

## INNOVATIONS IN CULTURAL TOURISM IN SAMARKAND

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#### Abstract

In the article about the trend of development of cultural tourism in the Samarkand region. The results of a questionnaire survey of foreign tourists are given. Numerous measures are being taken to develop cultural tourism in the Samarkand region.

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**INTRODUCTION.** Cultural tourism is currently the most popular. Until about the 80s of the last century, cultural tourism occupied a relatively insignificant niche in the tourist market. Today, cultural tourism is the main focus of mass tourist activity. The World Tourism Organization estimated the scale of this activity in 2017 at 40% of the total number of trips (in 1995 - 37%), and its annual growth at 15%.

Cultural tourism can be considered not only as one of the types of tourism, but also as an export strategy for the development of the cultural sphere of the city, in close relationship with the development of the urban area.

Thus, cultural tourism is a form of tourism, the purpose of which is to get acquainted with the culture and cultural environment of the place of visit, including the landscape, familiarity with the traditions of residents and their way of life, artistic culture and art, various forms of leisure activities of

local residents. Cultural tourism may include visits to cultural events, museums, cultural heritage sites, contacts with local residents.

(ICOMOS, International Tourism Charter, 2002). In this regard, for any person, cultural tourism is not just an opportunity to get acquainted with a certain cultural object, but also to understand its interpretation, to know new meanings through the environment, to assess the context (to feel the atmosphere of the place), in other words, to know the intangible culture of the place and its inhabitants.

**ANALYSIS AND RESULTS.** A modern tourist is in demand for a unique experience, highly focused on his individual capabilities, abilities and the need for creative self-expression of his individuality

For the successful implementation of this task, it is necessary to create a unique image that helps our region differentiate itself, differ in something special from other equally attractive tourist centers of Uzbekistan, including due to the most valuable cultural heritage of its territory. It is necessary to develop cultural tourism as a separate, independent direction in tourism, and not as an additional bonus to historical, religious, entertainment and other types of tourism.

Historical monuments, beautiful scenery, high mountains, magnificent lakes — all this is available in many countries, and to some extent have already lost great interest among tourists who are looking for innovations in their travels. And we must offer them this "something new": not only to acquaint them with the unique traditions and customs of our people, but to make them witnesses and even participants of colorful traditional holidays, festivals, festivities, rituals; teach them local crafts, cook national dishes, etc.

To determine the demand for cultural tours among foreign tourists visiting Uzbekistan, a group of SamIES scientists conducted a marketing study by means of a questionnaire survey of foreign tourists visiting Samarkand. 1,600 people took part in the survey, 39% of whom were women, 56% were men. The main motive for visiting Uzbekistan by foreign tourists is an interest in history and culture, lifestyle, the possibility of exchanging views with residents, the prospect of seeing an "unknown" country. And 68.3% of respondents expressed a desire to go on "similar tours".

They noted that tourists have been preparing for their arrival in our country for at least 3-11 months – 57% of respondents. 47.5% of respondents noted that older people come in group tours. The number of individual tourists is increasing – 20.2% of respondents are tourists who have ordered an individual tour. These tourists, of course, study information about our country in advance. The choice of visiting our country was influenced by such factors as "travel safety in Uzbekistan" (24.6%), "attractive prices" (20.2%) and "posts about Uzbekistan on social networks", "the identity and culture of Uzbekistan described in travel guides, brochures of travel agencies, television programs" - (56%).

This suggests that more and more young and elderly people are overcoming spatial barriers in the hope of joining a different culture, gaining new knowledge and impressions. At the same time, 91% of respondents believe that information (primarily ethnographic and cultural guides) and advertising materials are clearly insufficient." Although tourists take basic information about Uzbekistan from travel guides (52.9%), travel agency websites (30.3%), hotel booking websites (Expedia, Booking.com etc.) (10.6%), site review (TripAdvisor, etc.) ( 18.2%), social networks (7.4%).

It follows from this that a big problem is the lack of awareness of potential tourists about the country in general, and about the tourist product in particular. Tourists do not know about the cultural tours that exist on the territory of Uzbekistan. Uzbekistan has practically no permanent tourist offices abroad. And unfortunately, our country remains outside the active tourist map for the time being. Our

country is perceived as an interesting, but unexplored and unsafe place. This fact underlines that Uzbekistan is not well represented in the international tourism market, and this can be considered as a serious problem and it must be solved at the state level.

The study also allowed us to identify a number of common problems hindering the development of the tourism industry: unsatisfactory infrastructure development (there are no restaurants where dishes of other national cuisines are prepared – (12% of respondents), there are no nightclubs, bars – (9.5%), there are no restaurants with vegetarian cuisine - (11.8%), there are no cafes serving freshly brewed coffee – (17.2%), problems of transport accessibility (not fixed taxi prices – (27.7%), no information on how to book and buy a train ticket/train schedule – (20.8%), no information on how to catch a taxi – (18.8%), there are no permanent taxi stands); limited human resources and lack of professionalism among employees of hotel and shopping complexes - 76% of respondents noted that employees do not know foreign languages, low level of service, there is no free Wi-Fi - (46.5%), there are no indications of the location of public toilets – (28.5%), there is no information about post offices – (9.4%) and laundries outside hotels – (4.8%), international courier parcel delivery services – (3.8%).

These problems contribute to a decrease in the tourist flow, the profitability of the tourism sector, and also reduce the investment attractiveness of the tourism industry.

Cultural tourism, focused on satisfying the interests of both tourists and the local community, should actively involve the local population, state and local authorities, the education sector in solving the problems of cultural tourism. Successful projects in this direction include the experience of Belleville (France), where local residents actively participate in accompanying tourists as guides; tourist programs have been developed that involve local residents in sightseeing activities.

Of course, such forms of participation of residents in cultural tourism have always been and are in Samarkand, but rather, they are of a private nature and have not yet been institutionalized. In this regard, it is necessary to conduct advertising campaigns, information tours with the involvement of tourism specialists, teachers and students of relevant specialties, since tourists received basic information about their places of stay while traveling in Uzbekistan from local residents, guides - (35.1%).

And also take an active part with visual, colorful and educational guides in international conferences, exhibitions on tourism and other events in order to popularize cultural tourism. Since 40.2 % of respondents received basic information about their places of stay while traveling in Uzbekistan from guidebooks. Despite the fact that almost any information can be obtained from printed periodicals, fiction and other sources, the old truth does not age: "It is better to see once than to hear a hundred times."

Therefore, a region interested in attracting tourists should reasonably plan and develop special programs and activities that increase interest in its culture, disseminate information about its cultural potential in order to attract potential tourists.

The criterion of novelty of a cultural tourist product implies a sense of strangeness, unconventionality, non-standardness, difference from one's own culture. Consumers' expectations are associated with feelings of surprise, shock, admiration, delight from the discovery of a new one. According to the researchers, the novelty construct has four interrelated dimensions: excitement (thrill), departure from routine (change from routine), boredom relief (boredom allowance) and surprise.

From the point of view of meeting the need for novelty, the cultural tourist product of Uzbekistan meets this requirement of the Western tourist, because in our country there is a unique culture, a rich history, with all its artifacts in the form of national costume, national cuisine, objects, style and spirit of national life, folklore and ritual that has always attracted foreigners.

**CONCLUSIONS AND SUGGESTIONS.** Uzbek restaurants popular among the local population attract 25.7 % of tourists . 70.6% of tourists prefer to stay in national-style hotels. The design of national design and aesthetics of interiors in the design of public places, restaurants, cafes, clubs, as well as musical, visual and performing cultures has significantly increased. Local residents open national houses, where they provide a package of services with master classes in cooking, showing national and religious rituals of local residents.

Once again, we emphasize that it is the residents of the city who form impressions of the culture and identity of the place, create its atmosphere. The growing interest of the local population in the creation of cultural goods is a necessary condition for the development of the entire infrastructure of cultural tourism (including cultural industries). Samarkand has a very developed sense of history and its own uniqueness, the city is proud of its unique cultural heritage and rich cultural landscape. Modern trends in the development of urban space are being actively implemented in the historical center of the city. The traditional classical architecture of Samarkand, which has shaped the image of the city in the international space, also creates a number of advantages, including in terms of modern cultural products.

In turn, cultural tourism is a lever of self-financing of heritage, acts as a source of non-budgetary investments in new research, revival, preservation of monuments of tangible and intangible heritage, natural attractions, stimulates, in particular, folklore, the maintenance of other scientific, cultural, ethnic traditions, folk crafts and crafts. Properly organized cultural tourism will contribute to the improvement of social conditions and increase the purchasing power of the population, the rise of science, culture and the general economic situation.

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