

Problems of Development of Cultural Tourism in the Samarkand Region

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Abstract:

The article describes the trends in the development of cultural tourism in the Samarkand region. The results of a questionnaire survey of foreign tourists are given. The proposed measures for the development of cultural tourism in the Samarkand region are described.

Keywords: tourism, culture, economy, resources, tourism industry, questionnaire, survey, research, cultural tourism, tourism industry.

Cultural tourism is currently the most popular. Until about the 80s of the last century, cultural tourism occupied a relatively small niche in the tourism market. Today, cultural tourism is the main focus of mass tourism activity. The World Tourism Organization estimated the scale of this activity in 2017 at the level of 40% of the total number of trips (in 1995 - 37%), and its annual growth - at the level of 15%.

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 relationship with the development of the urban area.

So, cultural tourism is a form of tourism, the purpose of which is to get acquainted with the culture and cultural environment of the place of visit, including the landscape, get to know the traditions of the inhabitants and their way of life, artistic culture and art, and various forms of leisure activities for local residents. Cultural tourism may include visits to cultural events, museums, cultural heritage sites, contacts with local residents 1. (ICOMOS , International Tourism Charter , 2002). In this regard, for any person, cultural tourism is not just an opportunity to get acquainted with a certain object of culture, but also to understand its interpretation, to learn new meanings through the environment, to evaluate the context (feel the atmosphere of the place), in other words, to know the intangible culture of the place and its residents.

¹ *Cultural Tourism is essentially that form of tourism that focuses on the culture, and the cultural environments including landscapes of the destination, the values and lifestyles, heritage, visual and performing arts, industries, traditions, and leisure pursuits of the local destination or host community . It can include attendance at cultural events, visits to museums and heritage places and mixing with local people. (ICOMOS, International Tourism Charter, 2002)*

The modern tourist makes a demand for a unique experience, highly focused on his individual capabilities, abilities and need for creative self-expression of his individuality.

For the successful implementation of this task, it is necessary to create a unique image that helps our region to differentiate itself, to differ in something special from other no less attractive tourist centers of Uzbekistan, including due to the most valuable cultural heritage of its territory. It is necessary to develop cultural tourism as a separate, independent direction in tourism, and not as an additional bonus to historical, religious, entertainment and other types of tourism. Historical monuments, beautiful scenery, high mountains, magnificent lakes - all this is in many countries, and to some extent they have already lost much interest among tourists who are looking for innovations in their travels. And we must offer them this "something new": not only to acquaint them with the unique traditions and customs of our people, but to make them witnesses and even participants in colorful traditional holidays, festivals, festivities, rituals; teach them local crafts, cook national dishes, etc.

To determine the demand for cultural tours among foreign tourists who visited Uzbekistan, a group of SamIES scientists conducted a marketing study through a questionnaire survey of foreign tourists who visited Samarkand. 1600 people took part in the survey, 39% of which were women, 56% - men. The main motive for visiting Uzbekistan by foreign tourists is interest in history and culture, lifestyle, the opportunity to exchange views with residents, the prospect of seeing an "unknown" country. And 68.3% of respondents expressed a desire to go on such tours. It was noted that tourists prepare for the arrival in our country for at least 3-11 months - 57% of respondents. 47.5% of respondents noted that older people come on group tours. The number of individual tourists is increasing - 20.2% of respondents are tourists who ordered an individual tour. These tourists, of course study information about our country in advance. The choice of visiting our country was influenced by such factors as "safety of travel in Uzbekistan" - (24.6%), "attractive prices" (20.2%) and "posts about Uzbekistan in social networks", "originality and culture of Uzbekistan described in guidebooks, brochures of travel companies, television programs" - (56%). This suggests that more and more young and old people are overcoming spatial barriers in the hope of joining a different culture, gaining new knowledge and impressions. At the same time, 91% of respondents believe that information (primarily ethnographic and cultural guides) and promotional materials are clearly not enough." Although tourists take the main information about Uzbekistan from guidebooks - (52.9%), travel agency websites - (30.3%), hotel booking sites (Expedia, Booking.com, etc.) (10.6%), the survey website (TripAdvisor, etc.) (18.2%), social networks (7.4%). . From this it follows that a big problem is the lack of awareness of potential tourists about the country in general, and about the tourism product in particular. Tourists do not know about cultural tours existing on the territory of Uzbekistan. Uzbekistan practically does not have permanent tourist offices abroad. And unfortunately, our country is still outside the active tourist map. Our country is perceived as an interesting, but unexplored and unsafe place. This fact emphasizes that Uzbekistan is not well represented in the international tourism market, and this can be regarded as a serious problem and it must be solved at the state level.

The study also allowed us to identify a number of common problems hindering the development of the tourism industry: poor infrastructure development (there are no restaurants serving dishes of other national cuisines - (12% of respondents), no nightclubs, bars - (9.5%), no restaurants with vegetarian kitchen - (11.8%), no cafe serving freshly brewed coffee - (17.2%), problems of transport accessibility (non-fixed taxi prices - (27.7%), no information on how to book and buy a train ticket / train schedule - (20.8%), no information on how to catch a taxi - (18.8%), no

permanent taxi ranks); limited human resources and lack of professionalism among employees of hotel and shopping complexes - 76% of respondents noted that employees do not know foreign languages, low level of service, no free Wi Fi - (46.5%), no information about the location of public toilets - (28.5%), no information about post offices - (9.4%) and laundries outside hotels - (4.8%), international courier parcel delivery services - (3.8%). These problems contribute to a decrease in the tourist flow, the profitability of the tourism sector, and also reduce the investment attractiveness of the tourism industry.

Cultural tourism, focused on meeting the interests of both tourists and the local community, should actively involve the local population, state and local authorities, and the education sector in solving the problems of cultural tourism. As successful projects in this direction, we can name the experience of Belleville (France), where local residents are actively involved in accompanying tourists as guides; tourism programs have been developed that involve local residents in excursion activities. Of course, such forms of participation of residents in cultural tourism have always been and are in Samarkand, but rather, they are of a private nature and have not yet been institutionalized. In this regard, it is necessary to carry out advertising campaigns, information tours with the involvement of tourism specialists, teachers and students of relevant specialties, since tourists received basic information about places of stay during their travels in Uzbekistan from local residents, guides - (35.1 %). And also take an active part with visual, colorful and educational guides in international conferences, tourism exhibitions and other events in order to popularize cultural tourism. Since 40.2% of respondents received basic information about places of stay while traveling in Uzbekistan from guidebooks. Despite the fact that almost any information can be obtained from printed periodicals, fiction and other sources, the old truth never gets old: "It is better to see once than hear a hundred times." Therefore, a region interested in attracting tourists should reasonably plan and develop special programs and events that increase interest in its culture, disseminate information about its cultural potential in order to attract potential tourists.

The criterion of the novelty of a cultural tourist product implies a feeling of unusualness, unconventionality, non-standard, different from one's own culture. Consumer expectations are associated with experiences of surprise, shock, admiration, delight from the discovery of a new one. According to the researchers, the novelty construct has four interconnected dimensions: excitement (thrill), escape from the ordinary (change from routine), boredom removal (boredom alleviation), and surprise.

From the point of view of meeting the need for novelty, the cultural tourism product of Uzbekistan meets this requirement of the Western tourist, because our country has a unique culture, a rich history, with all its artifacts in the form of a national costume, national cuisine, objects, style and spirit of national life, folklore and rituals that have always attracted foreigners. Uzbek restaurants popular among the local population attract 25.7% of tourists. 70.6% of tourists prefer to stay in national style hotels. There has been a significant increase in the design of national design and aesthetics of interiors in the design of public places, restaurants, cafes, clubs, as well as musical, visual and performing cultures. Local residents open national houses, where they provide a package of services with master classes in cooking, showing national and religious rites of local residents.

We emphasize once again that it is the residents of the city who form the impressions of the culture and identity of the place, create its atmosphere. The growing interest of the local population in creating cultural benefits is a necessary condition for the development of the entire infrastructure of cultural tourism (including cultural industries). Samarkand has a very developed sense of history

and its own uniqueness, the city is proud of its unique cultural heritage and rich cultural landscape. Modern trends in the development of urban space are actively implemented in the historical center of the city. The traditional classical architecture of Samarkand, which has shaped the image of the city in the international space, also creates a number of advantages, including in terms of modern cultural products.

In turn, cultural tourism is a lever of self-financing heritage, acts as a source of non-budgetary investments in new research, revival, preservation of monuments of tangible and intangible heritage, natural attractions, stimulates, in particular, folklore, the maintenance of other scientific, cultural, ethnic traditions, folk crafts and crafts. Properly organized cultural tourism will improve social conditions and increase the purchasing power of the population, the rise of science, culture and the general economic situation.

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