



ETHNOCULTURAL TOURISM - THE EXPERIENCE OF THE MOST DEVELOPED COUNTRIES

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Abstract

This article analyzes the countries of Africa, Europe and Asia, where ethnocultural tourism is more developed, and also discusses ways to effectively use the material and intangible resources of ethnocultural tourism in our country. In conclusion, it is proposed to encourage ethnocultural tourism in combination with other types of tourism, including gastronomic tourism, as well as to create ethnocultural tourist landscapes.

Keywords: tourism, ethnography, culture, economics, ethnographic tourism, intangible heritage, resource, experience, factors.

Intoduction

One of the reasons for the annual development of tourism is people's interest in unfamiliar cultures, their desire to learn more about the lifestyle of representatives of other cultures and to see them live. Ethnocultural tourism is the type of tourism that most attracts, surprises and impresses tourists during their travel. Ethnocultural tourism is a trip of tourists with the aim of getting acquainted with the history, stages of formation, ethnogenesis of the culture of individual ethnic groups in countries, the characteristics of ethnic groups (language, dialect, customs, traditions, rituals, faith, national holidays), way of life [1].

Ethnic tourism can be carried out in places where settlements have been preserved, remote from large cities and less affected by modern civilization. This category also includes visits to archaeological sites and open-air museums. They introduce us to the culture of the past [2].



Ethnographic tourism is developed all over the world. The most interesting countries are Africa, the Middle East and Asia. There are many ancient heritage sites preserved in Europe. There are many places in the CIS - Kazakhstan, Uzbekistan, Armenia.

Africa. You can get acquainted with different cultures and traditions of local peoples. There are many settlements with traditional life on the continent, festivals and other cultural events are often held.

Ethiopia is inhabited by tribes that have preserved ancient traditions. The women of the Mursi tribe are especially famous for decorating their faces with ceramic plates. Mursi men learn to fight with sticks from childhood and organize tournaments every autumn.

The country of Namibia is home to many peoples who have preserved their own culture. For example, the national Mibo women of the Himba tribe are very popular among tourists; they wear short skirts and adorn their upper bodies only with necklaces and bracelets.

The Maasai tribe in northern Tanzania are semi-nomadic pastoralists, but the men must have the ability to fight and hunt lions.

Europe. Fans of ethnotourism in Germany visit the Black Forest. There are many traditional villages with wooden houses. There are other interesting places in Germany for festivals and celebrations. For example, the Cologne Carnival or the Heidelberg Fireworks Festival.

Italy. It's not for nothing that it's called an open-air museum. This is a great place for ethnic tourism. For example, in Sicily you can get acquainted with the culture of the Arabs and Normans. Sardinia, in addition to a luxurious beach holiday, offers an introduction to ancient crafts.

Scandinavian countries. Here is a unique cultural area of Lapland. Many tourists visit this place to learn about the life and traditions of the Sami, visit a reindeer farm and try dishes made from venison, salmon and cloudberries. There are ethnographic museums in the capitals of the Scandinavian countries, for example, the Skansen Museum in Stockholm.

Middle East This region is known for its rich cultural traditions of different peoples, which have influenced each other for thousands of years. The most



famous tourist site in this direction is the ancient city of Petra in Jordan. Its unique architecture, carved from pink sandstone, is protected by UNESCO.

Türkiye. The cities of Istanbul or Cappadocia attract tourists with traditional architecture, handicrafts and culinary arts.

The mythical Egyptian culture is reflected in Egyptian museums. Residents of Nubia in the south of the country live today, maintaining their traditional customs.

The culture of Asian countries is truly exotic for Russians and Europeans. Each country has its own traditions and interesting features.

Uzbekistan. Tashkent, Samarkand and Bukhara are places with rich history and architecture, where you can see medieval mosques and minarets. You can get acquainted with traditional life in a home camp or in rural guest houses.

Kazakhstan. To get acquainted with the life of Kazakh nomads, he suggests going to mountain villages and nomadic camps instead of big cities. Horse races, tournaments and national cuisine festivals are of great interest to tourists.

Kyrgyzstan. The most famous resort of this country is the huge Issyk-Kul. Kyrgyz shepherds live on its banks and invite tourists to stay in their houses. The Supara Chunkurchak ethnocomplex, located 40 km from Bishkek, offers living in the heart of untouched nature and horse riding.

Armenia. Recently, ethnic tourism has begun to develop in Armenia. Ethnic tours include excursions to ancient monasteries and visits to Armenian villages with tastings and master classes of local cuisine. In the summer, a large-scale Vardavar festival is held - everyone decorates their house with flowers and pours water on each other.

China is home to many peoples and each of them has its own culture, language, festivals and way of life. Tibetan monasteries attract pilgrims and tourists from all over the world. People come here to get acquainted with Buddhism and the culture of nomads living in the endless steppes of the Tibetan Plateau[3].

In our country, we consider the promotion of ethnocultural tourism dependent on other types of tourism to be one of the effective methods. For example, by type of gastronomic tourism. Each region of Uzbekistan has its own colorful ethnoculture, and national dishes are an integral part of a person's lifestyle. A certain type of food is very popular in many regions of Uzbekistan (Samarkand



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bread, Varganza pomegranates, Kashkadarya tandoori meat, Aksoy halva, Khorezm egg barracks, etc.), and thousands of local tourists visit these regions to try this food, watch or learn about the cooking process.

We have witnessed how many countries tell their ethnic culture to tourists through museums, national festivals and holidays, and animation programs. However, the unique culture of ethnic groups cannot be fully explained through just one building or exhibition. We would like to suggest that it is necessary to create and preserve landscapes of ethnic groups that preserve their ethnic culture in the regions. The creation of ethnic landscapes becomes an attractive place for tourists to learn about and experience the lifestyle of local residents. In this regard, the development of the regulatory framework is of great importance.

We believe that expanding the promotion of national sports games, holidays and rituals, strengthening cultural ties with neighboring countries, organizing joint festivals and sports tournaments every season will naturally contribute more to the increase in the flow of tourists and the development of ethnoculture.

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