

## The Role of the Cultural Sector in the Development of Bukhara Tourism

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**Annotation:** In this article, the question of the role of cultural-educational and intangible heritage in the development of tourism in Bukhara is thoroughly analyzed as a research object awaiting new scientific research and practical solutions in this regard.

**Keywords:** Great Silk Road", UNESCO, World Tourism Organization, Bukhara, "Heritage", "Uzbekturizm", "Melon Sale", "Bukhara City Day", goldsmithing, coppersmithing.

Tourism is a very fast developing field in the world, its activity started its development especially in the 60-70s of the 20th century, and by the 80s it started to become the most important permanent and stable developing industry. In the late 20th and early 21st centuries, the global tourism industry achieved unprecedented economic results. After gaining independence, the Republic of Uzbekistan began to develop its economy as a new member of the world economy. In this regard, a number of measures have been developed for the establishment and development of the tourism sector, which is expected to be a strategic pillar of the republic's economy. In particular, the leading organization for this field - National Company "Uzbekturizm" was established on the basis of the Decree of the President of the Republic of Uzbekistan dated July 27, 1992. As a result of the activities of the company and its departments in the regions, the first steps were taken to reform, update and international cooperation of the tourism industry and infrastructure on a modern basis. In 1993, the Bukhara Regional Department of the National Company "Uzbekturizm" was established.

Due to the fact that Uzbekistan is located in the center of the intersection of the world's transport and communication networks, firstly, in the process of the integration of European and Asian countries, it will turn into an attractive investment region, where strategically favorable economic resources will be formed, and secondly, the restoration of the "Great Silk Road" promoted by the UN, UNESCO, and the World Tourism Organization. By actively participating in the project, it will expand the possibilities of creating a modern tourism industry and infrastructure in the country, turning tourism into a source of income on a large scale based on systematic measures and reforms. Factors such as thinkers, scientists, historical traditions, huge historical and cultural heritage left by ancestors and presence of sacred religious sites of Uzbekistan are also of great importance. These factors create an opportunity for the development of historical-educational and pilgrimage tourism in the country. Uzbekistan's three-thousand-year history of statehood and its eternal values, monuments, landmarks of Islam and other religions, and the fact that it is the cradle of muhaddis, jurisprudence scholars, founders of tariqats and scholars of various fields who made an incomparable contribution to the development of Islam from the point of view, the possibilities of development of this field are wide. Among them, Bukhara region, which has been a center of culture and spirituality since ancient times, has a great potential for pilgrimage tourism, is a tourist destination rich in historical and cultural heritage and educational opportunities. Of course, our rich historical and cultural heritage and holy places are not only a monument of our nation's great past, but also a bright example of its contribution to human civilization.

Researchers such as D.Mamajonov, M.Elov, B.N.Navruz-zoda, M.Aliyeva, M.R.Boltaboyev, I.S.Tukhliyev, B.Sh.Safarov, S.A.Abdusamadov conducted research on the importance of cultural-educational and intangible heritage in the development of Bukhara tourism. Tourist resources of Bukhara region in their work. Issues related to economic aspects, such as the activity of free tourist

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zones, their economic potential and the further development of tourist opportunities, are highlighted. In this work, the role of cultural-educational and intangible heritage in the development of Bukhara tourism, its current state and efforts to introduce innovative innovations in the field, the participation of Bukhara's intangible heritage in cultural life and the further strengthening of relations with some international organizations in this regard are analyzed.

As the field of tourism is a field of constant renewal and strong competition, the field needs constant new research, research and suggestions. The question of the role of cultural-educational and intangible heritage in the development of tourism in Bukhara is a problem subject that has not been studied very much, and it is an object of research waiting for new scientific research and practical solutions in this regard. Cultural and intangible heritage is a part of the history of every nation, that is, a product of spiritual development. If we look at our history, during the period of Soviet power, a hypocritical policy was carried out in the Bukhara region, and even local authorities were ordered to take all measures to stop visiting the mausoleums of Khoja Abdukhaliq Ghijduvani and Hazrat Bahauddin Naqshband, the prominent representatives of the seven pirs [1]. Our nation tried to protect its cultural heritage, despite all threats and threats. Thanks to our independence, a large-scale, auspicious process has begun to preserve the heritage in the cultural sphere, to restore holy places, to perpetuate the memory and legacy of our ancestors whose names have been forgotten. In 1995-2000, preservation, research and promotion of cultural heritage in the regions and cities located on the Great Silk Road, compiling a complete list of them, scientific maintenance and staff issues, more effective use of cultural heritage monuments for the development of tourism, the "Heritage" program, which includes activities such as the establishment of tourism infrastructure, was implemented [2]. On January 3, 1996, in connection with the 2500th anniversary of the city of Bukhara, the program "Development of foreign and local tourism in Bukhara in 1996-1997" was developed to strengthen the protection of the monuments of ancient Bukhara, to demonstrate the tourism potential of the region to the world, to raise the tourism industry and infrastructure to the level of modern requirements [3]. According to the program, the creation of a scientifically based catalog of the tourist potential of the Bukhara region, the promotion of our historical and cultural heritage abroad, the establishment of an international tourism economic zone in the region, visa-free entry for tourists from a number of countries (the experience of Malaysia, Indonesia), the Great Silk Road reconstruction, restoration and preservation of historical-architectural monuments of Ancient Bukhara at the crossroads are defined.

In the Bukhara region, 829 objects of material and cultural heritage are under state protection, 287 of them are archaeological monuments, 507 are architectural objects, 17 are monumental art, and 18 are places of interest. Nomination documents [4] have been prepared for the inclusion of several of them in the UNESCO World Heritage List based on international criteria [5]. These activities create a basis for the wider use of the unique potential of the cultural heritage and the increase of the number of tourists and pilgrims in the oasis by keeping the priceless cultural monuments in their original state and restoring them in a timely manner. In the Bukhara region, the unique national culture, art and craft traditions of thousands of years are being preserved and developed. "Silk and Spices" festival was first organized in 2001 by the Bukhara regional department of the national company "Uzbekturizm" in order to develop the achievements of national crafts and national economy in the Bukhara region on an international scale, expand cultural relations and turn the city of Bukhara into one of the centers of world tourism [6]. The group was established by the initiative of the heads of the craftsmen and tourist companies. Even now, the festival serves to preserve the cultural heritage of the Uzbek people. On May 25, 2019, the 18th traditional "Silk and Spices" festival was held for two days in the famous historical places of ancient Bukhara. At the beginning of the festival, the prestige, scope, and audience of participants were narrow, but in the following years, it became a tradition and was held for a fixed period of time, as well as promotion and propaganda work. In 2015, relations were established with international tourism organizations and brands, craftsmen, companies, organizers of other festivals, and their involvement gained great importance. If we compare the potential and growth dynamics of the event, in 2015 At the 14th International Festival "Silk and Spices", visiting artisans from some regions of Uzbekistan and Tajikistan, Kyrgyzstan, Kazakhstan demonstrated their skills and participated in the festival. Tourists and guests from more than 50 countries of the world,



representatives of 35 embassies, international organizations and more than 10 foreign media representatives participated in the traditional festival [7], making the festival one of the constructive events that serve to further develop tourism in Bukhara, promote and protect our historical and cultural heritage. turned into one. It is known from the observations that tourists are very interested in seeing and directly participating in folklore music and dances, national clothes and traditions, which have become the main part of the cultural life of Bukhara. For tourists, visitors and pilgrims, special "Bukhorcha" and "Mavrigi" song and dance stages are organized in front of historical centers from the folk song of Zullisonain, where the repertoire of national folk song songs is presented to tourists and unforgettable moments and high cultural recreation, which served to attract more tourists and increase the attractiveness of Old Bukhara as a tourist area by providing entertainment.

In other words, it is necessary to organize tourist services and trips to the extent that a tourist who has come to Bukhara wants to come here again the next time. In surveys conducted by tourist companies, tourists said that they prefer to go on excursions during the day, and to parks and theaters, shows, and musical entertainment in the evening. These results show that if the regional theaters, that is, the musical drama and comedy theater named after Sadriddin Ainiy, the regional puppet theater and the folklore troupes consisting of "Bukhorcha" and "Mavrigi" songs and dances, the national status international experiences also show the necessity and importance of establishing permanent cooperation relations between musical associations and tourist operators. Wide-scale efforts to protect and develop the field of historical and cultural heritage objects, restore monuments and ensure their preservation as much as possible have been continued even during the pandemic, which is difficult for the whole world. . In particular, according to the information of the Department of Tourism Development of Bukhara region, for the culture and tourism of Bukhara, during 2020, 34 additional cultural heritage objects are being renovated and reconstructed in the region, and they are currently serving tourists.

To sum up, the role of cultural-educational and intangible heritage in the development of Bukhara tourism is at a high level, especially during the current pandemic period, it is manifested as a great potential in supporting the development of sustainable tourism in the region and increasing the tourism reputation of the region. is dying. Taking this into consideration, preservation and development of the traditions of national architecture, which have been developing in Old Bukhara since ancient times, and the traditions of goldsmithing, jewelry, coppersmithing, carving, and applied art of patterning typical of this region, which has taken over the whole East, and their it is appropriate to take measures to further increase the tourism potential of the region and increase the number of tourists through noble actions such as promoting, restoring, and preserving unique examples. For this purpose, various festivals, conferences, symposia and events such as "Silk and Spices", "Bukhara Artisans", "Melon Sale", "Bukhara City Day", which are traditionally organized in Bukhara, will be brought to the international level, promotion of tourist destinations in foreign countries. It is desirable to achieve this by increasing the quality and quantity of advertisements on propaganda and internet sites.

According to the results of the study of this topic and the analysis of our observations about museums, the conclusions drawn and the identified problems became the basis for putting forward the following proposals:

1. The cultural heritage department of Bukhara region should strengthen its activities in terms of increasing the number of objects included in the UNESCO World Heritage list and restoring the existing ones. Because at a time when most of the developed countries of the world are actively trying to take one or two-century-old architectural structures under state protection and even include them in the list of World Heritage, the 2,000-1,000-year-old monuments in the country find their value in the world. There is some lameness in secular recognition.
2. As tourism develops, in this process, the issue of cultural recreation of tourists is becoming the main component. The role of art and its types, especially the theater, has grown even more. Taking this into account and using the world experience, the tour operators in Bukhara include theater performances, musical shows in their tour program, plan their time in accordance with the visit of large tourist groups and start their activities, which will lead to the creation of new tourist products.



Also, in front of the team of regional musical drama and comedy theater named after S. Ayniy, it is time to implement promising competitive plans such as expanding their repertoire with works of world and national literature and offering performances in foreign languages. Even local and capital theater performances will be organized in real historical monuments, buildings, palaces, it will provide an opportunity to create additional attractions that will leave unforgettable memories for tourists.

3. In the development of international tourism in the region, along with historical and cultural monuments, the presence of tourist objects that serve for recreation and cultural recreation is of great importance. In the process of increasing the attractiveness of Bukhara tourism and diversifying tourism, we will introduce innovative projects that meet the needs of tourists of different ages in our historical museums, based on the experience of world-famous museums, and in the city center, modern circuses and theme parks, where tourists, guests and local residents will relax, as well as art gallery buildings. establishment is becoming a necessity for the development of tourism, which is increasingly becoming a profitable industry.
4. In every museum, it is necessary to establish a library with popular scientific literature and art books that provide information about the history of museum exhibits and buildings. If these books are available in different languages, tourists looking for more information will be able to buy and use these books. In addition to the fact that libraries bring income, the main thing is that they would be a means of spreading the propaganda of the masterpieces of our culture around the world.
5. Short films describing the museum should be shown on a large screen in front of the entrance to each museum. Before entering the museum, visitors will find the answer to the question of whether the museum is worth the money they are paying or not. An example of this: Sitorai Mohi Khossa Museum is not as luxurious as the Ark, but the exhibits in the museum are very unique and original. Tourists say that "when we came here, we did not think that we would see such unique exhibits in the museum", and we even witnessed some tourists returning without entering the museum because of the high price of the ticket, says one of the qualified guides. Rollers like this help tourists not to hesitate.
6. Information on audio guide devices in museums and information on labels are given only in Uzbek, Russian, and English languages. However, among tourists visiting Uzbekistan, French and Italians make up the majority. Therefore, in addition to Russian and English, information should also be provided in French and Italian. Adding these languages to labels may cause space issues, but audioguides have the ability to add more than a hundred languages. According to our observations, every tourist has the opportunity to get information in his native language, which helps him to be grateful and to increase the quality of this tourist product.

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