



Spectrum Journal of Innovation, Reforms and Development

Volume 04, June, 2022

ISSN (E): 2751-1731

Website: www.sjird.journalspark.org

THEORETICAL ASPECTS OF THE ANALYSIS OF FAMILY TOURISM

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Abstract

The article is devoted to the analysis of problems and prospects for the development of family tourism. Theoretical aspects of the analysis of family tourism are considered, the basic concepts are characterized, the types, functions and tasks of family tourism are considered, and the features of family tourism as a type of tourism are revealed.

Keywords: family tourism, family leisure, recreation, family strengthening, tourism in Uzbekistan

Introduction

The accelerated development of the tourism sector and increasing its role in the economy is considered one of the important tasks in the Action Strategy for the further development of the Republic of Uzbekistan. In recent years, tourism has become one of the “growth points” of the national economy, which, being a driver for the development of other related industries, stimulates income growth, having a high multiplicative effect: \$ 1 of direct income from tourism gives at least \$ 5-7 in related sectors of the economy [1]. It should be noted that the adoption of Resolution No. DP-4095 dated January 5, 2019 No. “On measures for the accelerated development of the tourism industry” [2] served as an intensive development of tourism, the creation and promotion of a national product to world markets based on the creation of favorable economic incentives and organizational and legal conditions [3].

In the modern situation, the place of work and home are in most cases separated. Often, children are cut off from family concerns, from the labor and moral traditions of the family, which leads to the loss of spiritual closeness between children and parents, disruption of the main line of communication within the family - "older generation-parents-children". Children, as a rule, do not have a model of active work of parents, an example for effective imitation, but at the same time, examples of passive consumption abound. Taking into account the psychological characteristics, for example, of preschool children, in whom imitation is the main method of acquiring and accumulating effective experience, we can confidently speak about the formation of consumer behavior among entire generations. For this reason alone, a modern person needs more free (leisure) time than, say, an eighteenth-century peasant, whose home and work still



coincided, and who could bring up his children in joint work. At the same time, it is especially important that free time be competently organized, filled with active and joyful interaction between family members [4].

Family tourism contributes to the development of communication between generations at the household level. In addition, it is the fastest way to transfer information to offspring about the most effective ways of social adaptation and allows you to form the life experience of several generations of people. The family is the foundation on which all life is built, and a lot in the fate of a person and society as a whole depends on how solid and solid this foundation is. In family tourism, the core of a small community is formed, united by one goal. Children feel their involvement in a common cause, see what benefits they bring.

The family tourism market has its own specifics and features. Family tours may vary by purpose of travel. They can be beach, wellness, educational, etc. But regardless of the type, such tours must meet the requirements of all family members. All of the above shows the importance of the development of family tourism and suggests that the chosen topic is relevant.

Relevant Literature

The degree of scientific development of the problem. In various fields of science (sociology, anthropology, economics, etc.), fundamental works were published on the nature of tourism itself and its connection with pilgrimage, rituals, entertainment, and the human life cycle. These are the works of anthropologist W. Turner, sociologist M. Shikzhentmikhali on the analysis of tourist flows. K. R. McConnell conducted a general scientific analysis of tourist flows from sociological, anthropological and semiotic points of view. N. Grabern devoted his research to studying the types of tourism.

In the literature, family tourism is most often understood as the travel of parents with children under 11 years old, but the authors do not provide convincing arguments in this regard. Therefore, in this paper, we will assume that family tourism is the travel of parents with children under 18 years of age.

Research results

The ambiguity in the understanding of family tourism requires its consideration in a broad and narrow sense. In a broad sense, family tourism is understood as a family trip in any composition, i.e. including without children (for example, a honeymoon trip). In this sense, the hallmark of family tourism is the interaction of all family members during the trip. It is this feature that allows you to determine whether this trip is family or not.

But in real tourism practice, family tourism is understood in a narrower sense, as travel of parents with children, since it is the presence of children that introduces certain specifics into this type of tourism and determines its features. Adults without children (for example, husband and wife) can use any tour, and if they are with children, then additional requirements are needed [5].

In this article, family tourism will be understood in a narrow sense. Since family tourism is carried out by the family, it is necessary to dwell on the concept of "family".

A family is a small group, the most important form of organizing personal life, based on marital



union and family ties, i.e. relations between husband and wife, parents and children, brothers and sisters, and other relatives living together and leading a common household on the basis of a single family budget. Family life is characterized by material and spiritual processes. Through the family, generations of people are replaced, a person is born in it, the race continues through it. The family, its forms and functions directly depend on social relations in general, as well as on the level of cultural development of society. Naturally, the higher the culture of society, therefore, the higher the culture of the family [6].

Families differ in:

- the number of children;
- composition;
- structure;
- type of leadership in the family;
- family ways;
- homogeneity of the social composition;
- family experience;
- the quality of relationships and atmosphere in the family;
- special conditions of family life.

In particular, family structure influences the volume and type of tourist demand. Research results have shown that the frequency of travel among people with a small family (one or two people) is the highest. It is lower in large families (more than five people).

In a society where the majority of members have small families (families without children, elderly couples whose children have already become independent), the demand for tourism services increases, as the family budget is distributed to fewer people or all family members receive income. In this case, people travel more often. They make high demands on the quality of rest and services, the price for them plays rather a secondary role [5].

It is an undeniable fact that families who travel are stronger than usual. Not only love, but also an atmosphere of camaraderie, care, common interests, that is, just what tourism teaches.

Family tourism performs important social functions. We highlight the most important functions and systematize them as follows:

a) educational and pedagogical function, connected with the formation and development of the personality, independence, organization are brought up, the will develops. Children form a worldview, increase the level of knowledge and practical skills, and this, in turn, contributes to the development of science, culture and art and is the most important factor in social development.

b) social and cultural functions, which are realized mainly in the process of family interaction and cultural mutual enrichment, allow raising the cultural level of citizens.

c) cognitive function, the basis of this function is the need to expand knowledge in various areas. Combining recreation with learning about the life, history, culture of other peoples is a task in which the cognitive function is realized.

d) socio-communicative function - focused on optimizing the organization of free family time to meet the needs of family members in communication. Joint rest and travel bring together parents and children, spouses, makes their communication more emotional.



d) physical culture and health-improving function. Family vacations provide an incomparable health-improving effect resulting from the complex impact on the body of natural factors: the sun, air, water and a variety of physical activity. The restoration of the physical and spiritual strength of a person contributes to the full rest of the family as much as possible, gives a positive emotional mood to the family.

e) entertainment function. Allows you to get rid of accumulated fatigue and enjoy fun entertainment.

Family tourism solves the following tasks:

- promotes family cohesion and the establishment of emotional contact, mutual understanding, cooperation between parents and children, correction of parent-child relations, realization of family values;
- realizes the need for rest and physical activity. This is especially true for sports types of family tourism;
- focuses on a healthy, active lifestyle and the development of health-saving technologies;
- contributes to the active socialization of children, many types of family tourism are team tourism; teamwork, cooperation, teamwork create natural conditions for the acquisition of social experience in children.

It is difficult to classify family tourism, it is multifaceted, diverse, just like families are diverse. According to the level of organization among the various types of family tourism, two large groups can be distinguished:

1. Family tours designed by tour operators, i.e. organized family tourism - this type involves the minimum creative activity of the family when choosing a route. In the tourism business, family orientation is a priority, a priori it is believed that family tourists bring a good income, this contributes to building a special children's entertainment and consumption industry. Unfortunately, in practice it turns out that it is not always about the interaction of family members. Nevertheless, tour operators try to select the tour as much as possible, focusing on the main features of the family audience. Particular attention is paid to the issues of comfortable living, nutrition, organization of children's entertainment, convenience of transport, provision of additional services (for example, a high chair, stroller, crib, baby monitor, etc.), development of excursion routes that are interesting and accessible to children.

2. Independent travel. In this case, the family independently plans the route, determines the method of transportation (train, plane, bus, car, hiking, cycling, water tourism). In addition, an independent organization also implies greater interaction between family members at all stages of preparation and conduct, since you have to jointly answer a lot of questions.

Practice shows, for example, that it is more expedient to go hiking with children in a group of several friendly families (about 3-4 families) with a total of 8-12 people who know each other well. In this case, children find a company for communication, and it is easier for adults to organize childcare and joint games and activities. Of course, the family can go on a hike in "loneliness", in which case (depending on the age of the children) a weekend hike would be the best choice. All kinds of guidebooks, maps, as well as cartographic Internet services and navigation systems will provide assistance in developing the route. Navigator users can, for example, while traveling around the UK, get historical information about various castles,



monuments and battlefields, passing by sights or specifically get directions to places of interest. You can also highlight the following types of family tourism / recreation:

a) quiet family vacation. In this case, children and their parents relax in nature. Both small and adults have enough entertainment brought by nature itself: swimming, boating, walking in the mountains. For example, rest in Charvak, in the Bustanlyk district of the Tashkent region;

b) health trips. Here the purpose of the trip is not only recreation, but also the prevention of diseases. In addition, not every resort is conducive to a health trip. It's a matter of climate. If health improvement is the main goal of the trip, then rest in Crete, in Uzbekistan, the Zaamin sanatorium in the Jizzakh region can serve as an example of such a trip;

c) rest plus animation (for children and adults). The undisputed leader of such tours in the summer is Turkey.

d) educational tour. An educational tour can serve some narrow purpose (for example, the study of the history of Ancient Greece). But more often travel is devoted to the general development of horizons. Be it the castles of Bavaria, monasteries or Buddhist temples in Thailand. In Uzbekistan, the most popular are the historical architectural monuments of Samarkand. But at the same time, it is important that the trip does not become tiring for the child.

Some trips, despite all the wishes of the parents, should not be undertaken with a child traveling far from home for the first time. And almost always, the cognitive part of the trip should be alternated with entertainment and a relaxing holiday.

Family tourism is one of the forms of family leisure and has a huge impact on the life of a family person, as it is aimed at restoring physical and mental strength, satisfies a person's needs for communication, entertainment, active and outdoor recreation.

It implies joint trips of parents and children, therefore it can be considered not only a form of recreation, but also an educational tool. The main function of the service is to create such a holiday, in which the families of vacationers can feel comfortable, calm, and at the same time, to make the rest interesting.

It is necessary to take into account all the possible problems that arise in connection with the specifics of vacationers when offering a family tour:

- taking into account the characteristics of the child's body - a moderate schedule of excursions, the presence of children's topics, the possibility of an afternoon rest, 4 meals a day, the possibility of changing children's clothes, etc.;

- organization of children's recreation, taking into account the interests of parents - the presence of children's rooms with childcare services, when parents are busy with their entertainment, entertainment activities for children, adults and a joint nature, etc.

In addition to these problems, there are others that hinder the development of family tourism:

1. The problem of accommodation facilities.

Often families have to deal with the fact that there are no middle or economy class hotels. Also, many hotels do not provide holidays with children: there are no special children's rooms, a children's menu, children's doctors, etc.

2. Transport problem.

Many places for recreation do not have a developed infrastructure and transport interchange, in which case the distances have to be overcome on foot.



3. High prices for air travel within the country.

High prices for air travel is the main problem and one of the main problems for the domestic flow. High cost of transport services (air and rail transport), as well as poor infrastructure for tourists who travel by car, including poor road quality, insufficient number of roadside cafes, hotels, parking lots, information signs, low level of service and high prices for services provided to autotourists - these factors significantly impede the development of domestic tourism.

4. Low level of "recreation culture".

In modern Uzbekistan, the "culture of recreation" is still in its infancy.

"Culture of rest" refers to the readiness of tourists to interact with the environment and its adequate perception, as well as the manifestation of tolerance and respect for the population and for the objects visited by the tourist. This aspect concerns the readiness of the local population to accept, meet or simply help tourists who come on vacation.

5. The absence of a family program to provide tourist offers during the periods of the "off season".

6. Low level of service.

At the same time, it should be noted that the problem of a low level of service is also associated with a lack of qualified personnel.

Let's name a few reasons for this problem:

- low wages in the field of domestic tourism, which causes an outflow of personnel to other industries;
- non-compliance of skills acquired by specialists in educational institutions with the requirements of employers;
- failure to provide institutions for advanced training of service workers.

7. Lack of a support program for travel companies involved in family tourism.

8. Weak promotion of the tourism product within the country. Insufficient use of modern technologies.

Conclusion

Currently, family tourism is gaining popularity all over the world. This type of recreation can be anything: sports and recreation, rest in one place or a hike. Therefore, the programs of such recreation are very different from each other. Their set is determined by the theme of the selected tour. However, the presence of small children among vacationers always means there are special requirements for organizing such tours.

Family tourism is a rich, exciting, very diverse form of cultural and leisure activities of the family. It is of great importance in the upbringing and development of children. Currently, family tourism is gaining popularity all over the world. This type of recreation can be anything: sports and recreation, rest in one place or a hike. Therefore, the programs of such recreation are very different from each other. Their set is determined by the theme of the selected tour. However, the presence of small children among vacationers always means there are special requirements for organizing such tours.



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