



STRATEGY FOR INCREASING THE ATTRACTIVENESS OF NATIONAL TOURISM PRODUCTS (IN A BASIS OF CRAFTSMANSHIP)

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Annotation: This article gives a detailed information about the development of tourism in Uzbekistan. Moreover, the main tasks of Uzbektourism company which is main national tourism company, are pointed out in the paper. However, the aim of this research is to formulate strategies for increasing the attractiveness of national tourism products, mainly handicraft products.

Keywords: tourism products, national style, nationality: national characters, nationalism and modernity, fashion.

СТРАТЕГИЯ ПОВЫШЕНИЯ ПРИВЛЕКАТЕЛЬНОСТИ НАЦИОНАЛЬНЫХ ТУРИСТИЧЕСКИХ ПРОДУКТОВ (НА ОСНОВЕ РЕМЕСЛЕННОСТВА)

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Аннотация: В этой статье дана подробная информация о развитии туризма в Узбекистане. Кроме того, в документе указаны основные задачи компании "Узбектуризм", которая является главной национальной туристической компанией. Однако целью данного исследования является формулирование стратегий повышения привлекательности национальных туристических продуктов, в основном изделий ручной работы.

туристические продукты, национальный стиль, национальность:

Ключевые слова: национальные характеры, национальные традиции и современные взгляда

INTRODUCTION

Recent years, Uzbekistan has been attracting the attention of the whole world with its many historical and architectural monuments, national handicraft products, diverse climate and rapid development. For centuries, Uzbekistan was located on the path of trade, merchants and travelers, geographers and missionaries, invaders and conquerors of the Great Silk Road. At the same time, Uzbekistan is becoming one of the fascinating tourist destinations for those interested in enterprising, culture, history, tradition and exotic destinations.

Although the field of tourism in Uzbekistan is relatively new, it has overtaken many areas in development. Our country has a great potential for the development of international tourism. Thirty years ago, no one knew Uzbekistan as a promising tourism region. After gaining independence, the state developed new principles in the field of tourism. On July 27, 1992, the national company "Uzbekturizm" was established by the decree of the President of the Republic of Uzbekistan, Islam Karimov. The main task of "Uzbektourism" is to implement state policy in the field of tourism and create a national model of tourism development.



In addition, the national company coordinates the activities of all touristic organizations in the republic, encourages the development of all directions of tourism, deals with the issue of personnel, attracts the flow of investment to the formation of the material and technical base and the development of the industry infrastructure.

Moreover, since 1993, our country has been a member of the "International Tourism Organization" (UNWTO). Since 2004, in Samarkand - the "heart" of the Great Silk Road, the UNWTO office has been operating, which is engaged in the coordination of tourism on the transcontinental highway.

The government is doing great work in the fields of modernization of the tourism industry, improvement of transport and hotel infrastructure in the state, improvement of producing national tourism products and promoting them globally.

In order to promote tourism products abroad, the marketing project "Mega-info-tour" - familiarization trips is being implemented for foreign tourist companies and mass media representatives. Such trips play an important role in expanding tourist seasons, optimizing the flow of tourists to our country, and showing that each season in Uzbekistan is unique for tourists.

In addition, the international fair "Tourism on the Silk Road" held under the leadership of UNWTO in Tashkent is of paramount importance in supporting the tourism potential of Uzbekistan. The main goal of this fair is to unite Uzbek and foreign specialists in the field of tourism, to further expand professional cooperation between them. To date, this international fair has gained a reputation as one of the largest exhibitions in Central Asia [1-10].

To sum up, with its legendary past, the historical-engineering heritage of the Silk Road, wonderful natural scenery, local handicrafts passed down from generation to generation, the hospitality and human values of the people, Uzbekistan is a place that amazes, charms and delights tourists at the same time and attracts people from all corners of the world.

MAIN PART

One of the main tasks of tourism industry in Uzbekistan is to create strategies for increasing the vivacity of tourism products and continue promoting them globally by different familiarization trips and exhibitions. As defined by UNWTO, a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle".

One of such national tourism products which is unique to our Uzbek nation is craft products. First of all, we should know the origin of craftsmanship. According to Wikipedia, craftsmanship was created by the production activity of man, during the development of society, it was gradually separated from agriculture and animal husbandry, it improved in connection with the development of technology within the framework of different socio-historical periods, various specialties (pottery, carpentry, blacksmithing, coppersmith, building, stonework, carving, were divided into embroidery, tanning, sewing, weaving, jewelry, tailoring, embroidery, goldsmithing, dyeing, shipbuilding, shoemaking, tinsmith, etc.). Handicrafts depend on the availability of natural resources, textiles where there is copper, cotton and cocoons, ceramics where there are high-quality raw materials, wool and leather, textiles and tanning, depending on in many forests, metal production and smithy, in the lands rich in timber, and shipbuilding and other things developed along the sea and river banks. In connection with the stages of development of the society and the division of labor, 3 types of crafts have been formed:

- 1) home crafts;
- 2) crafts that make products to order



3) crafts that make products for the market.

Homecraft was the most common type of craft in pre-capitalist times. This type of handicraft is an integral part of natural economy. The development of cities is inextricably linked with the rapid growth of the production of handicrafts to order and the production of handicrafts for the market. As a result, handicraft products became commodities, produced for commodity exchange. Due to the demands of the times, new types of homecrafts appeared. Artisans also began to specialize in the production of various products. Neighborhoods in cities were formed depending on the profession of craftsmen (at the beginning of the 20th century, there were neighborhoods of tanners, potters, saddlers, cradlers, gunsmiths, and carpenters in Tashkent). Certain neighborhoods, neighborhoods, cities, and certain handicraft products began to gain fame.

Specifically, sustainable tourism products are “understood broadly as meaning those that use resources in an environmentally responsible, socially fair and economically viable way, so that users of the product can meet their current needs without compromising future generations from being able to use the same resources.

Measuring sustainability is a complex issue and the criteria vary according to the product type and local conditions. Deciding what is ultimately sustainable for a particular community is a balance between local circumstances and expectations and best practice in technology and environmental management.”

As for strategies that enhances the attractiveness of national handicraft products, first and foremost thing to point out is the quality and lasting character of tourism products. It is true that every product may attract tourists at first sight, yet the most important thing about that product is its tightness and sturdiness. For this, craftsmen and artisans are required to work on their products attentively and train apprentice craftsmen to love their job.

Secondly, as it is being passed down from generation to generation, keeping or remaining national style while creating any type of product as it was created is of paramount importance. It is because it is unique around not only our nation, but also the world. These two strategies can be applied a number of types of handicraftsmanship, such as pottery, carpentry, blacksmithing, coppersmith, stonemasonry, carving. Pitch vessels, bowls, pitchers, effigy pots, wedding vases, micaceous bean pots, seed pots, incised bowls, redware bowls, polychrome vases, souvenirs, musical instruments, rings, earrings, watches, chains, amulets, statuette, bangle and dolls are such type of national products that appeals to tourists.

Third strategy is also about maintaining nationality. Why? The reason is that one of the factors that encourage tourists or visitors to visit a country is its history and national characters. For example, doll-making is one of the craft types and by this type masters show the national characters and historical heroes. However, if you visit Spain or Italy, you can not find that kind of characters. With the help of this feature, handicrafts not only attract tourists' attention to the country, but also affection towards national and historical characters of younger generation will emerge. The latter is far more important in raising children in the spirit of love for history and appreciation of nationality.

Fourth strategy is about embroidery, sewing, weaving. For these types of crafts, the best way to attract visitors is that combining nationalism and modernity in the works of embroiderers, tailors, weavers and harmonize them up-to-date fashion of the world. Moreover, participating international fashion weeks or fashion shows with national products harmonized with modernity helps promote our tourism products globally and arouse interest in foreigners.

CONCLUSION

All in all, as tourism gives economic and social benefit to every society, exploring new ways of development of tourism types is of paramount importance. In this article, we suggested some



strategies for enhancing attractiveness of national tourism products, mainly handicraft products. These strategies are as follow:

- Enhancing quality and lasting character of tourism products;
- Keeping or remaining national style while producing tourism products;
- Maintaining nationality: national characters and historic heroes in the works of handicrafts;
- Combining nationalism and modernity in the works of embroiderers, tailors, weavers and harmonize them up-to-date fashion of the world.

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