

Issues of Development of Museums and Tourism of Andijan Region

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ABSTRACT

This article discusses the development of museums and tourism on the example of the Andijan region. The tourism industry today is one of the most dynamically developing sectors of the world economy. Historical and cultural heritage turned out to be quite a demanded resource in tourism. This has a beneficial effect on the activities of museums: the number of visitors is increasing, incomes are growing. However, this poses a threat to the historical and cultural heritage. The growth in the flow of visitors threatens the physical safety of heritage sites. On the other hand, in an effort to create comfortable conditions for visitors, museums risk losing the status of a scientific institution.

At present, it is difficult to overestimate the importance of historical and cultural heritage in the life of modern society. It is natural for a person to preserve the baggage of historical memory of his past. This raises his authority and, first of all, in his own eyes and in the eyes of others. This is characteristic of both the individual and the whole society. Today, no one disputes the fact that the tourism industry is experiencing a real boom. To do this, all conceivable and unthinkable conditions are created for a potential traveler: comfortable high-speed vehicles, numerous hotels, service, rich cuisine, modern resorts, etc. At the same time, the historical heritage of mankind turned out to be "drawn" into this process to one degree or another. It is in demand, it is the incentive that pushes a person to move around the globe in search of interesting places, evidence, historical events, etc.

In recent years, tourism, in its most diverse forms, has been developing in accordance with the pattern of consumption prevailing in modern society, of which it is an integral part. It is believed that 50% of all tourists today, when they visit a foreign country, are primarily interested in local culture. Museums give them the opportunity to get acquainted with a representative part of the culture of their host country. Museums are and will be the main element in providing tourists with this necessary convenience [3].

If museums want to find their place in the new 21st century, they must come to terms with tourism and more, as stated in the declaration of the forum "Heritage, Museums and Tourism", held in 1995 in Venezuela, "we must be ahead, we must fulfill the mission with honor an institution responsible for the preservation of our heritage and at the same time take effective measures aimed at ensuring the balanced development of the human person and the achievement of well-being in society. We need to start by changing our approach, trying to build bridges between these two different sectors" [4].

The museum, as a very subtle and complex phenomenon of the human mind, must move forward, fulfilling its functions and not overstepping certain boundaries, maintaining a balance between economic goals and the preservation of cultural heritage. Museums have a duty to collect, preserve and protect cultural heritage, thus preventing the destruction of cultural identity [1].

Museums in the service market should be considered as the main focus of culture and the starting point for the tourist to explore the country or region. The promotion of museums as tourist attractions is an important strategic objective of any tourism development plan. Of particular importance are the possibilities of museums to acquaint tourists with culture and serve as a starting point for them to choose further travel routes. In addition, tourists should be encouraged to visit the network of museums and to combine the impressions they have with the experiences gained from visiting memorial sites and participating in other cultural activities.

In addition to serving as tourist attractions, museums can also serve as guides to the history and geography of the cities or states they represent. This is especially true of small museums everywhere, which, like guidebooks, serve as an illustration or a brief introduction to the geography and history of a given area or a particular era. Museums are responsible for displaying and interpreting collections in a manner that is conducive to educating visitors, understanding and appreciating the culture or cultures represented in the museum. This must be done in a creative and moving manner, using a wide range of media and technologies, in order to convey to the visitors, the essence of the story to help the “stranger in a foreign land”³. Here the views of the museum and the tourist intersect. They demand that museums introduce them to authentic materials, while not violating their integrity. At the same time, they expect museums to be creative in showing and explaining their contents in a way that delights visitors.

At the meeting of the video selector on the issues of expansion of the scope of tourism services and infrastructure development under the chairmanship of our President on April 26 of this year, it was emphasized that the potential of the existing museums in our country is not being fully used in the development of tourism, and the tasks that need to be implemented in this regard were determined.

Thus, almost everyone understands that in the new conditions museums should look for common ground with the tourism industry. Against the backdrop of a decrease in state funding, museums are forced to develop entrepreneurship in their activities. Marketing has become part of the established self-financing strategy of museums and is commonplace.

However, it is extremely important in such conditions not to slide into the Disney-fiction of the activities of museums. When organizing the work of a museum or a place connected with the historical and cultural heritage, the cornerstone of its policy towards the visitor is, first of all, the desire to please him. The main thing is that it arises from obtaining a unique experience, including: unusualness - that is, something that is not like anything else; novelty - something new; fascination - something tempting and causing interest; quality - taking into account the client's requests; understanding - contributing to an increase in the level of knowledge; emotions - should give rise to a sense of belonging in visitors [3].

Analyzing the above mentioned, as an example, we can consider the development of museums and tourism in the Andijan region. In the State Museum of History and Culture of Andijan region, measures were determined based on these assignments. Museums encourage us to realize our identity and learn from the past with the artifacts, rare items that embody the history of our country, the values of our people that have been living for centuries. Therefore, in the following years, special attention is being paid to improving the infrastructure of museums, strengthening the material and technical base, and most importantly, creating comfortable conditions for visitors, especially tourists.

The state museum of history and culture of Andijan region was also reconstructed in the following years, its surroundings were beautified, and its infrastructure was fundamentally renewed. At the

moment, the "Jome' architectural monument", "Babur House-Museum", "Cholpon memorial museum", "Fort memorial complex" departments of the museum, which has more than 110 thousand exhibits, as well as the "Habibi memorial museum" branch in Pakhtaabad district are operating. "Jome' architectural monument" In the literature and art gallery located in the department, there are more than 20 thousand documents, manuscripts and books published in different periods related to our history, as well as unique works and items related to the literary environment and folk art of Andijan [5].

In the XIV century Babur House-Museum (inside the Ark) architectural monument, Zakhiruddin Muhammad Babur and the Baburites, in the "Castle" architectural monument, the history of Andijan in the XIX and early XX centuries, in the memorial museums of Abdulkhamid Cholpon and Zakirjon Habibi, the lives of artists who made a significant contribution to the development of Uzbek literature. and exhibits related to its activities are kept.

It is planned to increase the number of foreign tourists to 15,000 and the number of local tourists to 400,000 by developing tourism in Andijan region and establishing new tourism zones and tourist destinations. Based on this, the necessary conditions for receiving tourists were created in the museum. In particular, every exhibit in the museum was provided with lighting. A shop selling souvenirs for foreign tourists has been established. A Wi-Fi internet zone was created in the museum area in order to enable free use of the Internet. Such facilities are serving to increase the flow of visitors to the museum. Only in January-April of this year, visitors from countries such as Japan, South Korea, the Philippines, Afghanistan, France, India, Pakistan, Kyrgyzstan, Austria, Mexico, Russia got to know the exhibits of the State Museum of History and Culture of Andijan Region. In a word, wider use of the opportunities and potential of museums in the development of tourism in Andijan, museums, in particular, all the necessary work is being carried out to raise the activities of the State Museum of History and Culture of Andijan Region to a higher level [5].

Thus, as museums and objects of historical and cultural heritage are included in the tourism industry, additional problems arise. As the number of visitors increases, there is a threat to the physical safety of museum objects. Of course, it is worth recognizing that so far such a danger threatens only the most famous museums and places of interest. Other equally interesting objects of historical and cultural heritage are far from fully using their potential. However, the problem exists, the threat to the preservation and conservation of monuments of historical and cultural heritage is considered one of the most acute.

Moreover, it is directly related to the influence of tourist flows heading to places rich in historical monuments. So far, the tourism industry is focusing on win-win options, in other words, on the most famous objects. Today it is necessary to develop tourism aimed at stimulating an inquisitive public. It is necessary to understand how people are drawn to extraordinary opportunities and ignite at the sight of little-known treasures, if, of course, there is someone to help them realize their beauty. Then there will be a new practical opportunity to acquaint the public with often forgotten heritage sites in their natural surroundings.

It is indisputable that in today's changing world, museums need to integrate into new conditions. Turn to the latest methods of work, stand up to modern positions, closely related to the strategy of sustainable development. This will help museums, objects of historical and cultural heritage to become the best place for leisure activities, given the rich resources they possess. They should excite the thoughts of visitors, activate their imagination, so that they feel like the discoverers of an interesting heritage site and express their readiness for further acquaintance with it.

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