



## **OPPORTUNITIES FOR THE DEVELOPMENT OF INTERNATIONAL TOURISM USING NATIONAL TRADITIONS AND CUSTOMS**

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**Abstract.** *Today in the day tourism industry high to indicators have being is going in Uzbekistan of tourism 3 main types available : input, output and internal tourism . Enter and internal to tourism main and special touristic products includes : touristic attention deserves to places excursions ; hotels, rest residences, spas, sanatoriums, tourism villages, home-camps, camps placement ; national dishes and wines taste to see festivals and holiday in events participation reach country across comfortable action*

**Key words :** *tradition, entre, exit and internal tourism, local culture, exhibition and fair, national brand, historical and cultural*

### **Enter**

In the country very a lot tourism companies small one daily narrow target of species pulling a lot daily to complex tour directions, including the country the most important and famous attention deserves places visit order, which to tourists order to give such as wide kind of touristic services present they will good rest, mental and physical strength restore health strengthening, Middle Asia and of Uzbekistan local culture with dating, holiday, entertainment or sports programs and in events participation arrival, exhibition and to fairs visit order, diary and household items purchase to do possible; also unique products and souvenirs purchase to do and national the brand formation about systematic things done increase must will be

Enter tourism in development and international tourists flow in expansion historical and cultural in tourism national value and from traditions automatic program and main service type as use high the result shows First first, historical national tradition, value and traditions what that deep study Demand will be:

**Tradition** is from the past to the future heritage to remain, from the generation to generation passing, society of life different in the fields manifestation will be material and spiritual value National, cultural, household, socio-political, religious and another There are traditions . Traditions of nations historical development in the process is formed . Of people marriage style, material conditions different Traditions to form influence does Certain social procedures, ethics norms, customs, rituals and another Tradition as manifestation will be Traditions : a) socio-historical event ; b)



society in his life of processes structural part c) people life and activities designation criterion ; g) society and people of management spiritual from the factors one as description can Traditions educating young people, them old generation to experiences to teach tool is also Har one of the period own Traditions is time pass with change, content rich goes, some disappear, new ones to the body will come . Also one of the time Traditions second to time suitable not coming can period on demand answer won't give Traditions will be forgotten . Har one of the people In their traditions that's it of the people marriage style, cultural maturity level, national mind and the image is also a reflection is enough One area population of or to the people typical To traditions each different ideological, partisan point of view from the point of view approach, other area or people point of view in terms of evaluation wrong . Uzbekistan to independence 570 years after the achievement after ex councils in the system current done Traditional holiday and solemn of days many of them own importance lost . Uzbek of the people from long ago The content is still wide action to be done There are traditions . These are including to the elderly respect, relatives, neighborhood with consequential, near in touch to be, country loyalty, kindness, hospitality, bread worship and another enters in Uzbekistan Nowruz, Independence on, Constitution day, Fasting Hayiti, Qurban Eid and another people holidays good Traditions as to life absorbed went.

**Value** is in reality certain of events universal, social moral, cultural spiritual importance to show for applicable understanding Man and humanity for important was all things, for example, freedom, peace, justice, social equality, enlightenment, truth, goodness, beauty, material and spiritual wealth, tradition, custom and others values is considered Social of sciences which in the field to value circle research take went if it is to understanding that's it in terms of definition to give aspired Whereas value to axiology typical is a category . Value axiology the point in terms of interpretation to do him category as essence, content, objective basis, manifestation to be forms and features learning enable will give . Value category only item and of things economic the price not society and a person for something important have was of reality forms, situations, things, events, events . Demand and arrangements and of others value to express for is used . Social processes under the influence of of people values about views changed goes Historical to necessity looking sometimes he, sometimes this value social of development previous to the line comes out Yes, the



country now when pressed - freedom, empire rule in the end - independence, war during - peace, in captivity - freedom, ill or in sickness - of health value increased goes Values sociohistorical development product as own historical root, development, succession aspects have Values work release in the field activities, people between relationships for benefit which brings things, events, actions complex as surface come, some people, social groups activity, behavior known direction which turns, belongs to to the norm that puts spiritual to the event becomes Values universal, national, personal to be can Universe, nature and of society the most important parties, laws, relations representing values universal to the feature have Such values own importance imperishable, eternal are values . Certain one people, nation, people life, marriage style, language, culture, spirituality, tradition and traditions, past and the future with depends values national are values . Man, his activity, life style, belief, age meaning, manners, beauty with depends values personal are values . Values perfect a person in education important factor be service does.

Uzbekistan peoples marriage of style formation history from AD It belongs to the 6th -7th centuries comes. Many traditions and traditions national and religious holidays - spring " Nowruz " . equinox day, Ramadan Eid and Sacrifice holidays, family celebrations - weddings, children birth and others with depends.

Historically Uzbek of the people main from their traditions one is hospitality . People between table from the wealth of the family from the abundance of hair strict look at the guest acceptance to do ability high is appreciated . That's why for, if you Uzbek in the neighborhood if you are, your impressions your trip decorated standing bright and to himself typical to ceremonies have has been holiday to the celebration visit order.



The neighborhood is Uzbek in culture big in place holds These people unites brings closer, social status, nationality and from religion strict look, every one to a person respect with in relation to be teaches .

### **Summary**

Because it is simple to live place not hard work, humanity, manners such as features dominant was marriage style and thinking type, century is a tradition .

Young generation brought up people traditions, customs old generation representatives exactly in neighborhoods They took care and bred .

So Uzbek neighborhood in Uzbekistan citizenship of society to himself typical is an institution . He is our people the past and today connects the community social and cultural in development difficulties overcome, right solution to find help will give .

Uzbekistan people happy and sympathetic, hospitable and open is the people . He is every how news for open, but that's it with together his the roots will not forget, rich history and initial traditions attention with keeps and remembers Uzbeks heart to open, big holidays national music and lively dances in execution wide scale to celebrate good they see and they know Add song and dances, delicious of food consists of complete bench and excellent mood - Uzbeks national holidays so they celebrate.





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