

## **Tourist and Excursion Activities in the Development of the Market of Tourist Services**

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### ***Annotation***

*In the article, tourism and excursion activities are considered in the context of the development of the tourism services market. The meaning of the concept of excursion in tourism is also revealed. In the development of the tourism sector of Uzbekistan, a statistical analysis of entities engaged in tourism and excursion activities was carried out.*

**Key words:** *tourism, tourist services, excursion, travel companies, Tourist and excursion activities.*

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## **Introduction**

At present, the spiritual, cultural, social formation and especially the development of the individual largely depend on the fullness of the personal leisure sphere, an important component of which, as mentioned above, is tourism and excursion activities. Diverse aspects of the impact of tourism and excursion activities on the personality of a teenager in relation to the satisfaction and, especially, the elevation of personal cultural needs are well known. This means, firstly, freedom in the choice of leisure activities provided, which directly relates to the value orientation of the individual. Secondly, the socialization of the personality, the possibility of an indirect educational impact of leisure culture on the formation of the personality of a teenager in a given direction. Tourist and excursion activities can be an independent organized subsystem of the general system of socialization, upbringing and education of the individual. "Excursions, travel, cruises, tourism as a socio-cultural activity allow you to get acquainted with the heritage of the culture of peoples: monuments of history and culture; architecture and design; scenic, plastic, musical art, creativity, museum business; artistic folk arts and crafts, folk culture (languages, dialects and dialects, folklore, customs and rituals, historical toponyms).

At present, it is customary to understand a tour as a collective visit to something noteworthy - places, museums, cultural monuments, enterprises. The tour can be considered as a process of activity, a kind of method of acquiring knowledge, controlled by the guide. Tourist and excursion activities as a form of improving the culture of leisure are characterized by the following factors:

- 1) the availability of free time and material means for recreation;
- 2) a large and varied choice of recreation;
- 3) voluntariness of participation in excursion activities;
- 4) the dependence of recreation on the characteristics of national, ethnic and regional traditions;
- 5) taking into account the general cultural, cognitive, political, social, professional, domestic and family interests of adults, youth and children;
- 6) implementation in various forms;
- 7) personal orientation;
- 8) individuality and collectivity;
- 9) purposefulness;
- 10) cultural and educational goals.

The formation of a leisure culture of a developing personality by means of tourist and excursion activities is an almost ideal filling of a teenager's free time, since in the process of being included in this activity, a visual process of studying the world around him is realized. It is the need to assimilate the cultural values of one's own people and other cultures that stimulates human activity in assimilation of the cultural and educational potential of excursion events.

## **Methodology**

As a result of our study, the issues of tourist and excursion activities in the conditions of the development of the tourist services market were studied, in connection with this, scientific conclusions and recommendations were developed. In the course of the research, the methods of

scientific abstract thinking, logical approach, comparison, and systematic approach were used.

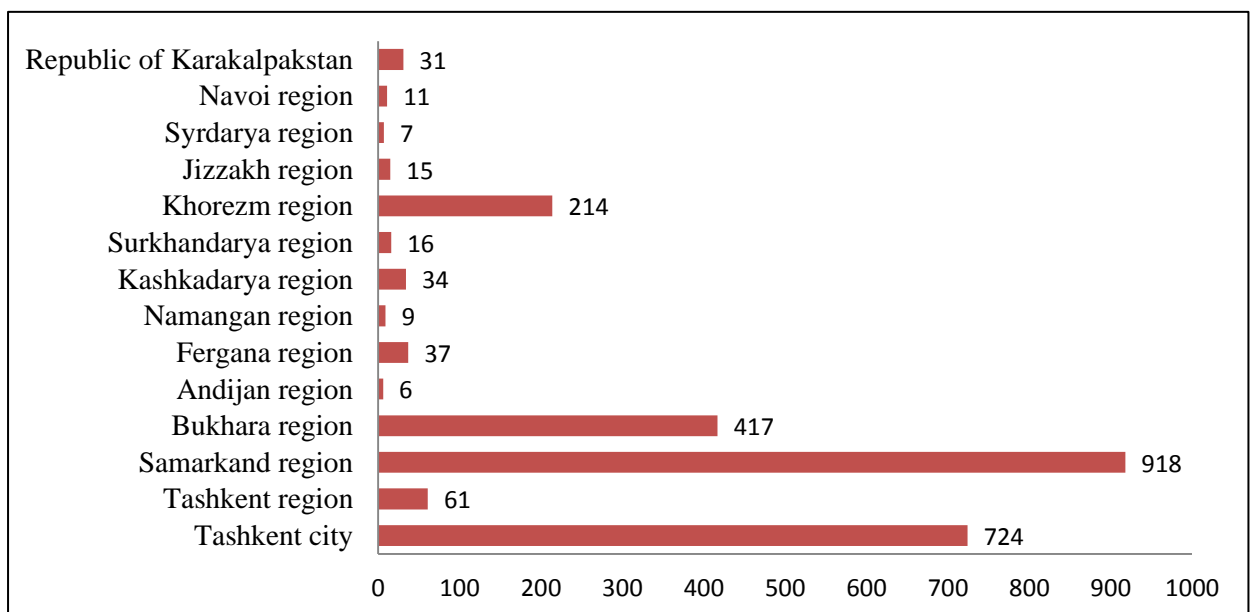
### Results

In a short period, an unprecedented package of legal acts was adopted, including the new Law on Tourism, which, in general, create a strong legal basis for the gradual reform of the tourism sector, including providing the necessary conditions and a comfortable environment for interested business entities.

I would like to emphasize the efforts made by the leadership of the country, the Head of our state, President Sh.M. Mirziyoyev, in terms of the accelerated development of the tourism industry of the republic, giving it a strategic vector of development. The Ministry of Culture and Tourism has been given serious tasks to implement promising projects laid down in the Development Strategy of New Uzbekistan for 2022-2026. There are specific goals to increase the number of local tourists to 12 million or more, to bring the number of foreign tourists to 9 million people. It is planned to widely introduce infrastructure without barrier tourism in the main tourist cities of the country and increase the number of people employed in the tourism sector to 520 thousand people by 2026.

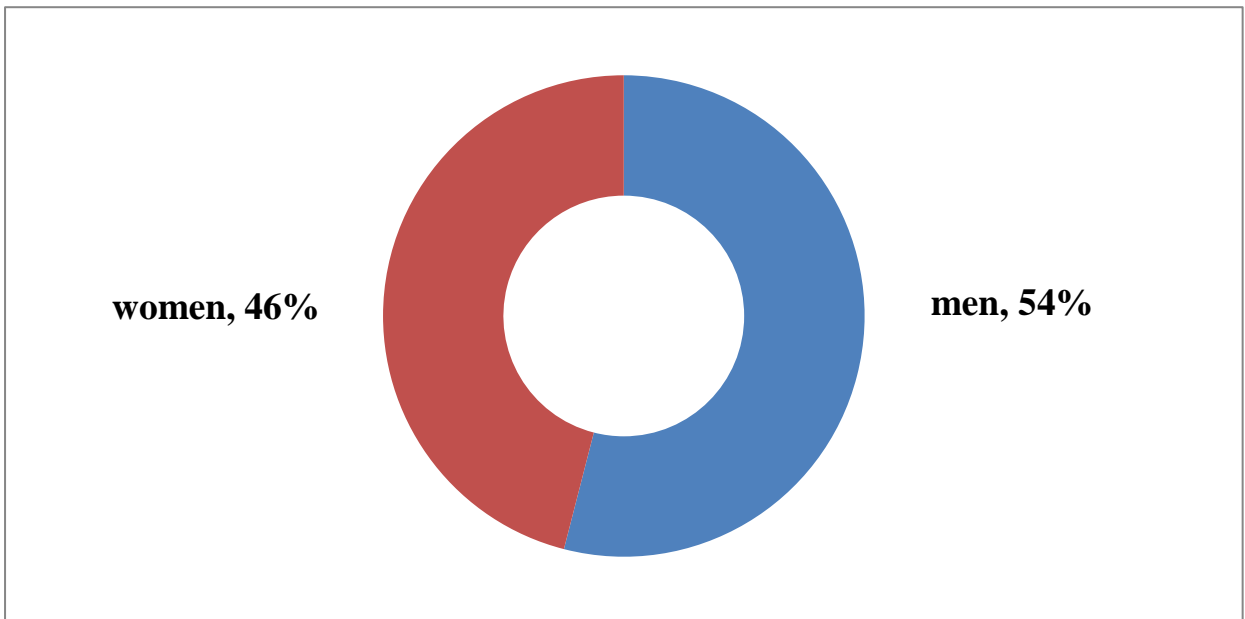
Undoubtedly, the reform of the industry and its growth rates place special demands on the quality of human resources. At the moment, in the labor market of the tourism industry, tour guides are more in demand than ever, not only in the traditional centers of tourism and hospitality of Uzbekistan, but also in other regions of the republic, where there is sufficient potential for the development of both domestic and inbound tourism. It should be noted that thanks to the ongoing reforms in the field of tourism, the number of guides in 2022 increased by an average of 33% compared to 2016.

According to the Research Institute for the Study of the Problems of Cultural Heritage Objects and Tourism Development, as of January 1, 2023, 2,500 people (guides, tour guides, guide-translators and instructor-guides, hereinafter referred to as guides) are engaged in excursion activities in the republic. The largest number of guides is concentrated in the Samarkand region - 36.7%, Tashkent city - 28.9%, Bukhara region - 16.7%, Khorezm region - 8.6% (Figure 1).



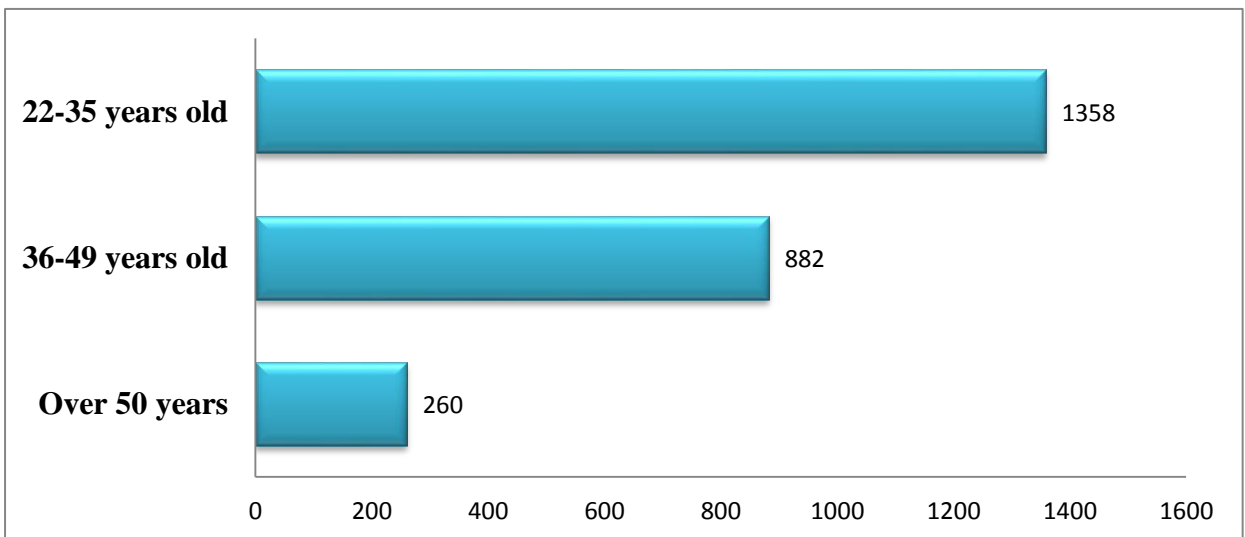
**Figure 1. Number of guides by region.**

An analysis of the gender division among guides showed that the number of male guides in the market is 54%, and that of female guides is 46% (Figure 2).



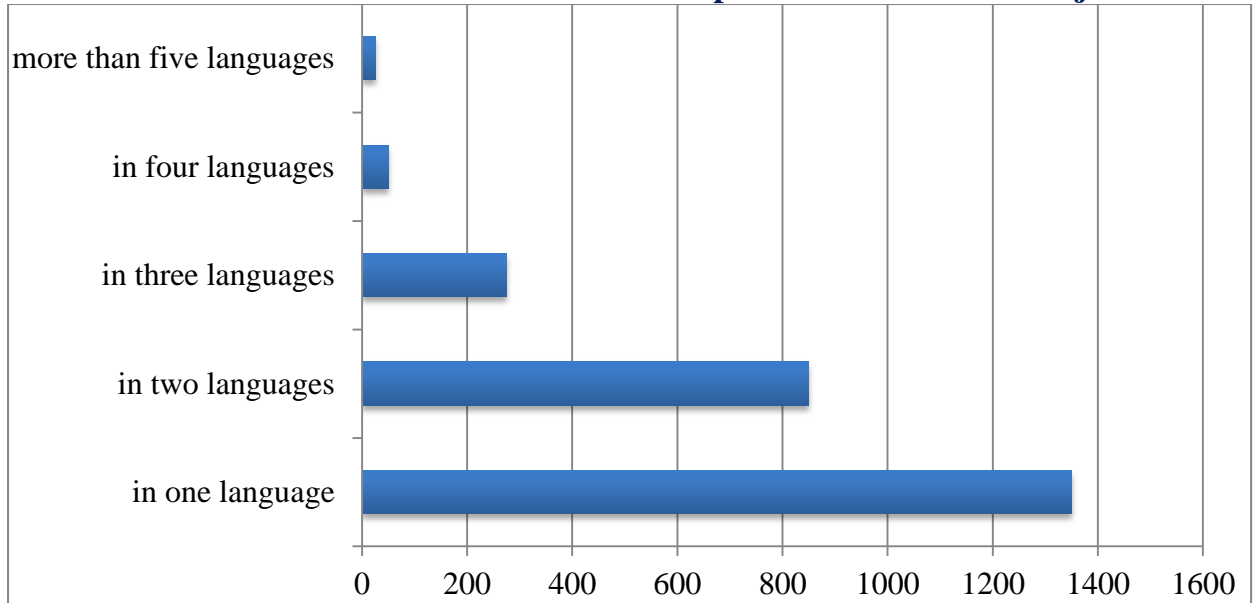
**Figure 2. Gender statistics.**

The largest group among guides is made up of people aged 22-35 - 54% (Figure 3). This group of people represents the most mature part of the workforce, possessing physical health, mobility and flexibility, the ability to adapt to the changing needs and trends of the tourism market, in other words, they are the main driving force, and also form the basic foundation for further development of the direction of excursion activities in the foreseeable future.



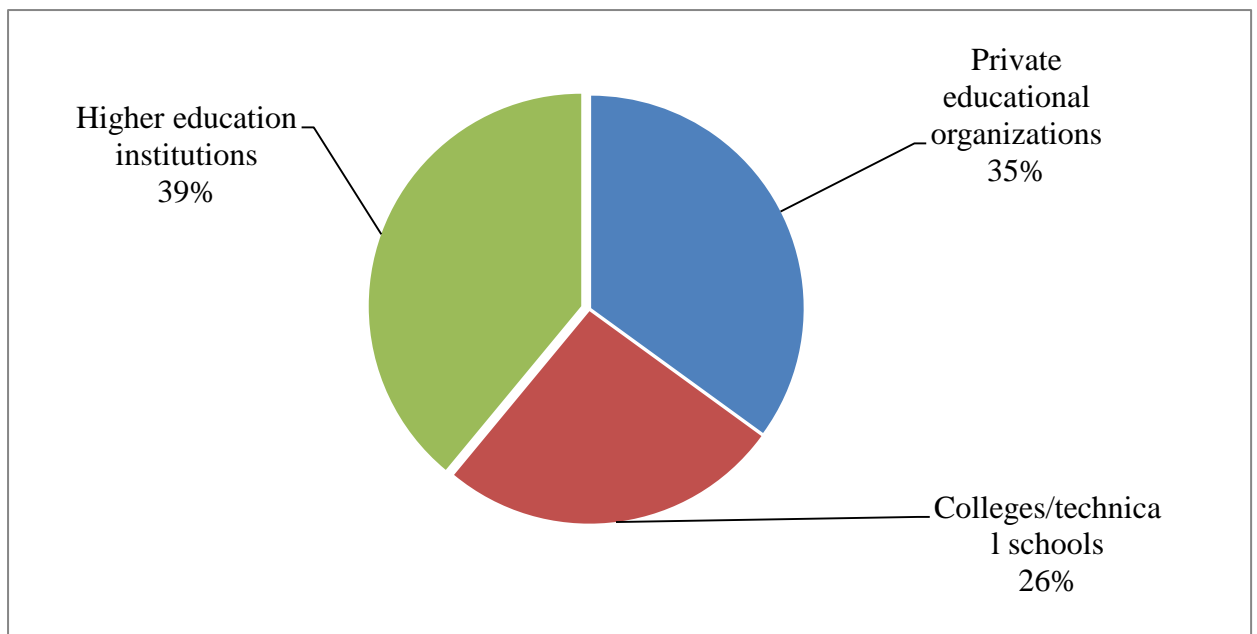
**Figure 3. Statistics by age of guides.**

Today, excursions in Uzbekistan are conducted in 20 languages, the most popular in 2022 were guides with knowledge of Uzbek, Russian, English, Turkish and Korean. We also note that guides generally provide excursion services in one language - 54%, two languages - 33%, three languages - 11%, more than four languages - 2% (Figure 4).



**Figure 4. Diagram by language.**

Currently, 31 educational organizations are training guides in the country, of which 12 are higher educational institutions, 8 are colleges / technical schools for tourism and cultural heritage, and 11 are private educational institutions (Figure 5). In 2022, educational organizations trained 176 people, which is 2 times more than in 2021. It is also worth noting the fact that until 01.01.2017 in Uzbekistan, 5 educational organizations were engaged in the preparation of guides.



**Figure 5. The structure of the educational market in the field of excursion activities.**

It is important to note that in 2019, the profession "Guide-tour guide" was included in the list of self-employed persons, which greatly facilitated the process of state registration of labor activity and further calculation of seniority for these tourism industry specialists. At the same time, in 2022, 138 guides received the status of self-employed persons. In 2023, Uzbekistan is expected to increase the tourist flow to 7 million people. This is facilitated by the following factors: attraction of 20 new foreign airlines for flights to the republic, namely from such countries as

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Saudi Arabia, the United Arab Emirates, Oman, Qatar, Vietnam and others; resumption of flights from China; expanding the geography of visitors from South America, Portugal, China, Malaysia, Indonesia and other countries; opening of new tourist destinations and objects of tourist display and more. In this regard, the need for guides with knowledge of Arabic, Indonesian, Spanish, Chinese, Malay, Portuguese and other languages will increase. Experts predict that the number of new guides in the labor market will double by the end of 2023.

**Conclusion.** Currently, active work is underway in Uzbekistan to diversify the tourism product, so in 2023 it is planned to introduce new directions in excursion activities: a sign language guide, a “green” guide and a “ziyarat-tourism” guide. In the first quarter of 2023, with the support of the Ministry of Culture and Tourism of the Republic of Uzbekistan, the first group of 11 sign language guides was trained. Also in April this year. a new project “Tourist Mahalla: Green Guide” will be launched, which will involve the youth of rural areas in excursion activities, which in general will make it possible to popularize the historical, cultural and natural potential of tourist mahallas, auls and villages.

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