

THE IMPORTANCE OF TOURISM IN PRESERVING CULTURAL HERITAGE**Saydumarova Dilshoda Abdulla kizi**Master's student of "Silk Road" International University of
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Abstract : Tourists predominate practically everywhere. The global popularity of tourism is also rising, and a recent report from the Organization for Economic Cooperation and Development emphasized how tourism contributes to regional development in various parts of the world. It is also defined as "the movement of people to places of cultural interest far from their usual place of residence in order to gather new information and experiences to satisfy their cultural needs." Furthermore, cultural and heritage tourism encounters seem to be a crucial element of possibly memorable travel experiences. The article defines the terms "cultural heritage," "cultural tourism," and the function of it in the tourism industry. The factors affecting the growth of cultural tourism are researched. Opportunities and future directions for cultural tourist development are examined.

Key words: cultural heritage, tourism, cultural tourism, tourism development, history, sustainable development.

I. Introduction

No civilization can advance without culture, and no growth can last without culture, claims UNESCO. It is about tradition, knowledge, culture, creativity, and variety. At the local, national, and international levels, these ideas are acknowledged as the cultural dimension sustainable development. It is even more important for each community to recognize and protect its own particular features that characterize the region's variety and identity in the twenty-first century given the effects of globalization. Because it captures the uniqueness and diversity of a place, cultural heritage is a valuable asset. The cultural legacy itself can be seen as a resource for sustainability. A human-centered, holistic approach to managing cultural heritage should be used to include it into daily life. The heritage should also have an economic component to support its preservation and transfer to future generations.

The following section will delve more into the topic of tourism and cultural heritage. What is meant by cultural heritage is the first issue that appears.

A list of world heritage locations is kept by UNESCO. Cultural heritage can be defined using the criteria used to evaluate whether cultural properties should be on this list.

- is a singular work of art, a masterpiece of the imagination.
- has significantly influenced the growth of architecture, monumental sculpture, town planning, or landscape design across time or in a particular cultural region of the world.
- is an exceptional illustration of a traditional mode of human habitation or usage of the land that is unique to a particular culture (or cultures), especially when that tradition is in danger of disappearing due to the pressure of unstoppable change.
- is immediately or clearly connected to historical occurrences, ongoing traditions, concepts, or creeds, whether artistic or literary.

- is a superb illustration of a certain style, architectural ensemble, or environment that exemplifies a crucial era in human history.

Although these standards are used to determine World Heritage sites, this concept can be applied to cultural heritage in general.

The next question is the relationship between cultural heritage and tourism. The combination of cultural tourism can often be found here in the literature.

II. Literature review

Cultural tourism is different from other forms of tourism in that it includes trips to historical, cultural, or geographical attractions. The most common kind of tourism is cultural tourism. The primary goals of such excursions are historical, architectural, and artistic monuments; natural and ethnic characteristics; historical and modern life of people; and ethnographic culture, which entails learning about folk crafts.

Cultural tourism is not only one of the types of tourism, but also the development of the city area to develop the cultural sphere of the city in close connection with we can also say that it can be considered as an export strategy. The term "cultural tourism" appeared relatively recently - in the 80s of the 20th century and originated from the phenomenon called "heritage tourism". The phenomenon has been very popular all over the world since the 70s of the 20th century for many reasons has become popular. Since then, we have used cultural heritage as historical, military, literary, we interpreted as artistic and the term "cultural tourism" all attractions although it includes familiarization with, it is more artistic heritage (art, we can see that it is related to architecture). Today, tourism is the largest and most profitable economy, it is one of the dynamic sectors, so tourism has been local for many years, which stimulates the economy, the standard and quality of life of the country's population and is considered as a network affecting the standard of living.

In order to study and develop the field of cultural tourism, it is necessary to deeply understand the cultural and educational activities, history, religion, traditions, lifestyle, and cultural needs of each nation. We must recognize the need to create more conditions to know their culture. Man better understanding of these aspects of life thanks to cultural tourism is formed as a result of direct communication with the owners of culture.

III. Analysis

The major force behind global civilisation is tourism, and nowadays, travel serves as the foundation for humanity's aspirations. The Uzbek tourist industry is helping to strengthen their position in the world market, particularly with regard to potential for national tourism development. Today's evidence that tourism is advancing significantly and expanding quickly includes the building of new hotels, an increase in the number of jobs available, an increase in the number of qualified professionals, and an increase in the number of tourists, the flow of which can be highlighted as rising year over year. Of course, there are foundations for the growth of sports and ecotourism given the good climatic conditions and distinctive terrain of Uzbekistan. Thus, cultural tourism is a type of tourist travel, and its aim is to familiarize visitors with the destination's culture and environment, as well as the landscape, the people's customs and way of life, artistic culture, and various leisure activities. You may see the circumstances and practical art in cultural tourism, cultural activities, museums, cultural improvement of heritage objects, relationships with the local population, and people's way of life. In this sense, anyone who participates in cultural tourism learns about a particular cultural object, comprehends its interpretation, gains new insights into the meaning of the

environment, evaluates the context (feels the atmosphere of the place), or learns about the place and the inhabitants' intangible culture.

Therefore, one of the major goals in the sphere of cultural tourism is to find a compromise between the interests of tourists and locals. In such circumstances, the main economic goal of cultural tourism is to create jobs and economic benefits from tourism in favor of cultural organizations development of a distribution mechanism, a measure aimed at urban planning - As for activities, the first step is to manage tourist flows through the development of new areas. Therefore, it is important to think about the strategy for the growth of cultural tourism as a key component. As previously said, one essential component in determining a location's tourist attraction is the amount of activity surrounding local people's cultural items associated to shopping activities, including tourism. Effective management in the area of cultural tourism will benefit both the local populace and tourists by increasing the purchasing of cultural goods. We want to underline once more that the city's inhabitants are what give the area its culture, personality, and vibe. Cultural tourism, which is essential for the growth of all infrastructure (including the cultural industry), depends on the local population's desire in purchasing cultural property is required.

Both domestic and international tourism are advantageous to the economy of the nation. As was already established, foreign travel is tremendously beneficial to the domestic economy. The host nation receives a foreign visitor who contributes to the state coffers.

Additionally, there are more job openings in the tourism industry. This population boosts the overall standard of living of the population and has a beneficial impact on employment and tax payments to the budget.

IV. Discussion

A significant economic development instrument, tourism boosts local economies, produces jobs, and offers new business prospects. When cultural heritage tourism is developed with careful planning, it contributes to the preservation of our country's natural and cultural riches and enhances the quality of life for both citizens and visitors. In the previous year, the tourism industry's main function was to promote prepared goods to travelers. Today, it is far more common for tourism, preservation, history, and culture to intersect, with certain state tourism departments now assisting in the development of heritage resources and a number of preservation organizations selling their sites to tourists.

There are several issues related to cultural tourism, for example, marketing of cultural heritage tourism in India has many major issues related to the complexity of Indian society. Private organizations with the main goal of making money dominate the tourism business. To create a successful cultural heritage tourism business, a number of issues need to be reviewed, particularly in relation to comprehending the various viewpoints held by tourism operators, cultural heritage managers, and the communities themselves. The sites they desire to see and the things they sell to customers are restricted by the tourism operator's company. The success of a tourism business depends on a market that is susceptible to significant seasonal volatility, such as holidays and annual events. In order to provide local and foreign customers with dependable and effective service, tourism operators need a great lot of assurance in access, timing, and amenities.

The fundamental responsibility of heritage managers is to preserve and safeguard the property they are in charge of. The growth of the tourism industry and the rise in visitor numbers may not have a direct impact on cultural heritage, but they may have an impact on cultural heritage sites. Public access to heritage sites may need to be restricted due to the site's fragility in some cases. In addition, heritage managers have moral responsibility to educate and entertain the public about the sites they

are responsible for. In addition to tourism operators and heritage managers, the local population near the cultural site may be eager to expand tourism but may also be protective of their privacy and cautious of any repercussions that tourism may have. Establishing the early needs, interests, and aspirations of the local community is crucial. Local communities ought to be included in the design, development, and management of the cultural site's tourism industry. It will be easier to ensure that the tourism activity is considerate of community goals and aspirations with the support of the local communities. It will also be able to capture the character of the location and its inhabitants.

V. Conclusion

Preserving and safeguarding the global cultural legacy is essential for educating and enhancing both the current and future generations. The foundation of tourism products is largely comprised of locales with significant historical, cultural, and natural values. The physical setting that shaped cultural heritage resources should be protected since these resources are crucial to the continued cultural, social, and economic growth of societies.

Therefore, thoughtful planning of cultural heritage tourism will result in the region's sustainable development. Finding the best solution to the challenges and concerns that arise while managing and promoting cultural heritage tourism is crucial since, once implemented, a model of heritage tourism development will result in promising futures for all forms of tourism.

The priority tasks of the development of cultural tourism include the following trends of technological changes and social changes. Cultural tourism, focusing on the development of tangible and intangible resources of cultural leisure, should become the ambassador of the era of change, regardless of the main motivation, because it has the ability to transform people's thinking into universality. This, in turn, helps to understand and strengthen the identity of values and can be a "helper", "healer", "counselor" and even a "magician" to people who are in a state of constant tension or stress.

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