



THE ATTITUDE OF THE POPULATION OF UZBEKISTAN TO EXTREME TOURISM

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ABSTRACT

The article presents the results of a sociological survey conducted in July 2022. The purpose of the study is to identify gaps in the development of extreme excursions in Uzbekistan by learning the thoughts of tour operators and other professionals directly involved in tourism.

Keywords : sociological research, survey, tourists, extreme tourism.

Introduction

Tourism activity is the realization of natural human rights to freedom of movement, education and recreation. This study takes into account the preferences of people when choosing extreme excursions. The relevance of the chosen topic depends on the educational, cultural and social potential of tourism. In the modern world, extreme tourism is becoming an increasingly popular form of recreation. River rafting, mountain climbing, diving to the bottom of the ocean with special equipment and flying in the clouds - the current vacation looks like this, although it used to be customary to relax on the beach and take part in historical excursions.

The purpose of this sociological study is to analyze the state of extreme tourism in Uzbekistan and the shortcomings in its development.

Research methodology. An online survey was conducted to learn about the development of adventure sports tourism excursions and how they are developing in the regions:

- 1) Determine the age group (audience) of extreme tourism in Uzbekistan.
- 2) Know about the most popular destinations;

A number of questions were formulated for the questionnaire, taking into account the tasks set.

The assessment of the main characteristics of adventure tourism in Uzbekistan in this study includes the selection of several list items and a list of open questions. Respondents were tour operators and other professionals directly involved in tourism, who were asked to complete a 20-question questionnaire developed by the authors on



a voluntary basis. 30 respondents from the Samarkand region of the Republic of Uzbekistan took part in the survey. The survey was conducted in July 2022.

We used Google Forms as a tool for organizing a survey.

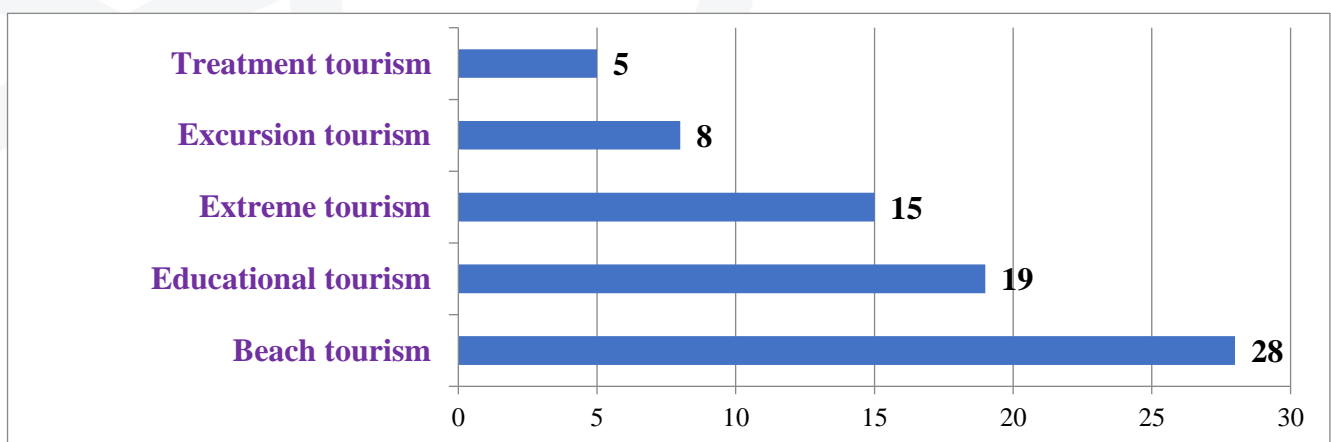
Microsoft The Excel software tool was used to work with the survey results, filter the data, calculate aggregated metrics, and create graphics. During the survey, a number of questions were asked: about the personality of the respondent, his desires, opportunities. Below is an analysis of the respondents' answers.

The survey included respondents of different ages, with the majority of respondents being between the ages of 20 and 35 (67% of all respondents), and 33% being over the age of 35. The percentage by gender is about the same, but there are still more women - 58%, men - 42%.

Respondents who "studied at the university" and "studied and worked at the university" made up the bulk of the respondents, 38% and 36%, respectively, and 20% were just working people. The study was conducted mainly among married men and women - 83% of respondents, and only 17% were not married.

Results and Discussion .

Most respondents consider tourism as an integral part of the modern tourism industry - 75.5%, 8.2% of respondents believe that extreme tourism is not important in the tourism industry, and 16.3% found it difficult to answer. Analyzing the preferences of respondents in relation to recreation, a question was asked with the possibility of determining several answers, three main directions were formed (Figure 1) - basically 28 people (93%) would like to engage in beach tourism, 19 people (63%) in educational tourism and 15 people (50%) choose extreme tourism. Excursion tourism and treatment tourism are less popular - they were chosen by 8 (27%) and 5 people



(17%), respectively.

Figure 1 – Respondents' preferences by types of recreation



As a result of the question asked to find out the reasons why people apply to a particular travel company, it turned out that people (53% of respondents) apply on the advice of friends and acquaintances, 40% do not trust another agency they work with; only 7% said they would choose online.

Respondents voluntarily answered the question about the travel companies they know in the Samarkand region, listing the answers and analyzing the content, which showed that the most famous and popular companies are: Atlanta Air Travel (20 company responses), C.A.T.I.A. Travel (16 answers), Brothers Travel Samarkand (10 answers). Less well-known were considered: Atlas Avia tour , (7 answers), Sputnik Travel (6 answers), Best Travel (5 answers) and Base Travel (4 answers)). In turn, I want to note that most companies work together, for example, companies: Atlanta Air Travel , Atlas Avia tour , Sputnik Travel , the service is almost the same for everyone, only different management and hosts, we can say that these companies work together under different brands.

People often examine the sources from which they receive advertisement information, noting several responses, which is not surprising at the moment: 28 people answer: “appear on the Internet”, 17 people answer “on television”, and 11 people answer: “hung in in the form of various billboards”, and 3-4 people answered: “from other sources” (radio, magazines and newspapers, advertising in transport, postal service, distribution of leaflets).

At the same time, out of 30 respondents, everyone is well aware of extreme tourism, 5 (19%) are sometimes engaged in various types of extreme tourism, and 3 (11%) have only general information.

More than half of the respondents (58%) said that the majority of applicants wishing to travel abroad were between the ages of 20 and 40, 30% were over 40 and 12% were participants in their 20s. Also, 56% of foreign tourists visiting Uzbekistan are over 40 years old, and 43% are under 20 years old. This means that there are very few fans of extreme tourism among them, and they go to Uzbekistan not for adventure. This is evidenced by the fact that the study did not reveal cases when foreign tourists came to Uzbekistan for extreme adventures.

Adventure tourism is a growing industry in Uzbekistan and it is good that tourism professionals are fully aware of this. In addition, the study showed that there is a growing interest in adventure tourism among travelers outside of Uzbekistan and that they choose their destinations based on their interest. As a result of the survey, we determined which countries the participants would like to go for extreme tourism (open answers were analyzed): Turkey (12 respondents), Russia (11 respondents), Thailand (8 respondents), Greece (6 respondents), Spain (5 respondents), USA (5





respondents), Norway (5 respondents). Less popular countries among the respondents were: Finland, Australia, Switzerland, United Arab Emirates, Italy, Alps, Egypt (2 respondents). Countries such as Africa, Poland, Armenia, Georgia, Austria, the Netherlands, Germany, Ukraine and France were mentioned only once.

Age distribution of extreme lovers in Uzbekistan:

1. Youth under 20 - 7%
2. 20-35 years old - 78%
3. Over 35 years old - 15%

The most popular types of tourism, according to respondents (Figure 2): rafting (73% of respondents), mountaineering (77% of respondents), diving (87% of respondents). The types of tourism with which the respondents were familiar are mountain tourism (60% of questions answered), jeeping (57% of questions answered), light tourism (53% of questions answered), professional tourism and paragliding (50% of questions answered) . Little-known is kayaking and car tourism (27-23% of respondents' answers).

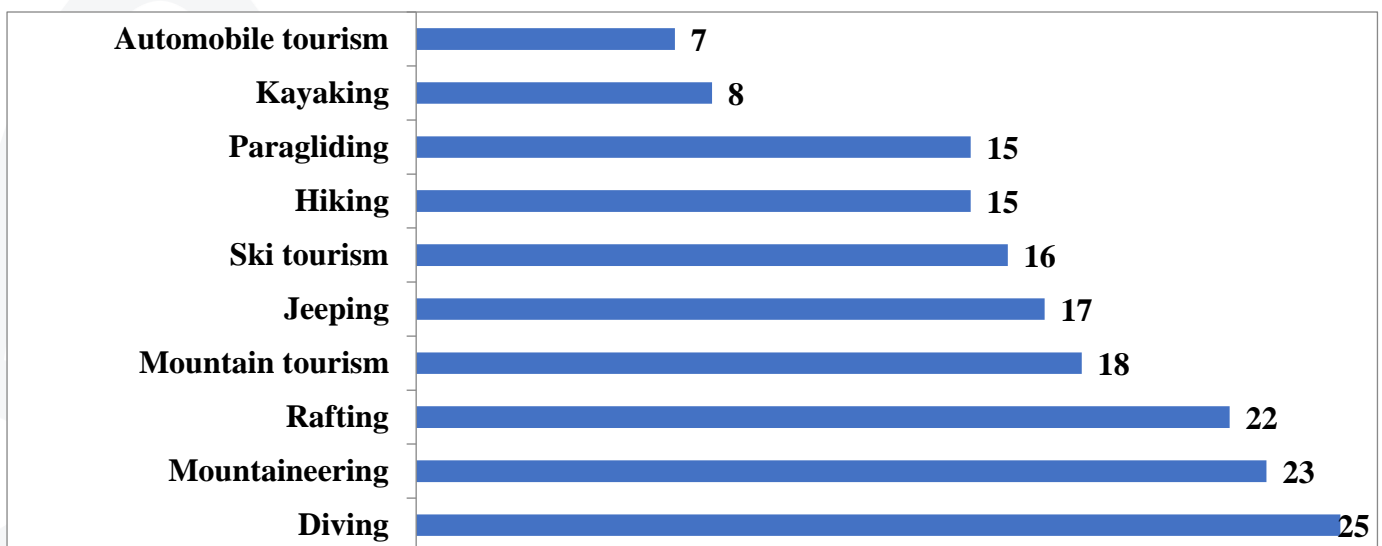


Figure 2 - Types of extreme tourism that respondents heard about

Only 30 percent of the respondents prefer to use the services of the company for extreme excursions, which is related to the financial situation of people, and 70 percent of the respondents do not use the services of the agency at all.

When asked in which regions of Uzbekistan extreme tourism is developing, 38% of respondents noted the Republic of Karakalpakstan, 55% answered Tashkent, and the remaining 12% indicated other regions. It also turned out that the number of people interested in life-threatening sports in Uzbekistan is as follows:



1. 41% - cars and motorcycles
2. 23% - snowboarding, skiing
3. 18% - bike tours
4. 13% - balloon, paraglider and hang glider
5. 5% - other types of extreme tourism.

When asked about the shortcomings in the development of tourism associated with life-threatening sports in Uzbekistan, our citizens replied that our people there is not enough information about these sports (28 answers), that the state does not pay due attention to this area (16 answers), it was also noted that there are almost no sponsors for the development of this sector (13 answers) and that conditions in most regions are not suitable for extreme tourism (9 answers).

Findings.

During the survey, the state of extreme tourism in Uzbekistan and the shortcomings in its development were studied. Based on the answers of the participants, it can be said that the most popular sports that are life-threatening among the population and the age categories of those interested in them were analyzed. Most people prefer summer time for adventure sports. Almost all travel enthusiasts and travel companies use the Internet to find information about tourism opportunities. In addition, the majority of people interested in extreme tourism in Uzbekistan are people aged 20-35 and these are mostly men. The most popular sports among the population were associated with cars and motorcycles, snow and mountains.

It turned out that there are a sufficient number of people interested in this area and opportunities for its development, but there are many shortcomings in its popularization.

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