

## THE IMPACT OF MUSEUM TOURISM ON ENHANCING QUALITY OF LIFE

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**Anotatsiya:**Maqolada muzey turezmi sohasini rivojlantirish orqali aholi turmush darajasini oshirishga ta'sir etuvchi omillarga alohida to'xtalib o'tilgan.

**Kalit so'zlar:**Muzey, turizm, madaniyat, ma'rifat, qadriyat, aholi turmush darajasi.

**Аннотация:**В статье рассматриваются факторы, влияющие на повышение уровня жизни населения за счет развития музейного туризма.

**Ключевые слова:**Музей, туризм, культура, просвещение, ценность, уровень жизни населения.

**Abstract:** This study delves into the pivotal determinants shaping the enhancement of societal well-being by fostering the growth of museum tourism. Key areas of exploration include the intersecting realms of museum culture, tourism dynamics, cultural enlightenment, societal value systems, and the elevation of living standards for the populace.

**Keywords:**Museum, tourism, cultural enrichment, societal advancement, value systems, standard of living.

In Uzbekistan, the antiquated museum system holds a pivotal role in augmenting the moral and ethical fabric of our society. Advancing this system involves not only the preservation and display of artifacts that encapsulate our national history and heritage but also the dissemination of noble and rare exhibits that embody our independence and identity. It entails leveraging museums as conduits for instilling national pride, fostering patriotism, independence, and loyalty to the homeland. To achieve this, it is imperative to maximize the utilization of museums, employing highly skilled specialists, bolstering their material and technical infrastructure, and creating conducive conditions for the utilization of global museum experiences. These efforts constitute the cornerstone of expanding the populace's cultural horizons and elevating the level of public enlightenment.

In his speech at the extended meeting of the Republican Council of Spirituality and Enlightenment, President Shavkat Mirziyoyev emphasized the importance of spirituality as a new force and movement in Uzbekistan's life. He highlighted the opening of 11 new museums, 2 theaters, and 28 children's music and art schools in the recent period. Additionally, the establishment of 5 universities, including the University of Journalism and Mass Communications of Uzbekistan, was specially noted for the training of new generation journalists. In the lecture, there was a focus on developing new concepts for state museums, ensuring the safe storage of museum objects, and creating favorable conditions for visitors, especially those with disabilities. Additionally, there was emphasis on developing tourist services and architectural, planning, interior, design, and landscape solutions for each museum building. Special attention was given to approving the sketch project based on the direction and content of each museum.

The integration of tourism development issues into all government decisions necessitates the establishment of new directions and types of tourism within national tourism. This means that museology is addressing the social, economic, and political challenges of modernity. The authors of the new museum concept are introducing novel methods of engaging with the community within the museum. In contemporary society, museums should expand beyond their traditional roles and functions and implement broader programs that enable them to actively engage in societal life.

The integration of tourism development considerations into governmental decisions underscores the necessity of exploring innovative directions and forms of tourism within the national framework. Museology, confronted with contemporary social, economic, and political challenges, is evolving to address these issues. Authors of new museum concepts are pioneering novel approaches to engage with communities, reflecting the evolving role of museums in modern society. Today, museums are expanding beyond their traditional roles, embracing broader programs to actively engage with and contribute to societal life. This evolution reflects a dynamic shift in the perception and function of museums, positioning them as dynamic agents for social engagement, education, and cultural enrichment in contemporary society. The utilization of museums in our country plays a crucial role in the development of tourism. Particularly in the social and educational spheres of our society, in the culturally rich education of the younger generation, and in broadening the scope of human knowledge, enhancing the utilization of tourism from our museums remains one of the most pressing issues.

In the Decision of the President of the Republic of Uzbekistan Shavkat Mirziyoev "On measures of innovative development of the sphere of culture and art in the Republic of Uzbekistan" (Tashkent city, August 26, 2018), several key points are outlined:

- Establishing infrastructure tailored to the population, especially the youth, enabling them to access museum exhibits through the internet, extensively integrating innovative information technologies into museum activities, and creating digital formats of museum exhibits.

- Ensuring the comprehensive integration of museums into the social landscape to publicize and promote the cultural and historical heritage of our country.

- Extensive use of inclusive methods involves providing services and ensuring comfort for individuals with disabilities, elderly visitors, preschool children, and accompanying persons in museums.

Indeed, the Decision will likely have a positive impact on the living standards of the population by initiating the development of museums in the country. It's essential for national tourism to actively contribute through effective scientific research and practical efforts to accelerate the organization and development of museum utilization within the tourism sector. The increasing interest and visits to museums in Uzbekistan, particularly among the younger generation, as well as the attention from international tourists and heads of state, highlight the significance of museums in the country. Future specialists in tourism education should indeed focus on mastering the mechanisms of organizing and developing museum utilization in tourism, which could be achieved through dedicated courses such as "Museology in Tourism." This would ensure that tourism professionals are well-equipped to leverage the cultural heritage and attractions offered by museums in promoting tourism in Uzbekistan.

Indeed, the production of most delicacies essential for human consumption is the result of human labor and intelligence. When the activities, goals, and aspirations of individuals in the economy align with societal interests, and when every capable person actively, effectively, and diligently contributes to social production, society can successfully address any complex challenges it faces. Collaboration and dedication are key to achieving collective goals and ensuring the well-being of society as a whole. Sh. M. Mirziyoyev's statement emphasizes the importance of expanding access to higher education and nurturing individuals with advanced skills, creativity, and critical thinking abilities. Providing the necessary environment for intellectual growth and fostering moral maturity are essential tasks for society, ensuring that individuals can make independent decisions in line with international standards. It underscores the responsibility to empower individuals to contribute meaningfully to their communities and beyond.

The acknowledgment of shortcomings in the new economic order, particularly regarding unemployment threats, underscores the significance of museum tourism in enhancing living standards. Museum tourism offers a distinct avenue for economic growth and employment opportunities, mitigating the adverse effects of unemployment. By leveraging cultural heritage and promoting tourism, societies can generate income, create jobs, and improve the overall well-being of their population.

Indeed, at this stage of Uzbekistan's development, leveraging the museum tourism sector to boost employment opportunities is crucial. By strategically developing this sector, the country can create new jobs and diversify its economy, thereby reducing unemployment and improving the standard of living for its population. Addressing the imbalance between demand and supply in the labor market through the development of museum tourism can contribute significantly to economic growth and social stability.

Absolutely, the active participation of every capable individual in social production and the generation of various benefits is pivotal for societal progress. Effective mechanisms for increasing population activity not only drive economic growth but also foster societal development. By harnessing the full potential of its people, a society can overcome challenges and pave the way for prosperity and well-being for all its members. Absolutely, a society that maximizes the participation of all its members in social production and harnesses their potential to create benefits will undoubtedly thrive. By fostering an environment where every individual can actively contribute to economic growth and development, such a society can achieve prosperity for all its people. Effective mechanisms for increasing population activity, combined with inclusive policies and opportunities for personal and professional growth, are essential for sustainable development and the well-being of the population.

The recent successes attained pave the way for reinforcing the social aspects of economic reforms, enhancing living standards, ensuring employment opportunities, and implementing measures to alleviate poverty, particularly among those reliant on state financial aid. Museum tourism, in particular, demonstrates its positive impact on the social dimension of the economy, emerging as a significant factor in shaping a socially oriented market economy in our nation.

Indeed, as societal and economic dynamics evolve, the consumption patterns undergo a gradual shift, moving beyond mere material pleasures towards a broader spectrum of consumables essential for personal development and refinement. Absolutely, the evolving societal landscape is fostering the emergence of a distinct consumption paradigm. There's a noticeable uptick in the significance of social, intellectual, and cultural consumption within its framework. Products and services geared towards simplifying lifestyle, optimizing time management in various spheres like education, leisure, health, sports, and travel are witnessing a surge in demand. This shift underscores a changing consumption system aimed at enhancing people's quality of life and overall well-being.

Indeed, the development of industry, agriculture, and services is pivotal in advancing the social sector within the 'Action Strategy'. The overarching objective of Uzbekistan's long-term socio-economic policy is to diminish social inequality and perpetually elevate the standard of living for all its citizens. This underscores a commitment to fostering inclusive growth and ensuring that the benefits of economic development are widely shared across society.

The transition to market relations provides an opportunity to address issues that the planned economy couldn't resolve and to optimize resource utilization. Museum resources, being valuable assets, are no different. Their effective utilization can lead to a decline in employment in material production but can also spur growth in other sectors and industries, thereby mitigating unemployment. This highlights the importance of leveraging market mechanisms to ensure a smooth transition and to foster economic diversification and job creation in various sectors. Indeed, in a socially oriented market economy, the service sector plays a crucial role in providing various intangible services to the population, including social welfare, insurance, trade, catering, tourism, healthcare, transportation, and communication. The experience of developed economies, particularly Western countries, highlights the significance of the

service sector in driving socio-economic development. By prioritizing the development of services, countries can enhance the overall well-being and quality of life for their citizens while fostering economic growth and stability. The trend you mentioned reflects a global pattern where countries with advanced human capital tend to have a significant portion of their workforce employed in the service sector. In Uzbekistan, approximately 50.7 percent of the workforce is currently employed in service industries. This underscores the importance of further developing and investing in the service sector to drive economic growth, create employment opportunities, and improve the overall standard of living for the population.

Researching the impact of the service sector on the standard of living yields valuable insights and recommendations for enhancing societal well-being. These conclusions and proposals likely address various aspects such as employment opportunities, economic growth, access to essential services, and overall quality of life.

The revised definition of the economic term "service" as proposed, encompasses the satisfaction of both material and spiritual needs of various segments of the population when such needs arise. This definition aligns with the multifaceted nature of services, which extend beyond tangible goods to include intangible experiences and support. By recognizing the diverse range of needs and the corresponding activities required to address them, this definition provides a more comprehensive understanding of the role of services in society.

Indeed, the service sector presents promising employment opportunities for various demographic groups, including young individuals entering the job market and those lacking extensive work experience or high qualifications. Recognizing this potential can be instrumental in addressing unemployment challenges, as individuals transitioning from the production sector to the service sector can find meaningful employment opportunities that align with their skills and abilities. Leveraging these opportunities effectively can contribute to reducing overall unemployment rates and promoting economic stability.

Absolutely, the evolving consumption system reflects shifting societal priorities towards social, intellectual, and cultural experiences, including museum tourism. This trend signifies a broader recognition of the value of enriching activities that contribute to lifestyle enhancement, time-saving in daily tasks, and overall well-being. As a result, there is a growing demand for high-quality products and services that cater to these diverse needs and preferences, ultimately leading to improvements in people's lifestyles and quality of life. Embracing and adapting to these changes can help individuals and businesses thrive in an evolving economic landscape.

Indeed, the development of museum tourism contributes significantly to both the socio-economic advancement of a country and the enhancement of living standards across all segments of the population. By promoting cultural heritage, fostering education, and stimulating economic activity, museum tourism creates opportunities for employment, entrepreneurship, and revenue generation. Additionally, it plays a vital role in attracting domestic and international visitors, thereby boosting tourism-related industries and supporting local communities. Ultimately, the multifaceted benefits of museum tourism extend beyond economic gains to encompass social cohesion, cultural preservation, and individual well-being, making it a valuable asset for national development and the betterment of society as a whole.

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