

Cultural background of tourists visiting Uzbekistan

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ABSTRACT: The article provides information about Cultural background and diversity of tourists and their beliefs, values, stereotypes, and rules, characterizing the members of a society and differentiating it from other societies. Main factors of tourists' behavior were released and counted.

KEYWORDS: culture, habits, factors, cultural differences, behavior, consumer, tourist, purchase, values, tourism product, beliefs.

Travel consumer behavior seeks to study the cultural background of tourists behavior pre-purchase phase, purchase phase, and post purchase phase. Each people visiting Uzbekistan has their own colorful behavior that has been developing over the past thousands of years. Customers' culture and their habits even reflected while they travel. In tourism industry every country hosting the tourists takes into consideration tourists' habit background and origin to meet their requirements. Visitors' culture reflects traditions, values, norms and behavior. So consumers must not be just an asset for a country but also an important parameter while treating them.

Consumer behavior deals with the study of buying behavior of consumers. Consumer behavior helps us understand why and why not an individual purchases goods and services from the market

The study of culture is the study of all aspects of a society. It is the language, knowledge, laws, and customs that give society its distinctive character and personality. In the context of consumer behavior, culture is defined as the sum total of learned beliefs, values, and customs that serve to regulate the consumer behavior of members of a particular society. Beliefs and values are guides for consumer behavior; customs are unusual and accepted ways of behaving.

The impact of culture is so natural and ingrained that its influence on behavior is rarely noted. Yet, culture offers order, direction, and guidance to members of society in all phases of human problem solving. Culture is dynamic, and gradually and continually evolves to meet the needs of society.

The tourists' perceptions of those who take care of them during their holiday may enhance tourists' holiday experiences or discourage them from repeat visitation. These perceptions are

extremely important, particularly to Asian tourists. As Dimanche (1994) noted, marketers need to know more about how cultural differences affect tourist behavior. The influence of cultural differences on destination perceptions and the local people who have direct contact with tourists is of particular significance.

As David Champion reminds us in HBR , it's important to remember that everything in cultural diversity is relative . A German might feel that Italians lack punctuality in time, but Italians will feel the same way about people from India. So always it must be considered people's cultural position relative to their customer's. (Pascal, 2016)

The cultural differences between international tourists and service providers may affect their social experiences and, consequently, satisfaction with each other.

Consequently, by understanding cultural differences, local providers can develop and offer new cultural features of a tourism product, which is value added to the core product. It is very important for a tourist destination like Uzbekistan to

educate its tourism industry employees about the cultural background of its international visitors.

As Riley (1995) noted, tourist and host behavior could, therefore, be explained within the context of the service encounter. The cultural differences between international tourists and service providers may affect their social experiences and, consequently, satisfaction with each other. Consequently, by understanding cultural differences, local providers can develop and offer new cultural features of a tourism product, which is value added to the core product.

An individual tends to discuss with his immediate family members before purchasing a particular product or service. Family members might support an individual's decision to buy a particular product, stop him for purchasing it or suggest few other options.

Family comprises of:

- Parents
- Siblings
- Spouse
- Grandparents
- Relatives (Cousins/Aunts, Uncles etc.)

What an individual imbibes from his parents becomes his/her culture. In countries like India, where children are supposed to stay with their parents till the time they get married, the influence of parents on an individual's buying decisions cannot be ignored. What he sees from his childhood becomes his habit or in other words lifestyle.

Uzbekistan has a great potential to attract and have more and more tourists with different cultural background year by year.

So everyone coming to Uzbekistan has their own interests and joy. To meet these requirements tour managers should pay attention to their nationality, needs, interests, values, religions. The thing which is valuable or appreciated in Asian countries may not have its meaning in European countries. That is why; treating them also differs in some way.

Fascinating cultural and educational tour will acquaint tourists with the ancient history and culture of Uzbekistan, the world-famous ancient monuments cities of the country – Tashkent, Samarkand, Bukhara, Shakhriyabz, Khiva, Termez, Fergana, etc.

Travel to the ancient cities of Uzbekistan, with its unusual architecture, historical, architectural and archaeological sites, antique shops and numerous craft shops will leave anyone

an unforgettable experience. Tourists from any country with any cultural background will be pleased with unique beauty of Uzbekistan.

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