

## Improving the Cultural Heritage Objects Management Mechanism in the Region.

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ABSTRACT

There are wide opportunities for the development of this industry in Uzbekistan, strengthening the preservation of the unique cultural heritage that reflects the rich history and culture of the nation, digitization of the industry, innovative development and strengthening of the material and technical base, effective application of world best practices. is one of the most important factors of socio-economic development of regions.

**Keywords:**

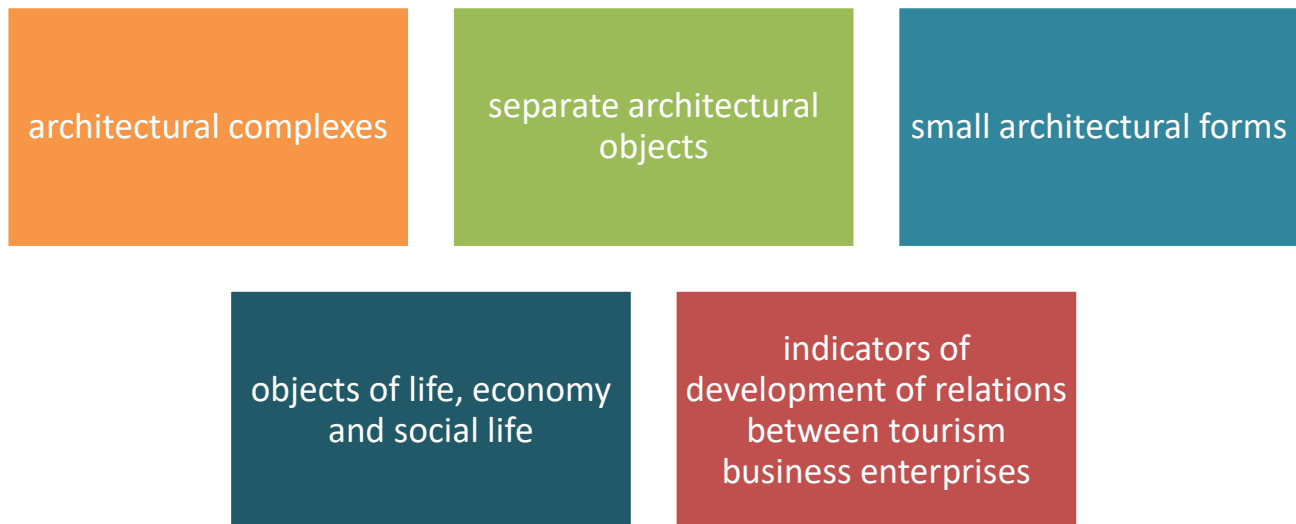
cultural object, Tourism, Management, region, territory, etc.k.z

The role of historical and archaeological objects in the regions is important in the development of historical and cultural tourism. Their history, their place in the history of the area, and their level of preservation will help increase the number of tourists interested in it, and the ability to have several objects in one settlement for a tourist will extend the duration of the trip. This process, on the other hand, will enable more export of tourist services and promote the development of adjacent networks as well. Today, the presence of more than 2,000 historical monuments in Uzbekistan demonstrates the high potential for the development of historical and cultural tourism. Historical monuments in the republic have great tourist opportunities in the republic. Our country is one of the tourist centers not only in Central Asia, but also around the world. Historical and cultural objects occupy a key role in the development of historical and cultural tourism in a particular region. However, the most important of them will be included in the list of objects and monuments internationally. Such a list is determined annually by UNESCO. In the years that followed, international experts from this structure were also involved in the conservation of unique cultural heritage sites in the region of Uzbekistan, the main project and

management plan of historical cities in accordance with UNESCO international standards and requirements. In close cooperation with UNESCO, various international conventions are being held to protect material and nominal heritage sites. These measures allow you to rationally organize and manage the protection of cultural monuments and to review complex problems in this area, study international expertise, improve the national system for ensuring the preservation of historical and cultural heritage, and identify the main areas of activity of government and non-governmental organizations in this area. Economic research emphasizes that to manage the material heritage of historical and cultural tourism, it is necessary to take into account the number, status, as well as the share and diversity of objects that have not been modified in the restoration and maintenance process. Since objects have different sizes, they need to be classified by this character. It is recommended to separate the following categories [10]: These indicators describe the level of development of horizontal communications between organizations involved in the provision of tourist services. The socio-economic content of historical tourist attractions sets the foundation

for the sustainable development of tourism. Tourism is made up of social, economic, and ecological parts as an object of systematic study and has many internal and external relations. As part of the social sphere, the task of tourism is

to restore human vitality, relieve spiritual pressure, and develop its intellect and physical level. The Hague Declaration on Tourism stated that



**"Bis the right to rest and the right to paid leave at that time, and traveling for educational and entertainment purposes are the blessings of domestic and international tourism ."** Tourism in an economic approach is defined as a unique network that covers the activities of historical, cultural, recreational, and other organizations, including the production of complex services and products and the making of targeted investments. Tourism as an economic phenomenon is seriously noteworthy in terms of the impact on the economy of the region, as well as its dependence on it at the same time. Taking into account the high potential for the development of historical and cultural tourism in our country, based on data analysis of economic literature [2,4,5,6,7], you can note the positive and negative impact of tourism on the economy: increasing employment rates. Tourism accounts for 3-5% of jobs in the tourism sector in developed countries;-Tourism indirectly affects the development of other industries in its development (construction, transportation, road, food trade industry, etc;-the tourism industry has a high growth rate, the

pandemic crisis has seen an average annual increase of 8-12% in currency revenues from tourism in the world's capitals;- "increasing efficiency" of tourism, i.e. the high turnover of funds spent on tourism;  
 - ensures structural changes in the national economy"- attracting foreign investment and generating income in foreign currency;- improving the country's economic and social image abroad;- promoting the formation and development of national parks and enclosures; - preserving works of art and traditions, and so on. It is also important to cite some negative factors that affect the development of historical and cultural tourism. In particular, the storage and reconstruction of historical and cultural objects requires considerable investment. Some developing countries may not be able to allocate enough money to maintain them due to capital scarcity. Also, the development of the industry directly depends on government policy. The country's wise policy will lead to the development of historical and cultural tourism, the strengthening of international cooperation, the efficient use of innovation and information technology in the field, and otherwise

unscrupulous policies will lead to the unattended and looting of tourism facilities and monuments. As it turns out, various factors influence the development of historical and cultural tourism.

Implementation of PEST analysis of historical and cultural tourism in our country will provide a complete picture of the state of development of this area. Political and legal factors:- The Presidential Decree of the President of the Republic of Uzbekistan and the Cabinet of Ministers of the Republic of Uzbekistan (On measures to improve the system of public administration in the fields of tourism, sports and cultural heritage\_ ), the Decree of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to improve the system of public administration in the fields of tourism, sports and cultural heritage", the Cabinet of Ministers of the Republic of Uzbekistan "Measures to ensure safe tourism in Bukhara, Samarkand, Khiva and Tajikistan" Resolution [939 of the Convention on the Elimination of All Forms of Discrimination against Women.](#)) Other decrees relating to the

sphere are presidential and government resolutions (including the easing of the issuance of licenses and permits);- Ensuring political stability in the country;- The UNESCO International Organization has specific mechanisms and programs for the restoration, storage and protection of historical archaeological monuments and cultural artworks in our country;

- Establishment of a visa-free entry regime for tourists from 90 countries;- Ensuring stable peace in the country and low crime rates;- Uzbekistan's foreign policy is aimed at promoting openness and developing regional and multilateral cooperation; - Establishing a new mechanism for systematic work to improve the place of the Republic of Uzbekistan in international ratings and indexes - in public administration Formation of openness, transparency and accountability mechanisms - introduction of the concept and standards of "Safe tourism" in Uzbekistan starting in 2017;- Prohibition of free travel of tourists as a result of border closures in a pandemic

#### Economic factors:

Regulation and maintenance of prices for existing services

Reduced taxes on cultural facilities

Implementation of measures to increase (diversify) the type of tourist products and services

Allocation of funds for the preservation and restoration of cultural monuments and the establishment of special funds

Creating a competitive environment in the industry

The economic crisis caused by the pandemic

Increase in income and living standards of the population

**Social factors:**

the attitude and religious beliefs of the population in preserving cultural heritage

quality and exemplary service for domestic and international tourists

activities of non-governmental organizations

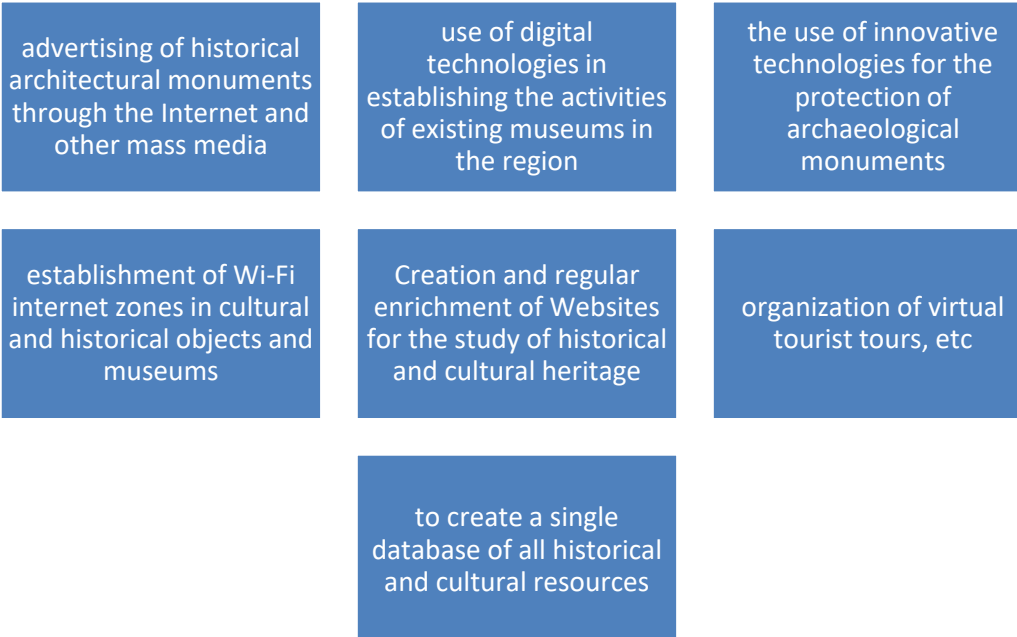
the development of social infrastructure

traditions and values formed in the population

training of qualified personnel

professional development of specialists and specialists

**Technological factors:**



To increase the socio-economic role of historical and cultural tourism in the country, it is necessary to take into account all affecting factors, make the most of opportunities, and address existing shortcomings and problems. In studying the opportunities for the efficient use

of historical and cultural tourism sites, it is necessary to identify ways to make the most of them, the factors that affect them and their ability to use tourist resources, and to identify indicative indicators of their activities in

dividing and storing and reconstructing them into groups.

#### Available publications:

1. [PF-6199](#) of the Republic of Uzbekistan "On measures to improve the management system in the fields of tourism, sports and cultural heritage." April 6, 2021 [www.lex.uz](http://www.lex.uz).
2. Resolution of the Cabinet of Ministers No 939 "On measures to ensure safe tourism in Bukhara, Samarkand, Khiva and Tajikistan" . 23.11.2017 <https://www.norm.uz>
3. Wang Qingsheng, Historical and cultural tourism and development of tourist cities Culture of the peoples of the Black Sea region. 2002. No 35. P.11-154. Dmitrievsky Yu.D. Tourist districts of the world. Smolensk, 2000. 224 p.5. Kolotova E. V. Recreationnoe resursovedenie: Ucheb. posobie. - M.: RMATS. [1, p. 92-93]