

**THE HISTORY OF ETHNOTOURISM IN THE TURKIC WORLD, PROBLEMS
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Abstract: Ethnotourism, or ethnic tourism, focuses on visiting locations to experience the lifestyle and culture of indigenous people. In the Turkic world, which encompasses a vast region from Central Asia to Eastern Europe, ethnotourism has deep historical roots and significant contemporary relevance. This abstract explores the development of ethnotourism within Turkic societies, identifying both longstanding issues and innovative solutions.

Key words: Ethnotourism, a form of cultural tourism focusing on visiting indigenous peoples and experiencing their traditions, has a rich history in the Turkic world. This region, encompassing countries such as Turkey, Kazakhstan, Azerbaijan, Uzbekistan, and parts of Russia, offers a diverse array of cultural experiences rooted in centuries-old traditions.

Turkish traditions and Turkish culture are so rich and multifaceted that does not fit into any simple definition. For thousands of years the Turkish traditions of many peoples of Anatolia, the Mediterranean, the Middle East, the Caucasus, Eastern Europe, Central Asia and of course ancient world merged unique alloy which today we call Turkish or Minor Asia culture. We must add that the Turks themselves before the start of the XX century was not a single nation and brought many unique elements from the depths of Central Asia which blended in the modern life of the country.

Ethnotourism in Turkey is a type of tourism that satisfies the interest of tourists to get to know the culture and traditions of the local people. This gives an opportunity to study historical, cultural and national objects and attractions of local people, to see their traditions and rituals. Ethnotourism is of great importance in Turkey because many ethnic groups and national communities live in the country. Several regions of Turkey have their own culture, traditions and rituals, which offer tourists a unique and modern tourist experience.

Ethnotourism solutions in Turkey may include:

1. Historical sites: Historical sites, castles and monuments can be found in several cities in Turkey.

For example, in the Cappadocia region, the impressive rock castles and underground cities offer great travel opportunities for tourists.

2. Folklore and Rituals: Each region of Turkey has its own folklore, music and rituals. Tourists have the opportunity to participate in these ceremonies and see the traditions of the local people.

3. Local cuisine: Turkey's cuisine is world famous and of great interest to ethno-tourists. For example, in the Antalya region, there is an opportunity to experience the delicious dishes of Turkish cuisine.

4. Relations with ethnic groups: There are tourism types related to ethnic groups living in Turkey.

Through these tours, tourists have the opportunity to connect with the local people and learn about their way of life. Ethnotourism increases the quality of tourism in Turkey and helps preserve the culture of the local people. This increases the investment of the local community working in the tourism sector and makes an important contribution to the socio-economic development of the country. Turkey is one of the countries accustomed to the extensive development of ethnotourism in the world. Turkey has many related cultural and natural resources associated with many ethnic groups and national communities, which creates ideal conditions for ethnotourism.

The history of ethnotourism in Turkey goes back to very old times. The country has many historical places, ancient forts, objects related to local culture and rituals. It offers tourists unique historical and cultural experiences. Turkey's ethnotourism solutions can be determined by the following important factors:

1. Ethnic groups and national communities: Turkey is associated with many ethnic groups and national communities, which offers many cultural and ethnic experiences to tourists. For example, Turkish, Kurdish, Laz, Arab, Greek and other ethnic groups provide tourists with unique cultural experiences.

2. Historical sites: Many cities in Turkey have historical sites, ancient castles and monuments. These facilities offer unique historical experiences to tourists.

3. Folklore and Rituals: Each region of Turkey has its own folklore, music and rituals. This gives tourists an opportunity to learn the traditions and rituals of the local people.

4. Local cuisine: Turkey's cuisine is world famous and gives tourists the opportunity to experience delicious food.

5. Natural resources: Turkey has many natural resources, which provide tourists with ideal conditions for trekking, diving, water resources and other natural activities.

The developmt of Turkey in the field of ethnotourism will increase the country's tourism investmt and make an important contribution to the socio-economic developmt of the country. This leads to the recognition of Turkey as one of the countries where ethnotourism is widespread in the world. In the 20th ctury, the increase in tourism activity in the world allowed citizs of differt countries to get to know new places, new cultures and spd their annual vacations in other places. As the field of tourism is developing day by day around the world, Turkey is one of the countries with an important place in this field. Due to its geographical location, Turkey attracts the atttion of tourists in all seasons.

It should be noted that Turkey is one of the world's leading countries in the field of health tourism. In 2023, the total number of tourists who came to the country to use health services will be 1 million 398 thousand 504. Relevant governmt organizations, the private sector, volunteer tourism ambassadors of the country, tourists leaving Turkey with good memories contribute to Turkey, which aims to become one of the world's leading tourism cters. Within the framework of cooperation with the Organization of Turkic States, organizing the initiative on the tourism concept "Tabarruk Ziyrat" put forward by Uzbekistan at a high level, creating new jobs and increasing the income of the population by supporting trepreurship in the field of tourism, as well as In order to develop the cultural and tourism infrastructure of the city, to create additional amities for tourists, to improve the quality of services and to increase the attractivess of the city, in connection with the announcent of the city of Kan as the "Tourism Capital of the Turkish World" in 2022.

In accordance with Appdix 1, the "Tabarruk Ziyar" tourism concept (hereinafter - the Concept) within the framework of the Turkic world, which provides for the following: Further strgthing of relations in the field of tourism with member countries of the Organization of Turkic States; organization of tours to places of pilgrimage and cultural heritage and developmt of new travel routes; organize regular promotional evts within the framework of pilgrimage and cultural-historical tourism; Conducting seminars, symposiums, conferces, scitific and practical conferces on the scitific and cultural heritage of great scholars in Tashkt, Samarkand, Bukhara, Khiva, Shahrisabz, Margilan, Ko'kan, Termiz and other historical cities. attract tourists by publishing materials in popular publication. Tourism in Turkey is mainly focused on various historical sites and seaside resorts on the Aegean and Mediterranean coasts.

Turkey has also become a popular destination for culture, spa and health. it is one of the most important tourist cters not only of Turkey, but also of the world. There are thousands of hotels and other tourism-orited industries in the city. Turkey's largest city, Istanbul, has a number

of important attractions that stem from its historical position as the capital of the Byzantine and Ottoman empires. Sultan Ahmed Mosque ("Blue Mosque"), Hagia Sophia, Topkapi Palace, Yerebatan Palace, Dolmabahce Palace, Galata Tower, Grand Bazaar, Spice Bazaar are among them. and Pera Palace Hotel.

Istanbul has rectly become one of the largest shopping cters in the European region, hosting malls and malls such as Metrocity, Akmerkez and Cevahir Mall, the largest shopping cter in Europe and the sevth largest shopping cter in the world. Other attractions include sporting evts, museums and cultural evts. More than 50 million tourists came to the country in 2019 alone. Most people think of Turkey wh they think of Black and Mediterranean coasts, Antalya resorts, ancit monumts, and of course, delicious Turkish food. This country, which has be an indispsable and most popular destination of world tourism for many years, is very popular among travelers.In the period before the pandemic, in particular, in 2019, about 52 million tourists visited Turkey in one year. As a result, about 35 billion dollars in revue was received. The question arises: how did Turkey achieve such a result?It all started in the 50s of the last ctury. At that time, the country's governmt began to pay a lot of atttion to tourism. Special five-year programs are developed for the developmt of the industry. Allocation of funds from the state budget for further developmt of the route has increased.Analysts list a number of peculiarities of the Turkish tourism industry. First of all, although there are many historical and cultural monumts in the country, initially the main atttion was focused on the developmt of sea beaches and resorts. This is the right way for a country surrounded by four seas.Second, great relief was provided to investors. For example, land rt was made free of charge in some regions; low-interest loans were allocated for construction; preferial prices for water, electricity and gas were established; they were exempted from a number of taxes and fees. Thirdly, a large amount of money was allocated for advertising, which is of great importance in the expansion of any business. Ev now, Ankara spds a lot of money to promote its tourism brand abroadResults achieved As a result of the reforms that have be carried out for many years and are still ongoing, today tourism has become an important and profitable direction of the economy.

Turkey ranks sixth in the world in terms of tourist arrivals and 14th in terms of revue. For example, this industry brings an average of more than 30 billion dollars to the state annually.In addition, tourism helps provide employmt to millions of people. For example, in Antalya, one of the main resort cities of the country, 750 thousand people lived in the 80s, now 2.5 million people live here permantly. According to the World Tourism and Travel Council, 600,000 people are permantly employed in the tourism sector in Turkey.

Including the neighboring areas, their number exceeds 2 million. With the historic summit held in Istanbul in November of this year, the third stage, which will be remembered as an important turning point of the organization for our Turkish family, began, and the relations between the member states entered a new era of consistency and comprehensive cooperation. Of course, in today's world, in the conditions of increasing geopolitical conflicts, global economic crisis and the negative consequences of climate change, the interaction of the heads of state of the Organization of Turkic States is extremely important in finding solutions to these urgent problems and defining common approaches.

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