

MOTIVATION FACTORS THAT INFLUENCE ON TOURIST'S DECISION FOR SHOPPING TOURISM IN CASE OF (BUKHARA) UZBEKISTAN HOMEMADE SILK CARPET AS NATIONAL SHOPPING PRODUCT

МОТИВАЦИОННЫЕ ФАКТОРЫ, ВЛИЯЮЩИЕ НА РЕШЕНИЕ ТУРИСТА О ШОПИНГ-ТУРИЗМЕ НА ПРИМЕРЕ БУХАРСКОГО ШЁЛКОВЫ КОВРА УЗБЕКИСТАНА КАК НАЦИОНАЛЬНОГО ШОПИНГ-ПРОДУКТА
(BUKHORO) IPAK GILAMI MILLIY MAHSULOTI SIFATIDA TURISTNING SHOPPING TURIZMI UCHUN O'ZBEKISTONGA TASHRIF BUYURISH QARORIGA TA'SIR ETUVCHI MOTIVATSION OMILLAR

Abduraxmonov Shoxruh

E-mail: abdurahmonovshoxruh82@gmail.com,

ORCID: 0009-0008-5901-653X

Abstract: Travelers who intend to bring something home as a souvenir from their journey decide to go shopping while on their trip. Many locals believe that handicrafts and arts are popular forms of souvenirs among tourists. The presence of different cultural attractions, handicrafts, historical sites and monuments in the Bukhara region may be one of the most important factors attracting tourists to Uzbekistan. From the perspective of variety of production incorporating as many as creative fields, Uzbekistan handicrafts is one of the leading and prominent levels of comparison to those of the other nations in the globe. The purpose of this study was to identify the motivational factors that influence visitor decisions for shopping tourism in the case of Bukhara handmade silk carpets.

Аннотация: Путешественники, которые собираются привезти домой что-то на память из путешествия, решают отправиться за покупками во время поездки. Многие местные жители считают, что изделия ручной работы и искусства являются популярными сувенирами среди туристов. Наличие различных культурных достопримечательностей, ремесел, исторических мест и памятников в Бухарской области может быть одним из важнейших факторов, привлекающих туристов в Узбекистан. С точки зрения разнообразия производства, включающего в себя столько же творческих направлений, ремесла Узбекистана являются одним из ведущих и выдающихся уровней по сравнению с ремеслами других народов мира. Целью данного исследования было выявление мотивационных факторов, влияющих на решения посетителей о шопинг-туризме на примере бухарских шелковых ковров ручной работы.

Annotatsiya: Turistlar sayohatdan qaytganda esdalik sifatida uyiga biror narsa olib kelmoqchi bo'lganda sayohat vaqtida biror narsa xarid qilishga qaror qilishadi. Ko'pgina mahalliy aholi hunarmandchilik va san'at mahsulotlari sayyohlar orasida

mashhur suvenir turlari ekanligiga ishonishadi. Buxoro viloyatida turli madaniy diqqatga sazovor joylar, hunarmandchilik buyumlari, tarixiy obidalar va meroslarning mavjudligi O‘zbekistonga sayyohlarni jalb qiluvchi muhim omillardan biri bo‘lib xizmat. Ishlab chiqarishning xilma-xilligi nuqtai nazaridan ijodkorlik yo‘nalishlarini o‘zida mujassam etgan holda, O‘zbekiston hunarmandchiligi dunyoning boshqa xalqlari bilan solishtirganda yetakchi va ko‘zga ko‘ringan darajalardan biridir. Ushbu tadqiqotning maqsadi Buxoroning qo‘lda ishlangan ipak gilamlari misolida shopping turizmiga tashrif buyuruvchilarning qarorlariga ta'sir etuvchi motivatsion omillarni organishdan iboratdir.

Key words: traveler, shopping tourism, tourist motivation, silk carpet, souvenir, artisans.

Ключевые слова: путешественник, шоппинг-туризм, туристская мотивация, шелковый ковер, сувенир, ремесленники.

Kalit so‘zlar: turist, shopping turizmi, turist motivatsiyasi, ipak gilami, yodgorlik, hunarmandlar.

Introduction.

Tourism is one of the world's largest industries and generator of earnings. Tourism as an economic growth component, and in some other regions, industrial development has resulted in the success of other economic sectors in those regions [1]. As a result, enforcing and supporting the interaction between the tourist industry and other economic sectors strengthens the economy. President of Republic of Uzbekistan Shavkat Mirziyoyev Miromonovich addressed to the “Oliy Majlis”, the President offered ideas for the growth of the tourism industry. In order to execute these ideas in line with the President's Decree of January 5 in 2019 and the Concept for Development of the Tourism Sector in Uzbekistan for 2019-2025 was adopted, as was a list of prospective projects for hotel organization by the President's decree. In 2017, about 2.7 million travelers visited Uzbekistan and by the year of 2018 the number of arrived tourists exceeded more than 5.3 in Uzbekistan. It is projected to expand the number of international tourists to 7 million by 2025, as well as the yearly income from tourism service exports to up to 2 billion USD [2]. Undoubtedly, most tourists want to bring home some keepsakes from their vacation, so they opt to go shopping. Shopping Tourism is a relatively new term that is described as a modern kind of tourism performed by persons for whom the acquisition of commodities outside their area of residence is a decisive element in their decision to travel (World Tourism Organizations) [4]. Shopping tourism is presently one of nations' primary strategy lines for promoting sustainable and quality tourism [5-6-7-8]. This tourism creates and distributes money equitably, is environmentally sustainable, and has a good influence on the environment [9]. It has a significant economic and employment impact on the towns and nations where it occurs, and it promotes deseasonalization and

diversification [10]. Business tourism has a significant influence on employment and economic growth in the countries, making it a critical strategic tourism sector [11]. National and traditional handicrafts, arts are two of the most prevalent examples of souvenirs. The presence of diverse creative attractions and handicrafts along historic sites and monuments in Bukhara contributes to the country's appeal to tourists. Bukhara region traditional handicrafts are regarded as among the best in Uzbekistan, with all products being exported in large quantities to the United States and other parts of the world. This variety reveals a lot about the history and evolution of silk carpets in Uzbekistan, including manufacturing processes, layouts, symbols and colors. Uzbek traditional silk carpets and floor coverings such as *palos*, *kigiz*, *namat*, *xurjun*, and carpets manufactured by girl's hand or special machine at home using horizontal or vertical looms and

wool, silk, hemp, cotton, and other threads. These human made silk carpets are beneficial for protecting the floor from dirt and muck, beautifying room design, and also helping to boost room temperature during cold weather [3,6,7,8,12]. Uzbeks are well-known for their highly developed artistic workmanship, which can be observed in their carpets, which are often woven in cotton, silk, or wool thread in a variety of colors and in line with pre-designed designs.

Research problem and objectives.

Today's world, whatever integrity of artistic and cultural qualities is significant and defensible when it has an economic standing and rationalization, and perhaps fortunately, one of the various types of artistic phenomena is carpet, which has a significant impact on our country's economy by virtue of its traditional and native characteristics [4]. Bukhara silk carpets and rugs play an important part in handicrafts because of its historical and ornamental characteristics, as well as their constancy of consumption. Handmade carpet is one of the handicrafts that has provided employment for many Iranians, particularly rural. More than ten million people engage in carpet sales in both domestic and international markets, and carpet weaving employs almost one-third of the country's active labor force. The role of purchasing items as a tourist activity in the retail business is growing. Although purchasing is not the primary reason for traveling, it is a significant component in a tourist's experiences. One-third of a tourist's trip costs are spent on purchases [4]. Tourist buying activity in less-developed nations is significant in enticing visitors due to cheap product prices [5-6]. Textile handicrafts and comparable things, such as carpets and silk fabrics, are popular purchases among travelers.

The following criteria are effective in persuading tourists to buy textile handicrafts in touristic areas:

1. Reasonable and cheap purchase silk carpet.
2. Better quality handicrafts instead of buying.
3. Design and color, shape, size beauty.

4. Have faith in the product's validity.
5. Have faith in handicraft seller promotion.

The main objectives of the research listed below.

1. *To evaluate the most relevant elements and attitudes of tourists purchasing in Bukhara for Uzbek handmade silk carpets.*
2. *To identify the pricing, size, color, and design of silk carpets that influence tourist purchasing.*

Literature review and methodology.

Improved knowledge on the trends and elements that influence retail visitors' behavior provides chances for the city's tourism business [12]. On the one hand, it enables for better sales and expenditure planning [9], and on the other, it acts as a foundation for promoting alternative places of attraction, space creation, and city brand development [12]. As a result, a new strategic line arises for regions whose attraction might be based on retail tourism [12]. These are often cities or localities with a pleasant environment distinguished by historical or natural elements located along tourism routes, in tourist destination areas, or near metropolitan centers. They vary from metropolitan companies and shopping centers, however, in that they have specialized retail trade and a unique environment [10]. These connections between shopping and tourism are based on a review of the literature and some empirical findings that link shopping as a tourist attraction [9]. In this regard, there are several particular programs to promote cities as shopping tourist destinations, both in the city center and in outlying locations, the majority of which are based on Madrid and Barcelona, since both are ranked second among the finest European cities for shopping. Destinations must have a high level of knowledge about the socioeconomic profile of tourists, their main motivations for traveling, and their choice of destination in order to develop strategies, especially because this knowledge can influence the competitive capacity of tourist destinations as shopping destinations [11].

Method of this study is Secondary data such as articles, books, reports, and journal publications were employed to acquire information for the literature review section of this thesis. In this study, a quantitative research technique was employed to convert information into numbers and quantities, which were then statistically examined. Quantitative research is more systematic and formalized [12]. In this thesis, many characteristics that arose from the literature study are empirically examined to see how effective they were in the adoption process. Because all of the data are given numerically and statistical analyses have been performed, a quantitative approach is deemed appropriate for this study. The statistical universe consists of a collection of all conceivable scales or recorded data, as well as information about the overall number of units we wish to subtract. The study object is society, and acquiring data implies getting results about society [12]. In a nutshell, the statistical universe encompasses all actual or virtual members, a collection of persons, events, and objects to whom the

researcher applies his or her results. In this study, inter4view was obtained from 30 international visitors who visited Bukhara and mentioned the notable carpet stores.

Findings and discussion.

The gender of tourists was addressed in this study, which indicated that 20 and 10 of them were male and female, respectively, and that they answered from various nations such as Germany, France, China, and Japan. The majority of those who responded were above the age of 30. The interview visitors work in various industries such as education, business, and a few are retired. The following are the findings of the study: The attitude of visitors shopping is influenced by salesmen's promotion. Bukhara's Uzbek silk carpet. The quality of the carpet impacts the buying mentality of travelers. Bukhara's Uzbek silk carpet. The cost of a carpet has little bearing on the purchasing habits of travelers. Isfahan's Uzbek silk carpet. The attractiveness of a carpet impacts the purchasing habits of travelers. Bukhara's Uzbek silk carpet. Washed and fluffed up sheep or camel wool is spattered with water and uniformly put over a reed mat or similar ready-made felt mat. The work piece is folded into a giant roll, secured with a rope, and several women roll it up with their feet, tossing and shaking it. After some time, the roll is unfolded, the damped felt is wetted with water, coiled on a wooden circular bar, then staggered again until ready. The nicest spring wool from flat sheep was chosen to manufacture the carpet yarn. The filaments were spun using only the longest and finest fibers. Indeed, the density of the carpet has historically influenced its worth. The greatest Uzbek carpets, made from the finest threads, have thousands of knots per square decimeter. The Uzbek carpet weaving method is time-consuming, precise, and demanding. It necessitates perseverance, assiduousness, attentiveness, as well as quickness and precision in the hands. An experienced expert worker securely clamps the metal line with a hook and tightly clogs it, making it impossible to follow the flashing of quick hands. Because males rarely work at such a fast speed, carpet weaving has traditionally been and continues to be a domestic women's activity. Women pass on their art from mother to daughter by setting a good example. Craftswomen's ornaments for Uzbek silk rugs had a magical meaning several centuries ago. They're inspired by stylized botanical and zoomorphic designs, as well as magic symbols and totem signs.

Conclusion.

Tourism is becoming an increasingly appealing choice for expanding local commercial activity, while retail commerce may be an active opportunity for the city to establish itself as a preferred destination. Tourism, with adequate planning, may contribute to the solution of cities' economic difficulties by assisting in the avoidance of municipal business closures, which hasten city depopulation and causes economic losses for families' economics. As a result, the idea of tourist purchases develops relevance and is described as an activity in which visitors purchase products while on vacation. Given all of the variables required to promote a city as a tourist shopping

destination, it is necessary to develop joint strategies involving all local agents, such as traders and their associations, and local institutions to develop strategies to position cities internationally as a tourist shopping destination, relating to the commercial management of retail establishments in Uzbekistan and aimed at promoting quality and sustainable shopping tourism.

References

1. Albayrak, T., Caber, M., and Çömen, N. (2016). Tourist shopping: the relationships among shopping attributes, shopping value, and behavioral intention. *Tour. Manage. Perspect.* 18, 98–106. doi: 10.1016/j.tmp.2016.01.007
2. Alegre, J., and Cladera, M. (2012). Tourist characteristics that influence shopping participation and expenditures. *Int. J. Cult. Tour. Hospital. Res.* 6, 223–237. doi: 10.1108/17506181211246375
3. Chang, J., Yang, B. T., and Yu, C. G. (2006). The moderating effect of salespersons' selling behaviour on shopping motivation and satisfaction: Taiwan tourists in China. *Tour. Manage.* 27, 934–942. doi: 10.1016/j.tourman.2005.06.001
4. Chang, K. C. (2014). Examining the effect of tour guide performance, tourist trust, tourist satisfaction, and flow experience on tourists' shopping behavior. *Asia Pacific J. Tour. Res.* 19, 219–247. doi: 10.1080/10941665.2012.739189
5. Choi, M. J., Heo, C. Y., and Law, R. (2016b). Progress in shopping tourism. *J. Travel Tour. Market.* 33, 1–24. doi: 10.1080/10548408.2014.969393
6. Choi, M. J., Law, R., and Heo, C. Y. (2016a). Shopping destinations and trust - Tourist attitudes: Scale development and validation. *Tour. Manage.* 54, 490–501. doi: 10.1016/j.tourman.2016.01.005
7. Choi, T.-M., Liu, S.-C., Pang, K.-M., and Chow, P.-S. (2008). Shopping behaviors of individual tourists from the Chinese Mainland to Hong Kong. *Tour. Manage.* 29, 811–820. doi: 10.1016/j.tourman.2007.07.009
8. Christiansen, T., and Snepenger, D. J. (2002). Is it the mood or the mall that encourages tourists to Shop? *J. Shopp. Cent. Res.* 9, 7–26. Available online at: http://173.254.37.135/JSCR/IndArticles/Christiansen_N102.pdf
9. Coca-Stefaniak, J. A., Parker, C., Quin, S., Rinaldid, R., and Byrom, J. (2009). Town centre management models: a European perspective. *Cities.* 26, 74–80. doi: 10.1016/j.cities.2008.12.001
10. Cohen, S. A., Prayag, G., and Moital, M. (2014). Consumer behavior in tourism: concepts, influences and opportunities. *Curr. Issues Tour.* 17, 872–909. doi: 10.1080/13683500.2013.850064
11. Coles, T. (2004). "Tourism, shopping, and retailing: an axiomatic relationship?" in *A Companion to Tourism*, eds A. A. Lew, C. M. Hall, and A. M. Williams (Blackwell Publishing Ltd.), 360–373. doi: 10.1002/9780470752272.ch29
12. Marzieh Yazdani. (2008). Tourist shopping attitude. Master thesis. pp. 1-20