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## THE ROLE OF CULTURAL AND ART INSTITUTIONS IN THE DEVELOPMENT OF TOURISM

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**Annotation:** This thesis analyzes the role of cultural and art institutions in the development of tourism and addresses issues related to their improvement. Cultural and art institutions play a crucial role in enhancing the attractiveness of tourism, as they provide tourists with a comprehensive understanding of the country's cultural heritage, traditions, and art. The paper examines the issues of increasing the qualifications of personnel, digitalization, and the use of innovations, as well as improving international cooperation. Additionally, recommendations and proposals are presented for more effective development by integrating tourism and culture.

**Keywords:** tourism development, cultural institutions, art institutions, digitalization, personnel qualifications, international cooperation.

Tourism is considered one of the key sectors of the economy today, and the role of cultural and art institutions is of great importance for its development. The field of culture and the arts, in connection with tourism, not only contributes to the country's economic growth but also serves to preserve its national identity and cultural heritage. Tourism is among the sectors that significantly impact the development of any country. Globally, this industry is regarded as an "economic driver" because its advancement demands the development of all infrastructure, which, in turn, boosts the country's image and strengthens its reputation on the international stage. Located at the crossroads of ancient civilizations and cultures, Uzbekistan is one of the world's most attractive countries for tourism. Our country has over 7,000 unique historical monuments as well as grand and unparalleled examples of architecture. The rich and diverse nature, picturesque reserves, and national parks of our land leave a positive impression on any visitor.

It is worth noting that Uzbekistan has hosted international festivals over the years, such as the "Baxshi Art," "Sharq Taronalari," "Maqom Art," "Flower Festival," "Spring Melody," as well as Chamber and Symphonic Music events, along with concerts by the "Cultural Caravan" maqom ensemble. Today, tourism is rightly recognized as a country's distinctive "business card," an attractive and competitive sector for economic development, and a vital factor in creating a favorable investment climate. This high level of attention and support inspires confidence that Uzbekistan will soon rank among the world's most developed tourism destinations.

Therefore, cultural and art institutions play a crucial role in the development of tourism. Developing these institutions, implementing digital technologies in the field, and strengthening international cooperation have become important directions for the advancement of the tourism industry. In the Republic of Uzbekistan, there are a total of 7,160 historical and cultural sites, including archaeological objects, landmarks, architectural monuments, and works of art. These sites are distributed as follows: Samarkand region with 1,657, Kashkadarya region with 1,256, Bukhara region with 982, Jizzakh region with 484, Surkhandarya region with 465, Fergana

region with 370, the Republic of Karakalpakstan with 352, Tashkent city with 319, Khorezm region with 311, Namangan region with 296, Tashkent region with 264, Andijan region with 203, Navoi region with 169, and Syrdarya region with 32. All regions of the country possess a rich historical and cultural heritage. To promote sustainable tourism development across the regions, the State Committee for Tourism Development and the Ministry of Culture have organized a variety of international and national cultural events. These include the "Sharq Taronalari" music festival, the Tashkent international photo exhibition, the "Teatr.Uz" theater festival, the "Maqom" international festival, the Tashkent international film forum, and various gastronomic events. The systematic organization of these cultural activities and festivals throughout the regions will significantly contribute to the socio-economic development of these areas. Furthermore, using tourism as a platform for hosting cultural events not only showcases Uzbekistan's tourism potential to foreign citizens but also enables the coordination of relationships between organizations and sectors involved in tourism activities. In order to enhance the role of cultural and art institutions in the tourism sector, I propose the following suggestions:

**Infrastructure Development and Modernization:** Projects aimed at the modern renovation and upgrading of cultural and art institutions should be implemented. This not only attracts tourists but also ensures that the facilities are suitable for long-term use.

**Establishment of Programs for Professional Development:** It is essential to organize regular training courses and workshops for specialists in the cultural and art sectors. This will help improve the quality of services in the tourism industry.

**Utilization of Digital Technologies and Innovations:** Increasing tourism appeal through virtual tours, interactive exhibitions, and online tourism services can attract both local and international tourists.

**Strengthening International Cooperation and Expanding Exchange Programs:** Merging culture and tourism through cultural festivals, exhibitions, and international events will help increase tourist flows.

**Enhancement of Marketing Strategies:** Special marketing campaigns aimed at promoting cultural tourism in local and international markets should be organized. This will expand competitive opportunities in the tourism sector.

**Support for Cultural Heritage Preservation and Development:** A portion of the funds obtained from tourism should be allocated to the restoration and preservation of cultural sites. This will aid in safeguarding cultural heritage.

Implementing these recommendations will foster the joint development of tourism, culture, and art sectors while enhancing the status of national culture on the global stage.

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