



# THE ROLE OF FAMILY TOURISM IN STRENGTHENING STABILITY AND CULTURAL EXCHANGE: DEVELOPMENT PROSPECTS IN UZBEKISTAN

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<b>Received:</b> March 10 <sup>th</sup> 2024 <b>Accepted:</b> April 7 <sup>th</sup> 2024	This article examines the importance of developing family tourism in Uzbekistan as a factor in strengthening family relationships, cohesion and harmony. Particular attention is paid to the impact of family tourism on intercultural dialogue, broadening horizons and meeting the cultural and spiritual needs of families. The article also discusses the strategic goals of the President of Uzbekistan for the development of tourism and his important role in achieving these goals.

**Keywords:** family tourism, Uzbekistan, cultural exchange, stability, harmony, development strategy, tourism infrastructure

## INTRODUCTION

Today, along with other types of tourism, much attention is paid to the development of family tourism in Uzbekistan. The organization of family vacations, family travel, and the development of family tourism occupy an important place in strengthening stability, harmony, and grace in the family. Family tourism has a positive impact on improving the international image of Uzbekistan. The arrival of family tourists from abroad to Uzbekistan provides an opportunity to get acquainted with intercultural dialogue, traditions, stories, daily routines, and family values between different peoples. The fact that family tourists come to Uzbekistan and stay in family guest houses gives them more opportunities to get acquainted with the national traditions, legends, rituals, and holidays of our people. In domestic, inbound and outbound tourism, which are the main types of tourism, much attention is also paid to family tourism. Family vacations have a positive effect on the psyche of each family member. Cooperation and solidarity between family members are strengthened when they go on a family trip. Getting to know new countries, places, and settlements expands the imagination and worldview of family members, and especially young people.

Tourism is an important factor in ensuring the general well-being and sustainable development of our countries, there will be no exaggeration here, says President Shavkat Mirziyoyev. - At the same time, it is a powerful tool that expands cultural exchanges between the peoples of the world and strengthens the principles of tolerance [1].

When developing domestic tourism in the country itself, much attention is paid to foreign tourists entering Uzbekistan and family tourism. This requires further improvement of infrastructure aimed at promoting family tourism.

## LITERATURE REVIEW

Various opinions were expressed regarding the organization of family tourism and recreation; T.G. Kiseleva believes that family leisure provides emotional cohesion, sincerity, warmth among family members, and this creates the basis for strengthening families. Kiseleva describes family tourism based on the formula Family-children, Family-Family, children-teenagers-adults. According to M.I. Bolotova, family tourism is a pedagogical and sociological phenomenon, a process that affects the education and development of the individual and satisfies the individual needs of each family member. According to O.I. Belyakov and I.V. Meshcheryakova, family tourism is the fact that it takes place in free time and away from permanent residence, one or more family groups organize tourism, while the needs of each family member are met. This type of tourism is a process that satisfies the cultural and spiritual needs of the family, allows them to spend their free time in an interesting and varied way and has a positive effect on family relationships[2].

## METHODOLOGY & EMPIRICAL ANALYSIS

On September 11, 2023, decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev No. PF-158 "About the strategy "Uzbekistan – 2030"" was published, which supplemented the decree with 58 goals in Uzbekistan by creating broad conditions for the development of tourism". According to this goal, "increase the number of foreign tourists to 15 million, the number of domestic tourists to 25 million, the number of tourists coming for pilgrimage tourism to 3 million"[3], family tourism is important when organizing these tourist tours. Family tourism contributes to the development of communication between generations in combination with ensuring high intensity of interpersonal communication.

## RESULTS

Family tourism is not just a trip, but a unique means of educating young people. Family tourism is important for strengthening the family. Family tourism has a positive effect on raising children. Relationships between grandparents, father, mother, and children are strengthened in the context of family tourism. According to D. Nafasova and L. Temirova, "family tourism is when you spend time with family members (without children or with children with children) or several family groups away from their permanent place of residence, in your free time and at your own discretion, for the purpose of health improvement, relaxation, rest, acquaintance, spiritual development". Bringing each other closer, realizing tourism goals and fully satisfying the needs of each member[4].

When organizing family tourism, they are divided into several forms according to the number of children, the composition of family tourists, the type of leadership in the family, the social composition, the family experience, the quality of family relationships and the environment.

Family tourism also plays an important role in the development of domestic tourism in Uzbekistan, strengthening its image as a safe country for travel and recreation.

President of Uzbekistan Shavkat Mirziyoyev pays special attention to the development of domestic tourism and promotion of the tourism product of the Republic of Uzbekistan in the domestic and foreign tourism markets, strengthening the image of the country as safe for travel and recreation[5;176].

Family tourism can be carried out both by tour operators and by families themselves. The development of family tourism in Uzbekistan contributes to the development of family leisure, expanding opportunities for family recreation, and the development of family tourism in Uzbekistan. This makes it possible to improve living conditions, including improving infrastructure, which contributes to the development of family tourism. For family tourists, all hotels provide places for sitting and relaxation, and for children - playrooms, gyms, sports rooms, a pediatrician's office, a pediatrician's office, furniture for children. For fathers and children can enjoy life and entertainment, it is necessary for the family to engage in family tourism. Great places for family tourism - huts, parks, beaches, dolphinariums, beaches, caves, water parks, farms, art museums.

We have set a goal to increase the number of foreign tourists from 12 million people," says President Shavkat Mirziyoyev. - To do this, first of all, improving infrastructure, increasing the number of hotels, developing transport networks and improving the quality of services should be the focus of attention of the government and authorities[6;95]. The problems mentioned also concern family tourism, and a number of works are being carried out in this area. Family travel, family vacations are carried out in such types of tourism as ecotourism, cultural tourism, pilgrimage tourism, ethnographic tourism. In addition, when organizing family tourism, large families, small families, and childless families differ from each other, which, in turn, are divided into families with young families, middle-aged and elderly people.

### CONCLUSIONS

The development of family tourism in Uzbekistan helps to improve interaction between family members and expand the worldview of family members. Increased attention to family tourism in domestic and foreign tourism has a positive effect on peace and harmony and stability in society.

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