

OPPORTUNITIES FOR THE DEVELOPMENT OF FOLKLORE TOURISM IN THE FERGHANA VALLEY

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Abstract: the XXI century has become as a century of tourism in history. As the tourism industry developed as the main branch of the economy, folklore tourism showed that today's ethno-tourism structure is separated from the 80s of the 20th century and has its own development history. Ferghana Valley is one big oasis, with a wonderful climate and fertile land. World practice proves that this kind of tourism is able to satisfy a number of spiritual needs of a person. It is mentioned in the article that the existing opportunities for the development of folklore tourism in the Ferghana Valley are highlighted on the basis of significant archival documents and sources.

Keywords: tourism industry, world tourism, cultural tourism, folklore tourism, Ferghana region.

ВОЗМОЖНОСТИ РАЗВИТИЯ ФОЛЬКЛОРНОГО ТУРИЗМА В ФЕРГАНСКОЙ ДОЛИНЕ Мансуров М.Ш.

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Аннотация: XXI век вошёл в историю как век туризма. Поскольку индустрия туризма развивалась как главная отрасль экономики, фольклорный туризм показал, что сегодняшняя структура этнотуризма отделена от 80-х годов 20-го века и имеет свою собственную историю развития. Ферганская долина является одним большим оазисом, с прекрасным климатом и плодородной землей. Мировая практика доказывает, что подобный вид туризма способен удовлетворить целый ряд духовных потребностей человека. В статье говорится о том, что существующие возможности для развития фольклорного туризма в Ферганской долине выделены на основе значительных архивных документов и источников.

Ключевые слова: индустрия туризма, мировой туризм, культурный туризм, фольклорный туризм, Ферганская область.

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Since the first days of independence of Uzbekistan, it has been given huge attention by the government to the development of tourism services. The necessary organizational and legal mechanisms for the development of the tourism industry have been created. Therefore, in 2013 World Travel & Tourism Council recognized Uzbekistan as one of the 5 countries with developing tourism [11]. Tourism is important not only as a way of relaxation and rest, but also a way to gain new knowledge and skills, to expand the mindedness. Today, tourists do not want to limit themselves by visiting only historical sight-seeing attractions or beautiful landscapes of the nature of a certain country. The modern tourist wants to get acquainted also with national folklore, classical music, and folk shows and other types of intangible cultural heritage of other different nations. Its not required the knowledge of the language to understand national folklore and classical music of other different nations. The tourist understands all this with his heart and serendipity. In order to preserve the intangible cultural heritage, UNESCO Recommendations on the Safeguarding of Traditional Culture and Folklore (Paris, 15.11.1989), UNESCO Universal Declaration on Cultural Diversity (02.11.2001) and the Istanbul Declaration (2002), the Convention for the Safeguarding of the Intangible Cultural Heritage (17.10.2003) ratified by Oliy Majlis (Parliament) of Uzbekistan [9]. At the present time, Uzbekistan introduced the following items in the list of intangible cultural heritage in the Ferghana region: the Ferghana and Tashkent "makom music", the dutor and the surnay music, folk songs, the classical art of chants, dances with applause, the national dance, "askiya", national sports games, the repertoire of the puppet theater; and some from national rituals: "yuz ochdi", "beshik tuyi", "sunnat tui", family rituals; folk festivals: Navruz, flower festivities (of tulip and snowdrops) and other customs [10]. These intangible cultural heritage are the national wealth of Uzbek people. They also play an important role in the development of the tourism industry, creating a tourist image of the whole region. Also here it is possible to use the experience of foreign countries. The term "folklore tourism" was first used by the American scientist Regina Bendix in 1989. The main goal of folklore tourism is to contribute to the tourism industry and develop national traditions and traditions of various nations, folk theaters and songs, folk games, and also the disappearing religious rituals [1]. Nowadays, the folklore tourism of various nations, folk games, folk festivals, shows, traditions and rituals, the life of a small people are very interesting for tourists. Folklore tourism is very

developed in India, Morocco, and in the USA [2]. Above listed countries are very rich in folklore traditions, therefore they effectively develop and use folklore tourism. Travelers within the framework of such tours have an opportunity to get acquainted with the life and traditions of exotic nations, also they themselves can participate in this process. This is very impressive and full of new unforgettable emotions for tourists. Indian scientist K. Satyamurti conducted research in Anantapur and made the following conclusions: Folklore tourism is a very effective way to get acquainted with other cultures and traditions. It also means acquaintance with the lives of people living far from cities and preserving their way of life. Also, he pointed to the need to collect and introduce various traditions, dances and songs into the tourism industry. It would be fine if each village opens its ethnographic museum. This kind of tourism has more chances to attract young tourists. Interestingly, folklore tourism is important because of its inaccessibility by globalization. One of the first time the Indian scientist E.K. Govindravormorozha opened a folk school in 1999. He highly appreciated the folklore tourism and called it intellectual tourism. He also conducted such experiments in Kannur and Panchayat (India). As it was known through experience, folklore tourism helps tourist develop his cultural sense and understanding [2]. National folklore tourism entered the tourism industry in the late 18th century. All music and songs lovers came together to listen to Mozart's music in Vienna and Hamburg. Such multinational cultural festivals play an important role in the development of tourism. They attract tourists. For example, a festival that has been chronically carried out since 1970, the European Music Festival, the Netherlands Rock Festival gathered together thousands of tourists from all corners of the globe. The music festival held in Glostonbourne Square in the UK, as well as other various festivals, strongly develops tourism [5]. Also music and dance festivals constantly were holding in Ukraine, Holland, and San Francisco. These festivals also promote the development of tourism. Tourists enjoy the performances of folk music groups from Scotland and Morocco. In addition, the national culture and traditions of small and wild nations also attract tourists [6]. In Ferghana region, we can use folklore and classical music to develop the tourism. Because the population of the Ferghana Valley is very rich in national traditions. For example, in the Ferghana region there are now 43 creative groups. In Ferghana region, there is national Stand-up comedian show "Askiya". It is listed in the list of intangible cultural heritage of UNESCO. It is necessary to include in the tourism projects various "Askia" evenings, which are held in the cities of Kokand, Margilon and Rishton. It is necessary to use "Askiya" as a national brand for the development of domestic tourism. In 2015 it was proposed to include in the UNESCO list of intangible cultural heritage "Dorbozlik" - cable-walking. Now in the Ferghana region there are 13 "dorbozlik" groups. Representations of a group of national rope-walkers - "Vodil Chinori", "Shakhimardon Tongi", "Nu'mon polvon" are very interesting for tourists. Art "dorbozlik" can also be used as a national brand. Members of the group "Kukon Minori", "Vodil Chinori" play in large ropes, also show various tricks, doll shows, wrestling, gymnastic exercises, playing with horses, show of clowns and comedians. In the Ferghana Valley, national groups and circus games are very popular [3]. There are a lot of national and folklore groups in the Ferghana region. There is a group of Bashkir-Tatar nationalities "Ok Chechaklar" in the town of Kuvasoy. They perform folk songs "Aisham", "Smuglyanka", "Oy svetet kalina", "Bas Kizim Apipa", "Podmoskovniye vechera", "Thin Rowan", "Azbarinda Chokragi Bar", "Kinali Barmak". We can use such folklore groups to develop folklore tourism. In September 2007 the group of the song "Anor" participated in the international festival in Korea and gave concerts in the cities of Chen Zhu and Seoul. They demonstrated the rich national traditions of the Uzbek people during this festival [4]. The Folklore Ethnographic Folk Ensemble "Suh Chashmashi" restores legends and tales, songs of old times, "alla" songs, satirical performances. They are also show to the people in various events [7]. The folk-ethnographic group "Kukon yor-yori" also restores legends and tales, songs of the dances of old times, satirical performances, also they show to the people in various events. This group of 2007 participated in the international folklore festival in Turkey [8]. "People's Theater Besharik", the national puppet theater "Guncha" continue to acquaint the people with the national traditions and customs of our people. We can also use such ideas for tourism industry. For the development of folklore tourism in the Ferghana region using existing resources and world experience, it is necessary to pay attention to the following factors:

- It is necessary to develop folklore tourism in combination with other types of tourism;
- it is necessary to conduct marketing research in the tourist markets of the regions;
- we need to develop special projects to increase the possibility of this direction, considering that 1 of 5 tourists are interested in folklore tourism;
- it is necessary to increase the number of ethnographic museums, where intangible values are shown;
- it is necessary to use folk theaters in the tourism industry;
- increase the number of entertainment and shows of folk artists;
- organize visits to ethnographic objects;
- create different projects based on the age and categories of tourists;
- create for tourists an exotic environment, different from civilizations;
- attract profitable funds;
- increase the attractiveness of tours to attract more tourists;
- to increase the importance of folklore tourism in the integration of cultures of different nations;

- to promote the possibilities of folklore tourism through the mass media.

As a conclusion, it is necessary to say, although in the Ferghana Valley the profitability of folklore tourism is lower than for recreational tourism, it is gradually developing. This development of folklore tourism is very important for educating young people in a patriotic spirit. Folklore tourism develops human values, strengthens national pride. The development of folklore tourism strengthens respect for national traditions and values. For tourists to get to know our culture in the framework of folklore tourism, we need to develop folk theaters and develop national art. Considering the interests of some tourists to be guests in residents houses, we need to develop social hotels. Folklore tourism satisfies the needs of a person for acquaintance with other nations and cultures. To meet tourist needs, first of all, it is necessary to attract the existing necessary resources. Secondly, in addition to attractive resources for the development of folklore tourism, a well-developed local tourist infrastructure is also required. For example, the building of the railway communication Angren - Pop, which connects the Tashkent region with the Ferghana Valley through the Kamchik Heights Pass, is very important to develop the tourism. Thirdly, strong competition in the tourism market contributes to attracting more tourists, making more interesting products for tourists. To do this, we need to analyze the market and the interests of tourists by various sociological methods, as well as marketing research. Another very actual side in the development of tourism, which requires considering, is the preservation of tourism resources for the next generations. As noted above, the Ferghana region has a high potential and all opportunities for the development of folklore tourism. And this, in turn, has a positive impact on the improvement of international relations of Uzbekistan. The development of international relations strengthens cooperation in various fields. And the strengthening of cooperation will lead to the increase of foreign investment in the economy of Uzbekistan.

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