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THE ROLE OF HANDICRAFTS IN THE TOURISM INDUSTRY

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Abstract: *this article discusses national handicrafts and tourism. Home crafts were the most common type of crafts in pre-capitalist times. This type of craft is an integral part of the natural economy. Urban development is inseparably linked with the rapid growth of custom-made crafts and the emergence of craft products on the market. As a result, handicrafts became a commodity, producing goods for trade.*

Keywords: *crafts, hand-made, carving, embroidery, sewing, knitting, jewelry, sawdust, knitting, tourism.*

According to a large-scale study conducted by the United States, handicraft data were provided by a special commission set up in 2006 to “assess the global market for handicraft products”. According to him, artisans have developed a large part of the market of home accessories, which are handmade, semi-handmade, the rest are machine-made and machine-building products.

The global market for home accessories estimated that at least \$ 100 billion worth of handicrafts were created in 2006. According to the study, the U.S. is the country that uses the largest share of home accessories, valued at \$ 67 billion, followed by Japan and Hong Kong, the second largest markets, along with the UK.

The study looked at the U.S. home accessories market: accessories and gifts accounted for 22%, furniture 21%, portable lamps 11%, home carpets 9%, lighting fixtures, i.e. lamps 7%, tablets and tablets accessories accounted for 7%.

Buyers of research craft products in the United States are divided into the following groups:

1- Shoppers in this category do not look for unique products in stores that sell specialty products and daily products;

2nd catalog and online buyers;

3- Independent sellers and buyers from museums who are small shops such as tourist shops, art galleries.

The study also provided a classified list of the most common raw materials used by artisans. These raw materials include: baskets, metal, leather, paper, tableware, wood, soap, textiles, stone, glass, bone, horn and products created by combinations and techniques of different materials .

As for price segmentation, the study cited four main craft categories and prices.

The following segments:

1. Functional items: manufactured in workshops, handicrafts such as pottery, tiles or furniture made in a workshop or small factory, produced for national or export markets.

Products of this segment are sold in large stores.

2. Traditional art products: local handicrafts created for those interested in culture while maintaining high quality, this segment is sold by small chains and independent retail stores in medium and high-end markets.

3. Designers' products: sometimes based on local handicrafts, in line with fashion trends in foreign export markets. Products in this segment are high-end market segment products and are sold with expert advice.

4. Souvenirs: cheap, universal tapes or simplified traditional handicrafts sold through local retailers or international development agencies. Products in this segment are suitable for the lower market and they are sold in gift shops in the resorts.

The main exporters of handicrafts are mainly China, India and Vietnam. China is the world's largest home accessories exporter, and in April 2015, about 70% of China's handicraft products were sold in the U.S., while India's total handicraft exports are home accessories products, reaching \$ 3.5 billion in 2017, 30% to US \$ 824 million. Exported in U.S. dollars.

The main reason for the growth of sales of the main feature of handicrafts is the shortening of the production period of the product and the creation of new designs.

The main types of producers of handicrafts are micro-manufacturing enterprises, which are non-governmental organizations, small manufacturing enterprises, retail enterprises with their own workshops owned by the private sector.

This study provides an analysis of the global market for handicrafts and the following trends.

The impact of craft manufacturers in developing countries on the craft market:

- The market for home accessories products, especially high-end, is growing. It is expected to grow as a middle class not only in Western markets but in all regions. The population is expanding rapidly, especially in China and India.

There are many opportunities for artisans in developing countries to create products that include:

- China and India - along with Asian countries, the predominance of handicrafts at present is products produced all over the world, and may continue to do so in the near future. Their prestige is largely based on cheap, high-volume, western-made products;

- Many buyers and consumers are looking for unique products made in countries other than China;

While the market is limited to local projects only, the “global style” - the products that combine these products with modern design ethnic elements - is a growing category, and this is an opportunity for craft manufacturers;

- low-level (low-cost priority) and high-level (high-quality advantage) markets are relatively stable compared to the average (average quality at a low level).

While competition in the lowest-end products is strong and requires significant production capability, the “luxury” market focuses more on specific designs, higher quality and smaller quantities, providing more flexibility in pricing.

Developing countries buy products made from specific materials: they are candles, wooden items, artificial flowers and fruits, ceramic pots, glass jars, metal utensils and bone products.

China is a leading exporter in the global home accessories market, and industry experts are confident that this trend will not change in the near future. China is distinguished from other countries by its huge production capacity and low wages. Modern equipment and high productivity allow manufacturers to deliver large quantities of products to China quickly, on time and at low prices. This allows companies to make perfect and advanced use of computer-aided decoration and coloring technologies in the mechanization of production (cutting, sorting, packaging, etc.). This innovation also allows Chinese manufacturers to create close-up copies of handmade patterns imported from other countries using a machine. Now any product can be produced cheaply and efficiently by China more than anywhere else in the world. In addition to efficient production and assembly regulations, Chinese factories are able to provide and regulate labels, bar coding and packaging according to the customer’s inventory management system and precise specifications.

Currently, the global demand for Chinese products is so high that some Chinese enterprises are canceling their orders due to lack of necessary skilled workers, encouraging them to open other production facilities using skilled labor available in countries such as Vietnam. The dominant market in China has also led to the growth of other Asian producers.

Compared to Vietnam, India faces difficulties in delivering the product on time (delivery can take up to six or seven months). However, India has a wide manufacturing capacity and, like Vietnam, low order minimum quantity and

unique, appearance other developing countries of Asia - Indonesia, Thailand, Cambodia and Philippines - each offer an attractive set of products and skills, but generally less competitive than China, India, and Vietnam.

While there are many things that buyers have to offer in these countries, prices are relatively high and many similar products can be sold at lower prices in China or Vietnam. Indonesia's exports of handicrafts fell from \$ 449 million in 2009 to \$ 443 million in 2012.

African handicraft manufacturers - Ghana, South Africa, Mozambique, Malawi, Kenya and Tanzania - offer a range of handicraft products on the world market. South Africa and Ghana have the highest export capacity and competitive designs. Their success is based on sustainable delivery. Exports of Ghanaian handicrafts totaled \$ 2 million from 2005 to \$ 14.9 million in 2011. However, Ghanaian manufacturers are still facing challenges. In addition to design, the buyer often suffers from missing technologies such as water-based polystyrene and wood, which often emphasizes product quality.

In Latin America, Peru, Mexico, Colombia, Honduras, Guatemala, Bolivia and El Salvador are the main exporters of handicrafts. Mexico and Peru are leaders in product quality and design richness. Guatemala also has excellent designs, but prices tend to be less competitive, especially the availability of qualified agents and exporters who meet market requirements, experienced craftsmen to export to the U.S., relatively stable and competitive prices, timely product delivery, quality control, willingness to make changes, customer requirements, complete packaging and labeling, good communication skills and potential to produce large quantities of products. In 2005, Peruvian handicraft exports amounted to 40 million markets in the United States (39 percent) and Ecuador (11 percent).

In the world handicraft market, China, India and Ghana, South Africa, Mozambique, Malawi, Kenya and Tanzania are the leading countries in the production and export of many handicrafts. These countries are also the

countries that create and supply handicrafts in accordance with the demand, with a unique design.

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A.QODIRIYNING “O‘TKAN KUNLAR” ROMANINING INGLIZCHA TARJIMASIDA PORTRET TASVIRI VA UNDA AKS ETGAN MILLIY XARAKTERNING BERILISHI.

F.T. Qobilova

Buxoro davlat universiteti o`qituvchisi

Annotatsiya

Maqolada «O'tgan kunlar» asarining inglizcha tarjimasidagi qahramonlari va tabiat tasviri tahlili berilgan. Bundan tashqari, asarning asl mazmuni haqidagi qarashlar berilgan. Muayyan milliy adabiyotning yuksak namunasi sifatida har qanday badiiiy asar, avvalambor keng va teran ko'lamdagi milliylik xususiyatiga ega bo'ladi. Binobarin, mazkur xususiyat o'z teranligini, kengligini tarjimada ham saqlab qolishi kerak. Buning uchun tarjimondan asliyatga monand to'g'ri tasavvur hosil qiladigan matn yaratish talab qilinadi. Adabiyot turli- tuman xarakterlarni gavdalantirish orqali insonning ichki dunyosini, uning ijtimoiy muhit bilan munosabatlarini aks ettiradi.