



USE OF ETHNO SPORTS IN TOURISM AND FOREIGN EXPERIENCE

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Abstract. *In the evolving landscape of the travel industry, cultural tourism has emerged as a significant force, captivating the global audience with its rich, immersive experiences. Among the myriad elements that embellish this form of tourism, ethno sports play a pivotal role, offering a vibrant spectacle that bridges the past and present while fostering a deeper connection with local cultures. Such activities not only contribute to the diversification and enrichment of the tourist experience but also underscore the importance of cultural tourism in sustaining heritage and fostering mutual understanding among various communities.*

Key words: *travel industry, cultural tourism, ethno sports, local culture, heritage, fostering mutual, various communities, traditional sports*

Introduction

This article delves into several key areas: initially discussing the importance of ethno sports in tourism development, it explores both the potential benefits and the challenges faced in incorporating these traditional sports into tourism offerings. Subsequently, strategies for successful integration of ethno sports into cultural tourism will be examined, supported by case studies that highlight successful examples from around the world. Lastly, a conclusion will emphasize the overall value ethno sports add to cultural and ethnic tourism, offering insights into practices that could enrich this niche yet significant segment of the industry. Through this exploration, the article aims to provide a comprehensive overview of how ethnostic sports can enhance the cultural tourism experience, spotlighting their intrinsic value in the broader context of tourism development and cultural preservation.

Ethno sports significantly enhance the appeal and value of cultural tourism by tapping into the rich, traditional sports resources of various ethnic groups. These sports not only reflect the political, cultural, religious, and customary aspects of ethnic groups but also play a crucial role in promoting the sustainable development of peoples and their cultures. By integrating traditional ethnic sports into tourism, regions can effectively promote economic growth and help in the preservation and promotion of unique cultural heritage.

Moreover, recognizing and developing these traditional sports can lead to substantial economic benefits. Governments that invest in and nurture their national sports resources can unlock significant economic potential and foster new economic growth points, which in turn can boost local and regional economies. This development strategy not only supports economic growth but also enriches the



cultural tourism experience, offering tourists unique and authentic interactions with local cultures through traditional sports.

Despite the potential benefits, integrating ethno sports into tourism faces significant hurdles due to a lack of awareness and understanding. A survey involving 350 sports university students revealed that only 31% are very aware of sports tourism, while a combined 25% have little to no knowledge about it. This indicates a general lack of exposure and understanding of ethno sports tourism among potential stakeholders, which can hinder its development and acceptance.

The development of ethno sports as a tourism attraction often suffers from inadequate funding and resources. Local government officials sometimes lack a deep understanding of how to develop traditional ethnic sports tourism resources, leading to insufficient planning and resource allocation. This deficiency in strategic development results in underutilized potential and economic inefficiencies, as the necessary support to fully harness the cultural and economic value of ethno sports is not provided.

To foster successful ethno sports tourism, it is imperative that governments uphold leadership and enhance collaboration between various sectors. The sports and tourism bureaus should coordinate to develop and disseminate policies that integrate the sports industry with tourism. This coordination is essential for the effective coupling of these sectors, which can significantly benefit from systematic policy formulation and improved management systems.

Effective partnerships between sports organizations and tourism boards are crucial. These collaborations facilitate resource sharing, knowledge exchange, and increase visibility, which in turn boosts the popularity of ethno sports events. Establishing these partnerships involves identifying potential partners with aligned goals, setting clear objectives, and maintaining open communication to ensure the effectiveness of the partnership.

Integrating ethno-drama into sports tourism can create authentic and engaging experiences that bring the cultural context to life. Ethno Multimedia works closely with athletes to produce content that highlights their cultural heritage through documentaries and events, thereby enhancing the cultural tourism experience. Additionally, real-time video marketing services provided by Ethno Multimedia help in creating engaging content that resonates with tourists.

The Naadam Festival, celebrated primarily in Ulaanbaatar, Mongolia, offers a unique blend of cultural tourism and traditional sports, attracting both local and international visitors. This festival features traditional Mongolian events like horse



racing and wrestling, providing a platform for cultural exchange and enhancing visitor experience. However, the festival faces challenges such as commercialization and the need for better visitor education to maintain authenticity.

In Brazil, indigenous tourism, especially in the Amazon region, showcases traditional games and cultural practices. Despite the lack of formal public tourism policies for indigenous areas, these activities offer significant social, cultural, and environmental benefits. The engagement in these traditional games supports cultural preservation and provides a sustainable tourism model that respects local traditions and environments.

“Arqon tortish” is a sport in which two teams use physical exertion and certain tactics to beat each other to victory. Formerly a men's Olympic sport, now an official sport of the World Games.

The term “Arqon tortish” is sometimes used metaphorically to describe a situation of protracted conflict in which the parties are measured by strength in a particular area and do not have a clear advantage.



“Great wrist” (Zo‘r bilag) - the game will determine who has the strongest wrist. The game can be played lying down or sitting down. Players test the strength of their wrists by putting the paws of their right or left hands on each other. Whoever's wrist hits the ground is the loser.

Most of the games named above are spread across the regions of Uzbekistan with slightly changed names or conditions.

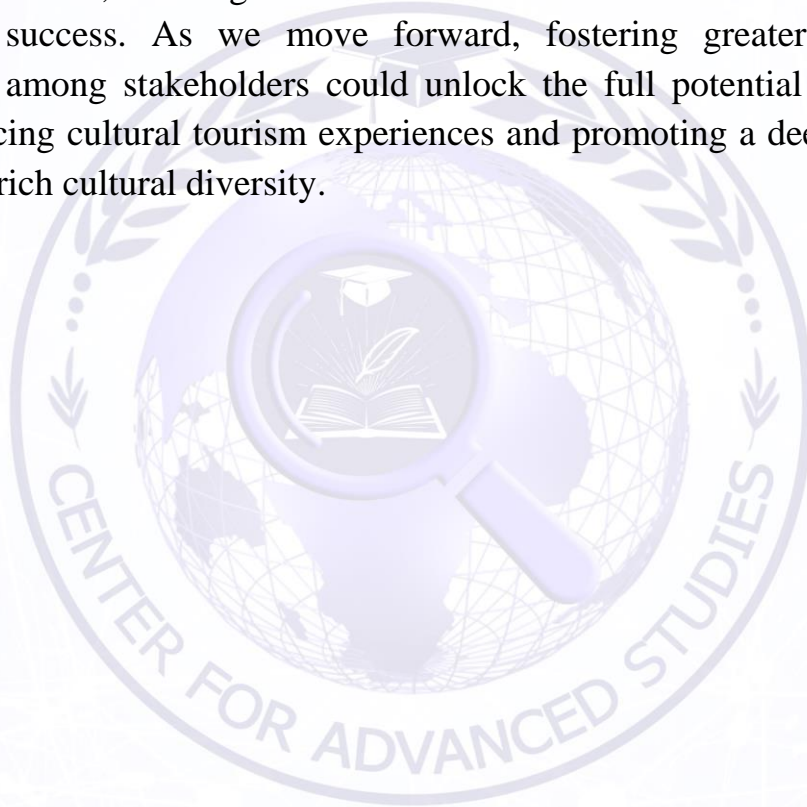
Conclusion

Throughout the exploration of ethno sports within cultural tourism, we've underscored their paramount role in bridging historical heritage with contemporary experiences while fostering economic growth and cultural exchange. The integration



of these traditional sports into the tourism sector not only promises unique, authentic interactions for tourists but also presents a sustainable avenue for preserving and celebrating diverse cultural heritages. The discussions highlighted the potential benefits alongside the challenges, from economic implications to the necessity for strategic development and community involvement, reinforcing the value ethno sports add to the cultural tapestry of destinations.

Looking ahead, the future of ethno sports in tourism development hinges on collaborative efforts—ranging from governmental to local communities—to overcome existing barriers. Emphasizing the importance of creating engaging, authentic experiences, the insights drawn from various case studies worldwide offer a blueprint for success. As we move forward, fostering greater awareness and understanding among stakeholders could unlock the full potential of ethno sports, thereby enhancing cultural tourism experiences and promoting a deeper appreciation of our world's rich cultural diversity.





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