

THE ANALYSIS OF IMPACTING FACTORS FOR THE DEVELOPMENT OF HISTORICAL AND CULTURAL TOURISM

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Abstract: This article analyzes the factors affecting the development of historical and cultural tourism, and the author identifies new factors that may affect the development of this type of tourism. Author tries to explore impacting factors for the development of historical and cultural tourism in Uzbekistan.

Key words: tourism, income, efficiency, economic growth, demand, supply.

Introduction. Uzbekistan is considered as one of the country which possesses great potential in the field of tourism. In his address to the Oliy Majlis on December 28, 2018, President Sh.M.Mirziyoev noted that "we need to take comprehensive measures to attract investment in the development of tourism, increase human resources, tourism in the country is often limited to our ancient cities, historical and cultural monuments¹". From this point of view, historical and cultural tourism in our country is more developed than other types of tourism. Therefore, it is important to analyze the factors influencing the development of historical and cultural tourism and increase the efficiency of its use, to determine the direction for the implementation of future activities. Because it is more difficult to cover the costs of other types of tourism, including gastronomic tourism, educational tourism and sports tourism. The cost of organizing historical and cultural tourism, according to our estimates, is 3-4 times less than other types of tourism. However, the factors influencing the development of historical and cultural tourism and increasing the efficiency of its use are very complex. They cannot be analyzed by two or three factors. Because peace, security, socio-economic and political stability play an important role in increasing the efficiency of tourism. Therefore, it is necessary to take into consideration the factors influencing the development of historical and cultural tourism and increase the efficiency of its use. Many scientific researches, including the research article by F.Ilkhomjanova "Prospects for the rapid development of the tourism industry of Uzbekistan on the basis of world standards" show that economic growth and social development are directly related to financial investments in tourism, lower transport fares, increase the number of employees. , improving the quality of services and cultural ties between countries, developing interstate and interregional relations are analyzed². Or, for example, M.M. Dadajonova's scientific article "Issues of development of cultural tourism in Uzbekistan" suggested that cultural factors take precedence over other factors in the development of tourism.³. In the research work of foreign economists V.V. Bokhanov "Organizational and economic aspects of the development of historical and cultural tourism in the region (in the first Smolensk region)" the investment climate in the development of historical and cultural tourism, their financing, information to customers He noted that the development of historical and cultural tourism can be achieved by focusing on factors such as providing the industry with quality personnel⁴. Nikolskaya E.Yu. The scientific article "Strategies for the development of domestic tourism in Russia" cites factors influencing the development of tourism: underdevelopment of entrepreneurship in tourism, insufficient economic environment to attract investors, lack of experience of tour operators, training of new specialists in tourism, railway and airline tickets. analyzed factors such as the extreme value of the price and studied their effect⁵. The factors influencing the development of tourism have been

divided into the following groups in some literatures⁶: «....natural-geographical; cultural and historical; economic; social; demographic; technical; political; legal; ecological ». These factors affect the rapid development of all types of tourism. If we summarize the factors influencing the development of tourism, we can see that in almost all research on the subject there is a lack of funding, poor communication, the presence of problems in passenger transport and other similar factors.

However, the factors mentioned in the scientific article of the researcher M.M. Dadajonova, including those mentioned above, including those mentioned by F. Ilhomjanova or foreign scientists V.V. Kubashkin., Is more important than the factors mentioned in the manuals of T.M. Sergeeva. Durovits AP, NI Kubashkin, TM Sergeeva in their manual "Organization of tourism" grouped the factors influencing the development and efficiency of the tourism industry and divided them into internal and external factors. In our opinion, Durovits A.P., N.I. Kubashkin, T.M. Sergeeva show cultural and historical factors as factors influencing the development of tourism, and expressed the opinion that cultural and historical factors play a major role in the rapid development of tourism. However, they also failed to show exactly what factors strongly influence the development of historical and cultural tourism. There are special factors influencing the development of historical and cultural tourism and increasing the efficiency of its use. In addition to socio-economic factors, we must take into account cultural factors. From this point of view, the factors proposed by the researcher M.M. Dadajonova are of great importance. It is the influence of cultural factors on the development of historical and cultural tourism and increasing the efficiency of its use. For example, the "skill" element of culture plays a big role in this type of tourism. Foreign and local tourists visiting historical and cultural sites need skills to explain historical and historical events about them on the basis of interesting information. Our observations have revealed that our specialists in historical and cultural tourism do not have the skills to explain historical events in a way that makes them interesting, exaggerated and directly fascinates the listener. However, there is a lot of new information about the historical and cultural sites, the heroes of the nation and their courage. However, our specialists have been telling our tourists over and over again the information about historical and cultural monuments for several years. This information is widely covered in textbooks "History of Uzbekistan" or, say, on the Internet. Our local tourists get information about historical and cultural monuments mainly from history teachers in schools, higher and secondary special educational institutions. That is why our local tourists have few days to visit the historical and cultural monuments of our country. They remain fascinated by their splendor only when they visit historical and cultural monuments.

New information about historical and cultural sites for foreign and domestic tourists, the courage shown by the heroes of our nation is interesting. Historical and cultural objects do not change but there are various legends about them. In-depth scientific research should be conducted in the collection of information about historical and cultural sites, the heroes of the nation. In-depth scientific research should be conducted in the collection of information about historical and cultural sites, the heroes of the nation. Another factor influencing the development of historical and cultural tourism and increasing the efficiency of its use is the monetary savings of the population. The population's monetary fund is the accumulation of current income to meet future needs and to generate income. An increase in the population's money supply means a wider use of services in the future. Because as a result of meeting the material needs of the population, there is a desire to meet intangible needs.

Leisure is also a powerful factor influencing the development of historical and cultural tourism and increasing the efficiency of its use. If we focus on the working day of the local population, about 80-90 percent of the time is spent on work. He spends the remaining 10-20 percent in the family circle. This means that they cannot visit historical and cultural sites at any

time. Only on weekends and holidays will there be an opportunity to travel to historical and cultural monuments. Such a short period of free time is not enough for the local population to fully visit the historical and cultural monuments of the republic.

Entrepreneurship in the field of historical and cultural tourism also plays an important role in the development of this type of tourism. However, 26.0% of our entrepreneurs are mainly engaged in agriculture, 59.3% in industry, 30.5% in construction, 6.9% in medicine and 75.1% in trade.⁷ Entrepreneurs in the field of tourism are mainly engaged in the organization of tourist trips within the country or, say, the hotel business. However, earning income from tourism resources is neglected.

Frequent emergencies in countries (earthquakes, floods, fires) cause great damage to historical and cultural sites. Ancient buildings, including historical and cultural monuments, have been affected by at least 70-80 times and even more extreme earthquakes for centuries, if we count them since their construction. From this point of view, emergencies are a major threat to historical and cultural monuments. For example, the 1999 earthquake in Turkey reduced the number of foreign tourists by 2 million compared to 1998, and international tourism revenues fell by \$ 3 million⁸.

Conclusion

In our opinion, there are the following reasons for the lack of rapid development of entrepreneurship in the field of tourism in our country:

First, the tourism sector in our country received more attention than other sectors of the economy;

Secondly, very few specialists in the field of tourism have been trained in our country since the years of independence;

Third, the development of tourism infrastructure in our country has been neglected;

And fourth, the peculiarities of tourism, including its seasonal nature, meant that entrepreneurs were not able to earn a steady income during the twelve months of the year.

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