

PROSPECTS FOR THE DEVELOPMENT OF CHILDREN'S TOURISM IN UZBEKISTAN

Ismatillayeva Sitora Sayfiddinovna

Bukhara State University

Master student, Department of Tourism and Hotel industry

Bukhara, Uzbekistan

Sitorabonu2012@gmail.com

Annotation: The tourism potential of Uzbekistan is increasing day by day as a result of state programs and reforms in the field. The creation and further development of new tourist destinations in Uzbekistan, rich in invaluable tourist resources, will contribute to the prospect of tourism. In particular, the organization of children's tourism in Uzbekistan will have a positive impact on the growth of the number of little tourists visiting in our country, as well as the interest of family travelers. The organization and development of children's tourism requires the wider usage of tourism opportunities in Uzbekistan and the improvement of the flow of tourists through a new direction of tourism.

Key words: children's tourism, family travel, safety, historical monuments, gastronomy.

Introduction:

The impact of children on tourism purchasing power is gradually increasing, and family vacations are expected to become more important for society in the future from the perspective of creating social benefits. Parents are gradually spending more money and energy to travel with their children. Additionally, travel experiences during one's childhood could affect travel behavior after becoming an adult. Therefore, not only is the scale of young children's tourism growing, but its importance in marketing is also increasing.

To improve children's tourism in the country some aspects as time for traveling, the price of the travel, offered services and accepted facilities should be learned by tourism sectors. For this it is important to improve accessible tourism for all travelers. Accessible tourism for all means "the ongoing endeavor to ensure tourist destinations, products, and services are accessible to all people, regardless of their physical limitations, disabilities, or age"

Families with children before traveling consider their children's interests, safety, future enjoyment and satisfaction to plan their visit to the country. Therkelsen revealed that the roles of mothers and children are equal in vacation planning, and Curtale found that parents are sensitive to their children's best and worst choices, and they make choices tailored to their preferences. In addition, the satisfaction of children affects the satisfaction and behavior intention of parents. In particular, younger children have a greater influence on tourism decision-making.

Vacation with children should demonstrate positive impact on children either its educational or spiritual. It can be very helpful if you plan out a trip to visit historical places. Children can learn a lot from such recreational trips which can be turned into educational. There are five UNESCO World Heritage Sites in Uzbekistan including other thirty ones that are protected by organization. Historical and architectural monuments of Uzbekistan along the cities remain history of different ages. Many facts about ancient centuries, lifestyle of people of that time, important information of history can be learned by the monuments. At the same time visiting any historical site can be creative for children. In addition, besides the learning about history, trip to historical monuments helps children to embody the past in their imagination.

Gastronomic tourism is also considered as an important factor in sector of tourism. The reason for this is the desire of every visitor that wants to try to eat local food and to see national cuisine. Gastronomy of the country also plays a vital role in children tourism sphere. Uzbekistan national dishes and Uzbek cuisine have already been liked by most visitors from all over the world. Uzbek cuisine is most known national and well-developed aspect of the Uzbekistan culture and Uzbekistan people. It is one of the most savory and various in tastes cuisine in Central Asia. Situated on the caravan routes of the Great Silk Road, Uzbekistan has been assimilating the most interesting and original receipts of food from various countries. Each meal of

Uzbekistan has its own traditional way of cooking, and one dish has a lot of methods of preparing throughout the country. The main items of Uzbek cuisine which attract lots of tourists are plov, soup, kazan kabab, khanum, samsa, lagman, manti, dolma, beshbarmak, yakhna, shashlik and others.

On February 3rd 2017 in Tashkent took place the ceremony to certify the inclusion of plov in the UNESCO Representative List of Intangible Cultural Heritage of Humanity. The Association of Cooks of Uzbekistan declared plov as the curator of traditions of national pride. On 8 September 2017, within the frames of the "Uzbegim" festival of traditional culture, the world record on cooking the biggest plov was set and this plov entered the Guinness World Records' Book. The event was held on the Sayilgoh Street, Tashkent. Plov for this purpose was prepared in a special pot (called kazan). Its diameter was 4, 2 meters and could hold up to 8000 liters. The pot weighs 7070 kilos and is 1 meter deep. The record aiming dish was around 8 tonnes. To prepare this plov 1, 5 tonnes beef, 400 kilos mutton, 1, 9 tonnes rice, 2, 7 tonnes carrot, 220 kilo onion, 440 litres oil, 57 kilo salt put on the pot. Over 50 well-known cooks got together from across the entire country to prepare the record dish. Ready plov was distributed to guests of the event and residents of Tashkent.

Taking into consideration many factors, Uzbekistan is a good choice for family and children tourism. Uzbekistan is stated as one of the safest country of Asia. Indeed, Uzbek people are also considered to be a child-loving nation. Children having tourism in Uzbekistan totally can get high satisfaction and amazing memories.

List of references:

1. Nickerson N.P., Jurowski C. The influence of children on vacation travel patterns. *J. Vacat. Mark.* 2001;7:19–30.
2. Curtale R. Analyzing children's impact on parents' tourist choices. *Young Consum.* 2018;19:172–184.
3. Li M., Wang D., Xu W., Mao Z. Motivation for family vacations with young children: Anecdotes from the Internet. *J. Travel Tour. Mark.* 2017;34:1047–1057.
4. Kozak M., Duman T. Family members and vacation satisfaction: Proposal of a conceptual framework. *Int. J. Tour. Res.* 2012;14:192–204.
5. Khoo-Lattimore C., Prayag G., Cheah B.L. Kids on board: Exploring the choice process and vacation needs of Asian parents with young children in resort hotels. *J. Hosp. Mark. Manag.* 2015;24:511–531
6. Therkelsen A. Deciding on family holidays—Role distribution and strategies in use. *J. Travel Tour. Mark.* 2010;27:765–779
7. <https://kun.uz/en/news/2020/02/21/the-safest-countries-for-tourists-in-2020-announced-uzbekistan-safest-among-cis-states>
8. https://en.wikipedia.org/wiki/Architecture_of_Uzbekistan
9. <https://whc.unesco.org/en/statesparties/uz>
10. <https://www.calvertjournal.com/articles/show/8959/uzbekistan-enters-record-books-with-worlds-biggest-plov>