Also, the factors of increasing the contribution of tourism to the development of the economy of Uzbekistan, promotion of our history and cultural values are based.

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Tourism has become an integral part of culture, and the demand for it is increasing day by day. Recently, a lot of attention has been paid to the development of tourism in Uzbekistan. It is not for nothing that President Shavkat Mirziyoyev has noted the following about the development of this sector: "In recent years, such an important sector as tourism has been left out of the necessary level of attention of the head of the complex. This mistake must be corrected without any doubt and, most importantly, effectively. We have now approved only the issues related to the structure dealing with the development of tourism.

These measures should be strengthened with specific measures to increase the contribution of tourism to the development of the economy of Uzbekistan, to promote our history and cultural values, as well as to replenish foreign exchange reserves"[1]. Therefore, according to the Decree of the President of December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan", the company "Uzbekturizm" was dissolved in Uzbekistan, and the State Committee for Tourism Development was established.

Today, the tourism industry surpasses the chemical, electronics, food and even automobile industries in terms of exports of goods and services. According to the World Tourism Organization, tourism accounts for one-tenth of the world's gross domestic product and more than 11% of international investments. The flow of tourists around the world is growing by 4-5 percent per year. Annual income from international tourism in the world economy exceeds 1 trillion US dollars. Based on last year's results, the United States (128.6 billion), Spain (55.9 billion), France (53.7 billion), China (50 billion), Italy (41.2 billion) are the countries that receive the most income from tourism. 8% of the world's employed population work in this field.

Uzbekistan has a huge tourist potential. Our country is one of the centers of tourism not only in Central Asia, but also in the world. Among the cities that attract tourists are Samarkand, Bukhara, Khiva, Shahrisabz, Koqan, Termiz, with a large number of architectural monuments and historical period, which has passed the Great Silk Road connecting China and European countries since ancient times. Modern architecture in the old cities of Uzbekistan is associated with the sculptures of the national

architecture of the past centuries, which have a special feature for Uzbekistan[2].

550 tourist companies - tour operators are operating in Uzbekistan, providing service on 110 international tourist routes covering most of the country's historical objects, architecture and urban planning monuments. 65 of these routes are objects of historical and cultural heritage, 30 are natural-recreational, and 15 are ecological routes containing elements of health tourism. Currently, more than 500 hotels, motels and camping sites with more than 50,000 beds serve tourists [3].

Relations between Uzbekistan and the World Tourism Organization (WTO) are steadily developing. In October 2011, at the 19th session of the World Tourism Organization held in South Korea, Uzbekistan was elected a member of the Executive Council of the World Tourism Organization (for 2011-2015), and a decision was made to hold one of the next sessions of the organization in Samarkand, the capital of the country. Our country has been hosting. The number of companies and operators providing services to tourists in our country is expanding more and more. Currently, there are more than five hundred hotels, tourist bases and camping sites with more than 25,000 beds, and nearly three hundred tourism companies. It should be noted that the share of private entrepreneurs is also increasing in this direction. More than 200 medium and small private hotels have been opened in the last six years alone. Such types of tourism as ecotourism, educational, cultural and physical travel, extreme, archeological, rafting, heliski, sports, folklore-ethnographic, medical and recreational tourism, agrotourism, geotourism are also rapidly developing in Uzbekistan. Among the tourists, climbers and people interested in skiing are increasing. Tourism routes are being diversified, new routes and programs are being developed.

In the conditions of economic liberalization, cultural tourism in Uzbekistan is developing more than other types of tourism. Uzbekistan has been attracting the attention of the world's population with its many historical and cultural monuments, climate, and socio-economic development. The Uzbek people are proud of their historical and cultural monuments preserved from their ancestors until today. Many people know that historical monuments in Bukhara, Samarkand, Khorezm, Shakhrisabz cities are included in the special list of UNESCO's "World Heritage". During the trip around Uzbekistan, tourists can witness not only historical and cultural monuments, but also a number of national holidays and taste Uzbek national dishes, local they can get acquainted with the customs of the population.

Tourism itself originated from the desire to discover new unfamiliar places, to seek changes from the external environment and to experience impressions, and this term was first used in French. Tourism mainly includes people's activities intended for recreation and relaxation. In addition, even when tourism involves meeting business partners and distant friends and relatives, entertainment and recreation are not abandoned during such trips.

Taking into account the importance of tourism in the healthy education of the young generation, one should not forget the important effects of tourism on the psyche of young people: tourism contributes to the education of young people as patriots. That is, a person traveling in his own country learns what natural and cultural resources he owns, a person who knows what wonders he owns becomes proud of his acquired heritage, a person who is proud of his national wealth begins to love his country. For this reason, the ancient thinkers of the East called a person to see the world, encouraged him to travel within his homeland before going abroad.

Tourism is a world way that provides more effective meetings and dialogues between members of different religions and sects, atheists and people who are interested in religious views. Tourism develops human values, therefore, in addition to physiological issues, it should be considered as a factor in the development of the individual and his pride. A person regains his need for freedom and movement and establishes positive interpersonal relationships in a situation where he can communicate with complete confidence in a calm and relaxed state. Tourism is not only leisure and recreation designed to break the monotony of daily life and work, it is also a symbol of the unity of people and the

environment.

As cultural factors should be prioritized over all other factors in tourism, it is appropriate to understand what is meant by cultural tourism. Cultural tourism is the activity of tourists who are interested in the culture, history, ethnography, archeology, folklore, lifestyle of other peoples. During cultural tourism, people pay more attention to local theaters, places where national art and folk art are displayed, in order to get to know the culture of other nations more deeply. Even some tourists do not refuse to visit the houses of local residents as guests, considering this as the best way to get to know the culture of the residents.

Specialists of the Uzturservis Republican Foreign Economic Trade Production Unitary Enterprise established in September 2000 under the National Company Uzbekturism stated that the main goal of tourists is to get to know the world, to get to know the history of the peoples of the world, cultural monuments, to study them and to further strengthen relations. described[4]. According to these experts, the purpose of tourism is to study world culture; get acquainted with the human values, architectural monuments created in different regions, enjoy them, be inspired by the miraculous works created by man; comparative study of cultures of different nations; to see holy religious shrines, to be inspired by them, to pray, to fulfill one's human duty; and through these means further development and strengthening of cultural and educational relations between people.

Cultural tourism lovers are very interested in the history of the inhabitants of tourist destinations, archeology, ethnography, local history, living conditions and conditions of living environment, national crafts. Some cultural tourists like to travel in groups of other tourists like themselves, while others prefer to travel alone or in smaller groups. Some of the tourists plan their own trips, that is, they make independent decisions about when to go where and how long to stay there. They can only temporarily hire a guide-interpreter from the representatives of the local population. Some other tourists fully entrust the organization of travel to tour organizations - tour operators.

Cultural tourism is based on people's interest in learning about other people's cultures, and every tourist wants to satisfy his needs through the specified requirements.

Uzbekistan is not only famous for its historical and cultural architecture, but also has active tourist destinations. In the territory of Uzbekistan, you can see a convenient and diverse geographical structure, that is, mountains, valleys, deserts, rivers and deserts. Tourist resources must be available to meet tourist needs. In Uzbekistan, there are many resources that meet the requirements of cultural tourism. For example, there are more than 4,000 architectural monuments in our Republic, most of which were renovated in honor of independence. Most of the monuments offered to tourists belong to the 12th-20th centuries, and among them there are also monuments from the 4th-9th centuries. In the Sarmish and Nurota mountain ranges located in the north and northeast of Bukhara, in the Surkhandarya region, you can also find monuments typical of the primitive community system. Also, the archeological excavations carried out in the remains of many ancient cities, getting to know the rare animals that are being bred in our natural reserves can leave many impressions on lovers of cultural tourism.

During the years of independence, the 1st President I. With the initiatives of A. Karimov, many of our religious and cultural shrines were renovated and the blessed anniversaries of our thinkers were celebrated (Al-Bukhari, Abdukholiq G'ijduvani, Bahovuddin Naqshbandi, Al-Moturidi, Amir Temur and others). As a result of events celebrating the jubilee of the cities of Bukhara, Khiva, Shahrissabz, the jubilee of the "Alpomish" epic, many of our monuments have become more prosperous. Also, our positive steps for the development of children's sports: the Universiade - the Games of the Perfect Generation, various sports competitions will not be overlooked by cultural tourism enthusiasts.

The existence of attractive resources is not enough for the development of cultural tourism. That is, in addition, the local tourist infrastructure should be sufficiently developed. In order to develop the tourism infrastructure, the National Air Company "Uzbekistan Havoyollari" was transformed into the

best air carrier in Central Asia; The level of service on the Tashkent-Bukhara railway line has increased, "Afrosiyob" on the Tashkent-Bukhara line, comfortable high-speed train service on the Tashkent-Samarkand line have been launched, the Tashkent-Samarkand railway line has been completely electrified; besides these, the Navoi-Korakalpakistan railway was built, the railway bridge from Karakalpakstan to Khorezm over the Amudarya was built and put into operation. Also, many new modern hotels were built in Tashkent, Samarkand, Bukhara, Khorezm regions, many airports were modernized. Not limited to these, other works are being carried out in the field of infrastructure development. For example, the electrification of the railway network from Samarkand region to Surkhandarya, the railway from Tashkent region through the Kamchik pass to the Fergana valley was built, and modern hotels were opened in Surkhandarya.

It is necessary to train specialist personnel who can carry out the correct marketing policy aimed at the specific goal of transferring the cultural tourist product of Uzbekistan to the international and domestic tourist markets. Because in the conditions of strong competition from neighboring countries, in order to attract tourists from far away to our tourist destinations, finding consumers who are interested in our tourism products, determining what exactly interests them in our country and how to satisfy this interest, and implementing appropriate measures is only a mature marketing that is aware of the tourism sector. can only be done by a specialist. In order to solve this problem, the Faculty of "International Tourism" was established at the Tashkent State University of Economics, and the Department of "Tourism" is operating at the Bukhara State University, where qualified personnel are trained for the tourism sector. Cultural tourism is one of the promising types of tourism for our country. Therefore, a consistent policy is being pursued for its development, activities that develop the tourism sector are being supported. Reasonable tourism policy can be seen from the fact that the number of newly created tourist organizations in our country is increasing day by day.

Another aspect that should be taken into account in the development of tourism is the issue of preserving tourist resources so that future generations can benefit from them. Taking this into account, it is necessary to ensure that every new building being built in our country is compatible with other buildings in the area in terms of construction style and design. In our renovated famous shrines, the traditions of national architectural art have been preserved. The challenge now is to ensure that the new buildings being built by the private sector in our historic centers do not deviate from this style of environment.

Also, when renovating historic buildings, it is important to preserve their original appearance. Because it is this historicity that may have attracted cultural tourism lovers. That is, cultural tourists who are interested in history are more interested in the old building itself, not the new building built in the old way. Therefore, it is necessary to avoid making such mistakes when carrying out repair work.

We are proud of the presence of many cultural and historical monuments in our old and ever-popular city of Bukhara. In recent years, most of our young people, during many spiritual and educational trips, visit the shrines, mosques and madrasahs of the great scholars and guardians of the Islamic world, which were restored and established in the period of independence, located in the Old Shahar area of Bukhara. -has a special place in education. The mausoleum of Ismail Somoni - the mausoleum of Ismail Somoni, the founder of the Somoni state, and his descendants, Minorai Kalon (Big Tower), Arslankhan Tower, Ulugbek madrasa built by Muhammad Tara Ulugbek, Chashmai Ayyub is an old architectural monument in Bukhara, Sheikh Bahouddin Naqshband complex and many similar ones. We are proud to live in a city with historical monuments. The hospitality of our people, human values, legendary past, historical engineering heritage of the Silk Road, wonderful scenery of our nature, local crafts and handicrafts attract the attention of tourists.

It is also important to preserve our natural resources that attract tourists. It is commendable that special measures are being taken in this regard in our country. "Silk and spices" festival is held every year in our city of Bukhara and is an important basis for further development of cultural tourism. Uzbekistan

has opportunities for further development of cultural tourism, and its development will contribute to the development of Uzbekistan's international relations. The development of international relations brings our people closer to other nations, which strengthens mutual cooperation. The strengthening of mutual cooperation will lead to the growth of foreign investments entering Uzbekistan and will be an impetus for the development of our economy.

Today, tourism has become a developing industry in the CIS countries. All areas of tourism activity, the level of state networks, the emergence of tour business, the expansion of new job offer and the deepening of specialization are being researched. Tourist flows in Uzbekistan are formed differently in different regions. Mainly, foreign and domestic tourists go to historical cities like Samarkand, Bukhara, Khiva and Shahrisabz. The place of the USA among the incoming tourists is increasing. The share of the United States in the volume of total tourist trips in the world was 35.9%. The United States is the world leader in the export of tourist services, that is, in the reception of foreign tourists. European countries are also very convenient for foreign tourists to relax and provide services, attracting millions of tourists. At the same time, it is necessary to emphasize that the share of regions such as Africa, Australia, South America, Antarctica, and Mexico in providing services to foreign tourists is increasing year by year. In order to adapt products and services to a certain international environment, it is necessary for managers of organizations to learn to understand the factors of each international environment. If they assume that the environment of another country is similar to the local environment, there is a risk of making wrong conclusions and decisions.

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Language, another aspect of culture, is always a challenge for organizations operating abroad. Due to the different meanings given to similar words, obstacles may arise in the process of information exchange. Incommunicado is also contributed to by the incompatibility of actions and language in interacting cultures. Also, the difference between cultures is reflected in different ideas and concepts about power, the importance of work, the role of women in society, risk-taking, and even color preferences. Researchers have found that it is precisely the problems associated with a person's performance in a foreign culture that are the cause of bad luck. Therefore, in order to achieve successful results, it is necessary for organizations and leaders to identify cultural differences and accordingly change the behavior in personal communication and, most importantly, work and leadership styles and methods. As Professors Pascal and Anthony Athos have pointed out: "The viability of managerial actions is not absolute, it arises from social and cultural conditions. In any culture and society, people come together to perform certain public actions aimed at solving common problems, which forces them to choose directions, organize and encourage cooperative activities. How such problems are perceived and resolved depends on each culture. Socialization also sets the boundaries of acceptance.

When considering economic conditions, we emphasized the need for management to assess the impact of changes in the general economic situation on the organization's operations. Firms operating in an international environment must analyze economic conditions and trends and monitor the economy of the countries in which they operate and will operate in the future.

Environmental analysis can help improve the efficiency of decision-making and planning processes. Some of the economic factors that affect doing business abroad include: wage rates, transportation costs, currency exchange rates, inflation and bank interest rates, GNP (gross national product), tax systems, and the general state of economic development. There are other factors related to the international economic environment, but not of an economic nature, such as the population, the level of literacy and professional training, the quality and quantity of natural resources, the level of development of technologies, and the characteristics of competition.

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