

## PHRASES IN THE DEVELOPMENT OF TOURISM AND TOURIST CULTURE

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Article Info	ABSTRACT
<p><b>Article history:</b> Received Jul 21, 2024 Revised Jul 20, 2024 Accepted Aug 10, 2024</p> <p><b>Keywords:</b> Cultural tourism, Thomas Cook, Sustainable tourism, COVID-19 pandemic, Tourism infrastructure, Private tourism enterprises, Cultural diversity, Inclusivity</p>	<p>This article provides a concise exploration of cultural tourism in Uzbekistan, examining its historical roots and contemporary significance. Through evidence-based insights and recommendations, it offers a roadmap for policymakers and stakeholders to foster sustainable growth while preserving Uzbekistan's cultural heritage. It serves as a valuable resource for understanding and advancing cultural tourism initiatives in the region.</p> <p style="text-align: right;">This is an open-access article under the <a href="https://creativecommons.org/licenses/by/4.0/">CC-BY 4.0</a> license.</p> 

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### INTRODUCTION

Cultural tourism differs from other tourism destinations in that it includes visits to historical, cultural, or geographical attractions. Cultural tourism is the most widespread type of tourism. The main purpose of such trips is to get acquainted with tourist attractions, historical monuments, architecture, art, natural and ethnic features, folk crafts, historical and modern life, and the ethnographic culture of your people. The history of tourism dates back to the beginning of the 19th century. Initially, organised tourism from England to France was organised in 1815. Thomas Cook, an English clergyman who is considered the founder of tourism, founded the 1st Railway Tourism Company in 1843. After that, he founded his own private travel company, and in 1866, the first tour groups

were sent to the United States. In the east, the Arab traveller Ibn Battuta, starting his journey at the age of 21, travelled on foot to almost all the countries of the East and North Africa.

The first tourist trips to Transoxiana intensified under Amir Temur and the Timurids. Amir Temur maintained constant relations with the French King Charles VI and the English King Henry IV. His ambassador arrived in Paris in 1403. Spanish Clavijo's book "The Life and Work of Temur the Great" reflects the social life in Transoxiana and the desire of tourists to visit the state of Temur.

It can also be said that cultural tourism can be considered not only as one of the types of tourism but also as an export strategy for the development of the cultural sphere of the city in close connection with the development of the urban area. The term "cultural tourism" appeared relatively recently—in the 80s of the XX century—and came from so-called "historical tourism" a phenomenon that, for many reasons, has become very popular all over the world since the 70s of the XX century. Since then, we have interpreted cultural heritage as historical, military, literary, and artistic, and although the term "cultural tourism" includes getting to know all the sights, we see that it is more related to artistic heritage (art, architecture).

Today, tourism is one of the largest, most profitable, and most dynamic sectors of the economy, so for many years, it has been considered an industry that stimulates the local economy, affecting the quality and standard of living of the country's population.

## **METHODS**

The research methodology employed in this study involves a qualitative approach, focusing on the collection and analysis of secondary data from various sources, including academic articles, government reports, and relevant literature on cultural tourism. The study utilizes a historical and descriptive analysis to explore the development of cultural tourism, its impact on the economy, and its role in Uzbekistan's socio-cultural landscape. Case studies of specific regions in Uzbekistan, such as Fergana, Samarkand, Bukhara, and Khorezm, are incorporated to highlight regional tourism resources and infrastructure. Additionally, the study examines government initiatives and policies aimed at promoting tourism, with an emphasis on sustainable practices and cultural preservation. Through this methodology, the research provides an in-depth understanding of the challenges and opportunities within the cultural tourism sector in Uzbekistan.

## **RESULT AND DISCUSSION**

By the Decree of the President of the Republic of Uzbekistan dated August 13. 2020 № PF-5781 "On measures for the further development of the tourism sector in the Republic of Uzbekistan," ministries and departments of the Republic of Uzbekistan are working to improve the quality of tourist services, improve the skills of personnel in the field of tourism, actively promote national tourist products abroad, and attract foreign

tourists arriving in the republic. The number of measures that need to be taken for reproduction has been determined.

Today, there is a rapid development of international tourism all over the world; therefore, the use of cultural and natural resources in host countries is increasing. The natural interests of tourists in the peoples of different parts of the globe constitute one of the strongest tourist motives. The number of tourists for cultural and educational purposes is growing. A new understanding of culture in the development of society and awareness of the need to preserve cultural diversity in the world make cultural tourism.

As a source of regional development, it also expands its influence on the social and cultural sphere, ecology, foreign economic activity, and international relations. This is because, in the modern world, tourism is turning from a predominantly economic phenomenon into a phenomenon of socio-cultural order.

We know that the need to study and develop the sphere of cultural tourism is based on understanding the important role of cultural and educational activities for a person and recognising the need to create conditions for the realisation of human cultural needs by knowing the peculiarities of history, religion, traditions, lifestyle, style, and culture of other people as a whole. A better understanding of these aspects of human life is formed through cultural tourism as a result of direct communication with cultural speakers.

Tourism is the main flower of the world's nutrition, and currently, travel forms the basis of human goals. The prospects for the development of national tourism, in particular, contribute to increasing the position of the tourism industry in Uzbekistan on the world market. As proof of our opinion, it is worth noting that today great successes are being achieved in the tourism sector. It is growing rapidly, more and more hotels are being built, the number of jobs is increasing, the number of qualified specialists is increasing, and the flow of tourists is increasing from year to year. Of course, given the favourable climatic conditions and the unique landscape of Uzbekistan, there is every reason to develop sports and eco-tourism. Thus, cultural tourism is a form of tourist tourism, the purpose of which is to get acquainted with the culture and cultural environment of the place of a visit, including the landscape, the traditions of the inhabitants and their way of life, artistic culture and art, and various forms of leisure for residents. In cultural tourism, one can see cultural events, museums, cultural heritage sites, improving relations with the local population, the living conditions of the people, and applied arts. In this regard, for any person, cultural tourism is an acquaintance with a specific cultural object, as well as an understanding of its interpretation, the study of new meanings through the environment, an assessment of the context (a sense of the atmosphere of the place), or, in other words, knowledge of the intangible culture of the place and its inhabitants.

Thus, achieving a compromise between the interests of residents and tourists is one of the strategic objectives in the field of cultural tourism. The main economic goal of cultural tourism for the development of the city in these conditions is to create jobs and develop a mechanism for distributing economic benefits from tourism in favour of

cultural organisations, as well as measures aimed at urban planning, first of all at managing tourist flows through the development of new territories.

Thus, the strategy for the development of cultural tourism should be considered an integral element. As mentioned above, the level of activity of the local population in the purchase of cultural goods, including those related to tourism activities, is an important factor determining the tourist attractiveness of the area. Effective management in the field of cultural tourism contributes to an increase in purchases of cultural goods not only among tourists but also among the local population. Once again, we note that the residents of the city are impressed by the culture and originality of the place, creating its atmosphere. The interest of residents in acquiring cultural property is a necessary condition for the development of the entire infrastructure of cultural tourism (including the cultural industry).

Domestic and foreign tourism have different economic benefits for the country. Outbound tourism, as already mentioned, is much more profitable for the state's economy. A foreign tourist visiting the host country replenishes the state budget. In addition, the number of vacancies in the tourism sector is growing. This has a positive effect on employment, including the payment of taxes to the budget, and also increases the general standard of living of the population.

As you know, the role of the tourism sector in the socio-economic development of any state and society is invaluable today. As a result of the sharp increase in the number of travel agencies, the influx of foreign citizens has had a dramatic impact on the economy of our country. Also, as a result of the development of tourism in our country, it is possible to create a wide conditions for the population. At the same time, the development of the country and the interaction between countries are becoming increasingly important for establishing external relations. Currently, the Republic of Uzbekistan is in the process of forming a national tourism model. This model emphasises that the developing tourism market in the country has the same impact on the socio-political and economic situation of the country as any other market. It is considered an important tool for developing cooperation between countries and determining the levels of investment and capital inflows.

It is known that in countries with developed market economies, tourist services are provided mainly by private and commercial companies. However, under any conditions, tourism can develop only if the state creates an optimal economic and legal framework. Uzbekistan continues to grow economically among many countries in the world. As you know, Uzbekistan is a country with great potential in the tourism industry. A vivid example of our thoughts is that our country has more than 4,000 historical monuments and more than 2 million ancient exhibits in our museums.

There are also a total of 550 tour operators operating in the Republic. It serves tourists on 110 international tourist routes, covering most of the historical sites, architectural monuments, and urban planning of our region. Of these areas, 65 are historical cultural heritage sites, 30 are natural and recreational, and 15 are ecological,

containing elements of health tourism. In our country, more than 500 hotels, motels, and campgrounds with more than 50,000 places serve tourists according to international standards. These figures indicate the rapid development of the tourism industry in the country. Current trends in the development of tourism indicate an increase in its impact on both the global economy and the economies of individual countries and regions.

Tourism is becoming a large independent branch of the national economy, carrying out activities aimed at meeting the specific needs of the population. Due to the diversity of these needs, tourism acts as one of the factors of multiplicative influence on the development of the national economic complex, with the participation of not only tourist enterprises but also enterprises of other industries. In addition, tourism is one of the basic human needs and provides significant assistance to people in reducing emotional arousal and psychological negative effects resulting from the accelerated development of science and technology and labour intensity. The development of the tourism industry in Uzbekistan, where, unlike many countries, the industry is underdeveloped, requires an increase in cash receipts, a reduction in unemployment, and the activation of state regulation processes as one of the directions for stabilising the socio-economic situation of the country, studying the market for tourist services, expanding the system of tourist education, and developing programmes that ensure the development of specific regions. In total, there are more than 700 private travel companies in our country, almost all of which belong to small and medium-sized businesses. As you know, under the concept of tourism development in our republic, the National Company Uzbek tourism is the main organisation for the settlement and development of private property relations in the tourism sector of our country. Due to this, the entire process of working in travel agencies is controlled by a national company. Summing up, we can say that many problems are preventing the positive impact of private tourism enterprises on the national economy of our country, which are gradually being eliminated by our direct government. Speaking about the development of tourism infrastructure in Uzbekistan, it is important to focus on the division of the country into the main tourist regions. Today, there are four main tourist regions in the republic: Fergana, Samarkand-Bukhara, Tashkent, and Khorezm. The Fergana tourist region covers the Fergana Valley. Its tourist resources consist of archaeological excavations, 10 architectural monuments, favourable natural conditions, products of traditional folk crafts and crafts, and industrial and agricultural complexes. The presence of an extensive network of roads and railways here also makes it possible to use the Fergana region for tourist purposes and to place tourist bases and resorts throughout its territory. Summing up, we can say that the role of the tourism sector in the development of our country's economy is invaluable. Therefore, the head of state and representatives of the highest authorities pay great attention to the development of tourism and allocate large funds for its popularisation on a large scale.

Thus, one of the strategic goals in the field of cultural tourism is to strike a balance between the interests of locals and visitors. The creation of jobs and the creation of a system for allocating tourism-related economic gains to cultural organisations, along with

measures targeted at urban planning-primarily at controlling visitor flows through the development of new territories-are the primary economic objectives of cultural tourism for the city's development under these circumstances.

In Uzbekistan, projects aimed at promoting cultural tourism must incorporate sustainable tourism practices. Uzbekistan can secure the long-term survival of its natural attractions and cultural heritage sites by implementing policies that encourage responsible visitation, reduce environmental effects, and foster local community involvement.

Furthermore, maintaining Uzbekistan's distinct cultural identity depends on addressing concerns about cultural appropriation and authenticity. Uzbekistan can preserve its cultural legacy and improve intercultural understanding by enacting laws governing appropriate cultural representation and fostering deep exchanges between visitors and host communities.

The utilisation of technology has the potential to greatly augment the cultural tourism encounter in Uzbekistan. While maintaining the integrity of cultural places and artefacts, investments in cutting-edge technology like virtual reality and augmented reality can provide tourists with immersive and informative experiences.

In addition, Uzbekistan ought to give top priority to creating tourism resilience plans in the event of outside shocks like the COVID-19 pandemic. To assure the industry's sustainable expansion in the face of upcoming problems, this entails upgrading health and safety procedures, diversifying the products offered in the tourism business, and improving crisis management capabilities.

The strategy for Uzbekistan's cultural tourism should also place a strong emphasis on fostering inclusivity and variety in culture. Uzbekistan can draw a wide spectrum of tourists and enhance social cohesion by promoting intercultural conversation and honouring the nation's unique multicultural past.

## CONCLUSION

In conclusion, cultural tourism in Uzbekistan holds significant potential for socio-economic development, drawing on its rich historical, cultural, and natural resources. The strategic alignment of tourism with urban planning, sustainable practices, and technological advancements is essential for preserving cultural heritage while fostering economic growth. Findings highlight that the integration of responsible tourism policies, enhanced infrastructure, and community engagement are key drivers in balancing the interests of both locals and visitors. The implication is that cultural tourism not only boosts the local economy through job creation and investment but also plays a critical role in preserving cultural identity. Further research should explore the long-term impacts of tourism on cultural authenticity, local communities, and the environment, particularly in the context of global challenges such as pandemics and climate change.

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