

ჩამოუვარდებოდეს საარსებო მინიმუმს და ასევე, პენსია გაიზარდოს მინიმუმ ინფლაციის პარალელურად ან ინფლაციაზე მეტად მაღალი ეკონომიკური ზრდის შემთხვევაში. გარდა ამისა, კერძო დაგროვებით საპენსიო სისტემას გააჩნია ეკონომიკის მასტიმულირებელი ეფექტი. კერძო დანაზოგების ზრდა, რაც ნიშნავს გრძელვადიანი ფინანსური რესურსის მობილიზებას, მნიშვნელოვნად ხელს შეუწყობს ადილობრივი კაპიტალური ბაზრის განვითარებას და საბოლოო ჯამში დადებითად აისახება ეკონომიკურ ზრდაზე.

გამოყენებული ინფორმაცია:

1. http://geostat.ge/action=page&p_id=472&lang=geo
2. <http://www-wds.worldbank.org/servlet/WDSPContentServer/WDSP/IB>
3. <http://www.eprc.ge/admin/editor/uploads/files/sapensio>
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ტურიზმი/ Tourism

Особенности развития этнотуризма в Узбекистане Features of ethno-tourism development in Uzbekistan

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The article is devoted to the issues of organization and functioning of ethnoparks in Tashkent. The idea that ethnoparks can convey the spirit of the cultural heritage of people and ethnic groups is proved. The purpose of the article is to investigate aspects of the creation of ethnoparks in Uzbekistan and the prospects for its development. The article explores the concept of "ethnopark" from the point of view of different fields of knowledge, and gives an author definition of ethnoparks one of the new segments of the tourism market in Uzbekistan. The author focuses on the stages of development of ethno-parks, as well as the construction and renovation of the selected location of the ethnocultural complex. Social-psychological, demographic, economic characteristics of the chosen place, as well as geographical location in relation to cultural, natural, transport and leisure facilities are highlighted and described. On the basis of marketing analysis of the market and possibilities of the chosen place for the ethnopark, it is established

that the proposed “Navruz” ethnopark will be a place offering master classes of traditional crafts of peoples (pottery, carpet weaving, etc.) for tourists. This article explains the idea that the ethno park will contribute to increasing employment through the creation of additional jobs, the development of the recreational infrastructure and tourism will lead to an improvement in the living standards of the citizens, as well as satisfy the needs for active and productive pastimes, health promotion, acquisition of cultural values, patriotic nurturance of the young generation of the republic. The article summarizes some of the results of the study concluding that the project to create an ethnopark and the prospects for its expansion in the republic will increase the demand for tourist products, increase the ratio of tourism in the GDP of the region, reduce the flow of outbound tourists from the country through the development of internal tourism.

Keywords: Ethnopark, Ethnographic Tourism, National Heritage, Projects Of Ethnoparks, Theme Parks, Traditions And Customs Of The Ethnos.

Статья посвящена вопросам организации и функционирования этнопарков в Ташкенте. Обосновывается идея о том, что этнопарки смогут передать дух культурного наследия народов и этносов. Целью статьи является изучение аспектов создания этнопарков в республике и перспектив его развития. В статье исследовано понятие «этнопарк» с точки зрения различных областей знания, а также дано авторское определение одному из новых сегментов рынка туризма в Узбекистане этнопаркам. Основное внимание в работе автор акцентирует на этапах разработки этнопарков, а также строительству и реновации выбранного места расположения этнокультурного комплекса. Выделяются и описываются социально-психологические, демографические, экономические характеристики выбранного места, а также географическое местоположение относительно культурных, природных, транспортных и досуговых объектов. На основе проведения маркетингового анализа рынка и возможностей выбранного места для этнопарка установлено, что предполагаемый этнопарк «Навруз» будет местом, предлагающим для туристов мастер-классы традиционных ремесел народов (гончарное дело, ковроткачество и др.). В данной статье обосновывается мысль о том, что этнопарк будет способствовать повышению занятости населения путем создания дополнительных рабочих мест, развитию инфраструктуры отдыха и туризма приведет к улучшению качества жизни граждан, а также удовлетворению потребностей в активном и полноценном отдыхе, укреплению здоровья, приобщении к культурным ценностям, патриотическом воспитании молодого поколения республики. Статья подводит некоторые итоги изучения делая вывод, что проект создания этнопарка в Ташкенте увеличит спрос на туристский продукт, повысится доля туризма в ВВП республики, сокращение выездного туристического потока из страны за счет развития внутреннего туризма.

Ключевые слова: этнопарк, этнографический туризм, национальное наследие, проекты этнопарков, тематические парки, традиции и обычаи этноса.

Introduction. At present, tourism is an active element of the whole world. Today the sphere of tourism in Uzbekistan is treated as a strategic branch of economy, as tourism can play the role of a locomotive in the economy of any state, as it is directly or indirectly connected with many fields of national economy and with various areas of human knowledge. We know that tourism is one of the high-yielding sectors of the economy, the revenues from which in some developed economies are higher than those from the sale of oil and petroleum products.

The main purpose of this study is to study the specific features of the organization of ethno-parks in the territory of the republic and the prospects for its development. In the given article practical offers on creation of the tourist product based on natural, historical and cultural features of republic are given. Besides, foreign experience in organization of ethnoparks has been analyzed.

Practice of forming of ethno-parks requires the necessity of formation of not only certain knowledge and skills, but also special professional abilities of a specialist in the sphere of tourism, application of the received knowledge in practice, in professional activity. With the use of modern methods of education it is possible to guarantee successful development of future professional personality in the educational environment of the university. In addition, specialists in the tourism industry should be skilled in the use of information technologies and innovations in customer service, as it increases the quality of services, speeds up the process of serving and increases the degree of satisfaction of tourists [1].

Analysis of publications on research topics. The issues of ethnic parks formation and ethnic tourism development were studied in the works of many domestic and foreign scientists. In particular, O. Nelsina believes that the main problems that arise in the implementation of projects of ethnographic museums, ethnographic reconstruction parks and ethnic villages in the regions of the Russian Federation are: low quality of service and lack of necessary infrastructure ("bad toilet", "no organization", "sluggish animators who do not improve the mood", "small assortment in the stall") [2]. In Ch.B. Sunduev's opinion ethnotourism is one of the areas of cultural and cognitive tourism and in the conception of ethnotourism development it is necessary to take into account all strategic priorities and objectives of the tourist branch development, as well as important directions and means of certain goals [3]. Among the fundamental publications, devoted to the perspectives of ethnoparks in Russia, it is necessary to mention O.Y. Falileeva's research, which is devoted to the approaches on formation of ethnographic parks, villages and estates, as a strategic resource of regional tourism development [4]. In the Republic of Uzbekistan the issues of organization of ethnoparks and perspectives of their development have been insufficiently studied, which is the reason for conducting the research in this direction. As V.B. Klyuchikova notes, ethnoparks will be an interesting example of

integration of educational and cultural and leisure technologies, i.e. they are so-called open-air museums both in Europe and Russia [5].

V.N.Kalutskov gives the following definition of the concept of ethno village is an imitation cultural landscape. Even when it is created on the basis of a real village, the "ethno-village cultural landscape" acts as a model, figurative stylization of the traditional landscape [6]. In the article "Development and realization of investment regional ethnocultural projects on the basis of objects of historical and cultural heritage" I.I. Gorlova explains various cultural traditions, unique objects of historical and cultural heritage, thousand-year history of peoples as inexhaustible sources of creation of original large-scale ethnoprojects [7]. As noted by Kondrashova E.V., organizing educational work and providing accompanying recreational services, tourist ethnocomplexes (ethnographic estates, villages and ethnoparks) actually serve as regional business information centers [8]. Among the many classifications of educational tourism an important place is given to the historical and cultural appearance. One of the popular subspecies of historical and cultural educational tourism is ethnic (ethnographic), says M.E. Komarova [9].

The results of the research. The Republic of Uzbekistan is notable for its diverse terrain, national culture and rich history. Hundreds of different people and nations live in this country, but most of them are Uzbeks. Due to its rich history, the region of Uzbekistan is home to many different historical locations that are actively used in the tourism industry.

In the international ranking of countries according to the International Competitiveness Index of the tourism and travel sector, compiled by the analytical group of the World Economic Forum in 2015, Uzbekistan ranked 27th out of 141 countries by the number of cultural heritage sites [10].

In the "Development Strategy of the Republic of Uzbekistan 2017-2021" in the third direction of economic development, tourism is defined as a strategic sector and indicated promising areas for tourism development in our country. Thus, domestic and inbound tourism are particularly important directions in this sector. The development of tourism is facilitated by the current economic situation in the country, the conversion of national sum, which was produced in 2017, the provision of visa-free regime for 86 countries, the introduction of e-visa and other activities that promote the development of tourism in Uzbekistan.

The Concept of tourism development in Uzbekistan for the period up to 2025 states that tourism is an important link in the development of the country, as well as a beneficial industry for the National economy. The ways of tourism development in Uzbekistan are defined in the plan of necessary measures for the implementation of this strategy. The positions of these documents are an important basis for national understanding of the role of tourism and its place in the economy of the republic.

These regulations are aimed at solving fundamental problems in the development of the industry. They are a guideline in development of the most important directions of the state support of the tourism industry for the executive authorities of all levels.

In all regions of the Republic of Uzbekistan, tourism development programmes have been developed and are in operation, the successful implementation of which is associated with the solution of the most important tasks of socio-economic development of the regions.

Ethnographic tourism is one of the new types of tourism aimed at protection and development of nature, cultural and historical heritage, attraction of population to active participation in solving individual financial situations, promotion of employment of population of the republic [11-12].

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The main objective of ethnographic tourism is to create a touristic product that differs from the traditional idea about it and is based on the natural, historical and cultural characteristics of the country's regions. The tourist product created within the framework of ethnographic tourism diversifies the existing tourist offer, which will cause the greatest interest from both domestic and foreign tourists. It should be noted that this type of tourism is also associated with such types as agro-tourism and ecological tourism. The development of these areas due to the fact that the tourist has a need not only to touch, but also to participate in a particular process, such as agricultural work or become a member of a national rite. One of the objects of ethnographic tourism is ethnoparks. In our opinion, in modern conditions a tourist product is not reduced to a simple sum of various services or purchased goods, for example, souvenirs. Its core also becomes impressions of tourists, which are a separate economic offer and include an element of purchase and sale.

One of the new segments of the tourism market in Uzbekistan is ethno-parks - cultural institutions providing services that are united by a common theme or highlighted by a distinctive feature.

Abroad, amusement parks are very popular, with hundreds of such parks operating there, varying in size and thematic orientation. In the USA alone, they are visited by about 170 million people annually. At the same time, the total income of such

parks exceeds 1 billion dollars a year. Disneyland is one of the successful marketing projects that generate more than \$400 million a year.

The creation of ethno-parks is a long-term project for the development of domestic and inbound tourism, which contributes to the development of regions of Uzbekistan in attracting tourists.

We have analyzed the definitions of ethno-park from different points of view, the results of this study are presented in Table 1.

Table 1 - The essence of "ethnopark".

Area of knowledge	Definition
Ethnography	In the field of ethnography, the term "ethnopark" is defined as the settlement of people who have preserved their "ethnic type", have a certain system of features that characterize the traditional culture, customs and traditions of peoples.
Tourism	From the point of view of tourism, which is the purpose of this study, ethnoparks are referred to as tourist sites that are specially equipped for the development of ethnic tourism, as well as in combination with agro-tourism, ecotourism, etc.
Ethnocultural landscape science	In the field of ethnocultural landscape studies, ethnoparks are defined as a new type of cultural landscape of the 21st century.

Note: compiled by the author by [2-4].

According to the data of Table 1, it can be concluded that in different fields of science the ethnopark is defined from the point of view of peculiarities of this sphere and has no single definition. Specialists from different spheres of activity define it in their own way, but as a result they converge in one - ethnopark is a unique authentic product.

At present, the process of construction of the National Ethnopark "Navruz" in Tashkent in the National Park named after Alisher Navoi is underway, the design of which was completed a year ago.

In our view, the design of the ethno park is a complex process that requires a lot of work.

There are the following stages in the development of the Ethnopark project:

1. Description of the idea.
2. Identification of the goals of the project creation, whether there is really a need for the project.
- 3 Identification of the target audience.

4 Identifying the project's distinctive features from already created similar projects.

5. Analysis of the location of the ethnocultural complex:

5.1 Geographical location relative to cultural, natural, transport and leisure facilities.

5.2 Social-psychological characteristics of the chosen place.

5.3. Demographic characteristics of the chosen region.

5.4. Economic characteristics of the selected region.

5.5. Political characteristics of the selected region.

6. Marketing analysis of the market and possibilities of the chosen region:

6.1 Identification of potential risks and opportunities.

6.2 Forecasting of possible development options.

7. Attracting investors interested in the project development.

8. Construction or renovation of the selected location of an ethnocultural complex.

9. Preparation of necessary documentation for pilot project launch.

10. Trial (pilot) launch of the project.

11. Completion of the trial run, evaluation of results. Adjustment of activity methods, if necessary.

12. Launch of the modernized project.

13. Development of an action plan for further development of the project.

14. Regular monitoring of the quality of ethno-cultural services provided.

Further it is expedient to allocate features of some stages of designing and construction of ethno parks.

The ethnopark "Navruz" located in Tashkent is in the central part of the city, near the river. In the given area the local population - Uzbeks compactly lives. The territory of the ethnopark has significant historical and cultural heritage.

The ethno park, which is a complex of buildings providing tourists with accommodation, catering and entertainment services, will be open to tourists all year round, which will provide employment and permanent jobs for the local population.

In the territory of the Ethnopark, tourists will be able to live independently in separate dwellings built in the national style (yurts, auls). More demanding and demanding tourists will be able to live in guest houses with all conveniences equipped with modern information technologies for hotels and guest houses. It is planned to open only a few of such accommodations on the territory of the ethnopark, as the project is more focused on getting closer to nature and culture of the people than on comfortable time.

Common guest areas of the ethnopark will be: dining room, toilets and showers, baths, national Uzbek yards, observation deck, contact zoo, stables, garden with fruit trees, yurt for leisure tourists with the opportunity to engage in applied arts and listen to lectures on the culture of the Uzbek people, learn their features and legends.

We believe that potential visitors to the ethnopark may be the following population category, which is shown in Table 2.

Table 2- Potential visitors to “Navruz” ethnopark

№	Potential visitors	Description
1	Children aged 11-16 years, middle school students (grades 5-9)	Children at this age are particularly curious and psychologically more willing to accept new information than primary school children. Grades 1-5 and grades 10-11, focusing on admission to higher education, graduating from school
2	Middle age group (30-50 years) with different levels of physical training and professional fields of activity	The majority of the population in this age group has already achieved what is desired professionally, is married, has a family and children, but is closed between work and home. The selected age group (30-50 years) is psychologically more ready to learn the previously unknown, has a desire and material opportunities to travel, than the young generation at the age of 20-30 years, which directs all efforts to self-realization, and the elderly age group 50-70 years old, not ready physically and materially to travel.

The activities of ethno-parks will be focused on both the younger generation - children and adults. Therefore, even families with children will spend an unforgettable holiday in the ethnopark.

Table 3 shows the activities that will be offered to tourists in the territory of the ethno park.

Table 3- Planned activities in “Navruz” ethnopark territory

№	Events	Characteristic of events
1	Master Classes	Tourists will have the opportunity to participate in the preparation of dishes of Uzbek national cuisine, having gained experience at master-classes from local residents of the region. Tourists will be offered master-classes of traditional crafts of the peoples, tourists will be able to try to make with their own hands items of folk life and economy, clothing and jewelry (pottery, carpet weaving, etc.).
2	Active types of recreation	Participation in sowing, processing and harvesting Swimming in Anhora of different complexity, in which even children may participate. Horseback riding training and horseback riding. Kayak riding on the Anhor channel. Trips to caves and historical and cultural sites of the region.
3	Festivals	Festivals of national cuisine, national holidays and days of national crafts will be held in the ethnocultural complex. Also at the request of tourists it is possible to organize private events: weddings, birthdays and corporate events.
4	Spiritual component	Seminars and lectures on peculiarities of Uzbek culture of indigenous peoples. Viewing art paintings on history and culture of indigenous peoples of the region. Thus, the project ethnopark in Uzbekistan will become a place of unity of the peoples of the region. The main component is the idea to demonstrate the living conditions of the local population, their daily activities, holidays and traditions.

Conclusions. Summing up our research, we can conclude that the project of creating an ethnopark and the prospects for its development are:

- long-term - its creation will take at least two years;

- economic - increase in domestic demand for tourist product, GDP growth, reduction of outgoing tourist flow from the country due to development of domestic tourism;
- social - increase of employment of the population through creation of additional jobs, development of recreation and tourism infrastructure will lead to improvement of the quality of life of citizens, as well as meet the needs for active and full recreation, health promotion, familiarization with cultural values, patriotic education of the young generation of the country;
- ecological - does not lead to the depletion of natural resources, but on the contrary instills a careful attitude of citizens to nature, flora and fauna of the region;
- cultural - preservation and revival of small indigenous peoples in the region.

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