

THE ROLE OF CULTURAL HERITAGE SITES IN THE DEVELOPMENT OF TOURISM IN THE REPUBLIC**S.Safarov**

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Annotation. This thesis highlights the importance of cultural heritage sites in the development of tourism in the republic. Historical monuments are analyzed as significant factors in promoting national culture, attracting foreign tourists, and ensuring economic growth. The study also examines the prospects and current challenges of developing cultural tourism.

Keywords: cultural heritage, tourism, historical monuments, cultural tourism, UNESCO, national values, economic development, tourism potential, Silk Road, infrastructure.

Annotatsiya. Mazkur tezisdan respublikada turizmni rivojlantirishda madaniy meros obyektlarining ahamiyati yoritilgan. Tarixiy obidalar milliy madaniyatni targ'ib qilish, xorijiy turistlarni jalb etish hamda iqtisodiy rivojlanishni ta'minlashdagi muhim omil sifatida tahlil qilingan. Shuningdek, madaniy turizmni rivojlantirish istiqbollari va mavjud muammolar ko'rib chiqilgan.

Kalit so'zlar: madaniy meros, turizm, tarixiy obidalar, madaniy turizm, UNESCO, milliy qadriyatlar, iqtisodiy rivojlanish, turistik salohiyat, Buyuk Ipak yo'li, infratuzilma.

In today's globalization process, tourism is one of the fastest growing sectors of the economy. In particular, cultural tourism is an important factor in increasing the prestige of countries in the international arena, ensuring economic stability, and promoting national values. Uzbekistan is one of the countries that attracts tourists from around the world with its rich historical and cultural heritage, ancient cities, architectural monuments, and national traditions. Cultural heritage sites play a key role in the development of tourism in the republic.

Cultural heritage sites reflect the historical memory, spiritual wealth, and national identity of the people. Therefore, their preservation, restoration, and effective integration into the tourism system are one of the priorities of state policy. In recent years, large-scale work has been carried out in Uzbekistan to restore historical monuments, develop infrastructure, and expand international tourist routes.

Cultural heritage sites are a key component of tourism. Tourists often travel to get acquainted with ancient history, architecture and national culture. Historical monuments located in ancient cities such as Samarkand, Bukhara, Khiva, Shahrisabz on the territory of Uzbekistan are of great international interest.

Cultural heritage sites contribute to the development of tourism in the following ways:

Historical sites are one of the most interesting places for foreign tourists. In particular, sites included in the UNESCO World Heritage List increase the flow of tourists.

Through tourism services, the hotel, transport, handicraft and trade sectors develop. As a result, new jobs are created.

Cultural heritage sites introduce the history, customs and traditions of the people to the world.

Roads, hotels, restaurants and service centers will be built around tourist attractions[2].

They educate the younger generation in a spirit of patriotism.

Historical monuments increase young people's respect for national values.

There are thousands of historical and cultural sites on the territory of Uzbekistan, most of which are associated with the Great Silk Road. Such sites as the Registan Square in Samarkand, the Shahi Zinda complex, the Ark Castle in Bukhara, the Poi Kalon ensemble, and the Ichan Castle in Khiva are world-famous.

The city of Samarkand has unique examples of oriental architecture, which is called the "Gem of the East". The Registan ensemble is not only a historical monument, but also an important center of international tourism. Thousands of foreign tourists visit this place every year.

The city of Bukhara is one of the largest centers of Islamic culture. Numerous madrasas, mosques and mausoleums in the city play a significant role in the development of historical tourism.

The Ichan Qala Museum-City in Khiva is a unique open-air historical complex. The area is of great interest to tourists due to the well-preserved ancient architectural style.

During the years of independence, the development of tourism in Uzbekistan has become a priority area of state policy. In particular, in recent years, great attention has been paid to the restoration of cultural heritage sites and their integration into the international tourism system.

Based on presidential decrees, comprehensive reforms are being implemented to repair historical monuments, modernize infrastructure, and introduce electronic tourism services. The expansion of the visa-free regime is also having a positive effect on the increase in tourist flows.

Also, holding international festivals, cultural events and tourist forums serves to increase the country's tourism potential. Events such as the "Sharq Taronalari" and "Silk and Spices" festivals make a great impression on foreign guests.

Along with the effective use of cultural heritage sites, their preservation is also an important task. Unfortunately, some historical monuments are damaged by the passage of time, natural factors or human activity.

The main problems are:

insufficient restoration work;

underdeveloped infrastructure in some regions;

the impact of environmental factors;

damage to sites as a result of an increase in the flow of tourists[3].

Therefore, the use of modern conservation technologies, strengthening cooperation with international organizations and digitization of historical monuments are of great importance.

In the future, Uzbekistan has great opportunities for the development of cultural tourism. Creating virtual tours based on digital technologies, developing mobile applications, and integrating them with eco-tourism will increase tourism efficiency.

In addition, the establishment of regional tourism clusters, the development of national crafts and gastronomic tourism will also increase economic efficiency. The development of domestic tourism, especially among young people, will serve to widely promote national culture.

In conclusion, cultural heritage sites are one of the main factors in the development of tourism in Uzbekistan. Historical monuments demonstrate the rich cultural potential of the country and attract international tourists. They play an important role in economic development, creating new jobs, and promoting national values.

The preservation and effective use of cultural heritage sites requires the cooperation of the state, society, and international organizations. The development of modern tourism infrastructure and the transfer of historical monuments to future generations are important factors in the sustainable development of Uzbekistan.

References

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