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Utilizing Ethnographic Resources to Enhance Tourism Effectiveness in Uzbekistan

Memanfaatkan Sumber Daya Etnografi untuk Meningkatkan Efektivitas Pariwisata di Uzbekistan

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Abstract

This article analyzes the problems and opportunities for the effective use of ethnographic resources in the development of tourism in Uzbekistan, as well as explores new possibilities for the region. The specific features and forms of ethnographic tourism are examined. Ways to efficiently utilize ethnographic resources for the development of tourism are proposed.

Highlights:

Challenges and opportunities in utilizing ethnographic resources for tourism.
Exploration of new possibilities and forms of ethnographic tourism.
Strategies for efficient ethnographic resource utilization in tourism development.

Keywords: tourism, ethnographic tourism, attractions, ethnographic museum, ethno-nostalgic tourism, tourism of national art, tourism of natural-historical images, tourism of national crafts, tourism of national games, cave tourism, tourism at international wrestling competitions.

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Introduction

Ethnographic tourism is one of the most popular types of tourism in Uzbekistan. Most of the tourists coming to our country come with the aim of getting to know the country. Of course, the resources of the tourism sector are the national wealth of each state and are the property of the state. However, some of them are objects of world significance and are included in the UNESCO World Heritage List. This list includes 4 cities and more than 31 historical settlements in Uzbekistan. There are more than 7,000 historical and Beautiful Nature-Climate monuments in Uzbekistan. However, today only 1/3 of these tourist resources are available for tourism.

The term "Ethnographic tourism" can be defined as follows: "Ethnographic tourism is tourism for tourists to study and develop the culture of a certain ethnic group, its stages of formation, ethnogenesis, and specific characteristics of ethnic groups." Ethnographic tourism is directly related to many areas of science, culture and social status, and requires their development and promotion. When tourists come to a certain country according to the ethnographic system, they get acquainted with the development of ethnic culture, the stages of its formation, ethnogenesis and characteristics of groups, which directly include national dishes, clothes, dances, etc. In addition, it is necessary to highlight crafts, rituals and traditions, games and architectural examples. In addition, the decision of the President of the Republic of Uzbekistan dated July 27, 2023 "On measures to further accelerate reforms in the field of tourism and effective organization of the state management system in the field" issued a task to organize ethno-tourism complexes in the Republic of Karakalpakstan and its regions and determines the relevance of the topic.

Analysis of literature on the topic

There are different views on the relationship between ethnic and ethnographic tourism. Thus, the Russian researcher A.I. In his dissertation research, Shukin states that the main participants of ethnographic tourism are people who are professionally engaged in ethnography. Ethnic tourists, on the other hand, are a broad audience of tourists whose purpose is to satisfy spiritual needs.

V.N. Presnyakov and M.A. Julin considers ethnic and ethnographic tourism to be synonymous. In foreign literature, V. Smith distinguishes ethnic tourism from cultural-historical tourism.

The National Trust for Historic Preservation in the United States defines cultural tourism as "visiting historic sites and viewing objects that reflect human history." The International Council on Monuments and Sites (ICOMOS) defines cultural tourism as "a special type of tourism" whose purpose (among many other purposes) is to discover monuments and monuments.

According to Professor A. Eshtaev's studies, the purpose of ethnographic tourism is to visit an ethnographic object in order to get acquainted with the culture, architecture, and life of a certain people (ethnos) living in a certain area now or forever. Ethnographic tourism is an effective means of preserving the natural, historical and cultural heritage of the country. Ethnographic tourism is a type of cultural and educational tourism related to visiting areas where traditional lifestyles are prevalent. The basis of this type of tourism is the life of peoples, which includes tourism for the purpose of studying and introducing the traditional culture of ethnic groups, then studying the areas with traditional economic forms, preserving the ethnographic heritage of the area, observing the rules of environmental protection, local laws and regional customs is considered.

Methods

A qualitative research design serves as the methodology to evaluate ethnographic resource utilization within Uzbekistan's tourism industry. The research methodology builds an inductive research framework with economic analysis combined to scientific abstraction and rational evaluation for ethnographic tourism assessment. The study analyzed both primary and secondary data collected from government reports academic literature and international best practices to achieve complete subject comprehension. This study draws its foundations from research by local and outside scholars thus enabling multifaceted insights into the research. The collection of data focused on examining ethnographic tourism throughout history combined with current practices which displayed the relationships between cultural expressions and historical heritage together with economic strength. The authors used comparative methods to study tourism standards elsewhere before applying them to Uzbekistan. The authors established structured examination by developing three distinct ethnographic tourism types namely national art tourism, craft tourism and ethnic-nostalgic tourism for clear economic assessment. The study evaluated policy aspects and government initiatives alongside strategic plans through which the researchers proposed concrete recommendations. This research method provides a thorough examination of Uzbekistan's tourism operations by evaluating its key advantages and weaknesses and development potential. This investigation merges past data with present-time patterns to advance sustainable tourism research about Uzbekistan as an ethnographic destination through cultural protection and economic expansion strategies.

Result and Discussion

The customs of the Uzbek people, dialects, family life, relations between adults and youth, greetings, waiting for guests and hospitality, wedding and religious ceremonies, family holidays, rights in the family, bride and circumcision weddings, housekeeping, etc., are new directions as ethnographic tourism resources can reveal. They can be divided into the following directions.

Ethnic and Revisit Tourism

Populations, nations, clans, their way of life, traditions of nations, history of origin, location, mutual relations. Domestic and international tourism in the dispersion of peoples and nations around the world for various reasons, their yearning for each other, longing for each other.

National art tourism

Interest in art forms such as national art, national folklore, singing, national dances, askiyas, lapars, singing, painting and sculpture, bakhshis, funeral singing. This type is divided into the following areas:

- areas of singing and dancing;
- Bakhshi singing schools;
- interest in askiyas, lapars, sayings;
- national painting and sculpture;
- types of national folklore.

Tourism of natural and historical images

Interest in natural museums and natural sculptures, ancient paintings on mountain rocks, historical museums of local history and life of the national people. This type also includes the following directions:

- natural museums and natural sculptures;
- local history museums;
- museums of the history of national folk life;
- ancient rock paintings;
- zoos

National handicraft tourism

Types of national handicrafts, trends in national handicrafts, folk-architects, slogans and advertising of folk-masters, interest in perfection and wonder of national handicrafts. This type of tourism is divided into the following sectors:

- carpentry and its schools;
- pottery and its schools;
- directions in sewing embroidery, goldsmithing, national costumes (hats, tunics, belts);
- national craftsmanship

National games tourism.

The people of Central Asia have their own competitions called national games, contests showing bravery and bravery, and interest in fighting animals and birds that are common in the peoples of the world. This tour consists of the following directions:

Cave tourism

Historical caves in our country, information about caves, caves related to the lives of historical figures, paleontological caves, past and present use of caves, interest in traveling to underground castles.

International wrestling tournament tourism

Interest in the matches of national wrestlers in our country and the competition of international wrestlers.

From the above classification of ethnographic tourism types, it became clear that Uzbekistan has a huge tourist potential for the development of ethnographic tourism. If organizational activities for attracting and inviting domestic and especially international tourists to these tours are developed, preliminary plans for the use of special tours in tourism will be implemented. The main reason for the lack of mass development of special tours in domestic tourism is the lack of routes to the destinations of special tours, the destinations of these tours are not known even by tourists, as well as the majority of the population living in cities.

Another reason for this situation is that there is little writing about ancient folk craft centers, folk masters, information and advertisements are very rare on radio, mass media and television. Otherwise, visitors to Samarkand from other regions and cities could certainly make excursions and visits to such places due to their interest in watching the work of folk masters and craftsmen.

We should always keep in mind that Uzbekistan has been famous for folk crafts since ancient times. At the moment, there are about 500 enterprises producing Estonian products based on folk crafts in the republic. They produce porcelain and earthenware, knives, ceramic toys, goldsmith products, carpets, polos and national clothes and other items.

According to the description of special types of tourism, it is not possible to develop tourism of life-threatening sports. Because the organization of these types has not yet started. Some types of life-threatening sports tourism can be organized later by entrepreneurs. We have not developed the legal norms of adventure and life-threatening sports tourism.

There are already great opportunities for publicizing some types of special species. For example, it is necessary to restore the goalkeeping games, which are increasingly being forgotten, and to establish permanent goalkeeping facilities. In this case, the times to invite tourists to these games will be clear. It is also a very interesting tourist attraction that usually lasts for 2-3 months and attracts a large number of tourists. The most important problem for the popularization of this tour is that the work of welcoming tourists, organization of services, accommodation, rest, food and accommodation has not yet started.

As a result of the analysis of the data for the preparation of the description and classification of special species, it is possible to come to the main conclusion that the prospects of using these species in tourism are very large and do not require solving complex problems. Initially, organizational processes and advertising of these types are required to be produced and released to the tourism market.

Despite the inevitable resistance of each generation to intellectual training, scientific progress cannot be achieved if historical views and opinions about society are not critically analyzed. The solution put forward by an official report in France is that researchers should regularly return to their home countries or travel to more hospitable parts of the world.

The ethnotourism sector is diverse, with many types of tourism development (eg rural tours, village living, food, traditional dance and music, etc.). The ethnotourism industry depends on national knowledge and values. Organization of ethnotourism requires projects, capital investments and technological resources.

This industry can be very profitable and the cost of creating jobs in this sector is not huge. Ethnotourism is well-suited for community-based tourism enterprises, and there are opportunities for smart partnerships with established entrepreneurs. Local ownership of ethnotourism products contributes to the development of the local economy.

Ethnotourism is a specialized type of cultural tourism, defined for the purposes of this study as any excursion that focuses on the works of people rather than nature and tries to give the tourist an insight into the way of life of the local population.

The ethno-tourism industry in Uzbekistan has been developing rapidly recently. It is important to recognize that the growth trends of ethnotourism are related to the trends of the tourism industry. Cultural tourism is developing faster than other sectors of the tourism industry. Ethno-tourism makes significant economic contributions to society, including: employment generation; earn income; strengthening of cultural values; bridging cultural and national boundaries; support for the development of micro, small and medium-sized businesses; the growth of ancillary industries; capacity building; community development; and such as local and indigenous community empowerment.

Ethnographic tourism is a type of educational travel, the main purpose of which is to visit an object to study the architecture, culture, traditions and life of a people or ethnic group that lived in a certain area.

This type of vacation appeared because of the increased interest of tourists in the real life of peoples, folk traditions, creativity, rituals and culture. Familiarity with the culture and ethnic characteristics of other peoples helps to create a holistic, multifaceted world image. Ethno-tourism helps to develop close contacts and exchanges

between representatives of different peoples, to include their original culture in the world heritage.

Ethno-tourism significantly contributes to the preservation of cultural assets and the delineation of traditions. It integrates employment and education. Ethno-tourism in tourist locations manifests in very diverse manifestations. These include: - excursions to traditional villages that enhance the material welfare of participants; - more structured tours to authentic villages and cities, orchestrated by tour operators and conducted for profit. - revitalized settlements. It delineates the primary potential and strengths of ethno-tourism in Uzbekistan and Karakalpakstan, as the influx of tourists is anticipated to rise, and ethno-tourism is becoming an increasingly favored niche within specialized tourism. It is crucial to acknowledge that tourism is an exceedingly volatile and delicate sector, significantly affected by travelers' views of safety in both the host nation and its neighboring countries. It is important to acknowledge that ethno-tourism operators frequently lack the requisite commercial acumen to secure a fair portion of tourism expenditures. Uzbekistan is characterized by a significant range of ethnic groups and possesses an audience captivated by its natural heritage sites. The ethno-tourism sector is multifaceted, offering numerous growth opportunities such as rural excursions, village experiences, culinary traditions, and performances of traditional dance and music. The ethno-tourism sector relies on indigenous knowledge and cultural values. Minor advances necessitate minimal capital expenditure and technological resources. The industry may rapidly create profits, and the cost of employment creation in this area is cheaper than in others. Ethno-tourism is ideally suited for community-based tourism ventures, presenting opportunities for strategic collaborations with established companies. Local ownership of ethno-tourism items is straightforward and enhances the local economy. Ethno-cultural tourism artifacts Ethno-cultural tourism aims to familiarize individuals with tribes residing in primitive conditions and to maintain their traditional identities, which primarily attract the interest of ethnologists and ethnographers. The ethno-tourism sector significantly benefits countries and local communities through various means, including employment creation, income generation, enhancement of cultural values, fostering cultural and national connections, supporting the growth of micro, small, and medium enterprises, stimulating ancillary industries, building capacity, promoting community development, and empowering local populations. Ethno-tourism encompasses a spectrum of economic activities ranging from modest non-profit ventures to substantial commercial operations, bolstered by financial support. The aforementioned continuum is mirrored by a continuum of authenticity, promoting small-scale economic ventures centered on really functioning villages and larger firms that aspire to reflect traditional ethnic attributes. Local and regional tourists constitute a negligible portion of the consumers of ethno-tourism items. The primary customers of one-day products are international travelers aged 35 and older. Wealthier, younger tourists are more inclined to reside in a conventional village or community.

The main opportunities and strengths of ethno-tourism are summarized below for international regions:

- The volume of ethno-tourism is expected to increase in the provision of general services;
- Ethno-tourism - an increasingly popular form of specialized tourism;
- There is diversity of ethnic groups in world tourism regions;
- The forms of attraction of potential tourists by natural heritage objects are increasing;
- The ethno-tourism sector is diverse, with many areas of development (for example, rural tours, village living, food, traditional dance and music, etc.);
- Ethno-tourism industry depends on local knowledge and values;
- Small-scale developments require very little capital investment and technological funds;
- the industry can bring a quick profit;
- the cost of creating jobs in this sector is lower than in other sectors;
- ethno-tourism is very suitable for community-based tourism enterprises;
- there is a possibility of "smart" cooperation with established entrepreneurs;
- local ownership of ethno-tourism products is easy to achieve and stimulates the local economy;
- small- and medium-scale ethno-tourism products are usually booked and paid for locally, which reduces capital expenditure from local countries and communities.

Based on the results of the research, the following activities are proposed for the promotion of the ethno-tourism sector:

- providing hospitality;

- teaching entrepreneurial skills;
- ease requirements for access to legal documents;
- increase and improvement of marketing strategies and skills;
- development of regional ethno-tourism route;
- promotion of introduction of value-added products;
- facilitation of regional networks;
- capacity development in ideally located communities.

It is necessary to develop the infrastructure and strengthen the provision of information in the organization of ethno-tourism in Uzbekistan. One direction of development is the establishment of small private ethno-museums on various topics, ethno-geographical stories, revival of traditions and transmission of ecologically clean lifestyle of ancestors.

New fields such as ethno-botany and ethno-zoology are working in cooperation with ethnography to determine the economic characteristics of peoples with specific life characteristics, such as growing wild plants or domesticating wild animals, depending on the natural and geographical conditions.

The oldest ethnographic information about the tribes and peoples living in the territory of Uzbekistan can be found in the first written sources, in the works of Greek and Roman authors Hecataeus, Strabo, Herodotus, Arrian, Ptolemy and Ctesius, Sicilian Diodorus, Pompey Trogus, and Tacitus. Valuable information about the ancient ancestors of the peoples of Central Asia and their way of life, customs and ceremonies can be found in the sacred book of the Zoroastrian religion "Avesta". Information about the peoples of Central Asia from the 6th-1st centuries BC to the Arab conquest can be found in rock inscriptions from the ancient Achaemenid era, Parthian, Sogdian, Khorezmian, Bakhtari written monuments, Chinese travelogues, Middle Persian-Pahlavi monuments of Sassanid Iran, Armenian language sources, ancient Turkish written monuments we will meet. Authors of the early Middle Ages (9-12 centuries), geographers and travelers Ibn Khurdadbeh, al-Balkhi, Istakhri, Ibn Havqal, Mas'udi, Yakut Hamavi wrote valuable information on the Ethnography of Eastern peoples in their travelogues. The epics "Dada-Korqut", "Alpomish", "Manas", "Goroghli", which are examples of folklore, are extremely important historical and ethnographic sources. "Surat al Aariz" by Muhammad Khorezmi, "Kanuni Mas'udi" by Abu Rayhan Beruni, "History of Amu Darya"; Mahmud Koshgari's "Devonu Lug'atit Turk" and Narshahi's "History of Bukhara" are works of Central Asia, including The cities of Uzbekistan, their history, natural-geographic conditions, ethnotoponymy, linguistic and ethnic composition of the inhabitants of some cities and villages, some aspects of their social-political life, household life and culture, and their religious beliefs are of great scientific importance. Ethnographic information about this period can be found in the works of court historians and chroniclers who lived during the reign of Amir Temur and his successors, including Hafizi Abru's "Zubdat uttavarikh" ("cream of histories"), Nizamiddin Shami, Abdurazzaq Samarkandi, Husayn Kubraviy, Ali Kushchi and others.

Important information is also collected in the work of the Spanish ambassador Rui Gonzalez de Clavijo, in the Russian chronicles, and in the travelogue of the famous traveler Marco Polo. Babur's work "Boburnoma" describes the ethnic composition and history of the peoples who lived in Movarunnahr and neighboring countries, customs and rituals, culture and everyday life, and Gulbadanbegim's historical-biographical work "Humoyunnoma" describes the cities and regions from Tashkent and Andijan to Kashkar and the shores of the Indian Ocean. , information about their population is presented. Hafiz, who is a medieval scholarly heritage, is valuable in such works as "Abdullanoma" ("Sharafnomai Shahi") by al-Bukhari, "Tarihi Abulhairkhani" by Mas'ud ibn Kohistani, "Shaybaniinama" by Kamoliddin Binai, "Mehmonnomai Bukhara" by Fazlullah Rozbehan, "Shajarayi Turk" by Abulgazi Bahadirkhan. there are historical and ethnographic data. In the 16th-17th centuries, as a result of the establishment of Bukhara, Khiva and Kokand khanates and the establishment of regular trade and diplomatic relations with the Russian state, the materials collected by Russian ambassadors during their trips to the Uzbek khanates also contain ethnographic information, which have a certain scientific value.

Therefore, the comprehensive and detailed restoration of the ethnic history of the Uzbek people does not only depend on the results of archaeological excavations, but also requires the study of sources written in different periods and languages, as well as deep and wide-ranging scientific research. In the implementation of this urgent and complex task, Chinese written sources are extremely important.

In particular, information related to our ancestors from the Middle Ages and earlier periods is often found in ancient Chinese sources. Therefore, it is natural to ask what kind of issues Chinese sources can shed light on in the study of the ethnic history of our nation. Among the Uzbeks, we can find a generation called Kangli (Kangli) among the 92 Uzbek clans. Chinese sources provide interesting information about the history of this generation, especially its origin. Consequently, Kangli (chariots) are called gaoche (meaning tall charioteers) in Chinese sources. We meet a number of generations within the Uzbeks in the Mongols (Mongolian in Russian literature, Mengu in Chinese sources) of the 13th century. Among the 92 Uzbek clans, Jaloir, Nayman, Kirait, Tatar and others are among them.

The reason is that the ethnic group called Mongol (Mongolian) is multi-component, and most of it is composed of Turkic tribes and tribal unions that have lived in Altai, present-day Mongolia and Inner Mongolia. Such information can be found in the work of the great historian Rashid ad-Din entitled "Jami al-Tawarikh"[10]. Uzbekistan has great potential for expanded tourism. As one of the directions of reforms and economic expansion, tourism in the country has increased fivefold in the last three years. In 2016, about 1 million tourists visited Uzbekistan, in 2017, this figure increased to 2.7 million, and in 2018, it exceeded 5.3 million. The number of foreign tourists is expected to increase to 7 million by 2025 and the annual foreign exchange earnings are expected to reach 2 billion dollars. However, Uzbekistan's tourism industry still faces challenges. These include poor transportation and payment systems, lack of adequate hotels, medical services, language assistance, and tourist information.

Uzbekistan can enhance its tourist potential by bolstering collaboration with other nations and international organizations. Furthermore, Uzbekistan ought to investigate its cultural and ecological assets and allocate resources for promotion to enhance awareness of these areas. Uzbekistan must enhance infrastructural development and foster entrepreneurship and other private sectors to fully leverage its tourism opportunities.

Uzbekistan possesses unique prospects for tourism due to its significant historical, archaeological, architectural, and ecological riches. The country's varied environment, encompassing deserts, glaciers, mountains, and steppes, presents significant ecotourism potential. Numerous and distinct chances for ecotourism exist in Uzbekistan. Their composition consists of eight state reserves (2017 thousand hectares), three national parks (598.7 thousand hectares), one biosphere reserve (68.7 thousand hectares), one wildlife breeding facility (158.9 thousand hectares), and ten natural monuments (3.7 thousand hectares).

Situated along the old Silk Road, Uzbekistan boasts over 4,000 meticulously kept historical and architectural monuments, alongside a significant spiritual heritage, and more than 7,000 historical sites. The renowned historic cities of Samarkand, Bukhara, Khiva, and Shahrisabz are included as UNESCO World Heritage Sites. Moreover, Uzbekistan possesses profound Islamic heritage. The nation boasts around 160 historically significant Muslim sites and other historic Sufi locations. The list includes the tomb of Sheikh Zaynudin Baba, Sheikhtaur, Zangiata's mausoleum in Tashkent, the Bahauddin Ensemble in Bukhara, the Bayan-Qulikhan mausoleum, the Saifiddin Din Boharzi mausoleum, among numerous others. Moreover, Uzbek cuisine and wine have the potential to entice culinary tourists.

Tourism is another area of reforms in Uzbekistan. Tourism is one of the areas that Uzbekistan has sought to reform and revitalize since 2016. Its reform process is aimed at creating jobs and new business opportunities; further diversification and rapid development of regions; increase incomes and standard and quality of life, increase foreign exchange earnings; and improving the general image and investments of Uzbekistan.

Uzbekistan's transport is closely related to international or domestic connections, making it difficult for tourists to travel to or within the country. Considering that most foreign tourists prefer to take airplanes, the Presidential Decree of 2018 encouraged measures to "radically improve the civil aviation of the Republic of Uzbekistan."

Conclusion

In conclusion, it can be said that the opportunities for the development of ethnographic tourism are very wide, but today they have not been fully explored throughout Uzbekistan.

Based on the above, the author believes that it is necessary to apply innovations in ethnographic tourism programs, through augmented reality, new display objects and technologies of the tourism industry, in particular, ethnic complexes of restaurants and hotels, which have the opportunity to absorb specific characteristics, that is, through elements of the "living history" of the ethnic group. must be filled with. Knowing the ethnic characteristics of tourists of different nationalities, by comparing their traditions, lifestyle and culture, gives an understanding of the extent of their diversity. It creates an understanding that the diversity of the world lies in such an incomprehensible diversity and ambiguity of all cultures of an ethnic group. Therefore, a world where cultural heritage is preserved and used without harm is the main goal of ethnographic tourism. Additional components in the development of ethnic programs include the creation of conditions for receiving tourists both in rural settlements and in stylized complexes; various activities related to various festivals kept by local people. In the future, it is possible to study and develop the characteristics of genealogical and ethnographic types of ethno-tourism - aboriginal, anthropological, Djailoo tourism in all regions of Uzbekistan. It is necessary to be careful when developing the ethnographic direction of tourism in the settlements and try not to disturb the traditional way of life established in the villages where the tourists are received. Striving for "hotel-like" comfort and service, the opening of cafes and restaurants can have a negative impact on the spiritual atmosphere in the village and repel foreign tourists seeking harmony. It is important not to focus on short-term profits by focusing only on domestic tourists, but to work on creating a long-term and sustainable model that attracts diverse groups.

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