

## CULTURAL TOURISM IN UZBEKISTAN: STATUS AND DEVELOPING ASPECTS

Dilfuza Abdusalomova

University of World Economy and Diplomacy, Master's degree

E-mail: [user\\_d7@mail.ru](mailto:user_d7@mail.ru)

**Abstract.** This article reviews the role of tourism in Uzbekistan according to the factors influencing development of cultural tourism. Prospects and opportunities on progress of historical and cultural tourism are analyzed. In addition, many conditions for the successful development of cultural tourism, decrees on tourism will be considered.

**Key words:** tourism, urban travel, tourist, historical and cultural tourism, historical monument, statistics, cultural heritage, tourist product, restoration.

**Introduction.** Today, tourism is popular in many countries around the world. It is a promising sector that brings high returns to the economy. In the opinion of experts, tourism is one of the most lucrative industries in the 21st century. Now it plays the third role in the world's industrial sphere after automotive and oil refining.

A wide range of destinations and cultural activities fall under the umbrella heading of cultural tourism: visits to UNESCO World Heritage Sites (e.g. China's Great Wall, Chichén-Itzá); tours of historic cities, architectural sites, cathedrals, and battlefields; excursions to museums; trips to sample typical regional foods; tours of ethnic neighborhoods; travel to local music festivals and cultural performances; visits to indigenous villages or distinctive cultural landscapes (e.g. observing farming practices in Asian rice fields). Although cultural tourists' motives vary, some common themes include the desire to experience an "authentic" cultural landscape, interest in other cultures, and an interest in scenery that fosters an engagement with the past.[1]

Tourism is usually organized by tourism organizations on tourist routes. There are many types and forms of tourism (domestic, international, amateur tourism, organized tourism, short-distance travel, long-distance travel, tourism to expand knowledge, climbing, water tourism, car tourism, hiking, sports tourism, etc.).

In Uzbekistan tourism development is almost a country with a positive impact on all sectors leading to dynamic economic growth will come. It is also an investment in the industry short-term justification, travel companies expansion of opportunities and high profits potential investments in the industry serves to increase the volume. That is why, many countries and businesses promote tourism pay great attention to development.

**2. Theories, Methods, and Research Design.** This paper analyzes the formation and structure of the cultural image of a tourist destination based on the analyses of the text content of tourists' travel notes, which will also help marketing organizations deeply understand the complex impression of tourists on the cultural resources of the destination, so as to effectively adjust marketing strategies. It will also provide potential tourists with the materials to recognize and deepen the impression of the destination, so as to promote their transformation into real tourists.

Cultural tourism resources mainly refer to historical sites, scenic areas, religious and ethnic facilities, relevant customs, and folk rituals.

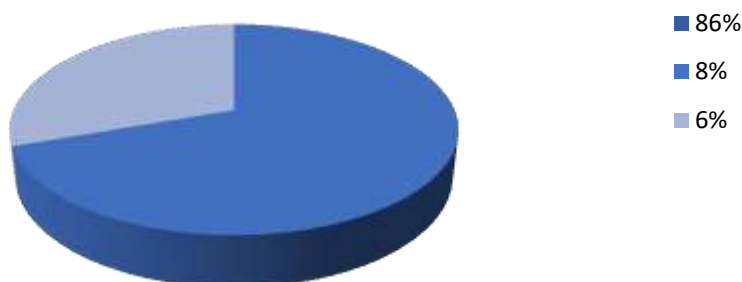
Tourism accounts for about 5% of the world's gross domestic product, while in developed countries almost 10% of the population is engaged in tourism. The tourism industry is one of the worst hit by the COVID-19 pandemic. According to the World Tourism Organization (UNWTO), international tourism fell by 72% in 2020, or revenue from tourism services, by \$ 1.1 trillion, to 1990 levels. As a result, 935 bln. USD in export earnings [12].

As you know, from March 16, 2020, our country was closed to foreign and domestic tourists. As a result, more than 1,500 tour operators and 1,200 hotels have closed. These have had a significant impact on the incomes of more than 250,000 people, including guides, national crafts, shrines and sanatoriums, catering, transportation, and more.

Uzbekistan has more than 7,300 cultural heritage sites, including historical monuments, monuments built with the great talent of our great ancestors, sacred sites, and most of them are included in the UNESCO list. Therefore, in recent years, the state has adopted a number of regulations to develop this area.

Central Asia to Uzbekistan is a leading platform for attracting tourists remains. Most Visitors 31 age group 55 years. 86.1% of foreigners come to Uzbekistan visitors from this region.

**1-diagram. Foreigners coming to Uzbekistan by regions distribution, in percent**



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