



Volume: 03 Issue: 06 | Jun 2022 ISSN: 2660-454X

<http://cajitmf.centralasianstudies.org/index.php/CAJITMF>

Brief Overview of the Main Features of Culture Tourism and its Elements

¹ Miraziz Mansurov

Summary: The following article discusses the main features of culture tourism and gives detailed analysis of the elements of culture tourism.

Key words: culture, religion, education, history, heritage, folk crafts, national cuisine, science.

Received 16th Apr 2022,
Accepted 19th May 2022,
Online 7th Jun 2022

¹ Master degree student of Tourism Faculty,
Bukhara State University

Travelling and tourism are two inextricably linked concepts that describe a certain way of human life. These are recreation, passive or active entertainment, sports, knowledge of the surrounding world, trade, science, treatment, etc. However, there is always a characteristic action that determines and separates the actual journey from other areas of activity - the temporary movement of a person to another area or country, different from his usual location or residence.

Depending on the need that determines the tourist trip, the following types of tourism are distinguished such as sport tourism, medical tourism, religious tourism, adventure tourism etc. The object of our research is cultural tourism. In this article we aim to consider the features of this type of tourism and the factors influencing its development.

The basis of cultural tourism is the historical and cultural potential of the country, which includes the entire socio-cultural environment with traditions and customs, features of household and economic activities. Any area can provide a minimum set of resources for educational tourism, but its mass development requires a certain concentration of cultural heritage objects, among which are: archeological monuments; religious and civil architecture; monuments of landscape architecture; small and large historical cities; rural settlements; museums, theaters, exhibition halls, etc.; sociocultural infrastructure; objects of ethnography, folk arts and crafts, centers of applied arts; technical complexes and structures.

As it is mentioned above, cultural tourism began to develop in recent decades. Cultural tourism is based on the needs of a person in the spiritual development of the culture of the world, through his/her visit, direct comprehension and experience of different cultures in different places, when personally seen forever becomes the property, belonging to the thoughts and feelings of the tourist, expanding the horizons of his worldview. The cultural self-expression of the people is always of interest. The natural

curiosity of a tourist in relation to various parts of the world and the peoples inhabiting them form one of the strongest incentives for tourism.

In order to determine the term culture, we have come up with some definitions. The first definition is based on cultural anthropology and includes everything that man has created in addition to nature: social thought, economic activity, production, consumption, literature and art, lifestyle and human dignity. The second definition of a specialized nature, built on the “culture of culture”, that is, on the moral, spiritual, intellectual and artistic aspects of human life. The cultural heritage of any nation is not only the works of artists, architects, musicians, writers, works of scientists, etc., but also intangible assets, including folklore, folk crafts, festivals, religious rituals, etc. When visiting another country, tourists perceive as a whole cultural complexes, of which nature is an integral part. The attractiveness of cultural complexes is determined by their artistic and historical value, fashion and accessibility in relation to places of demand.

The peculiarities of the culture of different regions of the world are increasingly encouraging people to spend their holidays while traveling. Objects visited by tourists contribute to their spiritual enrichment as well as broadening their horizons. Culture is one of the main elements of tourist interest. Educational tourism covers all aspects of travel, through which a person learns about the life, culture, and customs of another nation. Tourism is thus an important means of creating cultural links and international cooperation.

It is also important to analyze the elements of culture influencing the formation of tourist interest. Different areas of activity can generate a motive for travel and interest in a tourist destination. Important variables affecting the attractiveness of a tourist destination for different groups and categories of tourists are its cultural and social characteristics. Tourists are most interested in such elements of the culture of the people as art, science, religion, history, etc. The following elements are considered as the main elements of culture tourism: fine art, music and dancing, folk crafts, history, literature, religion, agriculture, education, religion, industry etc.

Fine art is one of the important elements of culture that can form a convincing motive for a tourist trip. Its widespread strengthening is associated with the tendency to exhibit works of national fine art in well-known resorts (in hotel rooms) in order to familiarize tourists with the culture of the region. Also popular are festivals that widely represent various types and elements of national fine arts. For example, a characteristic feature of the Edinburgh festival, which takes place regularly in Scotland, is that it introduces not only the works of local artists, but also the work of local composers, folklore - everything that arouses interest among tourists.

The musical potential of the region is also considered as one of the attractive elements of the culture. In some countries, music acts as the main factor in attracting tourists. Well-known music festivals annually gather thousands of participants. Many resort hotels introduce their guests to national music during evening entertainment programs, folklore evenings and concerts. Audio tapes with recordings of national music, the sale of which is common in most tourist centers, serve as an excellent means of introducing tourists to the culture of the people. Ethnic dances are a characteristic element of national culture. Almost every region has its own national dance. Tourists can get acquainted with dances at special shows, folklore evenings, during entertainment programs. Vivid examples of dance as an expression of national culture are the dances of the peoples of Africa, Polynesian, Japanese kabuki dance, Russian ballet, Uzbek dance etc.

Folk crafts. The region that receives tourists should offer them a wide range of souvenirs made (factory or handicraft) by local craftsmen and artisans. Souvenirs are a good memory of the country. However, it should be remembered that a memorable souvenir made not in the country of visit, but in another, loses its significance for the tourist and is perceived as a fake. The cultural potential of the region is expressed in its historical heritage. Most tourist destinations carefully treat their history as a factor in attracting

tourist flows. The presence of unique historical sites can predetermine the successful development of tourism in the region. Acquaintance with history and historical sites is the strongest motivating tourist motive.

Literary monuments of the region have a more limited appeal compared to other elements of culture, but still constitute a significant tourist motive and the basis for organizing diverse tourist programs and routes. Literary works have the power to create an impression of a country and its culture. Pilgrimage is the oldest form of travel known to mankind for thousands of years. Up to 80% of objects of tourist display are cult objects, for example, in Paris, cult objects account for 44%. The motives for a pilgrimage are the spiritual desire to visit religious centers and holy places, especially revered in a particular religion, the performance of religious rites, etc. The level of industrial development of the region is a serious motive for attracting a certain category of tourists, especially foreign tourists who are interested in the state of the economy of another country, industry, products, etc. The level of agricultural development can attract the attention of farmers and agricultural producers interested in the region's agriculture. For example, Denmark, as a world leader in pig production, is visited annually by farmers from different countries. Farms located near tourist centers offering local agricultural products are an important link in tourist services.

A high level of education increases a person's desire for knowledge. The influence of people on each other forms a global lifestyle that affects the development of tourism. Residents of one country, as a rule, show interest in the education system of another country. Therefore, educational institutions (colleges, universities, etc.) can become significant attractive elements of culture in the tourism market.

Scientific potential can also act as an incentive to visit the region, especially those who are directly involved in science or associated with this field of activity. Tourism organizations can provide various services to scientific societies (holding meetings, seminars, events that provide scientific information, visits to scientific sites, etc.). In the age of the scientific and technological revolution, scientific complexes are an important resource for educational tourism.

National cuisine is an important element of the culture of the region. Tourists love to try the national dishes of the country they travel to. For example, almost all tourists visiting Russia for the first time want to taste borscht and dumplings. Some restaurants, offering national dishes to foreign tourists, explain what products are used and how they are prepared. Of particular interest to tourists are cafes, restaurants, taverns, the design of which is in harmony with the proposed menu, for example, a restaurant specializing in Russian cuisine, decorated in national traditions with elements of folklore.

In conclusion, it should be noted that each type of tourism is individual in its own way, has its own characteristics. Human needs for cultural tourism are determined by both external and internal factors and affect many aspects of human life and activity. Today, cultural tourism fully satisfies the needs of a person in spiritual development and self-improvement. According to futurologists, at this stage, there is a change in priorities in spending leisure time and spending on it. As there has been a revival of interest and the introduction of society to cultural values and art in general, in this regard, art and culture are gradually becoming an integral part of our lives.

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