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OLIY TA’LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
BUXORO DAVLAT UNIVERSITETI**

**МИНИСТЕРСТВО ВЫСШЕГО ОБРАЗОВАНИЯ, НАУКИ И ИННОВАЦИЙ
РЕСПУБЛИКИ УЗБЕКИСТАН
БУХАРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ**

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**“O‘ZBEKISTONDA INKLYUZIV TURIZMNI
RIVOJLANTIRISH ISTIQBOLLARI”
Xalqaro ilmiy-amaliy anjumani**

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ТУРИЗМА В УЗБЕКИСТАНЕ”**

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“O‘zbekistonda inklyuziv turizmni rivojlantirish istiqbollari”. Xalqaro ilmiy-amaliy anjuman to‘plami. 2025-yil 13-14-iyun: - Buxoro :

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Mazkur to‘plamga kiritilgan ilmiy ishlar va g‘oyalar mazmuni, undagi statistik ma‘lumotlar, sanalarning aniqligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o‘zlari mas‘uldirlar.

Ushbu xalqaro anjuman O‘zbekiston Respublikasi Davlat ilmiy-texnika dasturlari doirasida moliyalashtirilayotgan ALM-202403110241-raqamli “Nogironligi bor shaxslar uchun inklyuziv turizm infratuzilmasining interfaol xaritasini yaratish” mavzusidagi loyiha doirasida tashkil etildi.

CULTURAL DIVERSITY AND VALUES ISSUES IN INTERNATIONAL TOURISM

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In countries that receive tourists, there is a huge difference between the cultures that interact, and the more tourists enter a country, the higher the risk of negative impact on the culture of this country. The main characteristics of culture are the geographical location of the country, its values, the composition of different classes, the economic and political situation in the country, different views, different religious beliefs, customs and other reasons. Similar cultures, on the other hand, include similarities in values, norms, laws, customs, views, behavior and language. It is very important for tourists to behave in a visited country and respect the host culture. The origin of various conflicts also arises from ignorance of the host culture or disrespect for their culture.

If we define what the word culture is, it is a certain level of historical development of society, human creative power and abilities. It is expressed in various manifestations of people's life and activity, as well as in the material and spiritual wealth they create. The concept of culture is used to describe a specific historical period (ancient culture), a specific society, people and nation (Uzbek culture), as well as specific areas of human activity or life (for example, labor culture, artistic culture, culture of life). In a narrow sense, the term "culture" is used only in relation to the sphere of spiritual life of people. So culture is not only in its intangible form, but also in its material form. For example: ancient monuments, buildings, historical structures, works of art, pottery, clothing, paintings, books and works, weapons and other similar objects created by mankind throughout its history are examples of material culture. Such tangible objects testify to the past and present culture of a region. Intangible culture consists of our customs, traditions, national holidays, songs, dances, the uniqueness of our language, wedding ceremonies and various other forms of values inherited from our ancestors that are important in the life of the people and are considered important for centuries. Intangible cultures testify to the past of each nation and people. They inform the current generation about how they lived, their lifestyle, and their beliefs.

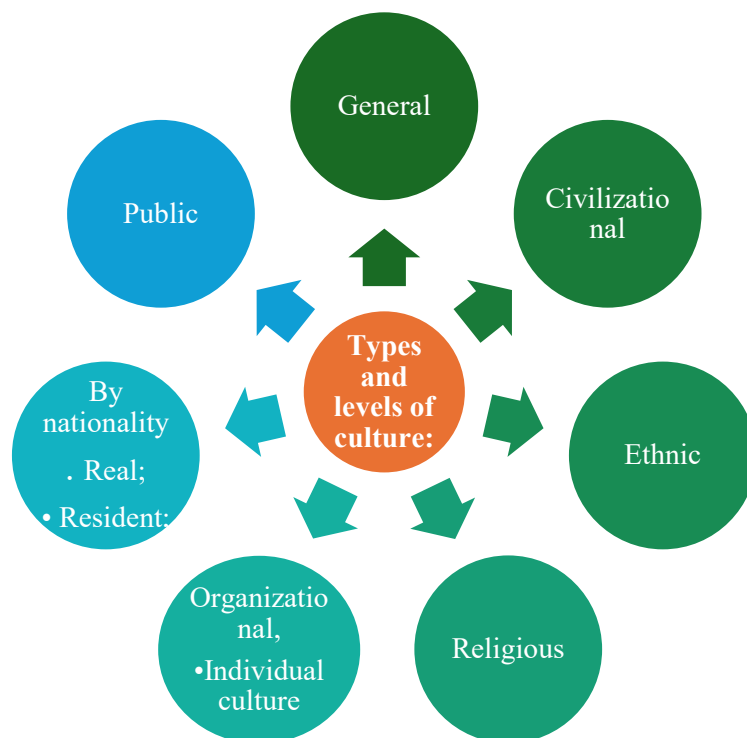
"Culture" comes from the Arabic word *madina* (city). The Arabs divided human life into two types: one is Bedouin or desert life; the other is cultural life. Bedouinism refers to peoples living in the steppes and deserts as nomads, and culture refers to peoples living in cities and having a unique way of life. This is how the word culture was born. In ancient Rome, the concept of culture, just like in the Arabs, was interpreted as a form of social life, expressing the urban lifestyle, and by the Middle Ages this concept was widespread. The concept of culture was later close to the concept of civilization.¹

In addition, there are different views on the interpretation of the meaning of the word culture. It is wrong to interpret culture as a fixed word in one place, it changes in time and space, constantly changing its meaning. A culture characteristic of a certain era may not be accepted and withdrawn from circulation after a while, in which case the appearance of culture passes into the form of customs or traditions. Culture is divided into 2 main types - material and spiritual culture. Material culture includes all areas of material activity and its results (tools of labor, housing, everyday items, clothing, transport, means of communication, etc.).

Spiritual culture includes the spheres of consciousness and spirituality (knowledge, morality, education, law, philosophy, ethics, aesthetics, science, art, literature, mythology, religion, etc.). The characteristic features of a given society, nation, and group also find their expression in culture. A society, nation, and group are distinguished precisely by their culture. Folk culture is its way of life, clothing, place of residence, cuisine, folk oral literature, religious ideas, beliefs, etc.

¹ <http://www.unwto.org/tourism-and-culture>

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Value is also a form of culture, it is a form of culture that reflects the moral norms of people. Value is a concept used to show the universal, socio-moral, spiritual and cultural significance of certain events that have been revered by our ancestors since history. Freedom, peace, justice, doing good to someone, our traditions, customs, wedding ceremonies are our values.² Each person has his own system of values, which informs a person about what is right or wrong. It also determines what should be done or not done, what is beneficial or harmful, what types of events lead to social satisfaction. Simply put, all the good deeds that people value and practice in their living space are their values. Customs are also a form of value practiced by humanity, the difference being that customs are a form of culture practiced by only a small number of people or groups of people living in a particular area. Examples include the small rituals we perform at weddings and parties, the unique gestures we make when greeting others, and some of the unique features of our holidays. Customs are preserved to preserve disappearing traditions and pass them on to future generations.

The following types of culture are distinguished in tourism:

- **Tourist culture** - this is the manifestation of the tourist's original culture and behavior in the country he is visiting
- **Host culture** - this is the culture of the country that the tourist is currently visiting. It is also called national culture, which means it embodies the traditions and customs of the local people
- **Tourism culture** - is based on the rules of conduct between all participants in the trip. That is, it is a mutual culture between service and product creators, tour operators, travel agents, hotel business representatives and tourists.

Culture, values, customs and traditions, expressing the uniqueness of each nation, are very interesting phenomena in attracting international tourist flows. Most tourists traveling abroad are interested in the culture, lifestyle, and traditions of other peoples. Values and their influence on tourist choice have not been studied enough in the field of tourism. Well-known scientists Pitts and Woodside studied the probability of choosing values according to the nature of visitors. According to their research, tourists tend to travel to regions where similar cultures and values are practiced. Pizam and Kalontane say that the scale of values is studied based on the nature of the tourist's

¹ <https://www.thti.edu.tt/blog/the-importance-of-cultural-awareness-in-the-hospitality-and-tourism-industry/>

² Richards G. Tourism trends: The convergence of culture and tourism //The Netherlands: Academy for Leisure NHTV University of Applied Sciences. – 2014. – C. 250-268.

vacation. In general, values also play an important role in the tourist's choice of a destination for travel. In conclusion, culture is the right path and result in all human activities. It can be found and felt in the uniqueness of each person. This process is especially evident on international trips. Culture teaches people how to live, how to think, and what activities to engage in.

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O'ZBEKISTONDA FUQAROLIK JAMIYATI MA'NAVIY OMILLARI VA MAFKURAVIY TAMOYILLARI FALSAFIY MOHIYATINI O'RGANISHNING AHAMIYATI

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BuxDU professori, falsafa fanlari doktori

O'zbekiston mustaqillikni qo'lga kiritgandan so'ng o'z istiqlol va taraqqiyot yo'li - fuqarolik jamiyatini barpo etish yo'lidan borishni bosh vazifa qilib ko'ydi. Chunki fuqarolik jamiyatini barpo etish, birinchi navbatda, keng xalq ommasida o'z haq-huquqlarini taniydigan, o'z kuch va imkoniyatlariga tayanadigan, atrofda sodir bo'layotgan voqea-hodisalarga mustaqil munosabat bilan yondasha oladigan intellektual qobiliyat vazilatlarini shakllantirishni taqozo etadi.

O'zbekiston Prezidentining "2022 - 2026 yillarga mo'ljallangan Yangi O'zbekistonning taraqqiyot strategiyasi to'g'risida"gi va "O'zbekiston 2030 strategiyasi" to'g'risidagi farmonlari bu boradagi keyingi yillarda amalga oshirilgan islohotlarning huquqiy asoslari mustahkamligidan dalolat beradi. O'tgan davrda yurtimizda jahonning eng ilg'or mamlakatlari andozalariga mos keladigan zamonaviy fuqarolik jamiyatini shakllantirish va rivojlantirishga oid mustahkam me'yoriy-huquqiy baza yaratildi. Ayni paytda jamiyat qonun uctuvorligi masalasiga e'tibor qaratishning asosiy sababi nafaqat uning paydo bo'lishi g'oyasining yaxshiligi, balki uni yanada aniqroq pasmiylashtirish va samarali amalga oshirish yo'llarini izlashda hamdir.

Bu borada mamlakatimiz Prezidenti Shavkat Mirziyoev fuqarolik jamiyatini rivojlantirish bo'yicha "ilmiy va ekspertlar guruhlar ishtirokida fuqarolik jamiyatini rivojlantirish sohasida fundamental va amaliy tadqiqotlarni tashkil etish yuzasidan tashabbus ko'rsatish, fuqarolik jamiyatini rivojlantirish borasidagi davlat siyosati va uning amaliy natijalari haqidagi jamoatchilik fikrini tizimli ravishda o'rganish, umumlashtirish va tahlil qilishni tashkil etish"¹

Ushbu yo'nalishdagi tadqiqot fuqarolik jamiyat qurilishining nazariy asoslari, O'zbekistonda fuqarolik jamiyatini barpo etishning ijtimoiy asosi bevosita inson erkinligini, ozodligini ta'minlaydigan moddiy- iqtisodiy, ijtimoiy turmush tarzlari yuksak darajada rivojlangan bo'lishi bilan bevosita bog'liqdir. Garchi fuqarolik jamiyatida inson o'zi ongli boshqaruvni amalga oshirsa ham, eng muhimi uning jamiyat oldidagi mas'uliyatini e'tibordan chetda qoldirib bo'lmaydi.

Mazkur masalalarga bag'ishlangan tadqiqot quyidagilarga asoslanadi:

- bugungi dunyoda fuqarolik jamiyati barpo etish to'g'risida ko'plab g'oya va qarashlar mavjud, xilma-xil ilmiy konsepsiyalar, dasturlar ishlab chiqilgan. Ularda fuqarolik jamiyatining qiyofasi, asoslari, yashash va rivojlanishining umume'tirof etilgan qonuniyatlari hamda uning har

¹ Shavkat Mirziyoev Yangi O'zbekiston taraqqiyot strategisi. T. "O'zbekiston" 2022, 93-94 betlar

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