
THE ROLE OF ARCHAEOLOGICAL RESEARCH IN THE DEVELOPMENT OF TOURISM

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Abstract:

The article is devoted to the scientific analysis of the process of development of tourism in archeology objects. The development processes of tourist tourism achieved in the objects of material cultural heritage in the field of tourism in Uzbekistan are analyzed. In addition, scientific recommendations on the solution of current problems in the field of tourism in archaeological sites are given.

Keywords:

Tourism, region, visit of foreign tourists, tourist services, export, heritage, restoration, development.

Introduction

The tourism industry has become an important catalyst for the development of the economies of many countries and a source of income. Tourism allows not only to use recreational resources, but also to make the most effective use of its socio-cultural potential in preserving environmental and tangible cultural heritage. The importance of this is that, firstly, it achieves the preservation of tangible cultural heritage monuments, although this requires relatively large investments, secondly, it creates an effective means of modernizing tourism infrastructure, and thirdly, it provides an opportunity to create new jobs in the tourism economy of the country.

The Law of the Republic of Uzbekistan dated July 18, 2019 No. ZURQ-549 "On Tourism", Decrees of the President of the Republic of Uzbekistan dated January 5, 2019 No. UF-5611 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan", dated February 9, 2021 No. UF-6165 "On measures for the further development of domestic and pilgrimage tourism in the Republic of Uzbekistan", dated January 28, 2022 No. UF-60 "On the Development Strategy of New Uzbekistan for 2022-2023", dated February 6, 2018 No. PP-3510 "On measures to further improve the activities of the State Committee of the Republic of Uzbekistan for Tourism Development", dated January 5, 2019 No. PP-4095 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" The tasks set out in the Resolutions, Resolution No. 332 of the Cabinet of Ministers of the Republic of Uzbekistan dated May 27, 2020 "On additional measures for the effective use and development of the tourism potential of

Surkhandarya region” [1.], and other regulatory legal acts in the field are being implemented. In particular, according to the Decree of the President of the Republic of Uzbekistan No. 4861 dated December 2, 2016, in accordance with the first paragraph of the Decree of the President of the Republic of Uzbekistan “On measures to ensure the accelerated development of the tourism sector of the Republic of Uzbekistan”, the task is set to “form and consistently implement a comprehensive concept for the development of tourism, give tourism the status of a strategic sector of the economy, transform it into a powerful tool for structural transformation and sustainable development” [17.], and the development and implementation of national and regional programs for the complex development of domestic, inbound and outbound tourism, aimed at the accelerated development of tourism in the country, along with traditional cultural and historical tourism - pilgrimage, ecological, educational, ethnographic, gastronomic, sports, medical and health-improving, the organization of new tourism destinations in the regions, the formation of unified national registers of tourism destinations and tourism facilities, is of great importance.

In the article, the scientific research of local scientists on the process of preservation of tangible cultural heritage monuments and the development of the tourist tourism industry was studied and covered.

Analysis of relevant literature. In the development of tourism in our country, the scientific works of such scientists as K.Kh. Abdurakhmanov [2.248 c], N.T. Tokhliev [3.332 c], M.K. Pardaev [4.137 c], A.A. Eshtaev [5.276 c], O.M. Pardaev [6.244 c], B.Sh. Safarov [7.184 c], B.Kh. Turaev [8.153 c], O.Kh. Khamidov [9.155 c], N.S. Ibragimov [10.183 c], M.T. Alieva, A.N. Norchaev [11.155 c] are aimed at studying the issues of developing tourism in Uzbekistan.

The republic is working to form its own national tourism model, drawing on the experience of countries with developed international tourism. This model should be implemented taking into account the requirements of the Uzbek people and meeting world standards.

In connection with the special attention paid to the development of international and pilgrimage tourism in Uzbekistan, new tourist routes are being opened to the objects of tangible cultural heritage in the regions. Of the more than 180 international tourist routes today, more than 140 are related to historical and cultural heritage objects. Therefore, in recent years, attention has significantly increased to the repair and restoration of cultural heritage objects. According to the results of the study, the volume of tourism services provided in Uzbekistan in 2011-2015 by 109 percent and foreign visits by 96.8 percent is an effective result of practical work carried out in this area. Although Uzbekistan is trying to strengthen its position in world tourism, the growth rate is not as high as expected.

The concept of the new Uzbekistan pays great attention to the development of tourism. In particular, in the implementation of the strategy for sustainable tourism development, a special place is occupied by the effective use of tourism resources of the regions and the transformation of the tourism sector into one of the promising sectors of the national economy. According to the data of the World Tourism Organization (UNWTO-United Nations World Tourism Organization) [12.] in 1993, Uzbekistan ranked fourth in world

exports of goods and services and third in terms of revenue. According to the conclusion of the World Travel & Tourism Council (WTTC-World Travel & Tourism Council) [13.], which operates as one of the largest economic sectors in the world, Uzbekistan ranks 150th among the countries of the world in terms of travel and tourism, while our republic accounts for 0.2% of the total tourist flow.

In his scientific article “The role of historical and cultural monuments in Uzbekistan in the development of international tourism”, researcher M.F. Rasulov discusses the importance of tangible cultural heritage sites in the development of international and tourist tourism in Uzbekistan. According to the researcher, in the summer of 2018, the world-famous US magazine “Lonely Planet” published a “rating of the most popular places to travel in Asia” in order to expand and develop the tourism sector. For the first time, Uzbekistan took second place in this rating after the Republic of Korea. Experts from the Canadian travel company “G Adventures” also announced the 10 most popular tourist destinations in 2019. According to it, Japan took first place in the top ten, followed by Uzbekistan in second place. In 2019, Uzbekistan took first place in the list of 10 countries with the most stable future for tourism development, listed in the influential British newspaper “The Telegraph” [14. 18 p.]. Historical and cultural monuments attract tourists with their uniqueness, charm, and the fact that they embody the national mentality and values of the Uzbek people.

According to the analysis of the data, some regions are unable to achieve positive results in attracting tourists in the field of using tangible cultural heritage objects in the tourism sector, and many architectural monuments have not been scientifically studied and a final conclusion has not been reached, maps of the locations of many historical monuments and archaeological sites have not been compiled, tourist routes to historical and cultural monuments have not been opened, and a tourism infrastructure that meets international standards has not been created in the territories of historical and cultural sites, etc., are known problems in the development of the tourism sector related to archaeological sites, which requires the need to conduct a number of scientific and practical works in this area.

Regarding the preservation of archaeological sites and their use in the tourism sector, Doctor of Historical Sciences, Professor B.M. Matboboev also expressed his opinion on the development of tourism in archaeological sites in the Khojaabad, Bulakbashi and Markhamat districts of the city of Khanabad in the Andijan region, and in particular, he cited the Mingtepa archaeological site in the Markhamat district, which attracts local and foreign tourists, as an example. The Mingtepa archaeological site is located in the eastern part of the city of Markhamat, 38 km from the center of the city of Andijan. The Mingtepa monument, popularly known as “Mingtepa”, “Lumbitepa”, “Jingirtepa”, was one of the largest cities of the Ershi-Mingtepa Dovan (Fergana) state in the 3rd-1st centuries BC. The archaeological site of Mingtepa, mentioned in Chinese written sources, was located on the “Great Silk Road” and was famous throughout the world for its craftsmanship, agriculture, and “heavenly tulpers.” As a result of scientific research conducted at this site since 2012 under the leadership of Professor B. Matboboev in collaboration with scientists from the Institute of Archaeological Research of the Academy of Sciences of the Republic of Uzbekistan and the Institute of

Archaeology of the Academy of Social Sciences of the People's Republic of China, valuable finds and material objects were found in the ruins of the ancient capital city. Based on the objects found at the archaeological site and the collected sources, in 2017, a scientific conclusion was made that more than 2 thousand years ago, "Mingtepa" was the largest developed palace-city in the Fergana Valley, and that Ershi, the capital of the Dawan state, was later renamed Mingtepa [p. 18.78]. One of the boarding schools' websites reported that in 2018, the "Mingtepa - Cultural Heritage" public foundation was established in Markhamat district, and at the initiative of the foundation, the "Turon" educational center established an open and closed "Mingtepa Museum". Later, it reported that it was planned to establish an open-air museum covering the "Mingtepa" monument complex.

Scientists say that the finds from the site, including the remains of buildings, pottery vessels, animal bones and stone saddles, clay vessels, and turbans, confirm that Mingtepa was indeed an ancient city. During excavations in the area, numerous large-scale pottery fragments and clay vessels were found. According to archaeologists, these finds may be related to leatherworking and weaving. The conclusions of orientalists and archaeologists such as N.Ya. Bichurin, M.E. Masson, Y.A. Zadneprovsky, V.M. Masson, A.N. Bernshtam, B.M. Matboboev, B.M. Abdullaev, A. Khodjaev, A. Egamberdiev were published in sources.

During his visit to the Andijan region in May 2019, our President got acquainted with the project "Improvement of the Mingtepa archaeological site and the organization and development of tourism on its basis" and gave a number of instructions and recommendations on the project. Currently, the work being carried out to improve, preserve, conduct scientific research on, and pass on to future generations the Mingtepa monument complex and other tourist sites is an effort to strengthen the feelings of respect for our ancient history and love for the homeland in the hearts of the younger generation.

The rational use of tangible cultural heritage monuments in the development of pilgrimage tourism is covered in the scientific research of other scientists. After independence, restoration and conservation works were carried out in a number of archaeological sites in the Surkhan oasis. Archaeological monuments such as Teshiktash, Machay (Boysun), Zarautsoy, Jarqo'ton, Jondavlattepa (Sherobod), Sopollitepa, Kampirtepa (Muzrabot), Dalvarzintepa (Shorchi), Holchayon (Denov), Karatepa, Fayoztepa, Zurmala, Ayritom and Kokhna Termiz Complex (Termiz) have been of interest to world scientists.

Analysis and results

The historical monuments of Surkhandarya region, located in the south of the Republic of Uzbekistan, have always attracted the attention of historians and tourists. In recent years, each region of our country has created its own unique tourism brand. Conservation and restoration work was carried out on monuments such as the Kirghiz Fortress, the Kokildor Ata Khanaqah, and the Sultan-Saodat Complex in 2001, the Isa at-Termizi Mausoleum in 2000-2002, the Al-Hakim at-Termizi Complex in 2001-2006-2010, the Fayoztepa Buddhist Monastery in 2004-2006, the Kampirtepa Monument in 2008, the Sufi Alloyor Shrine in 2010, the Zul-Kifl Mausoleum in 2011-2012, and the Old Termez Fortress in 2012 [15.].

According to the researcher's scientific analysis, the information about the scientific heritage left by great scholars has been studied in a narrow circle, the scattered location of shrines in the region, the long and poor roads leading to them, the construction of short roads directly connecting the monuments, the overhaul of existing roads, and the lack of infrastructure at the shrines.

In her scientific work, researcher Z.M. Alimardonova reported that in 2020-2022, the Ministry of Innovative Development of the Republic of Uzbekistan, based on the innovative project F3-202001208 "Creation of 3D models of Buddhist monuments in the territories of our republic", created a "Roadmap" of 19 tangible cultural heritage sites in the republic and the application "Buddhism in Uzbekistan" - 3D model of Buddhist monuments in Uzbekistan. Through this application, the user will receive information about the Fayoztepa, Zurmala, Kampirtepa, Qoratepa, Chingiztepa, Dalvarzintepa, Airitom, Kholchayon, Chordingak, Zartepa, Kuyovkurgan monuments built in the 1st-4th centuries AD and the 5th-7th early medieval centuries, the Kuva Buddhist monument of the Fergana region dating back to the early medieval period, and a total of 13 objects of Buddhist denominations located in Tashkent. The researcher also provided information on the active use of mobile applications in creating a virtual tourism destination in Surkhandarya and the use of the most popular programs such as Autodesk TinkerCAD, DesignSpark Mechanical, SketchUp, FreeCAD, AutoCAD, ZBrush, Blender, Cinema 4D, Autodesk Maya, 3ds Max, which are among the TOP 10 for creating 3D models of tourism resources [15. pp. 9-10].

The Surkhandarya oasis is a place rich in archaeological monuments, and there are 561 cultural heritage monuments in the region, of which 444 are archaeological sites [19. 10 p.]. Many historians and scholars have worked to create collections of finds related to the history of Termez. For many years, the cultural layers of the archaeological sites of the Surkhandarya oasis have been studied by archaeologists. However, the biggest problem is that the material cultural heritage of archaeological sites with a long history is exposed to the external environment, i.e. precipitation, wind, salinity, groundwater rise, earthquakes, the negative impact of vehicle traffic due to the proximity of busy roads, and the human factor. In the process of protection, repair, and restoration of historical and cultural monuments by competent organizations, agricultural, construction, trade cooperative organizations, production associations, and in some cases, the relevant institutions themselves cause great damage to archaeological sites [16. 326 pages].

During the research, the first collections were collected from historical monuments along the Amu Darya River in 1875-1912 by N.A. Mayev, the French traveler G. Bonvalo, E.F. Kal, I.T. Poslovsky, N.N. Shcherbina-Kramarenkova, A.B. Vrevsky, B.N. Litvinov, A.A. Semenov, B.N. Kastalsky, etc. Since the 1920s, M.G. Verchislov has studied the medieval monuments of Termez. In 1926-1927, an expedition led by Professor B.P. Deniko began archaeological excavations in the region for the first time. In the study of the material and spiritual heritage of the Surkhan oasis, V. D. Zhukov, V. A. Shishkin, G. V. Parfiyonov, G. A. Pugachenkova, V. M. Masson, A. K. Lazarov, L. I. Al'baum, B. Ya. Stavisky, A. Askarov, U. Islamov, E. V. Retviladze, A. Sagdullaev, Z. A. Arshavskaya, Z.A. Khakimov,

A.R. Roginskaya, J. Ilyosov, B. Turgunov, T. Shirinov, Sh. Pidaev, Sh. Shaydullaev, T. Annaev, Sh. Rakhmonov, Z. Kholikov [20. 6-7 pp.] the contribution of such scientists is incomparable.

The interest of foreign scholars in the ancient history of the Surkhan oasis is extremely high, in particular, the American archaeologist Karlovsky proposed calling the Sopolli culture the “Ox civilization” [21.], while Professor Mauruzzio Tosi of the University of Bologna proposed calling this culture the “Turonian civilization” [22.].

In accordance with the Resolution of the President of the Republic of Uzbekistan No. PP-4038 dated November 11, 2018 “On Approval of the Concept for Further Development of National Culture in the Republic of Uzbekistan”, in order to preserve and place under state protection real estate objects of historical, scientific and cultural value, according to the results of the audit of the state cadastral documentation of 8,208 tangible cultural heritage objects, 91% of which have been registered [23.]. Archaeologists of our republic, having established cooperation with European, American and Asian countries, are contributing to the study of the ancient material culture of the Uzbek people and its introduction to the world. Joint archaeological expeditions of paleontologists in cooperation with foreign archaeologists are achieving good results.

Conclusion. Numerous studies have been conducted that allow us to draw broad conclusions about the development of the art of the ancient center of culture, the cultural and spiritual heritage. The cultural and spiritual heritage created by our ancestors is a universal human value that has made a great contribution to the development of world culture, the development of international tourism in the republic, the restoration and conservation of archaeological sites that are the main objects of tourism and their use in the tourism sector, the creation of new programs to demonstrate the spiritual, cultural and scientific potential of the Uzbek people to the whole world, the place of our nation in world civilization, and the places of pilgrimage left by our ancestors in our country have not yet been fully studied and a final scientific conclusion has not been reached. This issue is of urgent importance for historians as an object of broad research.

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