



THE IMPORTANCE OF MUSEUM TOURISM IN THE DEVELOPMENT OF THE TOURISM SECTOR

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Abstract

The article highlights the role and importance of museums in the development of tourism. The content of historical and cultural tourism reflects the history, customs, traditions of the people and introduces the peoples of the world. Uzbekistan is one of the oldest cultural centers in the world. Therefore, museums play a special role in attracting tourists to the country. The article highlights the role and importance of museums in the development of tourism. The content of historical and cultural tourism reflects the history, customs, traditions of the people and introduces the peoples of the world. Uzbekistan is one of the oldest cultural centers in the world. Therefore, museums play a special role in attracting tourists to the country.

Today, in New Uzbekistan, historical and cultural tourism is being formed with the aim of achieving economic development by showing the world the history and culture, customs and traditions of our country.

People have long been interested in getting acquainted with the history and culture of their ancestors and those of others. That is why since ancient times, travels within their territories and abroad have been organized. And historical cultural tourism provides an opportunity for modern people to get acquainted with the history, customs, national heroes of a particular country, in general, various spheres of culture and everyday life. From this point of view, Uzbekistan occupies a leading position among the peoples of the world with its historical and cultural heritage. Almost all regions of the Republic of Uzbekistan, especially such cities as Bukhara, Samarkand and Khiva, are the backbone of historical and cultural tourism. Cultural tourism is one of the most promising types of tourism for the country. Therefore, there is a consistent policy of its development, cultural tourism is considered one of the most promising types of tourism for the country. Cultural tourism in Uzbekistan is more developed than other types of tourism.

Currently, there are more than 7,300 cultural heritage sites on the territory of Uzbekistan, of which about 200 are included in the UNESCO list. [1] The fastest way to gain insight into the historical stages of Uzbekistan and discover a new culture is to visit the various museums of our country. Today, an independent direction is museum tourism. Museum tourism is the specific activity of museums in the field of cultural





tourism in the production and sale of various tourist products of museum nature: creation of expositions, organization of internal and external excursions, availability of museum shops. This trend in tourism emerged relatively recently – in the West in the 1970s and in Russia in the mid-1990s, museums began to self-determine their own destiny, seek new ways of development, and seek new, extra-budgetary sources of fundraising, including participation in tourism activities" [2]. The urgency of restoring interest among tourists to visit museums lies in their change of exterior and interior, which makes it more attractive to the visitor.

Today, the country has over 400 museums of history, locality, fine and applied arts, as well as memorial houses of famous cultural and artistic figures. The State Museum of the History of Uzbekistan, the State Museum of Arts of Uzbekistan, the State Museum of Timurid History, the State Museum of Applied Arts of Uzbekistan, the State Art Museum of the Republic of Karakalpakstan named after Savitsky, the State Museum of Natural History of Uzbekistan can be included among the largest and most significant museums in the country. Museums "Victims of repression" located in Tashkent city and regions play a great role in acquainting tourists with the tragedies of our people in the recent past. A trip to the most ancient cities of our country, which attracts many unique architecture, monuments of cultural heritage, ancient shops and workshops of handicrafts, undoubtedly leaves every traveler with vivid and unforgettable impressions.

As you know, museums come in 2 different forms. Indoor museums and open-sky museums. One of the first open-sky museums located on the island of Skansen, opened in 1891 by Djür Dürkrden in Stockholm, Sweden, its name has become the name of ethnographic museums in most European languages. The open sky museums of Uzbekistan are the historical centers, archaeological sites and ancient settlements of past centuries of Samarkand, Bukhara, Khiva and Shakhrisabz. One of the unique things about open sky museums is that they are very diverse in terms of area. The presence in museums of this type makes it possible to touch, use some of the exhibits, which allow tourists to feel their imagination of the past era more closely. If you enter the Samarkand Registan, some sections of the road under your feet have preserved stone corridors from past centuries. Tourists walking along these paths feel as if they are stepping back several centuries as they look around. Museums therefore play an important role in tourism, attracting visitors not only with unique exhibits, but also with the cultural heritage they manage. These institutions serve as bridges between the historical past and the modern world.

In subsequent years, the trend of tourism development in certain regions is developing, through the development of traditional handicraft activities that have long





been formed in open-air museums. This will enrich the tourists' perception of the history and ethnography of the area concerned, giving them the opportunity to visit the reconstructed residential area of the past. Also, depending on the preferences of tourists, the working machines allow themselves to directly participate in the production. In this way, the guest becomes the participant or the initiator of the process. These can be milling, weaving, blacksmithing, ceramics, carpentry, jewelry. In the last 10-15 years, there has been a real "boom" in the field of museum construction all over the world. Today, in many cities, projects are being considered to radically expand and rebuild existing museums, creating new museums with the aim of attracting tourists, preserving and representing examples of art from ancient to ultramodern forms. Significant investments are made in the development of museums, including the construction of a museum. Seemingly conservative and laid-back, this institution is joining the processes of modern globalization with the same incredible speed as a huge modern corporation, welcoming in previously unimaginable numbers. [3] An example of this is the branch of the Centre Pompidou in Metz, which opened in 2010. The new center building was designed by Japanese architect Shigeru Ban and French architect Jean de Gastin. The appearance of the museum resembles a giant mushroom, a circus tent or a magic lamp that illuminates the city at night. [4] Such an unusual appearance of the museum caused real pleasure among the townspeople, and attracted a great deal of attention from tourists. The epiphany of this artistic project has become a new stage in the development of the city. Therefore, "... Contemporary architectural solutions in the construction of the museum will increase the tourist attractiveness of the city, attract tourists from all over the world. In this regard, one of the urgent tasks today is the creation of an infrastructure that allows viewing museum exhibits through the implementation of innovative information technologies and the creation of digital forms of museum exhibits, enhancing the interactivity of museum services in accordance with international standards. In our country, one of the important issues is to further improve museums in accordance with the requirements of the time, to bring their appearance and exposition in line with international standards, to enrich their funds, to scientifically study their materials, to preserve them in a modern style and to bring them to future generations, to unify the ways of presenting them to the world. That is why innovative tourism development in Uzbekistan, and the use of virtual shows and multimedia programs is being introduced to further stimulate the interest of tourists to come to Uzbekistan.





In conclusion, it can be said that the development trends of tourism can be seen that this sector will gradually become more important in the country's economy. Therefore, special attention to the development of museums is becoming a necessity

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