

Socio-Philosophical Issues of National Tourism and the Rise of the International Image of Uzbekistan

Khashimov Sherakhon Jurakhonovich

Senior teacher Department of philosophy and national idea, Faculty of psychology and socio-political science, Samarkand State University named after Sharof Rashidov
Samarkand City, Uzbekistan

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ABSTRACT

The article analyzes the role and importance of National Tourism in the rise of the international image of Uzbekistan. The issues of the integration of Uzbekistan into the world community, the strengthening of intercultural communication, the further improvement of the information communication system and its impact on the development of the tourism industry were considered. The need for the integration of international and national tourism organizations has been shown to increase the international image of Uzbekistan.

Introduction:

In the process of establishing a democratic legal state and civil society in Uzbekistan, great attention is paid to raising the international image of the country, applying this process to the sphere of National Tourism. The word image is a word from the latin language that means “appearance”, “emblem”. The image reflects the appearance, State of any person, object, subject. Just as each industry has its own image, Uzbekistan has its own image of the development of national tourism.

“The state policy pursued today in this area - says President Shavkat Mirziyoyev, - is aimed at comprehensive rapid development of territories and their infrastructure in the future, solving urgent socio-economic tasks, increasing jobs, ensuring diversification and development of territories, increasing the income, living standards and quality of the population, and improving the country's investment attractiveness and image. The transformation of tourism into a strategic sector of the economy will become a priority for us. One of the most important tasks before the government is to increase the number of tourists coming to our country to 10 million in the coming years” [1:173-174].

Literature review: in writing this article, works, literature, monographs and articles on political philosophy, social philosophy and philosophy of tourism were used.

Research Methodology: in the preparation of this article, methods and principles such as historicity, logic, comparative analysis, analysis and synthesis, valued approach, succession,

objectivity were effectively used.

Results: Today, in the international arena, the image of Uzbekistan as a state is being formed, which pays great attention to the tourism sector of Uzbekistan, the attitude towards the issue of the development of foreign and domestic tourism at the level of Public Policy. In recent years, a number of issues in the field of tourism have been revised in Uzbekistan. The issuance of visas to tourists was sharply liberalized. Queues and inspections were eliminated at airports, green corridors were established. Guests became electronically registered, all conditions were created for them to move freely. Restrictions on currency exchange have been lifted. In recent years, the number of foreign tourists coming to Uzbekistan has increased. In order to develop tourism in Uzbekistan, increase the flow of tourists, create comfortable and safe conditions for them, the Departments of ensuring safe tourism in the Internal Affairs structures were established in many cities.

On September 19, 2022, under the chairmanship of President Shavkat Mirziyoyev, at a videoselector meeting on measures to further increase the domestic and foreign tourism potential of our country, the Ministry of Foreign Affairs was told " Samarkand – The new Uzbekistan tourism gate, the promotion campaign, the approval of the" road map "to increase the flow of tourists to Samarkand and the organization of propaganda campaigns in foreign countries, foreign media, press tours for popular tourist bloggers were set up before the embassies, all of which will contribute to the growth of Uzbekistan's international image in the field of Tourism.

In Appendix 1 to the decree of the president of the Republic of Uzbekistan Shavkat Mirziyoyev No. 60 "on the development strategy of New Uzbekistan for 2022-2026", goal 35: to increase the number of domestic tourists by 12 million people within the framework of the "travel around Uzbekistan" program and to increase the number of foreign tourists visiting the Republic by 9 million people"[2] At the same time, it was shown to adopt a state program for the development of the infrastructure of Tourism and cultural heritage sites and the effective use of more than 8 thousand cultural heritage sites. By transforming Samarkand into a "tourism gate", it was planned to increase the cost of tourism services by at least 10 times in the next five years. President Shavkat Mirziyoyev's appeal to the Oliy Majlis and the people of Uzbekistan on December 20, 2022 also touched upon this issue, noting that "the city of Samarkand is becoming a world-known metropolis, an international center of Tourism and business".[3]

In Appendix 1 to the decree of the president of the Republic of Uzbekistan Shavkat Mirziyoyev No. 60 of January 28, 2022"on the development strategy of New Uzbekistan for 2022-2026", great attention is paid to the issue of increasing the effectiveness of the media as a means of increasing the image of Uzbekistan in the international arena. Goal 98 in the development strategy: to increase the efficiency of information transmission in the world community aimed at increasing the image of our country, the so-called. For this purpose, the task is to prepare and implement a set of measures envisaging the promotion of the image of Uzbekistan on the world stage, to effectively continue the dissemination of impartial information about the progress of reforms in our country, the processes of democratic renewal of society[4].

The article "National Policy and trade relations are developing steadily", published in the Japanese newspaper The Japan Times, covers the issue of the development of tourism in Uzbekistan and the role of the media in it.

Uzbekistan has a huge tourism potential and an incredibly rich cultural and historical heritage, "this article says," on this land there are valleys and hot deserts surrounded by purvior mountains, historical complexes and modern megalopolises, famous for their ancient architectural monuments, intertwined in an amazing way. Uzbekistan has 11 national natural parks and state reserves, 12 special reserves, 106 museums, 37 theaters, 187 parks and parks. .In 2018, Uzbek national cuisine took the first place in the nomination "gastronomic tourism" of national geographic magazine, Uzbekistan is recognized by many foreign publications, including

the New York Times, The Guardian, Lovely Planet, as the most attractive and interesting direction for travel[5:300].

Euronews international news channel and other European media also highlight the opportunities of Uzbekistan in the field of Tourism Development. Euronews International Information TV channel on the Focus page, which has a monthly audience coverage of almost 15.2 million people, the Samarkand tourist center is a modern Congress-Center, the historical and ethnographic alley "Eternal City", the gashtak (artificial lake for fishing), the musical fountain-built Central Promenade, The Eco Village separate cottages complex, a huge multidisciplinary complex that combines 8 hotels under internationally classified brands, the Silk Road Samarkand complex, He drew his attention to the fact that tourism occupies an important place in the growth of the international image of Uzbekistan.

In the process of developing national tourism in Uzbekistan, great attention is paid to the issue of qualitatively improving the country's image in the field of tourism, further improving the mechanisms of its positive impact.

Various articles, comments, interviews and other press information are published in foreign and national media aimed at the formation of a new image of Uzbekistan, its image, opportunities in the field of tourism development, its image. This information serves to increase the socio-political, spiritual and educational, national-psychological image of national tourism in Uzbekistan. Positive stereotypes occupy an important place in raising the image. The stereotype includes stable, variable, simplified, schematic concepts associated with the image of something, phenomenon or country, that is, Uzbekistan. Therefore, the positive opinions of tourists coming to our country about Uzbekistan, the information they upload to social networks will lead to a further increase in the number of tourists coming to our country. Therefore, it is important to strengthen the promotion of Uzbekistan's opportunities in the field of tourism in the media, social networks.

On November 1-3, 2022, the international week of pilgrimage tourism was held in Uzbekistan, on November 5, Zurab Pololikashvili, Secretary General of the UN World Tourism Organization (UNWTO), arrived in Uzbekistan and visited Samarkand. According to Maya Lomidze, executive director of the Association of Russian tour operators (ATOR), Uzbekistan has become the most popular destination for Russian tourists among the CIS countries. There, the demand for species grew by 20%. 1.2 million foreign tourists arrived in Samarkand in 2022[6].

In the process of raising the international image of Uzbekistan, promoting its opportunities in the field of Tourism, Information agencies play an important role. News agencies differ from other national media platforms in terms of audience coverage and the weight of the content being distributed, the seriousness of the topics being raised. Therefore, much attention is paid to the use of information agencies, media, Internet sites in the promotion and promotion of National Tourism of Uzbekistan. At the same time, great tasks are also assigned to Uzbek embassies abroad in raising the image of Uzbekistan in the international arena, expanding the flow of tourists coming to our country from abroad.

Our embassies should also actively and systematically work to expand the flow of tourists coming to Uzbekistan", said President Shavkat Mirziyoyev, "it is worth noting that our ambassadors to attract foreign tourists to our country will be required to work systematically together with the state committee for tourism development and the Chamber of Commerce and Industry"[7:287-288].

The development of cooperation with the world's leading news agencies, their effective use in promoting the opportunities of Uzbekistan in the field of tourism will lead to the growth of our country's image in the field of Tourism. The work carried out in the field of development of national tourism in Uzbekistan, the rich history and culture of Uzbekistan, the preparation of

quality media content that speaks about the opportunities in the field of Tourism, their regular distribution to the world audience through all available communication channels will have a good effect. To this end, much attention is paid today to the preparation and implementation of a set of measures for the development of tourism, which provides for the promotion of the image of Uzbekistan on the world arena, the regular preparation and supply of high-quality photo, video and printed materials on the history, modern development, tourist potential, culture and art of our country.

It is necessary to draw attention to the issue of the publication of books, reference books and manuals abroad, in which the history and modern development, culture and art, historical cities, traditions and customs of Uzbekistan are promoted, and the presentation of these works in foreign countries, their distribution among the parliamentary, government and expert circles of foreign countries plays an important role in The role and importance of tourism as a measurement criterion for the image of Uzbekistan in foreign countries is increasing. According to British professor Sh.Akiner, "tourism is one of the sectors in which it is possible to develop a national image. Because it brings foreigners into direct contact with the local population. As a result, this is the reason for the formation in the minds of tourists of their personal impressions of the societies in which they visited. According to british scientist S.Anholt, in the process of strengthening the country's image, along with the media – management, export, tourism, culture and heritage, investment and image formation, people also play an important role[8].

Today, in addition to the means of mass communication in the field of Tourism, various forums, conferences, spiritual and educational events, cultural exhibitions, sports competitions, various events on ethnographic, religious, environmental topics are important in the formation of the international image of Uzbekistan.

Regular publication of articles and video content in foreign media and mediamacon about Uzbekistan's achievements in the field of tourism development, as well as holding briefings, round tables, conferences and seminars to widely promote the achievements in the field of Tourism Development will bring the expected results. Foreign PR agencies promoting a positive image of Uzbekistan in the international arena, wide promotion and promotion of opportunities and achievements of Uzbekistan in the field of tourism in foreign media, influential and influential in the International Information Arena, have a positive impact on the increase in the number of tourists coming to our country. The holding of various festivals, conferences and events promoting the culture and art of Uzbekistan in foreign countries also gives a positive result. An important role in strengthening the image of the Republic of Uzbekistan in the international arena is played by the International Relations of the Uzbek media and plays an important role in promoting the opportunities of our country in the field of Tourism.

Today it is important to study the relevant aspects of the mechanisms and means of active promotion of a positive image of Uzbekistan in connection with national tourism, to establish cooperative relations for the implementation of PR-partnership projects in the international arena.

Uzbekistan has sufficient strength and potential for the formation of its positive image, and the development of tourism requires a systematic and integrated approach to the formation of a positive image in this area.

We will intensively develop our activities on the creation of special economic regions for the development of tourism, the creation of tourist clusters, attracting strategic partners to the industry, the rapid development of tourist infrastructure and tourism industry, the full and effective use of the tourist potential of the regions, the development of national tourist products and its promotion to world markets, [9:172], - says Shavkat Mirziyoyev.

In the development of tourism infrastructure in Uzbekistan, regulatory legal acts regulating

relations in the field of tourism are being improved. At the same time, improving the activities of participants in the information market as an attractive means of tourism, the effective use of the potential of Information Technology, the effective use of advertising in the development of national tourism are becoming relevant today. It is necessary to connect to international global information systems for the organization of tourism services and to create local services, to expand the information resources about tourist opportunities in the internet in our country.

The innovation process was analyzed on the basis of a systematic approach as a social phenomenon. The cause and consequence of the transformation of innovative thinking into a broad social consciousness direction is the innovative development that takes place in society. [10.170]

The development of the tourism industry in Uzbekistan is an urgent issue today, and the development of the tourism industry presupposes the efficient use of tourist resources and the Bringing of the infrastructure served to a high level. This will serve to raise the international image of Uzbekistan. The tourism system has its own characteristics, goals, objectives and structure, and the features inherent in the tourism system are its openness, integrity, consistency and sequence. The tourism system has the nature of self-development, and this development ensures the self-preservation and improvement of the system. The purpose of the tourism system is to create the conditions necessary for the development of strong, mass and competitive tourism.

Tourism affects the economic, socio-political and spiritual spheres of life of society, as a result of tourism, the internal potential of the country is manifested, historical monuments and sacred shrines are improved, natural landscape, ecotourism, agrotourism, ethnotourism, religious tourism routes are developed. Tourism has its positive impact on the development of employment of the population, National Culture, Crafts. In the development of tourism, a lot of attention is paid to the issue of connection to international global information systems for the organization of tourism services, the creation of local services, the expansion of information resources on the tourist opportunities of the country in the internet.

Such a process necessitates the development of a creative and constructive way of thinking. [11.196] Today, the achievements of foreign countries with developed tourism in our country are creatively studied, funds from foreign investors are being invested in Uzbekistan, the experience of foreign countries is being relied on in the formation of a new tourism infrastructure. Tourist services in Uzbekistan are carried out on the basis of the restoration and elevation of national values such as employment of the population, creation of new jobs, development of National Crafts, crafts, national cuisine, national culture, national traditions, traditions, rituals and holidays.

Conclusion:

The improvement of the National Tourism system in Uzbekistan has its positive impact on the economy, politics, social, spiritual and educational spheres of life. The development of national tourism in Uzbekistan requires an innovative and creative approach of the entities operating in the field of Tourism. Many opportunities and conditions are created for the formation of the modern tourism industry in Uzbekistan, an integrated approach to the development of the industry is being taken, many modern tourist infrastructure facilities are being formed in the Republic. Much attention is also paid to stimulating the activity of entrepreneurs in the development of national tourism, the formation of tourism infrastructure. All this puts the study of national tourism in Uzbekistan as a systematic and legal process on the agenda as an urgent issue.

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