

Directions for the implementation of socially-generalizing and culturally-identification potential of tourism

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Abstract: In this article the historical development of world tourism and the importance of intercultural communication in this process will be explained. So, the process of becoming an important element in worldwide tourism of Central Asia and Pacific Ocean regions. Besides, special attention will be paid to the reasons for the development of tourism potential and analysis of its perspectives.

Terms: tourism, Europe-centering, Asia-centering, World tourism association, intercultural communication, revolution of telecommunication, global thinking, evolution, natural heritage, strategic marketing.

Obviously, tourism is considered to be the factor that reflects significant objective opportunities of intercultural communication in the international scene. As a subject of tourism, representatives of culture that regulate the affairs in this field rely on the certain model in making social relations. In this case, following models vary that directed at providing intercultural relations of tourism subjects.

Firstly, the model of acculturation. This model is accepted by representatives of cultural system at different level of development or by subjects going through “signs of inequality”. Here the relationships are exactly one-sided – forcing another system to accept their ideologies, conceptions about people’s lives, one culture acts as a donor while another one acts as a “recipient”.

Secondly, the model of negative convergence. In this model, representatives of disproportionate cultures work together. In such situation, communication worsen the problems of cultural development and every representative receives the

elements that may play a ruining role in the future because there are no mechanisms and criteria of choice.

Thirdly, dialogic model. This model establishes relations among representatives of proportional cultures. In such relations, an exchange of values happens. Comparing oneself with another culture, the subject of culture understands one's personality, understands and receives another culture's rarity.

Generally, it is being observed that intercultural relations are not always positive either for the subjects that interacts with each other or for the form of a certain culture.

Real intercourse means exact similarities and correspondence of culture representatives in relations and appears as a personal resemblance. Therefore, three trends of similarity may be varied.

1. Socially identifying – joining in certain social and cultural (identify the role or status) institutions.
2. To save one's "me" completely in different stages of personal individuality life or to keep proving that biological evolution level of a person's childhood and adolescence period are tightly connected with each other.
3. Ethnocratic identification – considered as identification of specific values (considering as moral values). Moreover, there are personal characteristics in these values and it presents in itself random, imitative and other models.

As a tool of intercultural connection, ethno-differentiating means varying in the features like language, values, standards, historical memory, religion, ideas about a homeland, myths, national features, nation and national art that distinguish the ethnos from the others. These kinds of features are one of the important factors of identification of the Koreans living in Central Asia.

Self-identification is formed by the result of impacts among other people's identities and in this process, the topic of referendum can be the activity that "objects" itself and the others. Each aspect of identity plays a great role in

effectiveness of intercultural relations. In this case aspects like pride, values, belief, satisfaction, patriotic feelings of belief are crucial in ethnic identification. Indeed, positive ethnic identification occurs even if there is none of it with rewarding intrusion into other ethnic groups. One of the most significant terms of ethnocultural peculiarities are history, cultural heritage, myth and events determining patriotism that identify the historical and cultural features of the area, traveling potential of a region and considered as an important part of beautiful area.

Hence, finding and developing historical and cultural rarity of an area should be strategic direction of country's tourism policy. Significance of this direction is determined with the following features.

First of all, programs dedicated to making better the policy in a tourism of a country should be produced and touristic and cultural fields of policy should be improved that organically connect local features of outlying districts taking into consideration big varieties of areas, natural landscape, climate characteristics, traditions, ethnos of the population, handicraft industry and peculiarities of a certain region.

Secondly, necessity of making governmental policy for a region in tourism determines the chance of solving social-economical problems of this field.

Thirdly, it makes specific features at the national culture, regional, provincial, individual city level that have common moral basis which unifies the society. First of all, this peculiarity determines the events, historical and cultural memorials known by the nation and personalized moral values.

Therefore, developing the tourism, above all, is considered to be one of the main fields of governmental policy. Nowadays state and non-state institutions, touristic organizations at different levels keep putting forward identifying the principals of tourism development and elaborate purposeful programs, creating a country's image in an international level, propagandizing a country's touristic resources, adjusting endeavor and resources of state and private sectors in forming

tourism infrastructure, protect touristic areas, rewarding investment attraction to tourism, advertising touristic areas and determining superior actions on increasing attractiveness of them, accepting regulations on giving licenses and controlling their observance, also, improve the quality of touristic objects and services, determining regulations on land usage and environment protection, controlling their observance, training professionally, retraining and qualifying the employees of touristic sphere.

In addition, taking into consideration tourism opportunities in principal directions of tourism development by Uzbek-tourism state committee, particular features of the region and solving all the problems of the area appropriate directional programs will be produced.

Keeping social-psychologic, social-cultural and landscape integrity of a region is very crucial. Certainly, developing the tourism that is intensive and did not put in order has bad impacts on landscape zones position and can lead to ruining the traditional lifestyle of population and, in some situations, even sharp change of the distinctive cultural values of this region's population. Misunderstanding tourists' cultural features, disrespect towards local values lead to their disappearance.

In this case, taking into consideration social consequences like common employment of population, service development, changing moral values are required. Special attitudes towards traveling are being formed by the benefit of travel agency employees as "clients", by local population as "strangers" on terms that they wouldn't participate in daily life.

Putting into practice regional tourism policy will be conducted relying on some principal directions:

a) national benefits that is established independently by every country in economical, political, social and other conditions and described in national legislation and governmental programs. They will be carried out taking into

consideration guaranteeing ecologic, social-cultural and moral safety, using tourism opportunities in strengthen international collaboration, necessity of developing intercultural communication;

b) international contracts (ensuring travelers' freedom, guaranteeing rights for entering touristic places and others) determining role and duties of countries in developing internal and external tourism;

c) areal features, first of all, historical and cultural potential.

As mentioned before, relations in tourist field will be put into practice in two levels as interpersonal communication and influence between traveler and values, sacred items and other cultural objects.

If in the first situation there is a guarantee of traveler's communicative ethics (his preparedness and) productiveness, in the second one state of productiveness the existence of historical and cultural peculiarity, distinctive features of an area, sightseeing for travelers creates basis for determining national and cultural identity of local population.

Recent years, taking into consideration historical and cultural features Uzbekistan's area there is a need for working out strategy of tourism development. However, we should rely on certain scientific basis, method and technics to produce this strategy. Therefore, nowadays problem of working out productive mechanisms of identifying historical and cultural features, developing and propagandizing is considered to be the important factor of an area's traveling attractiveness.

Notion of tourism in a region and cultural policy is utilized in several meanings. Firstly, it is an administrative unity (naturally, any kind of development program should have the theme of responsibility – in order to do it very precise governmental structure that is responsible is required).

However, administrative partition not always appropriate with real area making. Followings are the most important structural part of an area:

- landscape -ecological localization of people's activities appears in place and time, material-energetic forms. In this situation the notion of area reflects features and levels of person's adaptation (especially, organize producing taking into consideration natural conditions, producing handicraft products using natural materials without harming the region's ecology) in natural condition and place.

- creative architecture and planning or habitat-material aura creating people's living conditions are reflected as a kind of inhabited locality, accepted as a measure of object area's wholeness that will be received.

- area's social and infrastructural part should be understood as systematically and functionally related fields and lifestyles i.e. residence of living and working, service system, leisure, mass media.

- ethno-cultural component of a region can be expressed in varieties of ethnic groups residing in a certain area.

- important features of a region can be seen in historical and cultural potential.

Besides, the region should be considered as a certain spiritual and cultural community, determined by ethnic and cultural of the region and its historical and cultural potential, but without being utilized by them. Such kind of cultural identity connected with cultural and historical traditions, lifestyle that are typical of relatively large group of people. According to this criterion, peculiarities of large regional communities are seen not only in traditions, but also in "world's images". The last sign of the region should be determined as an independent criterion for analyzing the situation and defining strategic directions for the development of tourism.

The main thing from the point of view of tourism development and optimization of its socio-cultural functions is the presenting the culture of a region as a historically and culturally similar topic i.e. a distinctive feature.

The "concept of sustainable development" is worked out by the World Environment Organization is the theoretical basis for improving regional tourism.

This concept is based on principles like environmental, socio-cultural, and economic sustainability. Environmental sustainability requires correspondence of development with the preservation of the main environmental processes, biodiversity and resources of the region. Social and cultural stability implies the preservation historical, cultural values and local features.

In the process of developing tourism and cultural policy, it is important to know and view the factors that make up the historical and cultural features of a certain region, that include in itself custom, traditions, holidays, games musical and poetical work, folklore pedagogy, natural sciences, medicine, historical and cultural heritage, uncommon natural and landscape areas etc.

Anyway, regional tourism policy's main functions consist of learning historical and cultural potential of an area, productively using the region's traveling resources (natural, historical, cultural, economical, material and technologies etc.), making and putting into practice regional programs on supporting and development of tourism. Besides, based on detailed analysis of the attracting elements for travelers, aims and tasks and terms for its implementation are determined.

Producing regional program of tourism development (especially, in conceptual level) taking into consideration internal and external factors determining principal directions and perspectives of developing tourism in this area. The group of internal factors don't influence directly to the area's historical and cultural potential. On the contrary, it creates material conditions that make possible development of cultural rarity.

External group determines area's historical, cultural and touristic potential (attractiveness):

- a) includes historical and cultural potential and heritage;
- b) creating landscape and areas, human and nature that matter archeologically , historically and scientifically;

c) creating and increasing spiritual values (science, education, religion, professional and amateur art, nation's traditional culture, culture and leisure) cultural processes and technologies;

d) the cultural infrastructure for creating, saving, demonstrating, broadcasting and reproduction of cultural values, the development of cultural life and creativity (economical support of museums, libraries, archives, culture centers, exhibition halls, seminars, management and cultural life);

e) natural-geographical and climate (beautiful, rich nature, favorable climate, land, resources i.e. mineral water, caves, etc) conditions and natural, man-made geosystems, organisms and natural phenomena, natural resources including favorable conditions to relax and intended for using at the same time with the help of technologies organizing having a rest and relaxation for people.

The identification, development and promotion of the region's historical and cultural potential is one of the strategic principles of the regional tourism development program.

The process of technological equipment can be defined as a consistent solution to a number of problems. From the point of view the issues discussed in this research, we pick out the events connected with the identification and development of the region's historical and cultural identities just as a requirement for the formation of ethnic and cultural identities (both local population and travelers).

1. Analytical level includes identifying touristic resources of an area and presenting attractive features of them.

In the group of factors determining historical and cultural potential of a region, objects that belong to cultural and natural heritage for inclusion in the World's cultural heritage list are especially interesting.

For this, there must exist rare or very important evidences of existence or disappearance of particular culture or cultural traditions in culturally worthy

objects , which reflects in itself the genius of human being's activity, architectural and landscape ensembles, unique historical trends in culture, art, urban planning, designing which relatively or not , but shows traditions, ideas, beliefs or significant art actions.

Natural objects also can be added into World's heritage list if it includes places with rare beauty and natural areas that are scientifically and biologically important and if it is very important in world-wide level and under the threat of disappearance, if reflects in itself certain level of the earth evolution, if reflects the process of landscape formation, geo-morphologic and physiographic features, if presents development of current ecologic and biologic system.

2. Conceptual demonstration level of development of the historical and cultural features of the area and development forms. According to historical and cultural potential of continents it includes making up a common development scenario to evolve the area.

To develop the region as a historical and cultural touristic center it is required to work out a "scenario" assembled principal types of tourism that defines touristic specializing of the region, location of an area in local and international touristic markets, and special features of traveling opportunities of the area.

The definition of tourism specialization, first of all, depends on the group of leading touristic resources that determine its attractiveness. Tourism specialization includes knowledge or sightseeing tour, relaxational or medical tourism, scientific tourism, religious tourism, remembering tourism, busyness tourism, agricultural tourism and integrated tourism.

Actually, in every region there are several resources that allow to specialize a number of types of tourism. In this regard, being a kind of service, a group of leading type in a travel structure clarifies a traveler's motives. In addition to this, from the point of tourism resources can be stable and temporary, complex and

secondary. Especially, event or busyness tourism, according to rules episodically characterized and is related with certain event, but not potential of an area.

3. The placement stage will be used (advertising, package tours, identifying topics for large-scale events, etc.) in demonstrating methods and terms of recreational and historical-cultural opportunities indicators and, above all, the conditions and methods for presenting the advantages of this region.

4. Making up the “scenario” of developing the region as a touristic center, will be done according to the population’s location forming the program on areal position and it includes typological criteria such as polished infrastructure based on traveling potential and existence of historical, cultural, natural aspects attracting travelers and cities formed as resorts because of favorable climate.

The “scenario” for such cities intends to be presented as uncommon traveling area of the city from the point of view of community and suitable for entertaining potential.

“Scenario” for this kind of cities that have particular touristic-recreational potential and exact industrial fields, should mean fully development principals of, first of all, financial technic base of ex-industrial companies, developing touristic infrastructure, socio-economic and socio-cultural development.

Tourism can provide the local budget with additional income and provide certain groups of the population with work. To develop tourism in such kind of housing, the “scenario” should be directed at favorable natural conditions, pilgrimage tourism of new cities that are developing around the advanced infrastructural factories and academic institutions.

In such conditions, developing the tourism allows to advance locality of cities that have agriculture or agricultural spheres or villages with the objective opportunities like climate, ecology, infrastructures by receiving transit travelers, agriculture, ecologic and busyness tourism and, first of all, organizing rest for the local population and adding the city to traditional directions. Rural tourism occurs

in two ways – when townspeople come to villages on holiday and when jobless population (mostly retired elderly) come to villages for a long period of time (for spring-summer-autumn).

Types of accommodations mentioned before have different touristic potential. Historical and architectural monuments of Uzbekistan, including madrasas, mausoleums and almshouses other ancient monuments attract a wide range of tourists. Besides, residency and cities with a historical and cultural landscape typical of Uzbekistan may attract foreign travelers' interest.

Taking into consideration leading factors of attracting tourists, following types of tourism for developing internal and world tourism market:

- communicate with sport, including licensed sports, sport-events and healthy tourism, people's inclination for active rest and recreational types of sport and nature;

- knowledge-based business tourism, which combines relaxation with the possibilities of expanding business relations, for businessmen and other professionals;

- pilgrimage tourism, which spread among religious centers around the world and especially perspective for historical cities of Uzbekistan;

- scientific and spiritual tourism, including the teaching of folk art, restoration of monuments, the study of ethnography, history, architecture, materials of archaeological expeditions and other types of specialized tourism;

- summarizing the mentioned surmises, it can be said that the popular tourism potential of Eastern culture - Uzbek hospitality is one of the most promising directions of tourism development in Uzbekistan, which can become a source of tourism.

World experience shows the important role of licensing specialized types of tourism, an important role of scientific, educational, artistic and other fields and it contributes to support for making profit and creating a natural conditions for life.

In creating a cultural tourism program (cognitive, scientific, religious, etc.), it is necessary to take into account objective trends that characterize the dynamics of the travelers' wishes.

Increasingly, need for cultural values is increasing than personal travel i.e. adaptive relaxation programs, doing sport. Increasing short-term holidays, especially, a pair of additional days to vacations, need for changing places are widening the opportunities of cultural tourism. Today, tendency is being used like mechanism for developing internal tourism in our republic. Replacing ordinary days off with other workdays and organizing reduced prices for railways and airways for family trips across the regions (provinces and cities) of Uzbekistan on these vacations is the sign of it.

Tourists try to visit many clubs and see as much as possible for a short time. Today, one of the four tourists wants to take a relax in a club atmosphere. These trends can be accepted as motivational and psychological aspects of programs developed in the field of tourism development. The priority of social and cultural stability set forth in the Concept of Sustainable Development (World Environmental Conservation Union) is that the regional tourism policy should guarantee the preservation of the local population, historical, cultural and socio-psychological environment.

Only in this situation tourism can become an effective form of intercultural communication. At the same time, it helps to deepen the cultural peculiarities and forming cultural features of travelers and local population's, increase the richness of cultures by exchanging the cultural experiences.

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