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Research Article

FEATURES OF FAMILY TOURISM

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ABSTRACT

Currently, tourism has developed significantly and has become a mass socio-economic phenomenon of international scale. Its rapid development is facilitated by the expansion of political, economic, scientific and cultural ties between states and peoples of the world. The article is devoted to the analysis of the problems and prospects for the development of family tourism. The introduction reveals the relevance, gives a general description of the methods used and the collection of empirical information. The types, functions and tasks of family tourism are considered and the features of family tourism as a type of tourism are revealed.

KEYWORDS

Tourism, development, socio-economic phenomenon of international scale, development of family tourism.

INTRODUCTION

In the modern world, tourism has become a norm of human life. Most parents, spending too much time at work, do not have the opportunity to pay

enough attention to their children. That is why when free time appears, most families strive to spend it together and usefully.

Of course, family tourism is an excellent form of leisure. It helps to strengthen the family, develop the child's knowledge and physical education of the younger generation.

Family tourism contributes to the development of communication between generations at the everyday 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 life experience in several generations of people.

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 good 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 benefit they bring.

The family tourism market has its own specifics and features. Family tours can differ in the purpose of the trip. They can be beach, health, 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 developing family tourism and suggests that the chosen topic is relevant.

Tourism is one of the most profitable and dynamic sectors of the economy. It has a huge impact on such key sectors of the economy as transport and communications, trade, construction, agriculture, production of consumer goods and many others, acting as a

catalyst for socio-economic development. International tourism has become a significant source of increased income and growth of the national economy for many countries. Such highly developed countries as Switzerland, Austria, France have built a significant share of their wealth on income from tourism. International tourism has become an important source of foreign exchange earnings for many developed and developing countries.

Tourism as a type of recreation helps to restore a person's strength and ability to work, and accordingly, the psychophysiological resources of society. It promotes the rational use of a person's free time, enriches the socio-economic infrastructure and interregional cooperation of countries, states and peoples.

Before starting to study tourism, it is advisable to disclose the content of the concept of "tourism".

Tourism is a trip outside the permanent place of residence with a mandatory overnight stay and for any purpose other than earning money and changing the permanent place of residence, as well as meeting public needs (recreational, business, political, educational, etc.) associated with the need to move masses of people in space.

There are various classifications of tourism and tourist routes. These classifications depend on the goals and objectives facing the organizers of tourism activities and tourism enterprises.

Tourism is classified by goals, types, categories, types and forms.



By the method of travel, there are bicycle tourism, hiking, horseback riding, skiing, mountaineering, motorcycle tourism. By the purpose of the trip, there are educational tourism, entertainment, business, ethnic, religious, sports, recreational, educational, exotic, adventure, ecological, etc.

By the level of organization, there are individual tourism and group tourism.

By the direction of tourist flows: inbound, outbound and domestic tourism.

By the demographic and social composition of the participants in the trip: depending on the place of travel of the tourist (urban or rural tourism), on the social status in society (children's, school, youth, family tourism, etc.).

Since this work is devoted to family tourism, we will dwell on its characteristics in more detail.

Family tourism is a recently emerged and actively developing form of organizing recreation, playing an important social and educational role.

It is characterized primarily by the fact that educational, health, moral tasks are harmoniously combined with the introduction of children to systematic tourism, physical education, sports. In the literature, family tourism is most often understood as travel by parents with children under 11 years of age, but the authors do not provide convincing arguments on this account. Therefore, in this paper, we will assume that family tourism is travel by parents with children under 18 years of age.

The ambiguity in understanding family tourism requires its consideration in a broad and narrow sense.

In a broad sense, family tourism is understood as a family trip of any composition, i.e., without children (for example, a trip for newlyweds). In this sense, a distinctive feature of family tourism is the interaction of all family members during the trip. It is this feature that allows us to determine whether this trip is a family trip or not.

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

Families differ in:

- number of children;
- composition;
- structure;
- type of leadership in the family;
- family structures;
- homogeneity of social composition;
- family experience;
- quality of relationships and atmosphere in the family;

- special conditions of family life.

In particular, the structure of the family affects the volume and type of tourist demand. The results of studies have proven 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 most members have small families (families without children, elderly couples whose children have already become independent), the demand for tourism services increases, since the family budget is distributed among a smaller number of people or all family members receive income. In this case, people travel more often. They have high demands on the quality of rest and services, and the price plays a secondary role for them.

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

a) educational and pedagogical function, associated with the formation and development of personality, fosters independence, organization, and develops will. Children develop a worldview, increase their 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, realized mainly in the process of family interaction and cultural mutual enrichment, allow to raise the cultural level of citizens.

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

d) social and communicative function - aimed at optimizing the organization of free family time to meet the needs of family members in communication. Joint recreation and travel bring parents and children, spouses closer together, making their communication more emotional.

d) physical education and health function. Family recreation gives an incomparable health effect, obtained as a result of the complex impact on the body of natural factors: sun, air, water and various physical activities. Restoration of physical and spiritual strength of a person maximally contributes to a full-fledged rest of the family, 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 problems:

- promotes family cohesion and the establishment of emotional contact, mutual understanding, cooperation between parents and children, correction of parent-child relationships, the implementation of family values;

- fulfills 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;

- promotes active socialization of children, many types of family tourism are team-based; teamwork, cooperation, and interaction in a team create natural conditions for children to acquire social experience.

Conclusion. Family tourism is a rich, exciting, and very diverse form of cultural and leisure activities for families. It is of great importance in the upbringing and development of children.

There are several definitions of family tourism. In this paper, we considered family tourism as a trip by parents with children under 18.

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

The specifics of organizing family tourism include: choice of accommodation, transportation, cultural and entertainment program, and much more. It is very important to take into account the wishes of not only adults, but also children.

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