

УДК 338.48

Khidirova Gavkhar Rustamovna

Associate Professor, Economics

Doctor of Philosophy (PhD)

Bukhara State University,

xidirova.g.r@gmail.com

DOMESTIC TOURISM AS AN IMPORTANT FACTOR IN INCREASING HUMAN SPIRITUALITY

Annotation:

Introduction. The article mentions that the country has entered a new stage of development in the context of globalization from 2020 on the basis of the third renaissance. It is noted that the concepts of man and man differ from each other. The concept of spirituality and its place in human perfection are illustrated on the basis of concrete examples.

Research methods. The article uses methods such as general philosophical methods, theoretical observation, systematic approach, observation, generalization, comparative analysis, synthesis

Results and discussion. While mentioning the universal, religious, and national values that are the three most common sources of human spirituality, the family values that we all cherish are recognized as the fourth, decisive source. It was noted that each tourist destination is a spiritual tourist brand of a historical monument, that is, a tourist example, interest, and its enjoyment depends on the intellect and culture of each tourist. The tourist potential of Uzbekistan is mentioned. As an example, the spiritual tourism brand of Bahauddin Naqshband was mentioned. At the end of the article, dreams and hopes for the victorious path of our country are expressed.

Conclusion. Undoubtedly, confidence in our own strength and ability makes us stronger and stronger by uniting us on the path of a noble goal such as building the foundations of the Third Renaissance. These aspirations have become a great practical work and are expanding as a great people's movement. It is a great happiness and a great honor to be in such a powerful line.¹⁰ The prestige and prestige of the state and people of Uzbekistan in the eyes of the world will grow and improve. Development of scientific and theoretical bases for the development of domestic tourism services in the regions of Uzbekistan and the formation of practical proposals can now be considered among the most urgent and important priorities

Keywords: New Uzbekistan, domestic tourism, spirituality, sources of spirituality, family values, spiritual tourism brand of the place, tourist culture, etti pir, family-neighborhood cooperation.

Introduction "Tourism is one of the fastest growing sectors in the world. This is due to the fact that tourism has become an important factor in ensuring income, employment and the development of other sectors of the economy. According to the International Tourism Organization, in 2019 the number of incoming tourists exceeded 1.2 billion. As a result of the pandemic COVID-2019, the demand for tourist services has decreased. However, according to international experts and scientists, tourism differs from other industries in that it recovers quickly, even in the most difficult economic situation, and adapts to the current situation. It should be noted that in the context of the global crisis, the focus will be on domestic tourism. The people of Uzbekistan are growing spiritually, living with great confidence and hope, and living standards are rising. A democratic civil society based on science and enlightenment is being built in our country. Our President Sh.M. Mirziyoev under its leadership, implements strategic plans for many years. One of such promising plans is the development of international and domestic tourism, and in this regard, a wide range of practical measures are being taken. In support of this good work,

we want to say that in this regard, first of all, it is necessary to develop domestic tourism, to raise the tourist culture of our people".¹

There are many important aspects to this. First of all, our people will study the essence of tourism culture, spirituality, will have enough skills. Secondly, he will become aware of the tourist potential of Uzbekistan, his patriotic pride and sense of self will increase. Thirdly, it appreciates the foreign tourists who visit our country, deeply understands the essence of the need to compliment and host them. Fourth, domestic tourism serves as a kind of preparation period for our people to go abroad as tourists. Most importantly, the tourist-man, spiritually rises, heals, acquires new knowledge, modernizes.

Research methods. The word spirituality comes from Arabic and means intellect, perception, self-awareness. Spirituality is a concept related to the human worldview. In everyday life, there are concepts of a spiritual person, a person with low spirituality, a poor person with spirituality. A spiritual person is usually an educated, intelligent, observant, calm, faithful, trustworthy person, while a person with poor spirituality is usually a person with low upbringing, unreliable, flawed qualities. In this regard, it is important to first distinguish and understand the concepts of "man" and "man". Man is a biological species that originated from wild humans, just like a plant or animal species.

The wise man appeared 40-50 thousand years ago. Because the first human body was found in the Cromonon Cave in France, they are called Homo sapiens, or Cro-Magnons or intelligent people. In humans, animal genetic traits are preserved to a certain extent for a lifetime. Man is a product of nature. "It should be noted that if a person is left alone or given too much individual freedom, social and state control over his activities weakens, wild (plant and animal) defects in individuals appear spontaneously" (Ib. Karimov, 2007, 7 pages)

It is no coincidence that a person needs control at any age and in any career. Man is born and develops on the basis of biological processes. He gradually adapts to the environment due to his senses, acquiring unique knowledge and skills. "He understands the concepts of light-darkness, hot-cold, sweet-bitter, good-evil. So, in the early years, the child grows up freely, cheerfully, flawlessly in the arms of the mother, in the bosom of the family, is brought up, acquires the necessary knowledge and habits. Upbringing is up to five years, and the next is re-education, wrote the famous Russian pedagogue A.S. Makarenko. The correctness of this idea has been proven by many experts, great thinkers. Therefore, in recent years, special attention is paid to the system of preschool education in our country.

The human concept, on the other hand, has a relatively high status. A human-socialized person. He lives in the bosom of society, in harmony with it, respects and obeys all its laws, knows his rights and duties well. In man, sociality takes the lead. Jalaliddin Rumi (1207-1273), a well-known thinker, argued that when materiality exists, spirituality is its soul. The more society honors a person, the more a person honors him, serves him impartially. Spirituality is an invaluable intangible wealth. The supply of Marxism, which considered material to be primary, was in crisis. Spirituality has been proven to be primary. The first President of Uzbekistan I. Karimov in his classic "Invincible work of high spirituality" described in detail the essence, personal and social significance of spirituality. According to him, spirituality is a multifaceted concept that purifies a person spiritually, the incomparable power that invites the soul to glorify, the inner world of man, the strong will, the integrity of faith, the awakening of the conscience, is the criterion of all his views" (I. Karimov, 2011, p. 19).

The main factors that shape spirituality are considered to be "spiritual heritage, cultural riches, ancient historical monuments."

In conclusion, they say, "I think it would be appropriate to compare the material and spiritual worlds, which are necessary for the realization of human aspirations and conscious life, with the two wings of a flying neighbor." (I. Karimov, 2008. p. 67). From this we can conclude that in a capitalist person, spirituality should be an investment in a spiritual person.

¹ Sh.M. Address of Mirziyoyev to the Oliy Majlis of Uzbekistan dated 29.12.2020.

Results and discussion. As the honored cultural worker of Uzbekistan, poet Eshqobil Shukur said, if an investor sitting on the treasury does not have spirituality, he is like a venomous snake. In fact, material wealth alienates man from humanity. Well-known journalist Sultanmurod Olim notes that there are three sources of our national spirituality and relies on them (S.Olim, 1995, pp. 14-18)

1) Universal values. There have been such great scholars and thinkers in the history of mankind that the proverbs, teachings, wisdom and works they have left are useful and practical for us. We must preserve, enjoy, and use these historical masterpieces because we humans are their followers.

2) Islamic teaching is the second source of spiritual growth. Islam is the youngest, perfect, moderate way of life. In Islamic teaching, the human person is highly valued. Jesus is called God's caliph on earth. All the material blessings created are for man, and it is also man's duty to protect him like the apple of his eye. In the Qur'an, which is the program of Allah, the scholars say that 811 times it is a call to knowledge, 70 times to patience, 26 times not to be arrogant, that is, to be humble, 18 times to honor one's parents, and to serve. In the religious worldview, spirituality has always taken precedence over materialism. Our Prophet Muhammad a.v.s. Hadith Sharifs are sacred calls that lead a person to perfection. There are currently 7.8 billion people in the world, of which 1.6 billion are Muslims. We believers have a duty to know and adhere to Islamic values, because we are Muslims.

3) Uzbek national traditions are the third source. It is more accurate to call it national values. There is no future without historical memory, as the ancients said. There are so many bright figures in the history of the Uzbek people that it is impossible not to learn from them. The spiritual values created by the intellect and experience of our people are equal to gold. These values cover the pre-Islamic and post-Islamic centuries. Values such as greetings, respect for the elder, respect for the younger, justice, generosity, kindness, loyalty, sincerity, compassion, patriotism, generosity have become ingrained in the blood of the Uzbek people and have become a way of life. The personal examples of our ancestors make us happy, fill our hearts with pride. These majestic spiritual examples are intertwined with Islamic values. We must be loyal to them, we must follow them, because we are Uzbeks. This is humanity, not arrogance.

4) In our opinion, among the values mentioned above, there is another source of specific spiritual values that cannot be ignored. This fourth is family values that we all cherish. The family is a small community within a small state, neighborhood, community within a state. This small state has a king, a minister, members. It is a historical social monument, a stronghold. The family is a fortress that kings cannot enter without question. More than 100 nationalities live in Uzbekistan. Children are taught in seven languages in secondary schools. This means that the national composition of families is different, there are countless national centers. They live, study and work under the motto "Our Common Home of Uzbekistan".

And every family has its own values. On this basis, family members grow up, are brought up, grow up, become equal members of society. The family is the sacred center that delivers members to society. This means that the future of society is created directly in the family. That is why family values are so important, this sharp fact must never be forgotten. A person can take the first lessons in the family in such areas as spiritual, aesthetic, legal, political, economic. A free moderate policy in the family is required. Hard or soft, it is also not good to indulge. The most important thing is the talent of children, not to break their desires, to encourage them to choose a profession, a field. In the family, the father is the leader, the arrow root and support of the family, and the mother is the son of love, the main guardian and educator of the family. The conclusion that if the mother is educated in the family, all members of the family have higher education is not in vain.

In recent years, special attention has been paid in our country to family and mahalla institutions. Special creative schools, presidential schools are being introduced and practical measures are being taken to increase the talent of young people. We firmly believe that these practical measures will bear fruit in the coming years, justify the trust. It should not be forgotten

that a large proportion of the negative consequences that occur in our society today remain related to families. We want to continue to take measures to raise the prestige and prestige of the Uzbek family, to control the problems of each family. Spirituality is the sun of the soul, it motivates a person to vigilance, responsibility, perfection. Spirituality is a lamp to the heart. Through it we understand ourselves, we are connected with the great life, "Spirituality is the power of the people, society, the state" (Tulenov, Gafurov, 1997, p. 255). A leader of high spirituality, man turns him into a socially powerful force. As a result, it becomes a creative force, materializes, and ultimately allows the nation to rise. High spirituality cannot be achieved all at once. It is improved through reading, observation, and daily life experience. It is no coincidence that the saying, "The old man does not know what he knows." Usually "Enlightenment-ideology-spirituality-culture" is interpreted as a formula of spirituality. Spirituality has inner and outer edges. Spirituality is the inner (inner) and culture is the outer (outer) image. A civilized person is a beautiful, intelligent, faithful person with his inner world. Spirituality is a spiritual force that motivates man to humanity, to perfection. Evidence of this is the existence of our wise conclusion that man walks as he thinks.

The word tourism comes to us from the French language, which means to travel, to wander in our free time. In fact, there must be a number of conditions and opportunities for tourism. Factors such as family peace, economic opportunities, peace of the country outside of leisure time, environmental security are required. In 2020, due to the coronavirus pandemic, almost all organizations related to the tourism industry around the world were in crisis. This is an undeniable fact. So, first of all, tourism is in line with the needs of the family, the neighborhood, the existing social conditions in the country. The presence of a tourist culture in the family plays a leading role in this. It is required to be able to choose tourist places, to prepare for it, to choose clothes suitable for tourist conditions, to be ready for such things as behavior on the road, in hotels, restaurants, public events.

In our opinion, every tourist destination, historical monument has a spiritual tourism brand, that is, there are tourist benefits, interests, core. It would be correct to introduce such a concept. Understanding, understanding, enjoying it depends on the intellect and culture of the tourist. "Observation is a great talent," the literature says. It is necessary to take ashes from history, not ashes. That is, we need to learn useful, necessary lessons. After all, history is the mirror of the past, the master of the future.

Tourism is not for the faint of heart. So, in the conditions of domestic tourism, the tourist will be refreshed in all respects, his culture will rise, his worldview will expand, he will be ready for foreign tourism. Tourist culture requires keeping a notebook during travel. Because memory is unbelievable, it is forgotten to a certain extent. Exciting and sweet memories are always necessary for a person.

Uzbekistan has enough tourist facilities and architectural monuments created with natural and human intelligence to develop domestic tourism. Our country is located in the center of the Eurasian continent. 71% of it is desert plains, 29% is semi-desert, hills and mountains. The lowest part of this region is in the Mingbulak sediment in the center of the Kyzylkum, which drops to -12 meters above the world ocean level. The highest point is Hazrati Sultan peak in Surkhandarya region. It has an absolute height of up to 4688 meters. There are all kinds of natural deserts, mountains and man-made landscapes in this area. The area of specially protected areas exceeds 23.4 thousand km². (2008y) (State Reserves, Natural Nurseries, State National Parks, State Reserves and Natural Monuments). Special literature notes that there are more than four thousand tourist destinations in Uzbekistan. In fact, the number of such monuments is innumerable. In Bukhara region alone, there are more than 4,000 of them. Uzbekistan is a country with its own historical monuments, such as the "Seven Wonders". It is only necessary to know the ways to understand, comprehend, and enjoy their dignity and essence.

Each region is a world, it has no analogues, no repetitions, it has its own unique tourism brands. For example, in Bukhara region there are seven tourist destinations. The end of this journey ends with the Bahauddin Naqshband complex. So what kind of spiritual nourishment and benefits

will this be visiting brand give you? The following ideas are embodied in the tourism brand of this saint scholar.

1. Alloma is a historical figure. People from Bukhara lived and worked in 1318-1389. One of the great representatives of the Second Renaissance in Movarounnahr. Our Bahauddin Pir lived a pure, healthy lifestyle for seventy-one years. In fact, human life expectancy was very low during this period.

2. Encouraging people to acquire knowledge and become professionals on the basis of teacher-student principle. Non-professionals considered it a fruitless tree. His teacher was Sayyid Amir Mirkulol (1287-1370). Moderate behavior in life, that is, our Prophet Muhammad a.v.s. Not to allow one-sidedness, as they say (Qahhorova, 2005, p. 39).

3. Alloma as a progressive believer who opposed dervishes and kalandarism. The specific way of acquiring knowledge is called 9 arbain, i.e. nine forty days $9 \times 40 = 360$ days (one year) chilla in a specific, limited environment. Those who adhered to the condition of knowledge. Each student personally practiced the knowledge and procedures acquired by the murid. They themselves have written several works on Islamic supply. Those who exhorted and guided the people.

4. Thanks to Hazrat Bahauddin Naqshband, a small modern town was built in Kagan district of Bukhara region. In a clean, peaceful pilgrimage, life boils every day, its uniquely beautiful scenery, beautiful place shines. The intense passions, aspirations, satisfaction of tourists give people joy, pride and joy. Lessons learned from this shrine brand.

In order to implement domestic tourism, it is necessary to establish good family-neighborhood relations, because each family's problems, opportunities are good for the community. Solidarity in the neighborhood makes it possible to easily solve a number of social problems, strengthens the neighborhood. It is no coincidence that the child is told the wisdom of seven neighboring parents. Because children are well known by neighbors, they are somewhat aware of their manners. Harmony is the source of peace; it is a fact. "The neighborhood is a bright face of society and a mirror of conscience," said President Sh.M. In Mirziyoyev's speeches. There should be a list of citizens in the neighborhood who have the opportunity and inclination to domestic tourism. It is desirable to have a list of social groups of the population, ie young people, women, the elderly, the disabled. In addition, it is desirable that the neighborhood be in the forefront in the implementation of activities related to tourism. So, it is necessary to further strengthen family-neighborhood cooperation.

In conclusion, the following should be noted.

1. While it is necessary to develop tourism in the period of rapid development of our country, it is necessary to emphasize the development of domestic tourism. As mentioned above, it has many advantages.

2. In addition to its universal, religious and national values, there are family values in the promotion of our national spirituality, which play a decisive role in the promotion of our national values.

3. Every tourist place, historical monument has its own exemplary spiritual tourism brand. Understanding, comprehending, and enjoying it all depends on the intellect and culture of each tourist.

References.

1. Mirziyoev Sh.M. Address to the Oliy Majlis of the Republic of Uzbekistan. Tashkent, 29.12.2020.
2. Karimov I. High spirituality is an invincible force. Second edition Tashkent. Spirituality; 2011, 176 pages.
3. Karimov Ibrahim. Noosphere, geopolitics and ideology. Tashkent. Fan, 2007, 208 pages.
4. 96 classical philosophers. Jaloliddin Rumi. Tashkent. New Generation, 2009, pp. 208-210.
5. Sadriddin Salim Bukhari. Bahouddin Naqshband or seven pir. Tashkent, "Yangi asr avlodi" 2006, 24 pages.

6. Sultanmurod Olim. Spirituality is a responsibility. Tafakkur, №3-4, 1995, pages 14-18.
7. Tulenov J., G'afurov Z. Philosophy. Tashkent, "Teacher", 1997, 384 pages.
8. National encyclopedia of Uzbekistan. Volume 12 Tashkent, National Encyclopedia of Uzbekistan State Scientific Publishing House, 2006, 712 pages.
9. National report on the state of the environment and use of natural resources in the Republic of Uzbekistan. Tashkent, Chinor ENK, 2008, 288 pages.
10. Qahhorova Sh.B. Introduction to Philosophy. Tashkent, 2005, p.60.

УДК:330.2964

Зайиров Зайниддин Худайкулович

Кандидат экономических наук, доцент.

Навоийский государственный педагогический институт

lola_xalilova88@mail.ru

СФЕРА УСЛУГ И РОЛЬ КООПЕРАЦИИ В ЕЕ РАЗВИТИИ

Abstract. *The article deals with need, material need, the essence of the service industry, its specific laws, development problems, development trends, employment, transfer of industry enterprises to the economy, cooperation as a new form of economic management mechanism, the period of cooperative economy from the past to the present, development laws, principles and development factors, development problems and ways to overcome them.*

Key words: *Need, types of needs, service, types of services, cooperation, cooperative property, cooperative economy, individual labor activity.*

Аннотация. *Мақола эҳтиёж, моддий эҳтиёж, хизмат соҳасининг моҳияти, узига хос қонуниятлари, ривожланиш муаммолари, ривожланиш тенденциялари бандлик, соҳа қорхоналарини хўжалик ҳисобига кўчириш, хўжалик юритиш механизмининг янги шакли сифатида кооперация, кооператив хўжалиқнинг ўтмишидан бугунгача бўлган даври, тараққиёти қонуниятлари, тамойиллари ва ривожланиш омиллари, ривожланишидаги муаммолар ва бартараф этиш йўлларига бағишланади.*

Калим сўзлар: *Эҳтиёж, эҳтиёж турлари, хизмат, хизмат турлари, кооперация, кооператив мулк, кооператив хўжалик, яқка тартибдаги меҳнат фаолияти.*

Введение. В экономической литературе до переходного периода от административно - командной к рыночной экономике общим местом являлось утверждение о "все более полном удовлетворении" потребностей советских людей. Однако, практика конца 1980-х-начала 1990г.г. ставит под сомнениями этот тезис – постоянный и все усиливающийся дефицит товаров и услуг не только не содействует росту степени удовлетворения потребностей, но зачастую сдерживает само их развитие.

Тем не менее объективно действующий закон возмещения потребностей «пробивает дорогу» даже через дефицит.

Потребности человека развиваются вместе с развитием средства удовлетворения, т.е. одновременно с процессом совершенствования самих товаров и услуг, который, в свою очередь, находится под постоянным воздействием научно-технического прогресса. Причем в процессе развития потребности усложняются, проявляются новые, более прогрессивные и сложные.

Затем по мере проявления еще более совершенных и сложных товаров и услуг потребность в прежних товарах (услуг) начинает постепенно угасать, заменяясь потребностью в новых, отличающихся улучшенными потребительскими свойствами.

Однако, на каждом этапе общественного развития потребности в конкретных услугах ограничены тем набором услуг, который необходим для разумного потребления.