

## Family Tourism and its Role in Improving Uzbekistan's International Image

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**Abstract.** *The article analyzes family tourism, its role and importance in the development of national tourism in Uzbekistan, and issues of organizing domestic and international tourism. The issue of the role of family tourism in enhancing the international image of Uzbekistan, in the physical and spiritual development of a person is considered.*

**Key words:** *Family tourism, development of national tourism, domestic and foreign tourism, international image, physical and spiritual development of a person.*

### Introduction

Today in Uzbekistan, along with other types of tourism, great attention is being paid to the development of family tourism. Organizing family vacations, family travel, and promoting family tourism play an important role in strengthening stability, harmony, and unity within families. Family tourism has a positive impact on enhancing Uzbekistan's international image. The arrival of family tourists from abroad to Uzbekistan provides an opportunity for intercultural dialogue and familiarization with customs, traditions, rituals, and family values of different peoples. When family tourists come to Uzbekistan and stay in family guesthouses, it allows them to become more extensively acquainted with the national customs, traditions, rituals, ceremonies, and holidays of our people.

In domestic, inbound, and outbound tourism, which are the main types of tourism, great attention is also given to family tourism. Family leisure has a positive impact on the mental well-being of each family member. When going on a family trip, the bonds of cooperation and solidarity between family members are strengthened. Exploring new countries, places, and locations broadens the imagination and worldview of family members, especially young people.

In this regard, as President Shavkat Mirziyoyev noted; “In this sense, it would be true to say that tourism is a key factor that ensures common prosperity and sustainable development of our countries. At the same time, tourism is a powerful tool that enhances cultural exchanges between the peoples of the world and strengthens the principles of tolerance” [1].

### Materials and methods

In the implementation of this article, various sources were used to analyze the theoretical foundations of family tourism, its economic and cultural significance, as well as the place of Uzbekistan in the international tourism arena. Among the methods used in the study are: the historical-analytical method, cartographic and infrastructural analysis, and systemic approaches were used.

## Results and discussions

Great attention is being paid to family tourism in the development of both inbound tourism for foreign visitors entering Uzbekistan and domestic tourism within the country itself. To support this, further improvement of the infrastructure aimed at developing family tourism is required.

Various opinions have been expressed on the organization of family tourism and recreation. According to T.G. Kisilyova, family recreational activities ensure emotional unity, sincerity, and warmth between family members, which creates a foundation for strengthening families. T.G. Kisilyova describes family tourism based on the formula of family-children, family-family, and children-adolescents-adults. M.I. Bolotova considers family tourism as a pedagogical and sociological phenomenon, a process that influences upbringing and personal development while satisfying the individual needs of each family member. O.I. Belyakov and I.V. Meshcheryakova define family tourism as the organization of tourism by one or more family groups and the satisfaction of each family member's needs, taking place during their leisure time, away from their permanent place of residence. This type of tourism is a process that fulfills the cultural and spiritual needs of the family, allows them to spend their free time in interesting and diverse ways, and positively influences family relationships [2].

Family tourism is not only a means of travel, but also a unique means of educating young people. Family tourism plays an important role in strengthening the family. Family tourism has a positive impact on child-rearing. In the context of family tourism, relationships between grandparents, fathers, mothers, and children are strengthened. According to researchers D.Nafasova and L.Temirova, "Family tourism is the act of spending time together by family members (with or without children) or groups of several families, away from their permanent residence, during their free time and by their own choice. Its purposes include health improvement, recreation, leisure, getting acquainted with new places, spiritual bonding with each other, achieving tourism goals, and fully satisfying the needs of each family member" [2].

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, social composition, family experience, family relationships, and the quality of 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, - is focusing on the development of domestic tourism, ensuring the stimulation of the activity of tourism entities aimed at meeting the needs for tourism services within the republic, as well as promoting the tourism product of the Republic of Uzbekistan in domestic and foreign tourism markets, strengthening its image as a safe country for travel and recreation [3].

Family tourism can be organized by tour operators, as well as by the family itself. The development of family tourism in Uzbekistan increases interest in family leisure, contributes to strengthening relationships between family members, the organization of family tourism leads to an increase in new jobs, contributes to raising the living standards of the local population, and on this basis, the infrastructure aimed at developing family tourism is being improved. In the organization of family tourism, the availability of accommodation facilities and hotels with all amenities for family tourists, playrooms for children, playgrounds, gyms, pediatric services for children, babysitting services, children's furniture, and the creation of necessary conditions for parents to spend their leisure time interestingly are of great importance. An important place in the organization of family tourism is occupied by entertainment venues - parks, gardens, zoos, museums, dolphinariums, beaches, mountains, forests, water parks, farms, art museums.

## Conclusion

The mentioned issues also relate to family tourism, and a number of works are being carried out in this direction. Family travel and family recreation are carried out in such types of tourism as ecological tourism, cultural tourism, pilgrimage tourism, and ethnographic tourism. In addition,

when organizing family tourism, families with many children, families with few children, and families without children differ from each other, which, in turn, are divided into families with young families, middle-aged families, and elderly families.

The development of family tourism in Uzbekistan contributes to the improvement of relationships between family members and the expansion of their worldview. Increased attention to family tourism in domestic and foreign tourism has a positive impact on peace, harmony, and stability in society.

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