

Historical and Cultural Heritage is an Important Factor in the Development of the Tourism Industry

Rakhimjon Avazov

Associate Professor of the Department of SamSACEI Candidate of Architecture

Khamidova Vazira

Assistant of the Department of "Architectural Design" of TUACE

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ANNOTATION

The article deals with the problems of the development of historical cities that are under the threat of damage, disappearance under the influence of urbanization generated by the industrial era and characteristic of all societies today, and the role of cultural heritage in the development of the tourism industry is considered.



All the cities of the world that have arisen as a result of more or less spontaneous development or according to a well-thought-out plan represent the material expression of various social systems that have existed throughout the historical process, and that is why they are historical.

Historical cities with their natural or man-made surroundings, in addition to their properties of peculiar historical documents, express the values inherent in urban civilizations. However, these cities are under threat of damage, destruction and even destruction under the influence of urbanization generated by the industrial era and characteristic of all societies today. Historical ensembles, being part of the everyday environment of people, provide a living presence of the past that shaped them, give diversity to living conditions, acquire additional value and significance for people (1).

Traditional architectural ensembles have served for centuries as the most real evidence of the richness and diversity of cultural, religious and social creativity. This, as a rule, is a fundamental factor in their preservation and integration in modern urban planning. Because there is a danger of uniformity and depersonalization of historical centers, both for humanity as a whole and for peoples who see them as a manifestation of their culture and the basis of their identity. There are enough examples all over the world when serious damage to the historical heritage is caused by destruction committed under the pretext of expansion or restructuring, transport development or modernization. In order to respond to new challenges in a timely manner, UNESCO has for many years developed a package of regulations aimed at preserving cultural heritage. Each of these conventions is aimed at integrating the cultural aspect into the overall development paradigm and related directions and programs of UNESCO activities. They recommend that Member States apply the developed provisions in the form of a national law or other form of measures to implement in the territories under their jurisdiction the principles and norms contained in the recommendations (2).

The Government of many countries pays great attention to the preservation of cultural heritage and the development of cultural and educational tourism, measures are being taken and special programs for the preservation of cultural heritage and tourism development are in effect for the coming years. Tourism in all countries is recognized as a strategically important direction for the development of the city and natural complexes. To this end, every effort is being made to form a powerful and effective tool for maintaining cultural diversity, sustainable development and combating poverty, creating new jobs. This industry is growing by an average of 4-5% per year. The development of cultural tourism infrastructure, as it is one of the priorities of the 21st century. The place of tourism in the global economy today is difficult to overestimate – it absorbs 11.4% of global investment and provides 10.9% of the world's basic income.

The growth of tourism leads to the accumulation of significant financial resources, changes regional economic systems and brings benefits to protected areas and the local population. World Heritage sites are the most attractive for tourists, therefore, tourism is the main management concern for most World Heritage sites. At the same time, due to its diversity and the ever-increasing role of tourism, World Heritage sites provide a unique opportunity for research on heritage conservation and tourism management. However, today it is widely recognized that the development process cannot be understood only in terms of economics, it is necessary to take into account the inextricable link between the economic, social, environmental and cultural spheres. The application of an integrated approach requires the identification and protection of all types of heritage – natural and cultural, tangible and intangible.

At the same time, it is necessary to create an atmosphere favorable for their preservation and full development. When an object is included in the World Heritage List or when a protected area is defined as a "Protected Area", a "Biosphere Reserve", there is a growing understanding of the importance of protected and protected heritage. It also stimulates interest in the heritage site, activates related activities, as a result of which the number of tourists wishing to visit it

increases. According to the UN World Tourism Organization, the number of tourists has doubled today, and more than 1 billion people travel from one state to another, and by 2020 – 2.6 billion. In 2016, France was recognized as the most popular tourist destination in the world. Among the attractions, travelers most often visited Notre Dame Cathedral, the Sacre Coeur Basilica and the Louvre. The tourist flow to the French capital grew the most from Japan – 40.5%, China – by 29.8%, the USA by 20.5%, from Germany by 20.4%. Among the growth leaders are the Arc de Triomphe (plus 36%), Versailles (plus 24%), Montparnasse Tower (plus 21%). The government's goal is to receive 100 million tourists in the country by 2025. This can replenish the budget by 50 billion euros and create 300 thousand jobs.

Cultural tourism and the preservation of cultural heritage are interrelated and interdependent concepts. The indisputable fact remains that the skillful use of cultural heritage, its preservation, is one of the determining factors of the development of the state. In this regard, cultural and educational tourism is designed to give serious impulses to the development of business around cultural objects, to ensure the development of hotel and transport infrastructure there, the production of high-quality souvenirs, weaving, pottery and other folk crafts, etc. The World Heritage Center does not collect specific profitability data regarding the recognition of World Heritage sites. It is generally recognized that the benefits are so significant that the media often assume that they are the main incentive for states to nominate their objects to the UNESCO World Heritage List, the same media indicate, in particular, direct income from tourism.

Investments in the preservation of cultural heritage in our country also give positive examples. Recently, in Bukhara, direct investments of the government and the private sector have been spent on the preservation and restoration of architectural monuments, on the restoration of roads and the reconstruction of engineering networks, on the construction of residential buildings, landscaping, in the service sector, the development of hotels, the preservation of natural complexes and much more. However, since the 1980s of the last century, the master plans of the country's historical cities have never been revised and adjusted, although their population and territories have increased several times. In the new socio-economic conditions, shops, restaurants, and small industrial enterprises spontaneously began to appear in large numbers. With an increase in the need for housing, high-rise buildings appeared in large numbers near the historical center, the complexity of the transport and planning structure, the ecological state of cities and much more began, contrary to the general development plan, which led to a distortion of the silhouette and panorama of the development.

In the past, the Master Plans of historical Samarkand, Bukhara, were considered separately in isolation from small towns and rural settlements; its agglomeration interconnected nature was not taken into account. The decree of the President and the Government of the country on the formation of industrial zones in small towns suggests that today the development of large and small cities, rural settlements should be considered in conjunction, at the agglomeration level, since they have close socio – economic and industrial ties. In addition, there are a whole constellation of architectural monuments and holy places in the small towns of the Bukhara region. Small towns and rural settlements are the suburbanized part of large cities. They should also be integrated into a single system: energy, transport, tourism, industrial infrastructures that are associated with the development of a large modern city.

In addition, buffer zones of historical cities are not legally established. The main document on which all transformations of historical cities should be based is the Law of the Republic of Uzbekistan on the Protection and use of historical and Cultural monuments. But the lack of the necessary set of complementary documents makes it difficult to apply the Law in the practice of design and construction. In addition, the Law applies only to objects that have the status of a monument that is under state protection. In general, other existing regulatory documents do not cover the entire range of issues related to the formation of historical urban landscapes, the formation of the architectural appearance of historical cities, and others.

The World Heritage Committee holds international conferences and seminars all over the world, which are part of the development of a theoretical scheme for the "World Heritage Cities" Program, facilitating the discussion of specific topics aimed at establishing or updating international standards for approaches and methodologies for the preservation and management of historical urban ensembles. Therefore, when developing Master Plans, the regeneration of the environment of the historical zone must meet all the latest requirements of the provisions of the World Heritage Convention, as well as Guidelines on the Establishment of Adequate Buffer Zones.

Therefore, when developing Master Plans, the regeneration of the environment of the historical zone must meet all the latest requirements of the provisions of the World Heritage Convention, as well as Guidelines on the Establishment of Adequate Buffer Zones. Recent decisions establish that the obligation to preserve the views and panoramas that open extends beyond the boundaries of buffer zones; this is a necessary condition for complex objects, such as historical city centers. All these developments should be taken into account when developing and adopting a new law on the protection of historical and cultural heritage (2) (3). It is necessary to hold an annual International conference and seminars on the preservation of historical heritage in the country within the framework of the World Heritage Committee in the city of Samarkand, Bukhara, Khiva with the involvement of international experts.

In conclusion, it should be noted that the lack of sufficiently effective flexible legislation and a strategy for the protection of cultural heritage in the country contributes to the accidental transformation of the urban environment. In the modern age of urbanism, more and more historical cities are adopting strategies and policies that assign an important role in the social and economic development of cities to heritage. A well-managed historical urban landscape is a strong competitive tool that attracts not only tourists, but also capital and residents.

Historical buildings and spaces make a significant contribution to the value of the city, and the character of the city becomes its brand. They are assets that contribute to the quality of the urban environment and ensure the market value of the property. Along with these tangible assets, research on the benefits of building heritage examines intangible values and benefits, including shared pride, links to local history, educational value and the symbolic role of heritage, because they constitute "cultural capital".

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