

SITUATION AND DEVELOPMENT PROSPECTS OF "ART TOURISM" IN UZBEKISTAN

Kholmurodova Shahnoza Ganisher qizi
Student of Alfraganus University
Uzshano@gmail.com

ABSTRACT	KEYWORDS
<p>This article analyzes the activity of art tourism as a new field of tourism research and its role in tourism and its impact on the economy. In analyzing this, we relied on the information of several art galleries in our country. Based on the received information, the potential of art tourism of our country was assessed and a model for the development of this field of tourism was presented. Based on the collected data, it was determined that the future development of this industry can be one of the main factors for increasing the tourism potential of our country through the method of forecasting the development of this tourism industry and its benefits.</p>	<p>Art tourism, artist-tourist, art museum, art gallery</p>

Introduction

Nowadays, tourism is growing in broad terms like other industries. As the interest in tourism increases, its destinations also increase, and new types are added based on the wishes of tourists. One of them is art tourism, which is now widely popular. Art tourism has been distinguished as a special direction of tourism for a long time, and every year it is developing more and more not only in Uzbekistan, but also in the whole world, becoming one of the most popular and widespread types of intercultural communication. In general, art encompasses any form, from painting to music, from theater to literature, that conveys thoughts and feelings and communicates information about people's lifestyles and cultures. Art tourism allows tourists to see their visited destinations with a different perspective through color images.

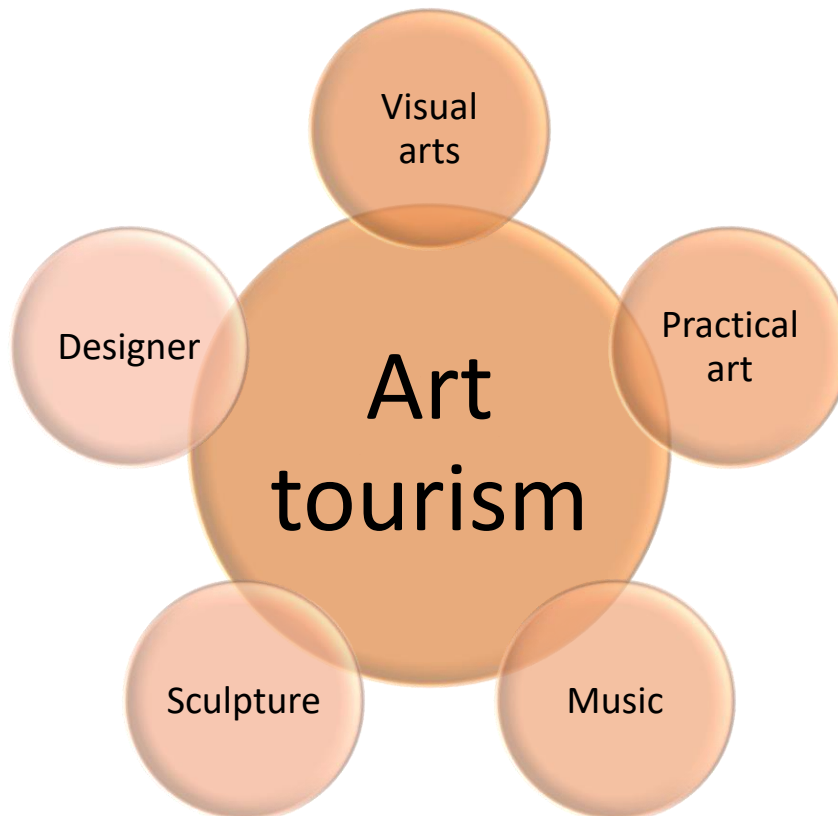


Figure 1. Art tourism destinations.

Although art tourism is a broad concept, countries often make extensive use of art museums or art exhibitions to showcase their art. Museums, galleries, festivals or various art objects can attract art lovers from many countries. It should be emphasized that art develops tourism in societies and brings great benefits to the economy. According to research, 35.3 million people say that an event related to art or cultural heritage has influenced their choice of destination for travel. This means that now more than ever, those involved in tourism need to invest in the arts. At the same time, through art tourism, countries achieve the desired result by receiving tourists and helping to promote their art to the world. According to the Americans for Arts' & Economic Prosperity study, arts and culture travelers stay longer and spend more than other travelers, which has a strong economic impact on those involved in this area of tourism. shows.

The United Nations World Tourism Organization (UNWTO) is making several efforts to strengthen the art tourism sector, creating new initiatives that benefit the various forms of art. At this point, each country around the world is using different methods based on their potential to showcase their art and increase the flow of tourists, and each approach is art. is considered an important factor for tourism. Many countries use artworks as a means of attracting art lovers and establish international art galleries. As a clear example of this, based on the data obtained from www.statista.com , we can see that museums and the works of art in them attract enough tourists.

Visitors to Art museums (as of 2021, in millions)

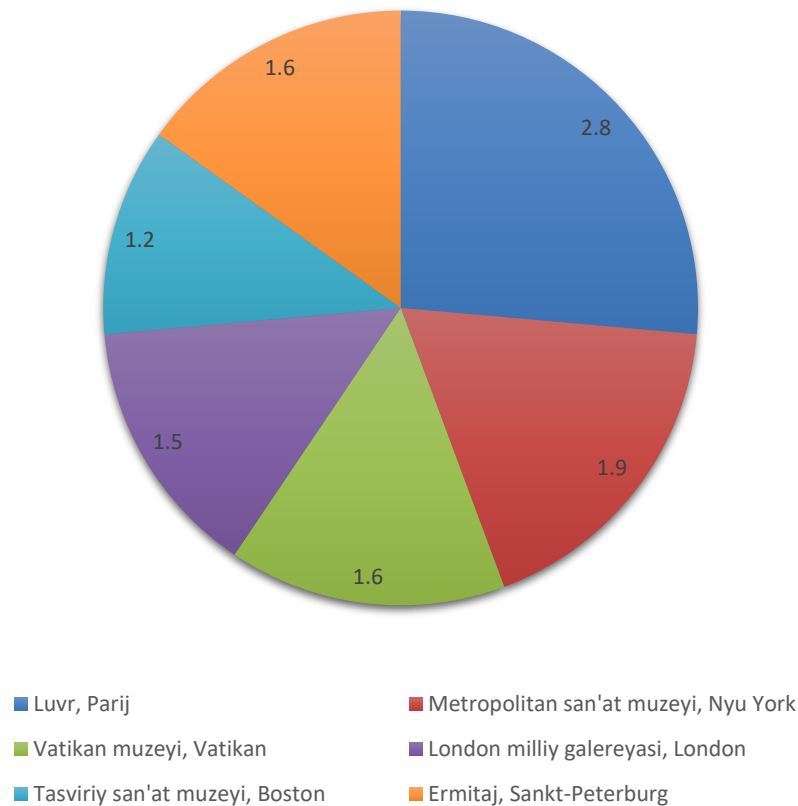


Figure 2. Visitors to art museums.

The development of art tourism in our country is being implemented step by step. Also, in accordance with the decree of the President of the Republic of Uzbekistan No. PF-5781 of 13.08.2019 on measures to further develop the tourism sector in the Republic of Uzbekistan, the collections of the State Art Museum of Karakalpakstan named after I. V. Savitsky "Art-caravan" exhibitions about the historical and cultural heritage of our country in major art-areas and world-famous museums are emphasized. Pursuant to the above decree, the fund for the development of culture and art continues its work on preserving the historical neighborhoods of Tashkent, their uniqueness and cultural heritage, and promotes the creation of art-residencies in the old city. Another art-residency is also being implemented in the city of Koqan based on the decision of the President "On the measures for rapid development of cooperation in the field of tourism with Turkish countries".

II. Literature analysis

In this part of the article, the analysis of a number of scientific studies conducted by foreign scientists on art tourism, its origin and its role in tourism in the present period is presented. Art tourism is broadly defined as any activity that involves travel to view art and includes people who travel from their home

area to another area to view art, including tours, holidays or other defined as visiting to view art during events.¹

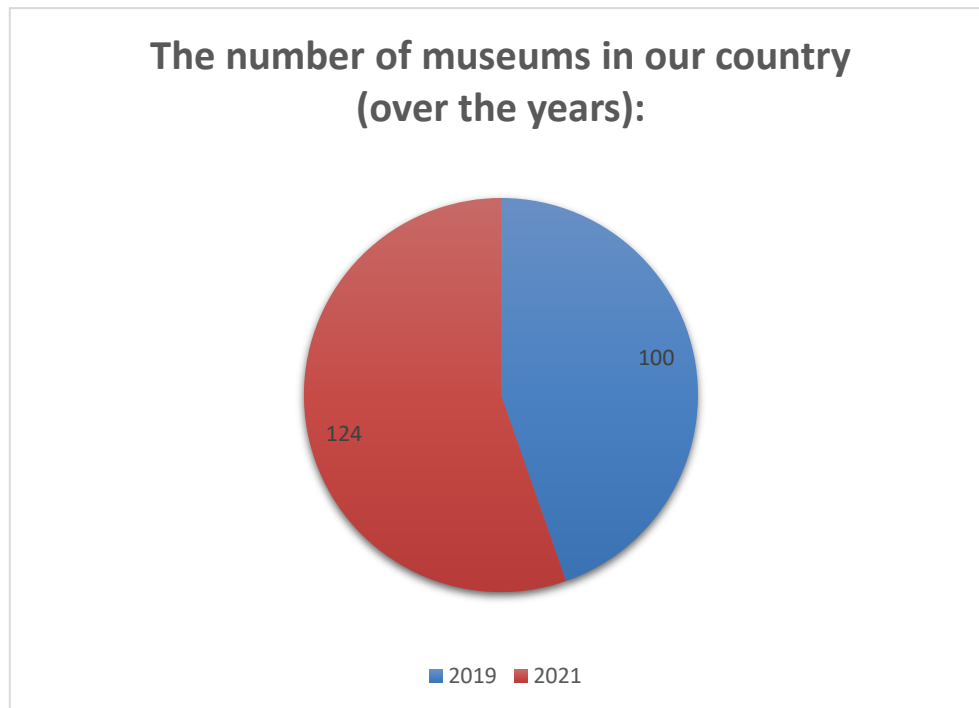


Figure 3. Number of museums in our country.

According to the State Statistics Committee, the number of museums in Uzbekistan in 2019 was 100, and by 2021 it will reach 124, of which 116 are state and 8 non-state museums. The number of visitors to them in 2019 was 7 million 700 people, there was a decrease in visitors due to the pandemic (Covid-19) in 2020 and 5 million 100 thousand people visited in 2021. The number of exhibits in museums increased compared to 2019 and reached 2,168,000 in 2021, including art: 25,600 paintings, 56,200 graphics, 76,300 applied arts and 4,400 consists of thousands of sculptural objects. You can see this based on the following table (Table 1):

Table 1. The number of art exhibits in the museums of our country

Exhibits	Number	
	2019	2021 year
Works of art	24.6 thousand	25.6 thousand
Graphics	56 thousand	56.2 thousand
Practical art	71 thousand	76.3 thousand
Sculpture	3.8 thousand	4.4 thousand

According to the committee, one of the museums with the most visitors in Uzbekistan is the State Art Museum of the Republic of Karakalpakstan named after I. V. Savitsky (48,300 people per year). This museum was established in 1966 in the city of Nukus. The museum fund contains works created by avant-garde artists in the 1920s and 30s. Collections of the fine arts department are Karakalpak artists

¹Adrian Franklin (2018) Art tourism: A new field for tourist studies

I.Savitsky , K.Soipov, J.Kuttimurodov, D.Toraniyozov, Central Asian artists A.Volkov, M.Kurzin, A.Nikolayev, N.Karakhan and others composed of important works of famous artists. The works of Russian artists A. Shevchenko , R. Falk, V. Mukhina, I. Grabor, who were active in the 1920s, are also displayed. The museum collects, promotes, publishes catalogs and organizes exhibitions.

In particular, scientific and international cooperation has a special place in the activities of museums. Therefore, today the team of the State Art Museum of Uzbekistan is visiting the Louvre Museum in Paris, the State National Museum of Kazakhstan, the State Hermitage Museum in St. Petersburg, the ASPushkin Museum of Fine Arts in Moscow, the State Tretyakov Gallery in Moscow, the National Museum of Tajikistan Museum and established mutual creative cooperation with a number of other museums. As a clear result of such cooperation, based on the memorandum signed in October 2018 between the Fund for the Development of Culture and Art of Uzbekistan and the Louvre Museum, from November 23, 2022 to March 6, 2023, the Louvre Museum was established and "Wonders of the oases of Uzbekistan" dedicated to the rich cultural heritage of the Uzbek people. We can see the exhibition "At the Crossroads of Caravan Roads". And Paris is the best place for this because it is home to one of the world's leading museums - the Louvre. The second goal is to show the close historical connection between Central Asia and Europe" (Rocco Rante, 2022).

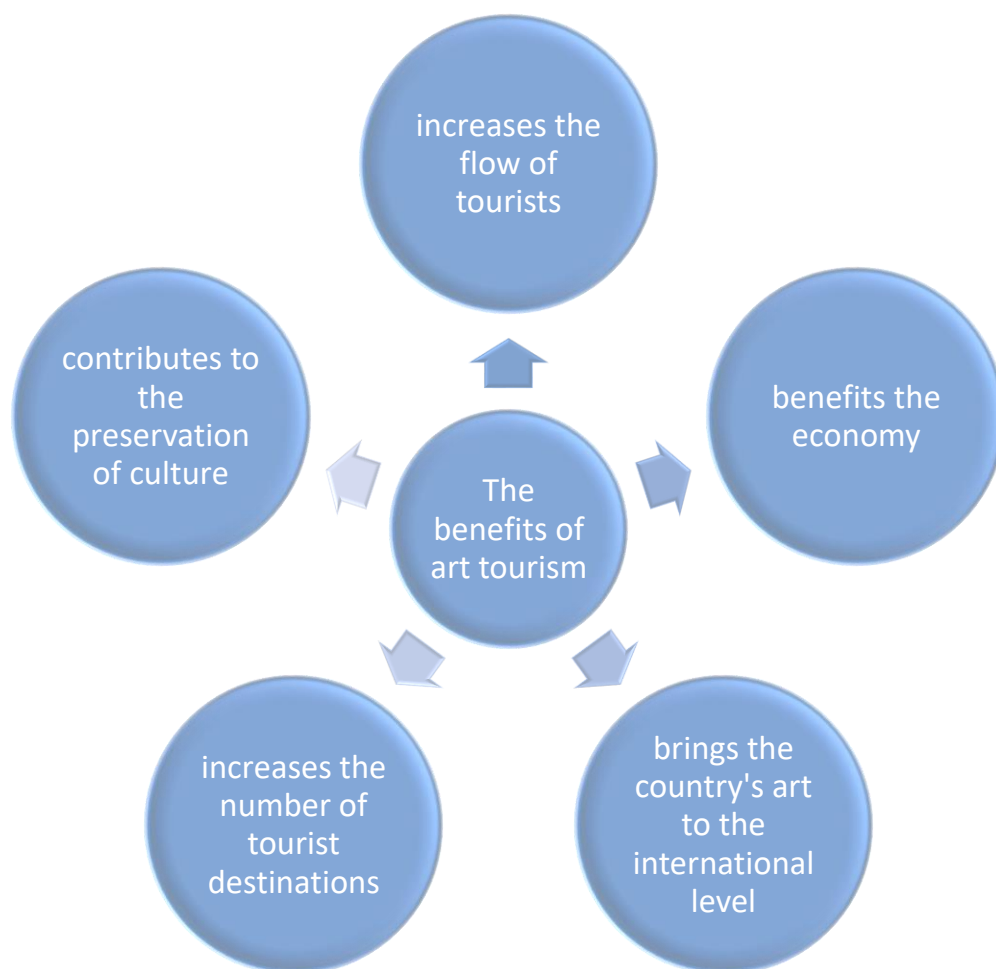


Figure 4. The benefits of art tourism to the country.

In recent years, attention has been paid to art tourism in our country, large-scale development work is being carried out, and it is planned to achieve several benefits through this. Art tourism is important for a variety of reasons. Above all, it helps to preserve the culture of the societies, the works of art in it,

while displaying the history of the country through color. For this, art centers of various directions will be established in the regions, thereby increasing the number of available tourist destinations. Undoubtedly, this will attract the flow of tourists interested in art and will spread the art of the country and bring it to the international level. In addition, art tourism has a sufficient impact on the growth of the economy and provides an opportunity to improve the quality of life for the population living there.

III. Methodology

In the previous chapter, we analyzed the literature of scientists from different countries on the development of art tourism around the world. From the analysis of the literature, we can see that countries have defined and developed different approaches to this field based on their internal capabilities. In this chapter, we will determine the strategies for developing the methodological part of our research and filling the gaps in the literature analysis, and we will make prospective plans for the development of art tourism in our country along with the literature. In order to form part of the methodology, we relied on the information of various state agencies, in particular, the republican statistics office, for data collection and processing. For this purpose, we have already formed the category of information we need. That is, first of all, we created a list of objects that have the potential of art tourism in our republic. In addition, we divided the activities of each object into types, namely art museums, art galleries and other types. Also, the total number of visitors to the selected objects for a year was formed based on the information provided by the object's management. Based on the collected data, we conducted our research in an analytical way.

Conclusion

The above studies prove that art is an important factor for tourism development. According to the information, strengthening the ties between tourism and the arts will play an important role as a means of preserving and revitalizing the culture of the area. In addition, it is intended as art tourism, which is closely related to the economic, social, cultural and natural structures of the places where it is located.

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