

The Problems of the Development of Cultural Tourism, and the Tendency of its Development in Samarkand

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Abstract--- The article describes the development trends of cultural tourism in the city of Samarkand. The results of a questionnaire survey of foreign tourists are presented. The proposed measures and directions for the development of cultural tourism in the city of Samarkand are described.

Keywords--- Tourism, Culture, Economics, Resources, Tourism Industry, Questionnaire, Survey, Research, Cultural Tourism.

I. INTRODUCTION

Cultural tourism is today one of the most common types of tourism. Tourism affects all spheres of society, including culture, economy, and social life. The intensity of tourist development, the scale of tourism largely depends on the recognition by the world community of the value of the country's cultural and natural potential and its heritage. To recognize the importance of the country as a great power, the role of heritage, cultural values created by the people over a long period of its existence, becomes decisive.

Until about the 80s of the previous century, cultural and educational tourism occupied a relatively insignificant niche in the tourist market. Today, the world tourism organization estimated the scale of this activity in 2018 at 47% of the total number of trips, and its annual growth at 17%. The main task of cultural tourism is to increase the cultural level of people during the trip, to satisfy their cultural needs.

The urgent issue is the introduction of modern man to the cultural and historical potential of the country through tourist trips around the country, acquaintance with the main cultural centers of Uzbekistan, such as Samarkand. In cultural-cognitive tourism, what he personally sees becomes for man a personal treasure, belonging to thought and feelings. Modern tourists demand a unique experience that is highly focused on their individual abilities and capabilities, the need for creative self-expression of their personality.

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II. THE MAIN FINDINGS AND RESULTS

In connection with the accelerated pace of life, when the way of life changes dramatically in front of the eyes of one generation, the number of people who feel discomfort in modern conditions, do not keep pace with the changes, or regret the loss of roots, breaking traditions.

Nostalgia for the past, growing in severity and in the number of people experiencing it, stimulates visits to places that create conditions for emotional relaxation for some, since they retained their features and are associated with pleasant life memories. For others, a form of maintaining ties with tradition, nourishing the roots. With the increasing sophistication of tourists, their dissatisfaction with an anonymized standard tourist offer, which does not take into account individual requests and therefore does not provide for long-term memorable and meaningful memoirs, and getting emotionally vivid, grows?

For the successful implementation of this task, it is necessary to create a unique image that helps the regions to differ in something special from other equally attractive tourist centers, to differentiate themselves, including due to the valuable cultural heritage of the territory. Awareness of the need to preserve cultural diversity expands the prospects of cultural tourism as a factor in regional development in the context of globalization.

The 1972 World Conference on Cultural Policy adopted a recommendation on cultural tourism. The principles of cooperation in the field of culture and tourism are reflected in declarations adopted in Mexico City (1981) and in Manila (1980).

The development of tourism and the preservation of historical and cultural heritage are two interrelated areas of joint activity of society and the state. An important condition for the success of this activity is the involvement of the entire diversity of cultural heritage located in each region in the tourism sector.

For the successful implementation of this task, it is necessary to create a unique image that helps our region to differentiate itself, to be distinguished by something special from other no less attractive tourist centers of Uzbekistan, including due to the valuable cultural heritage of its territory. It is necessary to develop cultural tourism precisely as a separate, independent direction in tourism, and not as an additional bonus to historical, religious, entertaining and other types of tourism.

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

Analysis

To determine the demand for cultural tours among foreign tourists visiting Uzbekistan, a marketing study was conducted by questionnaire survey of foreign tourists visiting Samarkand. The survey involved 1,600 people.

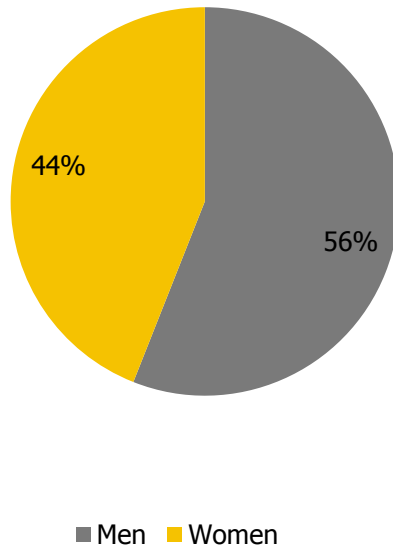


Figure 1: Analysis of the Sexual Composition of Tourists.

56% of tourists are men, and 44% are women.

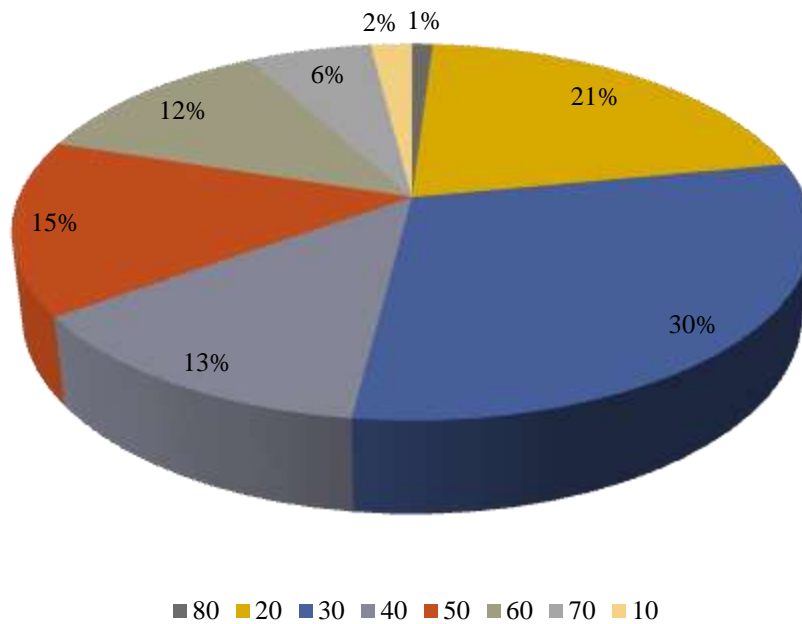


Figure 2: Analysis of the Age Composition of Tourists.

Most of the tourists are 51% young. Analysis of the age composition of tourists shows that tours should be made taking into account the characteristics of youth preferences.

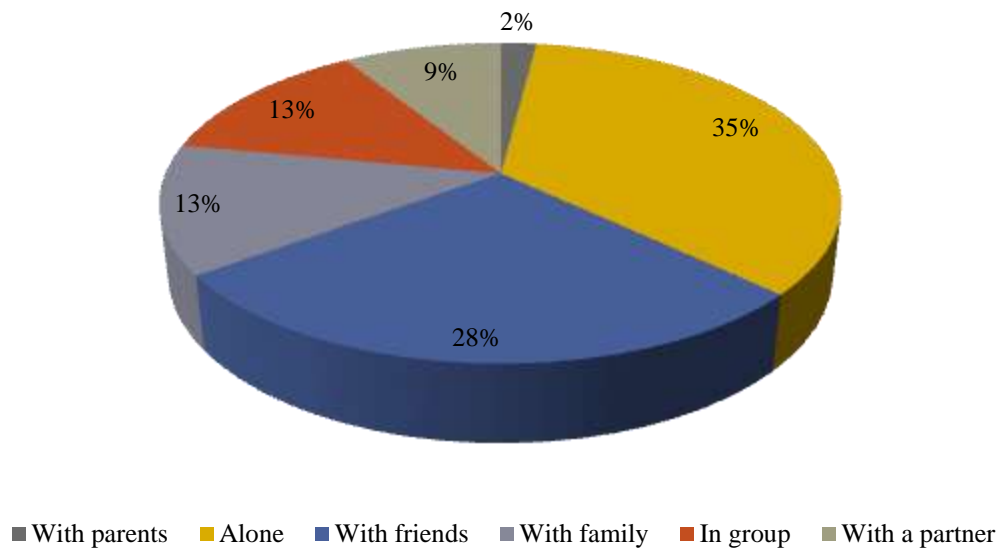


Figure 3: Analysis of the Structure of Tourist Groups.

28% of tourists chose to travel with friends, 35% of tourists want to travel alone. Group tour and family tour preferred by 13% of tourists. Only 2% of tourists chose to travel with relatives. Analysis of the structure of tourist groups shows that it is necessary to focus on individual tours.

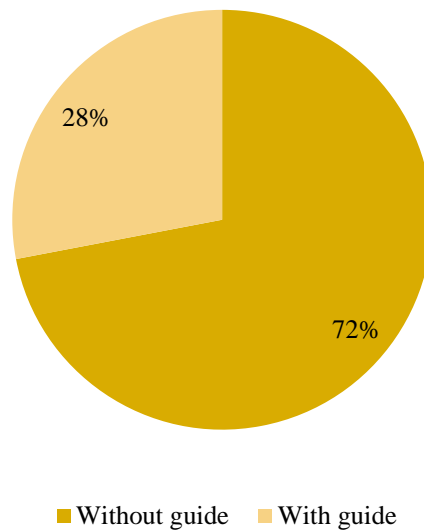


Figure 4: Analysis of the Share of Organized Tourism.

72% of tourists prefer to travel without a guide and the remaining 28% with a guide. Thus, tourists received basic information about places of stay while traveling in Uzbekistan from local residents, guides - (35.1%)

The main motive for visiting Uzbekistan by foreign tourists is their interest in history and culture, lifestyle, the opportunity to exchange views with residents, the prospect of seeing an “unknown” country. And “in similar tours”

68.3% of the respondents expressed a desire to go. They noted that tourists prepare for arrival in our country for at least 3-11 months - 57% of respondents. 47.5% of respondents said that older people come in group tours. The number of individual tourists is increasing - 20.2% of respondents are tourists who booked an individual tour. These tourists, of course, study the 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 on Uzbekistan on social networks”, “identity and culture of Uzbekistan described in guidebooks, brochures of travel agencies, television programs”- (56%). This suggests that more and more young and old people overcome 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 not enough”. Although tourists take the basic information about Uzbekistan from guides - (52.9%), travel agency sites - (30.3%), hotel reservation sites (Expedia, Booking.com, etc.) (10.6%), an overview site (TripAdvisor, etc.) (18.2%), social networks (7.4%).

The study also allowed us to identify a number of common problems that impede the development of the tourism industry: poor infrastructure development. There are no restaurants serving dishes of other national cuisines - (12% of respondents), no nightclubs, bars - (9.5%), no restaurants with vegetarian cuisine - (11.8%), no cafes serving freshly brewed coffee - (17, 2%), problems of transport accessibility (not fixed prices for a taxi - (27.7%), there is no information how to book and buy a train ticket / train schedule - (20.8%), there is no information how to catch a taxi - (18, 8%), there are no permanent taxi stops); limited human resources and lack of professionalism among hotel and shopping mall workers - 76% of respondents said that workers do not know foreign languages, low level of service, no free Wi-Fi - (46.5%), no indication of the location of public toilets - (28.5 %), there is no information on post offices - (9.4%) and laundries outside hotels - (4.8%), international courier parcel delivery services - (3.8%).

From the point of view of satisfying the need for novelty, the cultural tour product of Uzbekistan meets this requirement of a western tourist, as our country has a unique culture, a rich history, with all its artifacts in the form of a national costume, national cuisine, objects, style and spirit of national life, folklore and ritualism that have always attracted foreigners. 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 has significantly increased in the design of public places, restaurants, cafes, clubs, as well as musical, visual and performing cultures. Locals open national houses, where they provide a package of services with workshops for cooking classes, showing national and religious rites of local residents.

Results and Discussion

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

The big problem is the lack of awareness of potential tourists about the country as a whole, 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, Uzbekistan still remains outside the active tourist map. Our country is perceived as an interesting, but unknown and insecure place. This fact

emphasizes that Uzbekistan is not well represented in the international tourism market, and this can be considered a serious problem and it must be solved at the state level.

It was revealed that a big problem is the lack of awareness of potential tourists about the country in general, and about the tourist product in particular. In Samarkand, out of 45 travel agencies, only 12 are engaged in cultural tours. An analysis of the sites of these firms showed that cultural tours are monotonous. A standard set of monuments, entertainment, directions. Tours do not take into account nationality, the needs of tourists and moments where they can be diversified. For example, for Spanish, French, German travelers you can show the gardens of Timerlan, which are described by the Spanish ambassador Clavijo, whose manuscripts are kept in Spanish, French, German museums. For Russian tourists, one can show Russian architecture of the 18th century, churches, and national houses of famous Russian merchants, diplomats, who in the central part of the city have more than 48 houses and which are included in the UNESCO World Heritage Site. For Japanese tourists, you can show preserved Buddhist temples in the city.

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These problems contribute to a decrease in the tourist flow, 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, and the education sector in solving the problems of the sphere of cultural tourism. Successful projects in this direction include the experience of Belleville (France), where local residents actively participate in accompanying tourists as guides; tourism programs have been developed that involve local residents in excursion activities. Of course, such forms of participation of residents in cultural tourism have always been and are in Samarkand; but rather, they are private in nature and not yet 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. 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. 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 hear a hundred times". Therefore, a region interested in attracting tourists should reasonably plan and develop special programs and events that increase interest in its culture, disseminate information about its cultural potential in the hope of attracting potential tourists.

The criterion for the novelty of a cultural tourist product implies a feeling of unusual, unconventional, non-standard, distinctiveness from one's own culture. Consumer expectations are associated with experiences of surprise, shock, admiration, enthusiasm for the discovery of a new one. According to researchers, the novelty construct has four interconnected dimensions: thrill, change from routine, boredom alleviation, and surprise.

We emphasize once again that it is the residents of the city who form the impressions of the culture and originality of the place, create its atmosphere. The growing interest of the local population in creating cultural goods is a prerequisite for the development of the entire infrastructure of cultural tourism (including cultural industries). Samarkand has a very developed sense of history and its own originality, 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 historic city center. The traditional classical architecture of Samarkand, which shaped the image of the city in international space, also creates a number of advantages, including from the point of view of modern cultural products.

Findings

The answers of the questionnaire survey of tourists were studied, on the basis of which the main promising directions of tourism development were clarified. The main priorities of the tourism industry for the development of culturally educational tours are considered.

Cultural tourism is a lever for 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 help to improve social conditions and increase the purchasing power of the population, the rise of science, culture and the general economic situation.

The main tourist product of the Samarkand region is the historical and cultural heritage and traditions of the Uzbek people. In Samarkand, all the monuments of these eras are preserved, many of which are listed in UNESCO monuments of architecture. The creation of nostalgic tours in this direction is desired in their answers by many tourists from the CIS countries.

Given the trends in the global market, the following main types of tourism in the Samarkand region can be distinguished:

1. Pilgrimage tourism - in Samarkand there are pilgrimage sites for representatives of three concessions, which attracts pilgrims from all over the world.
2. Tourism on the Great Silk Road, which represents various variations of historical, cultural and ethnographic routes, usually having transit passage through the territory of Uzbekistan (7-14%).
3. Ecotourism in the Samarkand region is located Zarafshan reserve with unique vegetable and animal resources.
4. Tourism of the era of Turkestan and the Soviet Union, which is of great interest to the Russian-speaking audience, residents of the CIS countries.

These types of tourism are the most promising until 2021, as they are attractive for tourists and have a high economic return on investment for a short period of time.

To achieve the main goal it is necessary:

- Improving the tourism industry management system at all levels, ensuring a constant, equal and mutually beneficial dialogue through the development of a horizontally and vertically integrated institution of social partnership: the state, the private sector, and local communities to ensure equal opportunities, transparency and coordination of the activities of the parties;
- Development and implementation of a marketing strategy for the development of the tourism industry;
- Creating a favorable administrative and legal environment for attracting internal and external investments in the development and modernization of the infrastructure of the tourism industry
- Improving the training system for tourism and the development of human resources;
- Development and implementation of advertising and information programs on inbound and domestic tourism, including the creation of television and radio programs for Uzbekistan from abroad, as well as regular advertising and information campaigns in the media;
- Publication of catalogs, booklets, posters, maps and other printed advertising materials;
- Organization and holding of international tourism exhibitions;
- Ensuring the activities of tourism foreign missions, performing the functions of advertising and information offices, as part of the activities of trade missions of Uzbekistan;
- Organization of a network of information centers for foreign and Uzbek tourists in the places where the largest tourist flows pass;
- Conducting study tours to tourist centers of the city of Samarkand for foreign journalists
- Organization of presentations of tourist opportunities of the city of Samarkand in the main countries sending tourists.

One of the important points is the reconstruction and construction of the following facilities for tourist purposes - the Botanica Garden of Samarkand, the Jomboy Reserve, the Rowing Canal in the Samarkand District, Urgut, Chinorbogi, Ming Arch and the creation of a competitive environment that helps to improve the quality of tourism services and expand their range.

Certainly, it is necessary to constantly monitor and improve the legislative framework, which contributes to the creation of favorable conditions for tourists from the far and near abroad to stay in the republic, as well as to invest in the tourism industry.

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