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THE IMPORTANCE OF TOURISM INFRASTRUCTURE IN HISTORICAL AND CULTURAL MONUMENTS OF KHOREZM REGION AS WELL AS INFORMATION AND COMMUNICATION TECHNOLOGIES AND THEIR EFFECTS ON MUSEUMS.

Doschanov Tangribergan Doschanovich
Professor of Tourism and economy faculty,
Urgench state university
e-mail: [doschanov T@rambler.ru](mailto:doschanov_T@rambler.ru)

Matniyozov Murodjon Rajabboyeovich
Second-year master student at the Urgench state university
The faculty of Tourism and economics
e-mail: murodali.matniyozov@mail.ru

Ruzmetov Baxodir Shomurotovich
Lecturer of Tourism and economy faculty,
Urgench state university
e-mail: ruzmetov.bahodir@mail.ru

Annotation. This article outlines the role of historical monuments in the tourism infrastructure and the use of information and communication technologies in museums and the use of foreign experience.

Key words: tourism industries, tourism infrastructure, information and communication technology (ICT), touristic destination, aesthetic education

Аннотация. Мазкур мақолада тарихий маданий ёдгорликларни туризм инфратузилмасидаги рўли ва ахборот коммуникатсион технологияларни музейларда қўллашнинг муҳим омиллари ва хориж тажрибаларини ўзимизда қўллаш ёритилиб берилган.

Калит сўзлар: сайёҳлик соҳалари, АКТ, туризм инфраструктураси, сайёҳлик йўналишлари, эстетик таълим.

Аннотация. В данной статье описывается роль исторических памятников в туристической инфраструктуре, использование информационно-коммуникационных технологий в музеях и использование зарубежного опыта.

Ключевые слова: туристические отрасли, информационно-коммуникационные технологии (ИКТ), туристическое направление, индустрия туризма, инфраструктура туризма, эстетическое воспитание

Introduction

In recent years the government of Uzbekistan has consistently implemented comprehensive measures to develop tourism infrastructure as one of the most important strategic sectors of the national economy, which ensures its diversification and accelerated development, the increasing of daily life of the population and their incomes together with creating new jobs.

The Khorezm oasis attracts world scientists and tourists with its attractiveness for a long time. There are hundreds of historical and cultural monuments in this space, each of which has its own secrets and great history. Taking into account the growing interest in various historical and cultural monuments in the Khorezm region in recent years, as well as the contribution of the region to the tourism infrastructure, the Presidential Decree "On the Program of measures for complex development of the tourist potential of Khorezm region for 2017-2021" was adopted. In line with this decree, concrete instructions have been given to improve the state of historical and cultural monuments in the region, as well as the restoration processes, the construction and reconstruction of the hotel, together with the development of tourist infrastructure in the region. The Cabinet of Ministers has developed a plan of action for the creation of new travel arrangements and tourism.

Literature review

The development of the tourism industry, which is the basis of its development, were researched by Tomoko Kanashima, Takayaku Katsura, Thomas Sobol, Evelyn Rosetti, V.Kvartalnov, S.Julidov, S.Skobkin, E.Ilina. In our Republic these directions are studied by M.Pardaev, I.Tukhliev, G. Qudratov, A.Eshtaev, O.Khomidov, B.Turaev, D.Usmanova, N. Ibadullayev, R.Amriddinova, B.Safarov, M.Alimovas. Today, this issue is raised to the level of state policy and is reflected in the reports of the President of the Republic of Uzbekistan.

Research Methodology

This article examines aesthetic education in museum environments and the

possibility of using computer display in supporting aesthetic education. While computer applications in museums have greatly expanded since the 1990s, the use of computers especially in art galleries is still at a relatively experimental phase. In particular, the use of computer-mediated-learning systems for supporting art museum education that is the core theme of this research has barely been examined before and consequently, this research has become exploratory in its nature. This research reveals the importance of the recognition of the true value and benefit of computer applications in exhibition spaces.

Analyses and results. It is well-known that the importance of tourism potential of Khorazm region and the city of Khiva in the development of tourism in our country, and the government's attention to the development of tourism in the region. This allows us to expand the tourism potential of the region and on the basis of the evaluation will be based on attention to the issues of increasing the number of tourists visiting. In this regard, the city has a rich historical and cultural potential and has over 300 historical and cultural monuments dating back to its 3000th anniversary.

There are 208 sites of cultural heritage, including 20 archaeological sites, 124 historical and architectural monuments, 7 ensembles, 28 sights and temples in Khorazm region¹. In addition, The natural and climatic conditions of the region provide permanent tourist season at a certain time of the year.

At the same time, ecotouristic potential, medical tourism, desert tourism, horse and camel rides, hunting tourism, and agro-tourism potential can be used optimally. In order to implement these tasks, the implementation of state programs and resolutions on the development of tourism in Khorazm region and Khiva, the formation of tourism infrastructure, stages and trends of tourism services development, the number of domestic and foreign tourists visiting the region and their satisfaction with tourist services in the region should be avoided. For this purpose, the tourist attraction of Khorazm region and Khiva city should be used effectively.

It should be noted that the historical monuments preserved in the region today are the pride of Uzbekistan. There are 256 sites of cultural heritage in the region, 18 of them are archeology, 134 architecture, 66 sculpture monuments, 6 sightseeing and 32 sacred places. The Ichan Kala complex of Khiva, known as the "open area museum" in the eastern porch, comprises a total area of 26 hectares containing over a hundred historical monuments, which are included in the UNESCO World Heritage List. One can say without exaggeration that one of the most important historical monuments of Khorezm is the historical complex of Ichan-Kala in Khiva, which is included in the UNESCO World Heritage List. The Ichan-Kala historical complex features over 400 ancient

¹ Ruzmetov B., Matyakubov U., Khudoyberganov D. Prospects of tourism development in Khorezm region.: "Actualnye problemy turizm - 2009"

national-style houses and 60 architectural monuments. Visitors to Ichan-Qala will be able to watch daily shows of the Ancient Ark and the Summerhouse, while their national-style films are translated into English. This is a push to attract guests from around the world.

Among the historical and cultural monuments of Khiva, the most popular tourist destinations are:

-Ichan-Kala museum: Mosque and Saidbay madrasah

-Madrasa Allakullikhan (1834/35)

-Abdullahan Mosque (1865)

-Anushahan Mosque and Palace (1657)

-Tash House (Palace of Allakulihan) (1830/36)

-Juma Mosque Tower (1788/89)

- Mausoleum of Said Alovuddin (14th century)

-Muhammad Aminhon madrasah (1851/52)

-Kalta minor (1855)

- The Ark (1868/88)

- Muhammad Aminhon Madrasah (1871)

-Shergozi madrasah (1718/20)

-Baglandi mosque

The home museum of Komil Khorazmiy

Muhammad Rakhimhon II mosque

The mausoleum of Pahlovon Mahmud

The museum of Mamun Academy

The museum of Al Beruniy

The Khorezm region has a very high tourist potential and any foreign visitors can visit historical and cultural monuments, museums, dwelling places, places of workshop and sightseeing and get enough of them.

All these visits are good impression on the tourists, and as a result of all the comforts created for tourists, tourism in the region is consistently developing.

Today, based on international experience, all developed and developing countries are striving to stabilize the country's economy through the development of the services sector. Therefore, the development of the services sector will directly contribute to the development of the economy, such as the creation of new workplaces, and the prevention of unemployment. Promising projects in the field of tourism are being implemented in all regions of our country.

Table 1. Museums

	2010 y.	2011 y.	2012 y.	2013 y.	2014 y.	2015 y.	2016 y.
The number of museums (including affiliates), unity	105	106	107	106	108	106	109
Museum exhibits, thousand units	1991232	2010,9	2013593	2072468	2167,4	2159,7	2060,7
Number of excursions in museums, unity	76255	81011	71097	96565	103378	96793	107144
Number of exhibitions in museums, unity	1180	1312	2214	2093	1548	1654	2307
Number of visits to museums, thousand	4904,3	6198,2	4847	5022,1	6016,9	5462,3	5371,2
schoolchildren, students, academic lyceums and professional colleges visit museums	2558,6	3641,7	2947,7	2795,7	3043,0	2798,4	2693,4
Number of visits to museums, per 1000 inhabitants	172	211	163	155	196	175	171

Source: Calculations based on the results of Ichan-Kala museums survey from 2010 to 2016

The table illustrates that we have great potential in the sector of museums. The number of visits to museums has also shown a relatively high rate of growth in 2016. Meanwhile the number of exhibitions and excursions are increased from 2010 to 2016.

According to the table data, during the analyzed period the illustrations of museum's visits and exhibitions rised significantly.

Table 2 . Tourist activity organizations



Source: The state Committee for Tourism development of the Republic of Uzbekistan

Opportunities for technology jobs permeate the tourism industry at virtually every level. Although information technology has always been important in the field, its importance increases as the variety of new devices and improvements on existing ones appear. For instance, application of advanced information technology to provide tourist information via navigation systems, PDAs (personal digital assistants), or mobile phones is growing. Consequently, additional technical manpower will continue to be needed for tourism managers to achieve the best results. People skilled in Web technologies, user interface, modules, database management, programming, business intelligence, business analysis, market research, and computer graphics are among those who can look forward to opportunities in the industry in our KHorezm region.

In addition to information technology, a number of new tourism products have emerged as tourism technology has been combined with other industries. These include medical tourism, educational tourism, agricultural tourism, ecotourism, and space tourism.

Another technology creating tourism jobs is the Global Positioning System (GPS). GPS has become a widely used aid to navigation worldwide, and is also a useful tool for mapmaking, land surveying, and commerce. Indeed, there is hardly a field that is not employing GPS; its many capabilities are applied by scientists, pilots, military troops, hikers, bikers, business travelers, vacationers, off-road adventurers, mariners, fishermen, hunters, and balloonists, to cite a few. I consider that all these technologies can help to develop our touristic infrastructure and also improve our touristic spot.

INFORMATION COMMUNICATION TECHNOLOGY (ICT)

ICT stands for Information Communication Technology (hereafter ICT) and is a revision of the old IT acronym with the intention of encouraging its use in more collaborative ways. Government reports often use the term ICT to refer to digital technology applications specifically aimed at the development of education and communication strategies in educational institutions including museums. There are several influential factors impinging on the development of ICT in museums and galleries and these are as follows.

ICT as a Key Tool to Democratiser Museum Collections

Firstly, there is a growing appreciation that museums are not just about objects, they are for people. The UK Museums Association definition in 1995 said that the museum was “an institution that collects, documents, preserves, exhibits and interprets material evidence and associated information for the public benefit” (Museums Association, 1995). This old definition indicated stewardship as the most crucial part of the museum’s institutional mission. But in 1999 the MA modified its definition of the museum to:

Museums enable people to explore collections for inspiration, learning and enjoyment. They are institutions that collect, safeguard, and make accessible artefacts, exhibitions and specimens, which they hold in trust for society.

(Museums Association, 1999)

In such circumstances, the importance of the effective interpretation of the objects is stressed in order to make the cultural heritage attractive and meaningful to the wider public. Also, combining learning and enjoyment helps to define the museum as an alternative form of public entertainment. The “Infotainment” (information combined with entertainment) and “edutainment” (education combined with entertainment) approach to museum exhibitions has become a popular strategy of museum communication today and this perceived combination of leisure and learning has become a valuable asset of contemporary museums. Computer technology is seen as offering an attractive and accessible way for

making learning opportunities more dynamic and more enjoyable thus it can enhance understanding and appreciation of museum collections.

Government and Public Initiatives on the Use of ICT in Museum Education

Since the mid 1990's, in North America, Europe and some countries in Asia, there has been a tendency for governmental support to encourage the development of an information superhighway infrastructure in the academic

Museums in the Information Age

The arrival of the information age has directly encouraged the introduction of ICT in museum activities. It is interesting that the advent of the information age has encouraged a society dependent upon multiple media for information dissemination and communication. We can, therefore, expect to have a modern audience in museums which is accustomed to the flood of visual, aural and written information which bombards them daily through television, radio, video, and print media . At the CECAICOM (Committee for Education and Cultural Action) conference in 1991, Shalev mentioned that computers would become a crucial medium for museum communication in the upcoming century.

“I think that we are emerging into the era when the individual will have his own personal newspaper in the morning. He will have his own individual needs that he will satisfy from all the huge data banks that will be connected directly with his own personal or family TV set, and he will be in a parallel situation in the sense that he will want to satisfy his own individual needs from any given exhibition.”

(Shalev, 1991, p. 62-3.)

In a time when multimedia is becoming prevalent in many areas of work, education and leisure, we can expect to have museum audiences, especially people in the younger generation, who may be no longer satisfied to accept an established order of knowledge that curators and other museum professionals try to convey through exhibitions. Rather, visitors may prefer to draw their own conclusions from a museum experience gained through interacting with the vast amounts of information that a museum can offer. ICT can offer this potential, and many museums have responded by introducing multimedia programs in the museum and on websites.

These museum professionals' predictions in the late 1980's and early 1990's seem to have become true sooner than they had thought due to the speed of technological growth in the IT industries. In recent decades, stand-alone computers have become relatively common tools in homes, offices, and schools. Digital technology can now be used to convey very large amounts of information and this information can be retrieved in ever more sophisticated ways, with

various media including video, still images and sound, through a variety of links. Increasingly, all of these data are not dealt with just on stand-alone computers but can be exchangeable over networks and in particular, the Internet (Ryan, Scott, Freeman, Patel, 2000, p.9).

The first published research on the capabilities of computer programs for the development of user experience and learning in art and historical museums was conducted by Gottesdiener and Boyer (1992, p.168). Their work is about the impact of a computer game designed to motivate visitors to attend carefully to information in the exhibition “Raphael and French Art” held at the Grand Palais in Paris, November 1983. The computer game, called “Look and Compare”, consisted of four sets of tasks, each of which involved a number of questions (e.g. ‘Which of these four paintings by Raphael inspired the artist?’). Gottesdiener and Boyer’s survey examined the extent of computer usage over four days, the socio-demographic profile of the players and non-players, and the behavioural differences between players and non-players in the gallery. There are two points worth mentioning from their examination of visitor behaviour. One is that playing the computer game did increase the level of attention paid by visitors to target paintings. Another is that the computer game provided visitors with the opportunity to work together in finding answers, thus, it enhanced the chance of social exchanges among visitors .

It is interesting to note that, recent trends in educational philosophy in museums in general, and aesthetic education in particular as one of the approaches for audience development in the art and historical museum. I have also described the advantages of the use of computer-mediated-learning and why it may be effective for the development of an aesthetic approach to museum education. Aesthetic education emphasises the importance of the audience’s involvement in the learning process and the cultivation of skills to achieve active exploration of the art object. I have argued that computer-mediated-learning might be a powerful tool to support aesthetic education because of its ability to encourage an interactive, exploratory and user-centred learning experience. Although some research has been undertaken on the theme of computer-mediated-learning in the art museum, no survey has explored deeply how computers can stimulate visitors’ art experiences and how they may support the audience’s aesthetic experience in the art museum setting.

Above all, it should be noted that Khorezm region is rich in historical monuments, museums and sights. This heritage, which has reached us in the long history series, will be delivered to future generations, and the use of these historical monuments will be one of the topical issues of the day. As a result of the creation of the necessary conditions for the tourists, taking into account many historical and cultural monuments in the

region, it is obvious that tourism has been steadily developing in our region.

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