

# The Role of Tourism Culture in the Development of the National Cultural Mentality

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**ABSTRACT:** This article discusses the development of tourism in the national mentality. It also provides a dialectical analysis of our national values, rich material and cultural heritage, the transformation of hospitality traditions into a tourism phenomenon, and the combination of history and modernity.

**KEYWORD:** tourism culture, hospitality, value, hotel, pilgrimage, ethnography, value, mentality

## INTRODUCTION

The 21st century marks new milestones in the study of the history and intangible cultural heritage of the Uzbek people. Especially after the independence of our country, the awareness of our people, the growing attention to national values, historical traditions, the revival of our invaluable heritage, national values and traditions created by our ancestors for many years, and their most exemplary aspects. bringing them into the life of society and modern approach to them is becoming a requirement of the time. In this regard, tourism is considered to be the most effective means of acquainting foreigners with the history, culture, traditions and values of the country. The transformation of important historical events, historical figures and our national values, our rich material cultural heritage into a tourism phenomenon is of great importance today.

At the height of their development, each powerful civilization sought to establish its own world order. His goal was to spread his internal rules and norms as widely as possible, thus building a new world of harmony and order. Globalization is also accelerated by the fact that the peoples of the world seek to make their values known to the world through celebrations, games and ceremonies, social relations, community traditions, and religious beliefs. In such a historical, socio-political process, the study of individual and collective relations, the role of national cultures in modern civilized society, the factors of survival, imposes important tasks on sociologists. Societies based on respect for national values try to eradicate foreign ideas and arm their people against foreign cultures, while in public policy they are forced to pursue "closed" policies against the environment of globalization. There are a number of examples in the history of world politics that state "closed" policies have had the opposite effect.

Today, the rituals and traditions of each nation and people, their manifestation as religious beliefs, national values, serve to restore the original quality of life. Value is a set of natural and social phenomena that are important in the life of man and humanity, serving the interests and goals of nations, peoples and social groups, as well as a social phenomenon formed in the process of human

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activity. Interethnic harmony and intercultural cooperation, formed as a national value for the peoples of our country, are recognized by the world community as universal values. The development of tourism culture is an important factor in raising the awareness of our citizens about our national values, cultural heritage, the formation of a sense of national pride and honor.

"The rich spiritual culture of the Uzbek people, its unique national values, invaluable philosophical and historical, spiritual heritage serve to raise the psyche and spirituality of our people to a higher level. Friendship and brotherhood of our people with other peoples and nations is an integral part of our national culture. " The Uzbek people have never considered themselves superior to other peoples, they have shown due respect to other nations and religions. Among the socio-political values, the stability and peace achieved due to independence are of special importance. Peace, interethnic harmony and hospitality, aspiration to preserve and strengthen them have always been the hallmarks of the Uzbek people. Peace and stability are the unifying tools of the international community. "Only a nation that embraces and eliminates universal values, such as humanity and goodness, can be close and understandable to the peoples of the world and be accepted by the world community. Only an equal, mutually beneficial relationship can be established with them. "

The development of a society is called progressive in terms of the impact of the value it has on human life. All kinds of progressive values are the means by which a person can live a prosperous life, live freely, and develop spiritually and morally. Progressive values are the values that serve the development of the economy, culture and spirituality of our society, the education of a perfect man on the basis of national morality, ethics and traditions, the comprehensive development of our country and its integration into world civilization. In our opinion, it is expedient to include tourism, travel organization in the list of progressive values. Because today the role of tourism in the socio-economic development of the world is high, and the concept of tourism has been replaced by a new name - tourism. Tourism has been a part of the Uzbek national mentality for centuries. The value of tourism culture in the Uzbek national mentality is intertwined with the traditions of pilgrimage, travel, pilgrimage, study tours and hospitality. It is also located at the crossroads of international trade and communications for centuries, and the area between the two rivers, which has ancient traditions in handicrafts, agriculture and trade, is still relevant today. Uzbekistan is located on the Great Silk Road in the way of traders, merchants and travelers, geographers and missionaries, invaders and conquerors. Today, Uzbekistan is becoming one of the most attractive tourist destinations for those who are interested in entrepreneurship, culture, history, traditions and exotic countries.

Local features of the population living in different historical and ethnographic regions of the country, including the Fergana Valley, South Uzbekistan, Bukhara and Khorezm, transformation processes in material and spiritual culture, interethnic processes, Research on the ethnology of various diasporas living in the region, traditional and modern ethnocultural processes, the restoration of historical monuments, the preservation of traditional national values in the modern urban environment is gaining important scientific and practical importance.

The land of Uzbekistan is mentioned in many historical sources as one of the most ancient lands where the first religious views and ideas emerged. From ancient times, religions with complex ideological systems such as Zoroastrianism, Buddhism, Judaism, Christianity have been active in the region. Ancient tombs in the Teshik-Tash caves, Buddhist finds in Fayoztepa, Qoratepa, Zoroastrian temples in the Tuprakkala and Koykirilganla monuments have already become popular tourist attractions thanks to the work of Japanese and French archaeologists.

According to the Chinese Xuanzang, there were 10 Buddhist temples and a thousand monks in Termez in the early 7th century. Religious tolerance and reconciliation in Uzbekistan go back centuries. According to Kato, a Japanese scholar who studies the culture of different religions in Uzbekistan, the unique Buddhist cultural monuments, Jewish monuments and Christian shrines in Bukhara are as famous as Islamic monuments in our country.

According to Academician W. Barthold, in the 6th century Samarkand had a Christian bishop and a metropolitan directly before the arrival of the Arabs. The present-day Tashkent and Khorezm regions also had a Christian population. Today, Christian churches in Uzbekistan were built mainly after the invasion of Tsarist Russia, but Christianity, like other religions, has a long history in the region.

The concept of pilgrimage is of special importance in the tourist values of the Uzbek people. Pilgrimage means going somewhere. Pilgrimage, in essence, means going to holy places, tombs of saints, cemeteries and performing certain rituals. [5] For example, it is sacred for Muslims to visit the tombs of saints in Saudi Arabia - Kaaba, Mecca, Madinah, Imam al-Bukhari in Samarkand, Hakim at-Termizi in Termez, Khoja Ahmad Yassavi in Turkestan, Hazrat Bahovuddin Naqshband in Bukhara, Hazrat Pahlavon Mahmud in Khiva. intention. Such places are a place of pilgrimage not only for the Uzbek people, but also for foreigners. [6] It is required to go on pilgrimage with purification, not to trample on graves, and to observe the etiquette of pilgrimage. Pilgrimage is the tourist base of Islam. According to the teachings of the founder of the Khojagon doctrine, Khojai Jahan Abuduhaliq Gijduvani, "Safar dar vatan" [7], a person should travel to his homeland.

Hospitality, as part of tourism, is also important for the development of the industry. In the Uzbek national mentality, the valuable status of tourism culture is especially important due to the traditions of hospitality. The great pandnoma author Kaykovus writes of hospitality and hospitality: "Whenever your guests enter your house, go out with all your people and communicate with them in a kind way, so that they may thank you." [8]

Fifteenth-century scholar Hussein Waz Kashifi wrote the following thoughts about the etiquette of hospitality: not to offend, not to show too much respect to the uninvited guest, not to be greedy and not to be jealous of the guest, not to show artificial compliments, to make the guest sincerely happy as much as possible. [9] Mahmud ibn Muhammad says about Uzbek hospitality: "When a guest comes, you can ask him what he eats and what he likes. If his wishes are taken into account, the joy of the guest will increase. But it's rude to ask a guest questions like, "Are you going to eat something or take something out?" That's why you have to put everything in the house next to him. "

We need to develop a culture of tourism in the Uzbek system of national values through the traditions of hospitality and increase the flow of tourists to our country.

### Research methodology

The research used scientific and philosophical principles such as systematization, theoretical-deductive reasoning, analysis and synthesis, historical and logical, the unity of humanity and nationality, comparative analysis.

### Analysis and results

In the Uzbek national mentality, it is worthwhile to take into account the following aspects in the development of tourism culture in terms of values.

- Taking into account the national and religious affiliation, traditions and lifestyle of tourists, special kitchens should be created for them. Because vegetarians are the majority of tourists coming to our country. Most of our national dishes are meat and fatty.

- The level of service of hotels should be adjusted to the "stars". When tourists use the hotel services, they pay attention to the smallest details: the regularity of hot and cold water, the installation of mineral water in the rooms, the placement of prayers for Muslim guests, the installation of "qibla" signs.
- The fact that hotels do not meet the level of demand for services for foreign tourists will further reduce the flow of tourists. This is often due to the fact that hotels do not meet international standards. In order to eliminate such shortcomings, it is important to establish an electronic service that can reflect the complaints of tourists.

"Another thing that worries tourists is that the ancient monuments have almost lost their original appearance as a result of restoration," he said. In the development of tourism culture, it is necessary to strengthen the emphasis on the preservation of ancient buildings, as they were found or existing, and to strengthen it with appropriate decisions.

- Adaptation of services in places of pilgrimage, hotels, resorts to the religion, mentality and lifestyle of potential guests. The first steps have been taken in this direction: providing entrepreneurs with family recreation typical of "honest tourism", eating in quality, clean food outlets in private housing, separate pools for men and women, children's playgrounds, "honest" food -Organization of classes on the introduction of food products and services.
- For travelers to Bukhara region, a one-day visit to the complex "Yetti Pir" is organized. It's a spiritual, organizational, and economically well-thought-out event. However, the road infrastructure between the Yetti Pir shrines, the renovation of the buildings and sidewalks around the shrine, and the grandeur of the historic buildings are of paramount importance.
- Another aspect of the pilgrimage's ethics is the cleanliness of the toilets and latrines, which are most "recognized" by tourists. In all tourist areas of Uzbekistan in Tashkent, Samarkand, Bukhara, Khiva, Fergana valleys, WC rooms for tourists traveling by bus or road, and separate clean and tidy toilets for men and women emphasize the aesthetic significance of the trip. further increases.

### Conclusion

In conclusion, I can say that today our spiritual values are becoming an integral part of the tourism industry. The main reason for this is that foreign tourists want to see and study the culture of peoples who are exotic to them. Uzbekistan differs from other regions not only by its ancient architectural monuments, unique nature and unique culture, but also by the richness of various national games. It is time to start attracting young foreign tourists to our country. Tourism also plays an important role in transmitting our national values to the next generation.

The development of tourism culture in our country, in turn, will be an important factor in accelerating integration with foreign countries. The development of a culture of tourism will provide the necessary foreign exchange earnings for the country's treasury, create new jobs and at the same time increase the welfare of the population. Uzbekistan's high tourism potential, the conditions created for foreign and domestic tourists, as well as the priority of the principles of national and religious tolerance, the perpetuation of the great blessing of peace in the country, the rights of tourists are not only international norms but also national legislation The strengthening of the base is the most important factor in attracting foreign tourists.

Tourism can also be done at the same time by visiting religious sites and visiting relatives and friends. The development of domestic tourism leads to an increase in the spiritual outlook of young

people through seeing and exploring the region in which they live, and serves as an important factor in further developing a sense of patriotism.

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