

## CHANGES IN THE INTEGRATION AND INNOVATION OF CULTURAL TOURISM DURING THE YEARS OF INDEPENDENCE: HISTORICAL ANALYSIS

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A B S T R A C T	KEY WORDS
This article analyzes the role of museums and historical monuments in the development of tourism in the years of independence, as well as the ongoing reforms in this area on the basis of scientific sources.	Tourism, cultural heritage, museum, historical monument, tourism development.

### Introduction

Tourism has been an important factor in the global integration of economic life in the last decade as a unique mechanism for the entry of countries into the world market. In turn, the development of the national tourism of Uzbekistan will become a pillar of economic growth. Central Asia, including Uzbekistan, was one of the oldest cultural centers. Many cultural and spiritual centers, thousands of scientific works and historical monuments formed in this area for thousands of years are the rich cultural and spiritual monuments of our nation. Uzbekistan is one of the leading places in the world with the abundance of cultural and spiritual heritage, rich and colorful and ancient. It should be noted that until today, 6 cultural heritage objects located in Central Asian countries have been included in the "List of World Cultural Heritage", 5 of them are located in the territory of the Republic of Uzbekistan.

### LITERATURE ANALYSIS ON THE SUBJECT (LITERATURE REVIEW)

In the post-independence period, the legal basis for the restoration and promotion of cultural heritage and values was created in our country. In our national legislation, more than 10 laws on cultural heritage protection, Presidential Decrees, Cabinet of Ministers' decisions and other normative documents have been adopted.

Today, works of visual and folk art, archaeological and architectural objects, sacred shrines are preserved as examples of national cultural heritage in our Republic.

Archeological excavations and found artifacts show that today the world's attention is being directed to Uzbekistan in terms of cultural tourism. The literature created in this regard can be divided into two groups:

Group 1. Local resources created during the years of independence

Group 2. Foreign sources on the topic created in 1991-2020.

#### RESEARCH METHODOLOGY

The research work is based on the principles of historicity, chronological and comparative analysis methods.

#### ANALYSIS AND RESULTS

The desire to learn about the customs, culture and lifestyle of different peoples and regions motivates people to travel. Based on these factors, the cultural tourism industry is developing. For example, national items, national dishes, cultural-historical monuments that clearly reflect the culture of different peoples are seen as the most popular types of services in the field of tourism. Today, many hotels try to introduce the culture and art of their homeland to foreign guests by displaying the creative works of local artists and sculptors. Also, exhibition sales of works of art are organized in special halls of hotels. In addition, various popular national music and folklore dances are shown to tourists [1].

The organization of the factors of cultural appearance in museums and tangible monuments, studying the interests of tourists, creates positive processes [2].

Having studied several processes of cultural manifestation, the demand and supply of services of different nationalities in the field of tourism gives the following views:

In the period of economic growth, museums are considered a new social-political cultural center. Currently, museums are experiencing the conditions of adapting to a certain environment in line with the changes and innovations in the market economy. In the course of such socio-economic updates, the museum should have the characteristics of imparting skills to people. On the other hand, museums should not be satisfied only with the promotion of historical heritage artifacts, but should also provide an understanding of modern artistic process experiences. The development of tourism museums promotes the historical heritage of the region, publicizes the names of existing historical cities and ensures the formation of museum marketing. The concept of modern museums should summarize the following points in a multifaceted way: the practical importance of educating young people in the spirit of patriotism by developing modern projects and programs within the framework of museum work; organization of exhibitions based on pictures of social life in the form and appearance of global problems and promoting them to the life of young people.

The formation of tourism in museums and monuments is a widespread field, which provides detailed information about the history of different countries, peoples, nations, their cultural heritage, religion, customs and ceremonies, especially art, and also reveals various forms of productive recreation.

The development of tourism - it has a decent share in raising the country's economy and gaining social importance has found its basis as a result of scientific research conducted around the world in recent years. In order to make such research and scientific research more effective, it would be appropriate to organize the activities of museums in

international tourism today. This museum, acting as a real professional scientific center, sets its main task to collect and process information on the history and technology of tourism and to make recommendations on improving tourism activities based on this. In tourism, the main idea of the museum is to illuminate the culture and history of the regions, to create a complex idea, to cover scientific-popular and other traditional interests specific to the museum, but lastly, it also includes a collection of collections of this or that museum that is not specialized.

In the creation of tourist museum products, the connection with the following basic process is taken into account: the interpretation of the cultural heritage of the region, the specific creative development (creative solution) of tourist museums, etc.

N.A. Nikishin, a famous Russian expert on museology and cultural tourism, investigated this problem in detail and pointed out several important aspects that are visible in the development of the tourism museum [3]. Among them: the transition of society to the post-industrial (industrialized) period, the development (growth) mobilization of modern people, the globalization of processes, and the problems of transition to modern society are also studied[4]. Thus, according to N.A. Nikishin, in the modern tourist complex, the museum can be seen at several levels: the symbolic value is produced, mainly interpretation and communication techniques lie; as a symbolic resource, to be an important potential creator; as a specific cultural product, managing the territory of society; providing a versatile product in the organization of regional economic development. Proper formation of tourism services in museums determines the strategic direction of museum management and museum development. Undoubtedly, tourism does not seem to be a traditional direction of museum activity. It appeared in world practice in the mid-1990s.

## CONCLUSIONS AND SUGGESTIONS

Modern-looking plans in the form of innovations and concepts have been introduced within the fields of science and science-propagation. The term concept is derived from the Latin word "conceptio" which means "concept", "main idea" and "primary thought". Conceptual aspects in the theoretical and practical framework promote the generalization of basic concepts and ideas within cultural traditions based on the constructive principle. All these laws are being developed on a scientific basis within the scope of science and industry. The basis of the conceptual project is developed on the basis of knowledge, experience, scientific research, philosophical views and general worldview within the studied aspect. The creation and study of conceptual projects in the field of museology began to take shape in the 21st century. The main concept of the tourism museum is the structure of social and cultural views. The museum subject is the core of the museum. Research and display of museum objects are required in new ways. The function of museum objects consists of attractive, informative and authentic views. The development of tourism in museums summarizes communicative, aesthetic, axiological and creative functions, while serving as a social and cultural institution in

the development of our society. The practical importance of developing tourism in museums is one of the important manifestations in the modern artistic process.

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