

## THE THEORETICAL FRAMEWORK FOR MUSEUM TOURISM DEVELOPMENT

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**Anotatsiya:**Maqolada Yangi O'zbekistonda muzey turizmini rivojlantirishning nazariy asoslariga alohida e'tibor berilgan.

**Kalit so'zlar:**Muzey, turizm, madaniyat, me'ros, ma'rifat, turmush darajasi, turmush sifati.

**Аннотация:**В статье особое внимание уделяется теоретическим основам развития музейного туризма в Новом Узбекистане.

**Ключевые слова:**Музей, туризм, культура, наследие, просвещение, уровень жизни, качество жизни.

**Abstract:**This article focuses on the theoretical underpinnings of museum tourism development in New Uzbekistan, highlighting its significance in promoting cultural heritage, enlightenment, and enhancing the standard of living and quality of life.

**Keywords:**Museum, tourism, culture, heritage, enlightenment, standard of living, quality of life.

The attainment of independence in our nation sparked a profound shift in both cultural and socio-economic landscapes. A concerted effort has been made to revive our national ethos, delve into our rich heritage, and widely disseminate its essence and significance, particularly among the youth. To safeguard and enhance our cultural legacy, 11 new museums, 2 theaters, 28 children's music and art schools, and 5 universities, including the University of Journalism and Mass Communications of Uzbekistan, have been established to cultivate a new generation of journalists. Notably, state support for culture and the arts has surged, increasing fivefold compared to 2017. In 2023, over 712 billion soums were allocated for these endeavors. The spirituality of any people or nation is inseparable from its history and national values. Thus, the cultural and historical monuments of our ancient land, along with unique artifacts and rare manuscripts, serve as invaluable contributions not only to our nation's heritage but also to global civilization.

Museums play a pivotal role in preserving such priceless treasures, delving into our national history and traditions, and promoting them scientifically while honoring the memory of our ancestors, particularly in the moral and intellectual development of the youth. Over the years of independence, more than twenty legal and regulatory documents have been enacted to regulate and systematically develop museum activities. Notably, the State Museum of the History of the Timurids and the Museum of Repression Victims have been established, alongside other spiritual and cultural institutions.

The "Uzbek Museum" fund, under the Ministry of Culture and Sports Affairs of the Republic of Uzbekistan, coordinates museum activities and provides necessary scientific and methodological support. Presently, our country boasts 444 museums, housing over 2 million 159 thousand exhibits. Of these, 135 are state-funded, 99 are private, and over 200 are college and school museums.

Museums serve as repositories of our ancestors' heritage, linking us to our ancient roots and reflecting the present-day progress, thereby reaffirming our national identity. In recent years, concerted efforts

have been made to perpetuate the memory of our forebears and transmit their cultural legacy to future generations.

The decision of the Cabinet of Ministers of the Republic of Uzbekistan, dated July 11, 2014, underscores the commitment to making state museums accessible to children and their parents. Special emphasis is placed on engaging students and youth, enhancing their self-awareness and patriotism through museum visits. In the current year alone, approximately 1,200 exhibitions and over 73,000 excursions have been organized nationwide. Notably, over 18 million individuals visited these establishments in the first half of the year, with a significant portion being young people. Museums play a pivotal role in cultivating individuals' aesthetic sensibilities and spiritual well-being, serving as bridges between society and its history.

Numerous studies delve into the origins and evolution of museums. In our assessment, the following historical anecdote holds merit in understanding human history and development: Alexander of Macedon allocated 30,000 talents from his conquests in Asia to his mentor, Aristotle. Utilizing these funds, Aristotle founded a museum of natural history, marking the inception of the first museums and the field of museology. Aristotle's directive to procure specimens of unfamiliar flora for a herbarium and dried specimens of novel fauna for a zoology collection exemplifies the pioneering efforts in museum curation and scholarship.

The inception of museums can be traced back to ancient times. The term "museum," derived from the Greek word "muse," was associated with the goddesses of art and science, who inspired poets and artists. Over time, museums evolved into repositories of knowledge and history, preserving and disseminating cultural heritage to future generations. Hence, ancient poets often invoked the Muse at the onset of their literary compositions. Within ancient mythology, multiple goddesses were associated with various aspects of art, literature, and history. Notably, Hesiod, in the 7th century BC, enumerated nine such goddesses: Clio, representing history; Euterpe, patron of poetry and music; Thalia, associated with comedy; Melpomene, the muse of tragedy; Terpsichore, muse of dance and song; Erato, muse of love poetry; Polyhymnia, muse of hymns; Urania, muse of astronomy; and Calliope, revered as the epic muse. Apollo was revered as the guardian of the Muses.

The Muse's portrayal is a recurring theme in European art, with statues depicting goddesses in diverse forms often housed in sacred edifices with profound reverence. Devotees would visit these goddesses, offering prayers in hopes of their wishes being fulfilled. Consequently, the shrine where the muses resided became a pilgrimage site, attracting people seeking spiritual solace. Within this sanctuary, a collection of exquisite and rare artifacts, alongside captivating works of art, were safeguarded. These treasures left a lasting impression on pilgrims, further enhanced by the ornate decor adorning the shrine's surroundings. The term "museum" signifies more than just a repository for beautiful objects—it's a space where inspiration converges. Additionally, it's noteworthy that the term "Mozi" bears resemblance to "museum," with "Mozi" denoting history or the past in dictionary definitions. Museums, driven by their mission, serve as conduits of knowledge, imparting insights into history and the past to future generations through curated displays and exhibits.

The establishment history of museums in our republic, the pivotal role played by local collectors in their inception, the process of categorizing collected objects based on their content and significance, the methodology governing museum structure, the scientific underpinnings of collection curation, scholarly commentary, and publication endeavors—all underscore the importance of imparting students with comprehensive and scholarly knowledge. This equips them with the requisite skills to undertake diverse tasks, including effective communication by museum staff and the revitalization of museum operations within a market economy through innovative approaches and methodologies. In light of this, it is

imperative to prioritize the study and training of various museum activities within our republic, spanning disciplines such as history, architectural history, local history, fine and applied arts, literature, memorial houses, industry, construction, agriculture, and transportation and communication. Museum operations represent a distinctive realm of social engagement, intricately intertwined with the realms of science, education, and culture.

Indeed, effective museum management hinges on the application of scientific principles. The corpus of knowledge informing professional museum practices, encapsulating the challenges and intricacies inherent in museum work, is commonly referred to as "museology" or museum studies. This term first emerged in the latter half of the 19th century, signifying the formalization of the field and its recognition as a distinct discipline. Initially, the term "museography" encompassed all endeavors associated with museums; however, by the mid-20th century, it transitioned to specifically denote the study and practice of museum management and exhibition design.

Today, museum studies is recognized as a distinct academic discipline, with full endorsement from the International Council of Museums (ICOM). Established in Paris in 1947 under the auspices of UNESCO, ICOM serves as a global hub for coordinating museum activities. Its primary mission is to facilitate the exchange of expertise among museums worldwide, with the overarching goal of enhancing museum operations and experiences. ICOM's acknowledgment of museology spurred the convening of the 11th General Conference of the specialized international committee on museology, held in the former Soviet Union in 1977. During this conference, recommendations were adopted concerning the advancement of museological practices and the integration of museology into university curricula. While museum studies can trace its roots back to the 16th century, it underwent a gradual evolution in defining its theoretical framework, methodologies, and disciplinary boundaries. It wasn't until recent decades that museology made significant strides in establishing fundamental concepts and theoretical frameworks, marking a pivotal phase in its development as a distinct scientific discipline.

Conducting research on the theoretical and practical dimensions of organizing and fostering museology tourism in Uzbekistan entails various facets. These include disseminating information about renowned museums globally, crafting national museology tourism offerings informed by prioritized experiences and emerging technologies in international museology tourism practices, as well as addressing challenges in museology tourism development and devising effective solutions to mitigate them. Exploring museums within our republic, continuously analyzing global trends in tourism museology, imparting advanced methodologies in international museology development, crafting compelling advertisements and tours for museology tourism, and training experts and guides for the advancement of museology tourism represent distinctive and suitable pathways for New Uzbekistan's cultural and tourism sectors.

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