



**TYPES OF EXCURSIONS AND THEIR IMPACT
ON RECREATIONAL TOURISM**

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Abstract: *This article discusses effective ways to improve the quality of tourist services. One of the important factors in the development of the modern tourism industry is increasing the level of service and creating comfortable conditions for tourists. The article provides recommendations for the effective organisation of excursion services. Special attention is also paid to the issues of diversifying tourist products, introducing digital technologies, and strengthening international marketing strategies. The recommendations presented in the article will help increase the competitiveness of the tourism industry in Uzbekistan and attract foreign tourists.*

Keywords: *tourist services, excursion services, recreational excursions, diversifying tourist products.*

Introduction

Recreational tourism is aimed at ensuring physical and mental relaxation of a person, creating opportunities for travelers to improve their health and relax. Excursions are an integral part of this process, allowing tourists to engage in cultural, historical, environmental and sports activities. Excursions are one of the main components of recreational tourism, through which people achieve such goals as physical recovery, mental relaxation, gaining knowledge and cultural experience, and forming an ecological vision. For example, visiting mountainous areas, national parks, or seaside can help tourists improve their health. Excursions to art museums, historical sites, and spiritual centers can reduce stress and fatigue and relieve mental fatigue. During an excursion to a particular country or place, tourists have the opportunity to get acquainted with the national culture, history, and traditions of that place. Nature reserves and ecological excursions encourage the preservation of nature.

These excursions promote physical fitness, mental well-being, and social interaction, highlighting the importance of outdoor experiences in recreational activities.[1]

Excursions serve a vital recreational role by fulfilling spiritual, aesthetic, and informational needs. They enhance knowledge of the world, foster creative thinking, and provide practical insights into various fields, contributing to a well-rounded education for students.[2]

Recreational excursions served as instruments for political upbringing, education, and cultural integration, aiming to enhance political literacy, promote socialist values, and



facilitate connections between urban workers and rural communities, while also providing knowledge and skills applicable to everyday life.[3]

The primary purposes of recreational excursions beyond leisure include gaining new knowledge and impressions, utilizing scientific methods of cognition, and enhancing attention through active engagement with the environment, which promotes better information assimilation and lasting memories.[4]

The role of excursions in recreational tourism is reflected in the following:

1. Health and recreation in the lap of nature, that is, ecological excursions, allow tourists to be in the fresh air and relax in a natural environment. When excursions are organized in sanatoriums and resort areas along with medical services, the health effect is enhanced.

2. Excursions provide an opportunity for cultural and educational recreation. Excursions to historical monuments and cultural heritage sites broaden the worldview of tourists. Social communication develops through acquaintance with local customs and national traditions.

3. Sports and active recreation. Mountaineering, trekking, extreme tourism and cycling routes are important parts of recreational tourism. Active tourism is beneficial for the human body and has a long-term positive effect.

4 . Excursions play an important role in the development of the local economy, as they contribute to the creation of new jobs and the development of entrepreneurship. In regions with a developed tourism industry, excursions serve to preserve and promote cultural heritage.

1.Cultural and educational excursions:

Visit historical monuments and museums
Learning about local culture and traditions

1.Wellness excursions:

Yoga, meditation and nature relaxation programs
Excursions to climatic therapeutic areas

1.Ecological excursions:

Tours to biosphere reserves and national parks
Nature observation in forest and mountain areas
Eco-tours and principles of sustainable tourism

Gastronomic excursions:

Getting acquainted with local cuisine and cooking traditions
Tasting wines and national drinks
Getting acquainted with farms and organic food products



Fig-1. The main types of excursions and their features

The organization of excursions has several positive effects on recreational tourism. For example, it has an impact on physical and mental health, harmony with the natural environment, and the formation of environmental awareness. Mountain trips, hiking tours, ecological routes, and sports-based excursions help to strengthen the physical health of tourists. The Zamin Mountains, called the "Switzerland" of Uzbekistan, have clean air, high mountains, and dense fir forests. There is an opportunity to organize excursions for tourists not only to the Zamin Mountains, but also to the "Hisor" mountain ranges in the Kashkadarya region, the "Zarafshon" mountains of the Samarkand region, the Ugam mountains of the Tashkent region, and other majestic mountains in Uzbekistan, which are no less attractive.

To effectively organize excursions, the first thing to do is to determine the composition. For example, it is important to study the age, gender, and desires of tourists. Tourists can be students, pupils. Or, they can be foreign tourists and employees of the organization. If the excursion is for foreign tourists, they will certainly be interested in the history, culture, traditions, and values of our country. The organizational aspects of this excursion can be seen in the table below:

Table- 1. *Technical and organizational aspects*

Transport	Rent a bus or minibus (depending on the scale of the excursion)
Guide and conductor	Attracting experts who are well-versed in history and culture
Excursion materials	Prepare a guide, maps, or audio guide for participants.
Eating	Creating opportunities to experience local restaurants or national cuisine
Safety and medical care	There must be a group leader and a first aid kit.

For foreign tourists visiting Uzbekistan, excursions are organized to places that reflect the culture and traditions of our country, such as handicrafts, workshops, and historical cities. For foreign tourists visiting Uzbekistan, excursions are organized to places that reflect the culture and traditions of our country, such as handicrafts, workshops, and historical cities.

To increase the number of foreign tourists visiting Uzbekistan, it is necessary to improve the quality of tourist services, create special advertisements that reflect national hospitality and historical treasures, and actively advertise the tourist potential of Uzbekistan on social networks.





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