



MUSEUMIFICATION OF HISTORICAL MONUMENTS IN UZBEKISTAN AND THEIR ROLE IN THE DEVELOPMENT OF TOURISM

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ABSTRACT

The article deals with the protection and museumification of monuments of history and culture, as well as tourism in Uzbekistan. Regulatory legal documents that have historical significance as an important document aimed at further improving the country's tourism potential, as well as the introduction of reforms in this area to a new level, have been noted.

KEY WORDS: *museumification, tourism, historical monument, Great Silk Road, cultural heritage.*

INTRODUCTION

It is well known that during the years of independence in our country a number of reforms were carried out both in the field of preservation and museumification of historical and cultural monuments of our people and in the sphere of tourism. Over a quarter of a century, more than a dozen government resolutions, regional programs have been adopted in this direction, and a regulatory and legal framework has been created.

In particular, the Decree of the President of the Republic of Uzbekistan of December 2, 2016 "On measures to ensure the dynamic development of the tourism industry of the Republic of Uzbekistan"[1], which has historical significance as an important document aimed at further improving the tourist potential of our country, and introducing reforms in this area to a new level. The main driving force in this regard was the fact that tourism was defined as a strategic sector of the economy. After all, tourism plays a special role in the development of such sectors as employment, industry, transport communications, communications and the provision of services.

MATERIALS AND METHODS

It should be noted that during the years of independence, in the issues of protection and museumification of historical and cultural monuments,

as well as tourism, Uzbekistan has acquired a certain authority in the world tourism market.

At the same time, referring to the figures, it is obvious that the tourism industry has become one of the most profitable and rapidly developing sectors of the world economy. According to the World Tourism Organization, tourism now accounts for 9% of the world's gross product, 29% of export services, 8% of the world's workforce, 11% of all investment, 5% of tax revenue and 33% of trade services. In this area, 235 million people are employed, and tourism services revenues exceed 1.4 trillion US dollars. Export of tourism is the third largest in the world after the oil and automotive industry and in many countries is the main source of foreign exchange earnings[2].

As you know, Uzbekistan is one of the ten leading countries in the world in its numerous historical monuments. Monuments of Samarkand, Bukhara, Tashkent, Khiva, Shakhrisabz, are highly valued all over the world as pockets of civilizations. To date, a rich spiritual and cultural heritage and natural diversity create favorable conditions for the development of such modern areas of tourism as ecotourism, geotourism, mountaineering, cultural tourism and fishing.

Undoubtedly, as a result of large-scale reforms in the field of international tourism, improvement of transport communications and services, preservation of historical and cultural monuments and their



museumification, the number of tourists visiting our country is increasing year by year. The existence of more than 7,000 unique historical monuments and unique architectural designs in our country is an example of centuries-old traditions of national culture.

In order to increase the country's tourism potential, expand tourism links with other countries and promote projects for the development of the cultural heritage of the Great Silk Road, Uzbekistan since 1993, as a member of the World Tourism Organization (UNWTO) to the United Nations, and among 24 countries actively participates in the "Tourism on the Great Silk Road."

It should be noted that any nation pays special attention to the preservation of its historic cities. The widespread use of this interest for tourism and cultural enlightenment becomes the main advantage of the state treasury. Indeed, from the first days of independence, our government has paid great attention to the comprehensive development of tourism. The Tashkent International Tourism Fair, regularly held since 1995 by leading international tourism experts, was raised to the level of the leading international event and highly appreciated by the UN World Tourism Organization. Since 2013, in order to popularize and promote the national heritage of Uzbekistan and attract foreign tourists, an international tourist exhibition "World of Tourism" is held every year in the spring.

A number of international documents were adopted to actively participate in the activities to restore the Great Silk Road. In particular, the Samarkand Declaration adopted in 1994, based on the concept and key principles of the development of international tourism, in the creation of which representatives of 19 countries took part.

Another Declaration - the Khiva (1999), with the support of UNWTO, UNESCO and the European Union, is aimed at preserving the cultural and natural attractions of Central Asia, as well as maintaining peace.

The Bukhara Declaration, adopted in 2002, was devoted to the issues of consistent and regular development of cultural and ecological tourism in the countries located on the Great Silk Road.

Part of the huge international road through the desert, the sea and the steppe, connecting the East and West, crossed the Fergana Valley, and cultural and economic links along the road played an important role in the development of the cities of the valley.

The section of the road that connects the East and West with the desert, the sea and the steppes, passes through the Fergana Valley, which has served as a definite impetus in the economic and cultural development of this region.

However, in the XX century, due to certain reasons, communications on the Silk Road have been suspended. Only at the initiative of UNESCO and the international community, great attention was paid to the Great Silk Road and its restoration. In 1987, at the 24th

session of UNESCO, a project for 1988-1997 was developed. "The Silk Road is the Way of Dialogue" The goal of this project was the establishment of friendly relations, peace and stability between the peoples living on the territory of this international trade route on the threshold of the 21st century. For these purposes, three international expeditions were conducted:

1. Along the sea route;
2. Through deserts;
3. Through the steppe zones.

The last route, called the "Steppe Route", now crossed the territory of Central Asia and Kazakhstan. This route, the length of about 12,000 km. was studied from April 17 to June 18, 1991. The project involved 78 scientists from 23 foreign countries, entrepreneurs, religious leaders and about 120 scientists from the CIS, cultural figures and international tourism experts[3]. The expedition set the following tasks:

1. Scientific study of the Great Silk Road and its routes, mapping and scientific analysis of cultural heritage sites along the way;
2. Works on propaganda and agitation of objects of cultural heritage on the Silk Road;
3. Identification, study, archaeological research and restoration of cities, villages, caravanserais at the crossroads of the Silk Road.

In short, the project has set itself a great goal - to raise the flag of peace, friendship, good-neighborliness and harmony among peoples. In each country, region, city and village, where the route of the expedition ran, a wide acquaintance with local history, culture, and economy was held.

This UNESCO project was the basis for a kind of familiarization of the world community with the culture of the peoples of Central Asia

Members of the expedition visited more than 10 cities in the Fergana Valley. They got acquainted with the traditions, everyday life and occupation of Uzbek, Kyrgyz and Tajik peoples living in the Fergana Valley. The international scientific caravan finished its work on June 12 with the symbolic flag of the Silk Road on the border with Kazakhstan and China. The UNESCO Silk Road plan should be continued. Efforts to restore the Silk Road did not cease for a minute.

Another important step in the direction of international trade was the opening in Samarkand of the International Institute for Central Asian Studies (IICAS). This institute deals with issues of culture and economy of the population of Central Asia and has departments in these independent countries. In the past, a number of initiatives were undertaken to restore international caravanserais and the development of international tourism in large cities.

The UNWTO Silk Road Program, with the support of UNESCO of such countries, caravan routes such as Kazakhstan, Kyrgyzstan, Uzbekistan and China, envisages the development of a partnership on international tourism in two directions.



The first direction is China - Kazakhstan - Kyrgyzstan with the general name: "Silk Road: the starting point and the route network of the Tyan Shan";

The second direction is called "Silk Road: Panjikent - Samarkand - Poykent" with the general name of Tadjikistan - Uzbekistan.

The first direction was included in the World Cultural Heritage List in 2014. It is expected that the second direction will also include this list.

Preservation of monuments of history and culture is one of the most important tasks for international, state and public organizations. Historical monuments, architectural structures, collections of national and international significance are protected as important sources of scientific research. In this system, artistic, creative and interesting exhibitions of objects of national cultural heritage are important. To create a popular tourist destination, the region should primarily have cultural complexes of international importance, as well as developed proposals for the tourism market. Uzbekistan is one of the countries with resources of such a wide range of cultural heritage.

Museumification of historical monuments and their integration into tourism infrastructure is actual today and gives the corresponding result of the industry development.

In the practice of foreign countries, the museumification of monuments ensures the effectiveness of their use. These facilities, along with the performance of their functions, operate in accordance with the laws of museums. Summarizing all these factors, these historical monuments can be safely classified as full-fledged museums.

The use of historical monuments as immovable cultural objects and their integration into the world tourism infrastructure in Uzbekistan was put into practice at an accelerated pace. In the development of tourism infrastructure it is important not to disturb the historical appearance of the region and museums. Each reorganized tourist center should have its own unique image, corresponding to national traditions. When creating natural and historical avenues, alleys, be it an architectural landscape or a historical and cultural complex, it is necessary to take into account their respective protection and security needed for such priceless monuments.

To ensure a reliable partnership of tourism and cultural organizations, and for their mutual exchange of information, it is necessary to take into account the following features:

- Preparation of a list of tourism resources, the classification of cultural and historical monuments and the identification of important key sites for the development of tourism.

- determination of tourist zones and places of tourist importance, as well as taking the necessary measures to protect local cultural, historical and natural monuments.

- use for tourism purposes of natural and artificial, tangible and intangible objects, as well as local folk art (crafts, folklore) for the development of tourism.

Therefore, reforming the tourism industry requires a thorough study of existing proposals and requirements. To develop tourism in the region, it is necessary to carry out the following activities:

- Actively participate in the preservation of cultural, historical and natural monuments;

-to distinguish the rich heritage of the local region from other regions; To awaken in the people a sense of responsibility and pride in the available monuments;

- on the basis of invaluable heritage of the region to develop promising programs for the development of tourism.

Museumification of historical and cultural monuments, along with the development of tourism and economic profit, also revives in the hearts of people a sense of pride for the available cultural values of their country. Given these factors, it becomes possible to create a whole system of rational use of local regional resources for tourism.

CONCLUSION

A reasonably organized tourism industry plays an important role in preserving the national culture and serves as a key factor in reducing the still existing negative phenomena in this sphere.

Summing up what has been said, it can be concluded that many historical monuments destroyed over hundreds of years, during the years of independence, have been restored. Our state attaches great importance to the development of local, and especially international tourism. The development of tourism, in turn, contributes to the formation, development and strengthening of international relations, and plays an important role in strengthening the threads of friendship between states.

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