

THE ROLE OF CULTURE AND HERITAGE IN THE TOURISM INDUSTRY

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ANNOTATION

It is known that demands and proposals have been developed for all problems in the development of tourism in our country. Also, innovations in the field of tourism and all systemic events that lead to positive changes that ensure the sustainable development of tourism are reflected. Also, the role of culture and heritage in the tourism industry is one of them. This article is about it.

Keywords: tourism, innovation, industry development, world market, modernization, mass tourism, tourists.

INTRODUCTION

In recent years, consistent measures have been taken to develop the tourism industry in Uzbekistan, including creating as much convenience as possible, increasing the competitiveness of the industry, improving the quality of services provided, and actively promoting the national tourist product in the world market.

Systematic work has managed to achieve significant results in terms of increasing the flow of tourists, modernization of infrastructure, liberalization of the visa regime. For example, in the ranking of the most liberal visa regimes, Uzbekistan took the second place among the CIS countries.

MAIN PART

Tourism industry (industry) is a mutually coordinated system that supplies tourism services, work and goods necessary for the consumption of tourists in the process of tourism.

The development of mass tourism in the world has caused such an intense development of the tourism industry and the interconnected branches of the economy, religion and culture, and the education system.

The next important factor in the development of cultural-heritage tourism is the existence of tour operators specializing in designing tours to get acquainted with cultural heritage. There are many such companies, but nevertheless, many cultural heritage sites have not been included in tourist routes and programs for years and decades. The reasons for this are the inability and unwillingness of tour operators to work with "new" objects for themselves. There is that inertia that is very difficult to overcome.

The problem of the quality of excursion services is also relevant for our time. It is twofold. On the one hand, there is not always enough competence to prepare an excursion text that is

sufficiently deep in content and attractive in form. On the other hand, it is not always enough to make a competent and interesting excursion for any segment of the tourist market.

Information provision of cultural-heritage tourism includes activities of tourist information centers, publication of popular information, publication of relevant articles in mass periodicals, preparation of radio and television programs, wide use of tourism opportunities. computer technology.

Indeed, not all the heritage of the past is related to cultural and historical sources. Among them, it is customary to include only cultural and historical objects that have been researched and evaluated by scientific methods as being of social importance and can be used to meet the recreational needs of a certain number of people with the existing technical and material capabilities. time

Monuments of history and culture take the leading place among cultural and historical objects, and serve as the main means of meeting the needs of cognitive and cultural recreation.

Another important condition for the development of cultural tourism is the formation of a stable interest in learning about different forms of cultural heritage in different layers of modern society. This is true, first of all, for children, schoolchildren, students, young people. Finally, it is impossible to say that the Russian tourism has progressed. In general, cultural and educational tourism is limited by the very low level of material support of Russian citizens in particular. This is especially noticeable during the economic crisis. It turns out that a person in a difficult financial situation refuses to have a good vacation, starting with the opportunity to go on a trip.

Cultural-heritage tourism is significantly different from other types of tourism, it does not have a clear seasonal demand. This type is relevant at any time of the year, because tourists come on excursions to visit museums, to see historical monuments and attractions of the country.

CONCLUSION

In conclusion from the above, the development of culture and heritage in the tourism industry should be considered as one of the areas that can provide an opportunity to increase socio-economic stability.

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