



Article

Museum Tourism Services in an Innovative Economy

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Abstract: The article is dedicated to clarifying the spiritual, socio-economic significance of the organization and development of museum tourism, which is the youngest in world tourism, in the life of Uzbekistan. Proposals for organizing and developing museum tourism are presented.

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1. Introduction

It proved once again that tourism is prone to innovative changes. At the beginning of our century, gastronomy tourism was established in international tourism and began to develop rapidly. These days, organization and development of gastronomy tourism in Uzbekistan is being discussed [6]. Also, national cultural tourism was registered as a new type in Uzbekistan[5]. According to the conclusions of international experts in tourism, the level of development of tourism in the country depends, firstly, on the resources of tourism in the country and the diversity and attractiveness of these resources, and secondly, on the level of use of existing resources by types of tourism. . This is a very correct conclusion, because the newly established types will definitely make their quantitative contribution to the tourist flow in a certain country. The organization of new tours in the countries of the world has become a priority direction in tourism. In the national tourism of our country, intensive research is being conducted in the direction of developing new promising types.

In the historic Decree No. PF-4861 of December 2, 2016 of the President of the Republic of Uzbekistan Shavkat Mirziyoev "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan": - development and implementation of national and regional programs for the comprehensive development of other potential types of tourism - development, internal, inbound and outbound tourism together with historical tourism" [1].

We also believe that the organization and development of the new "museum tourism" in Uzbekistan is one of the urgent issues in our national tourism, taking into account the new trends and trends in international tourism in Uzbekistan on December 2, 2016.

2. Analysis of literature on the subject

The term museum tourism began to be written in the traditional activities of European museums in the 70s of the last century. The origin of museum tourism is the research of Western museums to improve the new, additional financial supply to the

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museum budget, and as a result of these researches, the idea of attracting museums to tourism was born [7.8.]. In Western countries, the main criteria in museum activities have been turned into the motto of museum visitors - museum exhibits - the word museum collection. Conclusions were written that taking children to museums at school age is the basis for their independent career choice and interest [9].

Russian scientists were the first on the Asian continent to pay attention to the increasing development of museum tourism in European countries, and from the 90s of the last century, they began researching the use of Russian museums in tourism. Until now, many scientific works have been published, teaching-methodical manuals have been written about the definition, content and essence of museum tourism in Russia, the perspective of its development [4.5.].

Taking into account the rapid development of museum tourism in the development trends of world tourism, taking into account the presence of many internationally recognized museums in our country and the prospects of using these museums in tourism, determining the important place of organization and development of museum tourism in the life of our country in increasing the spiritual and cultural well-being of the population in Uzbekistan, methodically we began to carry out scientific and practical research on the development of the foundations. Preliminary works in these directions were announced [10.11.12.13.14.15.]

3. Analysis and results

It will be more correct for us to study the researches of Russian experts in the organization and development of museum tourism in Uzbekistan. Because the scientific works of Russian experts are more understandable to us. Secondly, we present below that the museums of the Russian state are rapidly entering the international museum tourism industry.

According to the conclusions of the experts of Russian tourism, the dynamics of museum tourism in Russia is an average increase of 10-15%. The cities of St. Petersburg, Moscow, Kaliningrad and the Golden Nation are leading in this growth. As we all know, the mentioned cities have the largest and most famous museums in the world. According to the tourism development committee of the city of St. Petersburg, this city takes the first place in museum tourism, 25-30% of tourists come to museums in the largest cities of Russia. 2.65 million to "Hermitage" in St. Petersburg in 2021. tourists visited the Tretyakov Gallery - 1.9 million this year (20th place in the world), A. S. 1.22 million tourists came to the museum named after Pushkin [2].

In the minds of our people, important issues such as effective use of museums, provision of museums with highly qualified specialists in line with the requirements of the times are emerging in order to strengthen the feelings of national pride, independence and loyalty to the Motherland. Thirdly, in modern life, it is required to implement more extensive programs that support the active participation of museums in the life of society. One of such programs is the organization and development of a new type of national tourism of our country - "museum tourism".

According to the predictions of scientists, by 2033, revenues of the world market of museum tourism will increase by 11% annually and reach 75 billion dollars. Based on such predictions, the European countries with the largest museums in the world are rapidly developing museum tourism, which is just being formed [3].

According to the report of the international research company (Future Market Insights (FMI), among the types of cultural tourism, the tourist flow in museum tourism will take the first place in the next 10 years. Also, according to the report, museum tourism will bring 25.2 billion dollars to the international tourism economy in 2023, i.e. predictions correctly, the average annual growth of museum tourism was 11.5%.

Future Market Insights (FMI) predicts that tourist traffic to the world's most popular museums will increase by 10-15%. The famous Louvre Museum of the Farangs, the Museum of Natural History in London, the Museum of the Art Institute in Chicago, and the Metropolitan Museum in the United States have already taken the lead. "That is why museum tourism should become an important branch of the world tourism industry. Because, in our current time, when attention is being paid to the negative aspects of globalism, the peoples of the world learn about each other's historical progress through the wonderful historical exhibits stored in museums, which nations and peoples have made a worthy contribution to this historical and cultural development, which is very important for future generations - pupils and students. there are conclusions [16].

The conclusion from the above is that we need to develop the latest technologies for using our world-class museums in international museum tourism. In international museum tourism, the perfect development of museum tours for tourists to the State Museum of the History of the Timurids in Tashkent, the State History Museum of Uzbekistan, and the Museum of Applied Arts of Uzbekistan will increase the international fame of our museums. Heads of states visiting our country are the first to enter these museums.

Museum "Afrosiyob" in Samarkand, State Historical Museum named after I.V. Savitsky in Karakalpakstan are museums rich in unique exhibits of the world. It is known that the Louvre Museum of the Farangs is the most visited museum in the world (about 5 million tourists annually). Farangs and Americans call the Savitsky state historical museum "Louvre in the desert". In recent years, it became known that I.V. Savitsky state historical museum is called "Louvre in the desert" by all foreigners. The famous "Metropolitan" museum in the USA was one of the first in the world to recognize this museum as the most interesting museum in the world, rich in historical exhibits related to human development. We should make good use of such international advertisements.

4. Discussion

Organization and development of museum tourism in Uzbekistan starts the development of museums. In order to join this development, it is necessary to accelerate the organization and development of the use of museums in museum tourism. Secondly, in recent years in our country, the interest and visits of our people, especially the younger generations, to museums, and the initiative to organize these visits, and at the same time, the interest of the peoples of the world, international tourists, and the heads of state who have visited our country, are increasing year by year.

Special attention is paid to the measures to attract the population, first of all, students and young people to the museums, thereby improving their self-awareness and patriotism. This year, about 1,200 exhibitions and more than 73,000 excursions were organized in such institutions in our country. It is important that more than 18 million people visited these places in the first half of the year. It is very gratifying that most of them are young people.

It is known from the experiences of world-famous museums that educated, intelligent international tourists are certainly first of all interested in the history of development, national culture, customs, i.e. ethnography, of the population of the country they come to. The results of the analysis of both mentioned requirements are that we can invite international tourists to all museums in our country without hesitation.

5. Conclusions and suggestions

1. Implementation of modern studies of the organization and development of new and increasingly popular museum tourism services in world tourism;
2. Development of new projects and programs in the organization and development of museum tourism services;

3. Clarify museums that serve domestic and international museum tourism in the organization and development of museum tourism services;
4. To substantiate the prospects of developing new types of museum tourism services in tourism services;
5. Development of prospective directions for the development of museum tourism services and strategic plans for the implementation of these directions.
6. Researching the economic effectiveness of the development of museum tourism services in providing new jobs;
7. To determine the possibilities of evaluating the impact of museum tourism services on the socio-economic development of the country. List of used literature

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