



TRADITIONAL UZBEK ETHNOSPORTS AS A TOOL FOR SUSTAINABLE CULTURAL HERITAGE PRESERVATION IN THE ERA OF GLOBALIZATION

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Annotatsiya

Globalization has significantly influenced cultural traditions, social values, and lifestyle patterns across the world. While globalization creates opportunities for intercultural communication and technological advancement, it also poses challenges to the preservation of national identities and traditional cultural practices. Traditional sports and games represent an important component of intangible cultural heritage and play a crucial role in maintaining cultural continuity. This study examines the significance of traditional Uzbek ethnospots as a tool for sustainable cultural heritage preservation in the era of globalization. The research is based on the analysis of scientific literature, historical sources, ethnographic materials, and contemporary studies related to ethnospot and cultural heritage. The findings indicate that traditional Uzbek ethnospots contribute to the preservation of cultural identity, the transmission of national values, the promotion of social cohesion, and the development of physical and moral qualities among young people. Furthermore, ethnospots create opportunities for cultural tourism, international cooperation, and intercultural dialogue. The study concludes that systematic support for traditional sports through educational institutions, cultural organizations, and governmental initiatives is essential for ensuring the sustainability of cultural heritage in modern society.

Kalit so'zlar: ethnospot, traditional sports, cultural heritage, Uzbekistan, globalization, cultural identity, traditional games, sustainable development, youth education, intangible cultural heritage.

Introduction

The preservation of cultural heritage has become one of the most important challenges facing contemporary societies. Rapid globalization, urbanization, technological development, and cultural integration have transformed social structures and lifestyles, creating both opportunities and risks for traditional cultural practices. Among the various components of cultural heritage, traditional sports and games occupy a unique position because they combine physical activity, cultural expression, social interaction, and historical continuity.

Traditional Uzbek ethnospots have evolved over centuries and reflect the customs, values, beliefs, and way of life of the Uzbek people. These sports emerged

within specific historical, geographical, and cultural contexts and have been transmitted from generation to generation through family traditions, community activities, and cultural celebrations. They represent not only forms of physical competition but also important mechanisms for preserving collective memory and national identity.

Ethnosport is increasingly recognized as an important element of intangible cultural heritage. Traditional sports serve as living cultural practices that embody historical knowledge, social norms, and ethical values. In many societies, ethnosport contributes to cultural sustainability by maintaining connections between past and present generations.

Uzbekistan possesses a rich tradition of ethnosport activities. Traditional forms such as Kurash, Kupkari, horse games, archery, traditional wrestling, and various folk games continue to occupy an important place in cultural life. These activities are closely associated with national celebrations, festivals, and community events, providing opportunities for cultural transmission and social integration.

In recent years, increasing attention has been devoted to promoting traditional sports at national and international levels. Ethnosport festivals, cultural exhibitions, and international competitions have contributed to raising awareness about the importance of preserving traditional sporting heritage. Such initiatives demonstrate the growing recognition of ethnosport as both a cultural and educational resource.

The purpose of this study is to analyze the role of traditional Uzbek ethnosports in preserving cultural heritage and promoting sustainable cultural development in the context of globalization.

Materials and Methods

This research employed qualitative methods based on the analysis and synthesis of scientific literature, historical documents, ethnographic studies, and international reports concerning ethnosport and cultural heritage preservation.

The study examined academic publications related to traditional sports, cultural identity, youth education, and heritage conservation. Comparative and descriptive methods were used to identify the educational, social, and cultural functions of traditional Uzbek ethnosports.

Theoretical analysis focused on the relationship between ethnosport and sustainable cultural development. Particular attention was paid to the role of traditional sports in preserving national identity, transmitting cultural values, and supporting social cohesion among younger generations.

Results

Traditional Uzbek Ethnosports as Cultural Heritage

Traditional sports constitute an integral component of Uzbekistan's cultural heritage. They reflect centuries of historical experience and embody the values that have shaped Uzbek society. Through participation in traditional sports, individuals become connected to cultural traditions and historical narratives that define their collective identity.

Among the most significant traditional sports in Uzbekistan is Kurash, which has gained international recognition as a symbol of national culture. Kurash promotes values such as fairness, courage, respect, and honor. Similarly, Kupkari represents a

unique equestrian tradition that demonstrates physical endurance, strategic thinking, and collective cooperation.

Traditional games performed during cultural festivals and community celebrations serve as important mechanisms for preserving local customs and strengthening social relationships. These activities contribute to cultural continuity by ensuring that traditional knowledge remains relevant and accessible to younger generations.

Ethnosport and Cultural Identity

One of the most important functions of ethnosport is the preservation and strengthening of cultural identity. In contemporary society, young people are increasingly exposed to global cultural influences through media, technology, and international communication. While such exposure provides valuable opportunities for learning and interaction, it may also reduce engagement with local traditions.

Participation in traditional sports enables young people to develop a stronger connection with their cultural roots. Through ethnosport activities, participants acquire knowledge about historical traditions, national values, and cultural practices. This process contributes to the formation of cultural awareness and strengthens feelings of belonging to the national community.

Traditional sports also serve as symbols of national pride. International ethnosport competitions provide opportunities for countries to showcase their cultural heritage while promoting positive images of national identity.

Educational Significance of Ethnosport

Traditional sports possess considerable educational value. Participation in ethnosport activities promotes the development of physical abilities, social skills, and moral qualities. Traditional games encourage cooperation, discipline, responsibility, perseverance, and respect for others.

Educational institutions can utilize ethnosport as a pedagogical tool for promoting holistic development. By incorporating traditional sports into physical education programs, schools and universities can provide students with opportunities to engage in meaningful cultural experiences while improving physical fitness.

Ethnosport also contributes to informal learning processes. Cultural festivals, community events, and traditional competitions create environments where knowledge is transmitted through observation, participation, and social interaction.

Ethnosport and Sustainable Development

Sustainable development involves preserving cultural resources for future generations while ensuring their continued relevance in contemporary society. Traditional sports contribute to cultural sustainability by maintaining living traditions and supporting intergenerational communication.

The development of ethnosport can also contribute to economic sustainability through cultural tourism. Traditional sporting events attract visitors, promote local traditions, and create opportunities for community development. Cultural tourism associated with ethnosport strengthens local economies while simultaneously preserving cultural heritage.

Furthermore, ethnosport promotes social sustainability by fostering community participation, social inclusion, and intercultural dialogue. Traditional sports create

opportunities for individuals from different backgrounds to interact, cooperate, and develop mutual understanding.

Discussion

The findings of this study demonstrate that traditional Uzbek ethnospports represent far more than recreational activities. They function as important cultural institutions that contribute to identity formation, value transmission, and social cohesion.

The growing international interest in ethnospport reflects broader concerns regarding cultural preservation in an increasingly globalized world. Traditional sports provide practical mechanisms for safeguarding intangible cultural heritage while simultaneously supporting physical activity and educational development.

The integration of ethnospport into educational systems offers significant opportunities for strengthening cultural awareness among young people. Educational programs that incorporate traditional sports can contribute to the development of culturally informed citizens who appreciate both national traditions and global diversity.

Governmental institutions, cultural organizations, and educational establishments should collaborate in developing comprehensive strategies for ethnospport promotion. Such strategies may include curriculum development, cultural festivals, research initiatives, and international cooperation programs.

Conclusion

Traditional Uzbek ethnospports play a vital role in preserving cultural heritage and promoting sustainable cultural development in the era of globalization. They serve as important mechanisms for transmitting historical knowledge, cultural values, and social traditions from one generation to another.

The study demonstrates that ethnospport contributes to the development of cultural identity, physical fitness, social responsibility, and intercultural understanding. Traditional sports also support educational objectives, community development, and cultural tourism initiatives.

The preservation and promotion of traditional Uzbek ethnospports should therefore be considered a strategic priority for cultural policy, educational development, and heritage conservation. Through coordinated efforts involving governmental institutions, educational organizations, and local communities, ethnospport can continue to serve as a powerful instrument for safeguarding cultural heritage while contributing to the sustainable development of society.

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