

**MECHANISMS OF IMPROVING THE CULTURE OF TOURISM IN UZBEKISTAN
UNDER THE CONDITIONS OF BAZAR ECONOMY**

Sharipova Shahzoda Khasanovna,

*SamDU independent researcher,
Uzbekistan-Finland Pedagogical Institute
Assistant of the Department of Social and Humanities*

Abstract: In this thesis, cultural tourism programs in Uzbekistan and its significance today, and the level of various economic benefits of domestic and foreign tourism for the country are discussed.

Keywords: Tourism, historical-cultural tourism, historical monument, statistics, cultural heritage, tourist product, restoration .

INTRODUCTION

Cultural tourism is distinguished from other tourism by the fact that it includes visits to historical, cultural or geographical attractions. Cultural tourism is the most popular type of tourism. The main purpose of such trips are tourist attractions, monuments of history, architecture, art; natural and ethnic characteristics; historical and modern life and ethnographic culture of the people consists of getting acquainted with folk crafts. The history of tourism dates back to the beginning of the 19th century. First, organized tourism from England to France was established (1815). The English priest Thomas Cook, who is considered the founder of tourism, organized the first railway tour in 1843. After that, he formed his own tour company and in 1866 sent the first tour groups to the United States. In the East, the Arab traveler Ibn Battuta began his journey at the age of 21 and traveled almost all the countries of East and North Africa on foot. came out

Amir Temur and the Timurids were the first tourists to travel to Movarounnahr became active during Amir Temur was in constant contact with the French king Charles VI and the English king Henry IV. His ambassador came to Paris in 1403. Social in Movarounnahr in the book "The Life and Work of Timur the Great" by the Spanish Clavijo life and tourists Timur's pursuit of the state reflection reached Cultural we can also say that tourism is not only one of the types of tourism, but also an export strategy for the development of the cultural sphere of the city, closely related to the development of the city area.

The term "cultural tourism" appeared relatively recently - in the 80s of the 20th century and originated from the phenomenon called "heritage tourism". the phenomenon has been very popular all over the world since the 70s of the 20th century for many reasons . Since then, we have interpreted cultural heritage as historical, military, literary, artistic, and the term "cultural tourism" has become a focus of all. Although it includes sightseeing, it is more about artistic heritage (art, architecture) with dependence let's see possible. Today in the day tourism is one of the largest high-income and most dynamic sectors of the economy, therefore, for many years, tourism has stimulated the local economy, the standard and quality of life of the country's population and the standard of living effect doer network as looking at is coming Uzbekistan Decree of the President of the Republic of August 13, 2020 No. PF-5781 "On measures to further develop the tourism industry in the Republic of Uzbekistan" tourism by the ministries and agencies of the Republic of Uzbekistan measures to be taken to improve the quality of services, improve the qualifications of personnel in the field of tourism, actively promote national tourist products abroad, and increase the number of foreign tourists coming to the republic. Today there is a rapid development of international tourism all over the world observed, therefore, the use of cultural and natural resources of the host countries is increasing. Tourists' natural interest in peoples from different parts of the

world is one of the strongest tourist motives. The number of tourism with cultural and educational goals is increasing. A new understanding of culture in the development of society and the realization of the need to preserve cultural diversity in the world expands cultural tourism as a source of regional development, as well as its impact on the social and cultural sphere, ecology, foreign economic activity and international relations. This is because tourism in the modern world is mainly It turns from an economic phenomenon into a phenomenon of social and cultural order. To understand the role, to know the specific features of history, religion, traditions, way of life and culture, in general, the culture of other peoples is a condition for fulfilling the cultural needs of a person – we know that it is based on the recognition of the need to create conditions. A better understanding of these aspects of human life is directly with the owners of culture thanks to cultural tourism It is formed as a result of communication. Tourism is the head of the world economy being a gultoji, nowadays travel is the basis of human goals. In particular, prospects for the development of national tourism help to increase the position of the tourism industry in Uzbekistan in the world market.

As a proof of our opinion, great progress is being made in the field of tourism today, it is growing at a rapid pace, new hotels **are being opened**. set up being done worker seats number increase, it is permissible to emphasize that the number of qualified specialists is increasing, and the flow of tourists is increasing year by year. Of course, favorable climatic conditions of Uzbekistan are unique the landscape in consideration when sports and ecological of tourism development has all the grounds for

Thus, cultural tourism is a form of tourist tourism, the purpose of which is to develop the culture and cultural environment of the place of visit, including the development of modern tourism infrastructure in Uzbekistan. is receiving a lot of attention. As President Sh.M. Mirziyoev noted: "Turning tourism into a strategic branch of the economy remains a priority for us."

Therefore, rapid development of the tourism sector in Uzbekistan is one of the important strategic tasks of both economic and social importance. In this regard, in order to rapidly develop the tourism industry in Uzbekistan, No. PF-5781 dated August 13, 2019 "On measures to further develop the tourism industry in the Republic of Uzbekistan", No. PF-6165 dated February 9, 2021 "On "On measures for further development of domestic and pilgrimage tourism in the Republic of Uzbekistan" was adopted. First of all, an important factor in the development of the tourism sector is the wide attraction of investments in this sector. Today, Uzbekistan pays great attention to the development of the necessary infrastructure for the development of domestic and foreign tourism, and more than 20 tourist destinations in our Republic attract foreign tourists. 1 million 300 thousand tourists came to Uzbekistan in 2016, almost 2 million 700 thousand in 2017, 5 million 346 thousand 200 people in 2018, 6 million 748 thousand 500 people in 2019, and in 2020 their number will increase to 7.5 million, in 2023 It is intended to reach 10 million people. In this regard, in the development of the national tourism infrastructure in Uzbekistan,

great importance is attached to the delivery of all infrastructure objects to the level of world standards, the high level organization of tourism infrastructure components, hotel, transport, food, recreation, treatment and other entertainment services. 'attention is being paid. Currently, the role and contribution of transport infrastructure in the effective use of tourism resources in our country is high. Ilari" state joint-stock railway company has been exerting a great influence. Also, the development of hotel services is of great importance in the development of national tourism in Uzbekistan . It is known that in the organization of the hotel business, several requirements are taken into account, that is, the training, education, qualifications, age, health,

knowledge of foreign languages and appearance of the employees. Today, some catering establishments in Uzbekistan operate using high-level service methods, but the service level of some of them does not meet the requirements. They need to improve the service culture. Banks and other financial organizations play an important role in the development of national tourism in Uzbekistan. Tourists use various types of financial services for travel and recreation. To the extent that the tourist service system is improved, it will have a direct impact on the further development of tourism in the future.

In the development of national tourism in Uzbekistan, the information service is also important. Tourists coming to Uzbekistan for the purpose of travel are informed about the destination, the laws, customs and ceremonies, holidays, hospitality of the area they are visiting. He is interested in the information about the place, the map of that place, the scheme of transport highways. Therefore, the tourism infrastructure is directly dependent on the modern computer service, and quick information and communication, awareness of the news is an important requirement of the tourism of the present time. Modern electronic devices, internet networks have millions of sites with information about various tourist services, tourist centers, and tourists have the opportunity to choose travel and tourist agencies, tickets for a tour, and pay for services in advance. they did. In the process of development of national tourism in Uzbekistan, cultural-educational tourism is important compared to other types of tourism. Because today in Uzbekistan, tourism aimed at studying historical monuments and history is widely developed, measures are being taken to effectively use Uzbekistan's rich tourist potential, and to increase its tourist potential. Located in the center of Central Asia, Uzbekistan has many historical and architectural monuments, such as Samarkand, Bukhara, Khiva, Shakhrisabz, which are included in the UNESCO World Heritage List. Cultural and educational tourism is one of the most popular types of tourism. The main goal of cultural-educational tourism is to get acquainted with historical, architectural, art monuments, natural and ethnic peculiarities, modern life of a nation, etc. It is one of the types of tourism that has aroused interest and is becoming popular. With its rich history and culture, Uzbekistan has high potential for the development of tourism, and about 4,000 material and spiritual monuments located on the territory of Uzbekistan are included in the UNESCO list as a unique example of world heritage. Most of the architectural monuments in Uzbekistan were renovated due to independence, and most of these monuments belong to the 12th-20th centuries. Along with this, among the architectural monuments in Uzbekistan, there are also those belonging to the IV-IX centuries. Even more ancient cultural monuments have been preserved on the territory of Uzbekistan, which further increases the interest of world tourists to Uzbekistan. There are many historical monuments belonging to the primitive and ancient times in Uzbekistan, and today many works are being carried out aimed at using these historical monuments as tourist objects. In conclusion, historical and architectural monuments in the territory of our country, which have a great influence on the development of national tourism in Uzbekistan, are not only monuments of material culture, but also science, culture, progress, and great thinkers. as a cradle of science and enlightenment, it has been attracting foreign tourists. This creates great opportunities for the active development of pilgrimage tourism in Uzbekistan today.

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