

## **DIGITAL TOURISM IN CENTRAL ASIA AND THE DEVELOPMENT OF ITS RENEWAL (USING THE EXAMPLE OF THE GREAT SILK ROAD)**

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**SATTAROVA ZUKHRA ILKHAMOVNA**

Senior Lecturer of The Department of Real economics,  
at the Samarkand Institute of Economics and Service, Uzbekistan

**E-mail:** [zsattarova220@gmail.com](mailto:zsattarova220@gmail.com)

**Author's contacts:** +998915245115

**MIRZAEVA SHIRIN NODIROVNA**

Independent researcher (PhD), Assistant-teacher of The Department of Real economics, Samarkand  
institute of economics and service, Uzbekistan

**E-mail:** [mirzayeva.shirin.nodirovna@gmail.com](mailto:mirzayeva.shirin.nodirovna@gmail.com)

**Author's contacts:** +998905020271

**KUCHKAROV ISLOMBEK ULUGBEK UGLI**

Student majoring in "Economics (by industries and sectors)", in-group IK-620,  
at the Samarkand Institute of Economics and Service, Uzbekistan

**E-mail:** [kuchkarovislombek2002@gmail.com](mailto:kuchkarovislombek2002@gmail.com)

**Author's contacts:** +998904499044

### **Abstract:**

*The article reveals the issues of regional development of cultural tourism, its features as an element of cross-border cooperation. The specifics of the structural organization of cross-border regions formed as a result of the interaction of the border territories of adjacent states are studied. The peculiarities of the organization of tourism activities in cross-border regions are considered, the conditions and opportunities for the development of cultural tourism in them are analyzed. It is established that activities in the field of cross-border tourism should take into account the specifics of the system organization of cross-border regions, as well as the socio-cultural features of its main elements.*

**Keywords:** *global, modern tourist, development strategy, cultural tourism, cultural sphere, cross-border tourism, cross-border region, borderland, national and regional levels.*

**INTRODUCTION.** Cultural tourism is currently the most popular. Until about the 80s of the last century, cultural tourism occupied a relatively insignificant niche in the tourist market. Today, cultural tourism is the main focus of mass tourist activity.

Cultural tourism can be considered not only as one of the types of tourism, but also as an export strategy for the development of the cultural sphere of the city, in close relationship with the development of the urban area.

Thus, cultural tourism is a form of tourism, the purpose of which is to get acquainted with the culture and cultural environment of the place of visit, including the landscape, familiarity with the traditions of residents and their way of life, artistic culture and art, various forms of leisure activities of local residents.

Cultural tourism may include visits to cultural events, museums, cultural heritage sites, contacts with local residents. (ICOMOS, International Tourism Charter, 2002). In this regard, for any person, cultural tourism is not just an opportunity to get acquainted with a certain cultural object, but also to understand its interpretation, to learn new meanings through the environment, to assess the context (to feel the atmosphere of the place), in other words, to know the intangible culture of the place and its inhabitants.

**ANALYSIS AND RESULTS.** A modern tourist is in demand for a unique experience, highly focused on his individual capabilities, abilities and the need for creative self-expression of his individuality

Cultural tourism can be considered not only as one of the types of tourism, but also as an export strategy for the development of the cultural sphere of states, in close relationship with the development of the border area.

In recent decades, in the context of globalization, the functions of international tourism have been defined as a system of travel carried out on the basis of interstate agreements, taking into account existing international norms and local customs.

The trends of globalization and regionalization are simultaneously manifested in the development of tourism activities. The consequence of the processes of regionalization is the development of regional tourism. Its specificity is largely determined by the peculiarities of the geographical location of the region and, in particular, the position in relation to the border lines.

As a result of the formation of cross-border and cross-border regions (TGR), conditions arise for the development of cross-border tourism and cross-border tourism.

Cultural tourism is implemented in the border region, is connected with its resources and is aimed at its cognition. Cross-border tourism is implemented in the neighboring territories of at least two countries, therefore it is based on the resources of adjacent border regions and involves crossing the state border.

Along with the diversification of tourism activities and the emergence of new types of tourism, its traditional types also retain their importance, among which cultural tourism is of exceptional importance.

Cultural tourism retains its importance both at the global, national and regional levels. In different regions, it acquires features and peculiarities inherent in a particular region. Cross-border regions are no exception.

The development of cross-border regions activates and develops cross-border cooperation in every possible way, one of the main elements of which is cooperation in the field of tourism.

All this makes it necessary to create strategic bases for the development of cultural tourism in the borders of neighboring states, which is especially important for Uzbekistan.

Theoretical foundations of the study. Generalization of approaches and experience in defining the concept of "cultural tourism" allows us to define it as a visit to objects of historical and cultural heritage (monuments of architecture, history, urban planning, archeology) with cognitive and educational purposes.

Being a traditional type of tourism, cultural tourism has acquired a number of specific features and features, and its importance has increased over time.

New aspects of cultural tourism are: promotion of a specific tourist product, changes in the organization of activities, innovative effects of its development.

Cultural tourism has become largely an urban type of tourism. He actively uses not only the traditional cultural values of the city, but also the urban space and the creative potential of the city.

Cultural tourism is becoming more individual, actively performs an entertainment function, its elements are being introduced into other types of tourism activities. The main results in the transformation of activities in cultural tourism are: the interpenetration and change of cultures, the emergence of new types of cultural tourism, the growth of visits to cultural attractions, the formation of qualitatively new conditions for the consumption of tourist products.

Cultural tourism continues to perform the most important functions of an instrument of peace, promotion of cultural heritage, educational and educational.

Thus, both the global and national significance of cultural tourism and its regional element are extremely important for all aspects and levels of world development.

Cultural tourism acquires a special place as an element of cross-border cooperation in border territories. Modern geopolitical and geo-economic trends lead to the formation of cross-border regions in the borders of neighboring states. Such a region is not part of a single socio-economic space, but the sum of several such spaces. Each of these spaces is a special system associated with the territory of one of the neighboring countries. One of the most effective and realistic types of cross-border cooperation is tourism.

This is determined, first of all, by the presence in the border area of natural and cultural objects located within the territories of bordering countries and (or) of interest to their residents. The main objectives of cross-border cooperation in the field of tourism are: effective use of the tourism potential of border territories in the context of sustainable development; increasing the socio-economic effect of the development of the tourism industry; creating favorable conditions for the development of tourism entrepreneurship; meeting the needs of citizens of cooperating countries in tourist services. It is closely connected with the expansion of cultural ties and the formation of a common educational space, the establishment of close interaction between authorities at various levels.

Neighboring border regions of different countries often compete in the international market of tourist services, because due to geographical proximity they have similar natural conditions, and often similar historical and cultural attractions. At the same time, objects of natural and especially cultural heritage cannot be completely the same, and in many neighboring regions there are unique objects associated, for example, with important historical and cultural events. Sometimes neighboring territories of different countries are elements of a common historical and cultural space that they can use together. Cross-border tourist routes (including river, automobile, bicycle) can be organized here. By jointly using the objects of natural and cultural heritage, each of the neighboring border regions becomes more attractive for tourists. Thus, the cross-border region as a whole gains competitive advantages over similar regions that do not participate in cooperation with foreign neighbors.

Taking into account the peculiarities of the structural organization of the TGR, cross-border

cultural tourism has a special place and importance here. The results of the study. Studies in Central Asian countries are devoted to the problem of forming strategic foundations for the development of cultural tourism in border regions. The purpose of such studies is to form the scientific foundations and determine the strategy of actions for the development of regional cultural tourism in the countries of Central Asia. In a broad sense, the purpose of the study includes improving the cultural image of a cross-border region and expanding access to cultural values located on its territory.

The objectives of the study are:

- Identification of socio-economic and geographical foundations for the development of cultural tourism in Central Asian countries;
- Analysis of the current state and problems of development of cross-border and cross-border cultural tourism;
- Definition of the content of the main provisions of the strategy for the development of cultural tourism in the countries of Central Asia.

The development of cultural tourism in Central Asian countries is based on socio-economic prerequisites: the unequal level of production development in different parts of the region, the diverse nature of labor activity, the needs of the region's population in cultural development, a fairly high level of transport and communications development, etc.

An important aspect is also the geographical proximity of individual political-territorial and administrative-territorial elements of the region, its relative natural and geographical unity, tourist development and significant geopotential.

The region is rich in natural and anthropogenic tourist resources. The common history of the Central Asian countries can contribute to the development of integrated tourism of the entire region. The following factors can be mentioned as reasons for promoting integrated tourism development. Five countries have rich tourism resources in the border regions.

For example, "Western Tien Shan" and "Silk Road: a network of trade routes of the Chang'an - Tien Shan Corridor" are World Heritage Sites in several countries, as well as two groups in the Preliminary World Heritage List and 6 objects of intangible cultural Heritage. Most of the World Heritage sites and World Heritage Tentative List sites are located near the borders. The formation of tourist routes in this region, as a rule, entails crossing borders. On the other hand, these five countries also complement each other in terms of tourism resources.

The territories of Uzbekistan, Turkmenistan and western Tajikistan were inhabited by many settled peoples, while many nomadic peoples inhabited the territories of Kyrgyzstan, Kazakhstan and eastern Tajikistan.

Originally inhabited places were suitable places for the gathering and cohabitation of a large number of people forming cities, and, as a result, they are rich in historical and cultural resources. Later populated places, mostly with harsh climatic conditions, but beautiful nature, such as deserts, mountains and lakes. Thus, it is possible to find a mutual complement, for example, to combine the historical and cultural resources of Uzbekistan with the natural resources of Kyrgyzstan and Kazakhstan, or to combine sedentary and urban

the culture of Uzbekistan with the nomadic culture of Kyrgyzstan and Kazakhstan.

The main problems of the development of cultural tourism in the region of the Central Asian countries should include: the general low level of development of the tourism industry, the uneven development of its various parts, weak advertising, the lack of systemic partnerships of structures interested in the development of cultural tourism.

***The main operational objectives of the development of cultural tourism in the cross-border region are defined:***

- develop transport and border control infrastructure for facilitating the movement of people and goods between member countries;
- at the level of Central Asian countries, it was proposed to introduce a Silk Road visa;
- to create a mechanism for overcoming problems in the formation of cross-border tourist routes or to improve the existing mechanism.

***For example, to create rules in the following areas of cross-border tourism.***

A) bus travel methods: possibilities of movement across the border.

B) border procedures when crossing the border by rail: draw up rules for entry/exit, customs clearance and quarantine measures when crossing the border by rail.

C) guide activity: opportunities for cross-border excursion activities.

Since many historical and cultural tourist resources are located in the border areas. There are also cases when it is difficult to find a guide in an out-of-town area.

It is desirable for travel companies (local operators forming tourist routes) of each country to cooperate and interact in crossing borders, but this is the initiative of the travel companies themselves. However, it is possible to support the participation of travel companies and travel associations in tourism exhibitions at the level of 5 Central Asian countries:

- creation of high-quality tourist products that integrate the region;
- consolidation of actions aimed at the creation, development and sale of tourism products in the region;
- creation of conditions for professional development of personnel serving tourist flows in the region;
- preparation of the hospitality system and related social services to receive and service large flows of tourists;
- creation of a pro-tourist system of actions and the formation of an appropriate region-wide cross-border identity among residents of border local communities;
- formation and development of a strong positive image of the Central Asian region.

It is necessary to implement projects related to the preservation and protection of the cultural heritage of the region, aimed at preserving the historical character of its space, creating conditions for access to cultural objects and cultural values, etc. In addition, it is also necessary to implement projects related to the awareness and advertising of cultural tourism and aimed at increasing the attractiveness and competitiveness of local and regional products of cultural tourism.

Prospects for the development of cultural tourism in the region are associated with the activation of the processes of infrastructure development in the region, the creation of favorable conditions for attracting investment, providing incentives for tourism development in problem parts of the region, the creation of new jobs, the introduction of real mechanisms to stimulate the construction and reconstruction of hotels and other tourist and resort and recreational facilities.

**CONCLUSIONS AND SUGGESTIONS.** The analysis of the resource base for the development of cultural tourism, the current state of this activity allowed us to establish that the trans-border region has significant resources for the development of cultural tourism, sufficient for the organization of effective tourism activities in the field of cross-border and cross-border tourism.

The study showed that the development of cooperation in the countries of Central Asia is implemented mainly at the lower level – between the subjects of tourism activity. The existing practice of combining the problems of tourism organization with education, sports, social services leads to the marginalization of tourism. To remedy the situation, it is necessary to increase the status of tourism in the management and organizational activities of structures of various ranks.

The implementation of the strategy for the development of cultural tourism in the countries of

Central Asia should be associated with the concentration of activities for the implementation of its main directions:

- the formation of a cross-border system of cultural objects of tourist display;
- creation of high-quality tourism products that integrate individual parts of a cross-border region;
- training of highly qualified personnel and public services to serve large tourist flows in cultural tourism;
- creation and improvement of a unique tourist brand (brand) of the region;
- creation of an integrated regional tourist information system;
- development of a system of cross-border and regional cooperation.

The use of the strategy for the development of cultural tourism in the countries of Central Asia will allow to intensify cross-border cooperation in this territory and solve a number of socio-cultural problems.

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