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**THEME: THE INCREASING OF INFORMATION AND
COMMUNICATION TECHNOLOGIES ROLE AND IMPORTANCE IN
THE DEVELOPMENT OF CULTURAL AND HISTORICAL MUSEUMS
OF INFRASTRUCTURE IN THE COMPLEX OF TOURISM (AS AN
EXAMPLE OF KHOREZM REGION)**

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Introduction

As Information Communication Technology (ICT) has developed as the new communication medium in the information age, it is important for museum professionals to consider the potential of effective communication via ICT in the museum context. Since the 1960s, computers have been used in areas of museum activities such as organization management, collection management, preservation, and public access to museum resources.

Also, since 1980s, ICT has become recognized as a useful tool for developing the public communication and educational strategies of museums. The importance of museums is increasing in the development of Uzbekistan in the conditions of independence, as well as the education of the members of the society in the spirit of free, moral and national ideas. “Of course, it is impossible to imagine the spirituality of any nation or people apart from their history, their traditions and their vital values”¹.

Museums and historical monuments of the Republic of Uzbekistan play an important role in reinforcing the nation’s cultural awakening, strengthening national pride and values in the minds of the people. Museums are not just the treasure of unique and diverse objects of nature and society, but also the most important centers of science, education, and social communication. There has been dramatic change in the improvement of museums in the territory of Uzbekistan since the years of independence. Displays of the museum have been enriched with rare exhibits reflecting the values, rich history and independence of the people of Uzbekistan.

Also, special attention was paid to adapting museums to the world standards, illustrating them to young people to develop their loyalty to their Motherland. The Decree of the President of the Republic of Uzbekistan dated on

¹ O‘zbekiston Respublikasi Prezidentining 1998- yil 12- yanvarda qabul qilingan “Muzeylar faoliyatini tubdan yaxshilash va takomillashtirish to‘g‘risida”gi Farmoni //Xalq so‘zi , 1998 yil 13-yanvar.

the 12th January in 1998 was adopted to create the necessary conditions for the practice of world museums. This document is a turning point in the activities of museums in Uzbekistan, which means the beginning of a new era in the museum history.

In order to improve the modern tourism industry in the republic, attracting foreign tourists and guests, as well as the restoration of the Silk Road, which has international significance. The President of the Republic of Uzbekistan Sh.M.Mirziyoyev has issued a decree “On the Great Silk Road. The National Program “Meros” was implemented “On measures to boost the participation of the Republic of Uzbekistan in reconstruction and development of international tourism”. Using historical, archeological and architectural monuments which are located in the Great Silk Road.

Over 400 architectural, historical and cultural monuments, museums and archeological buildings of every period and civilization in the regions of Uzbekistan (in particular Samarkand, Bukhara, Khiva, Shahrisabz) are included in the list of UNESCO World Cultural Heritage List received. At present, 32 nominations of cultural heritage objects are submitted for registration. Nowadays, more than 300 objects of cultural heritage are included in tourist routes and they are demonstrated to tourists who are visiting to Uzbekistan. This indicates that there are enough tourist opportunities in the regions of the country, and their study and research provide the problematic relevance of the scientific work.

Therefore, since the early days of independence, in Uzbekistan, a great deal of importance has been attached to the formation and development of tourism industry, in which searching for ways to effectively utilize the potential of tourism resources, is being processed especially in the region. It is obvious, that the high potential of tourism resources in the regions of Uzbekistan, in particular the Khorezm region, where the rich cultural heritage, rich historical heritage, religious, ecological, scientific features and other characteristics require the development of tourism on the basis of modern standards.

Especially, the effective use of the potential of cultural and historical tourist resources is a key to the economic process, which is not sufficiently studied in the region. That is why in recent years, much attention has been paid to issues related to the development of museums in Uzbekistan, and the ways in which its museum potential is used effectively.

The level of studying problem. It should be noted that magazine “Maziydan Sado”, which was published during the years of independence, contributes greatly to the history and activity of museums operating in Uzbekistan. A number of scientific articles have been written by leading museum experts on issues in the field of museums, historians. J.Ismoilova, N.Habibullaev, Q. Inoyatov, R.Almeev, E.Reveladze, R.Fatkhullaev, O.Yormukhammedov, L.Levteeva, I.M.Jabborov, D.Rahimova, R.Qayumov, G.Drevyanskaya and others. Each of these articles focuses on museum-related issues and covered a particular topic. R.Fatxullaev noted that in the 90s of the last century, the use of information and communication technologies in the museum activity, the formation of a branch information system, and the extensibility of information have been expanded.

It is also noted that the museums of Uzbekistan have just started these processes. There are also numerous sources and publications which are published in abroad and related to the case, such as the comparative analysis of the problem during the dissertation research and the history of museums in Russia and Europe, museum work, exposition technology, museum management and other theoretical and practical issues analyzing a number of monographs, textbooks and research, and trying to draw attention to the many aspects that can be used in museums of Uzbekistan.

The result of the level of study of this research problem shows that extensive studies carried out in the republic in the reconstruction and upgrading of museums of independence have not been fully reflected in research and

scientific literature². Modern information technologies in modern museums of Uzbekistan are not studied as a special research object.

The aim of the research is to radically update the infrastructure of cultural and historical museums in the region and to use modern information and communication technologies in museums infrastructure.

The main objectives of the research. To achieve this goal, it is desirable to perform the following tasks:

- Problems of development of museums and the museum network under conditions of independence;
- the role and importance of cultural and historical museums in the development of regional tourism.
- to find out the theoretical foundations of contemporary trends in museums of Uzbekistan and identify their current perspectives;
- networks and specialization of historical museums in Khorezm region and its regions;
- the main directions of the development of historical museums in the development of regional tourism;
- exhibitions of historical museums in the development of regional tourism and their improvement;
- priority directions of implementing information technologies in the activities of historical museums in the development of regional tourism;
- explaining the role of development of the economy in historical heritage objects in the region and their effectiveness;
- to identify the factors which influence the effectiveness of the use of historical museums and their ways;

^{2 2} Альмеев Р. Музей и маркетинг // Мозийдан садо. - Тошкент, 2005. - № 4 (32). - С. 12-13.; Дресвянская Г.Я. Музей и общество // Мозийдан садо. - Ташкент, 2000. - № 1-2 (5-6). - С. 30-33.; Жабборов И., Рахимова Д. Замонавий музейшуносликнинг долзарб муаммолари // Мозийдан садо. - Тошкент, 2003. - № 1 (7). - Б. 10-12.; Исмоилова Ж. Музей - тарих кузгуси // Мозийдан садо. - Тошкент, 2003. - № 2 (18). - Б. 17-782006. - 1999. - № 1-2. - Б. 12-13.; Ёрмухаммедов У. Нажотбахш қарор // Гулистон. - Тошкент, 1995. - № 2. - Б. 28-29.² Фатхуллаев Р. Музей ишида замонавий ахборот технологияси // Мозийдан садо, Тошкент, 2002. - № 2.Б. 8.

- to ensure the features of effective usage of historical museums;
- to evaluate opportunities of historical museums and monuments of the Khorezm region;
- to estimate economic efficiency of historical museums of Khorezm region;
- prospects for the development of historical museums in the tourism potential of the region;
- the prospects of increasing the effectiveness of the historical museums of Khorezm region.

Object of research. Information and communication technologies used in all museums in Khorezm region and modern information technologies that can be used in the future.

The object of the study is a complex of economic relations, which are related to effective usage of historical museum in Khorezm region.

The method of research is a set of methods and techniques. During the research, such methods as analysis and synthesis, induction and deduction, cause and effect, time and space, and systematic approach were used.

Theoretical and methodological bases of research. The President of the Republic of Uzbekistan Sh.M.Mirziyoev relies on the development of museums in our country and the instructions and resolutions of the Cabinet of Ministers of the Republic of Uzbekistan on this area.

The study was based on the Department of Tourism Development and its Khorezm branch, the Khorezm Regional Statistical Office, the Khorezm Sport and Cultural Affairs Department and the Ichan-Qal'a State Museum Reserve and scientific and cartographic sources.

The practical significance of the research. The findings and conclusions of this dissertation can be used to develop a model of socio-economic development of tourism industry at the regional and national levels. In addition, the model created during the research will help to radically update the museum's

infrastructure and to illustrate the latest information and communication technologies.

Research novelty. Scientific findings of the research are characterized by the study of historical museums in the development of tourism in Khorezm region and the involvement of information and communication technologies.

The following problems have also been solved in the dissertation work:

- The conditions and prospects of the development of museums in Khorezm were identified;
- the current state situation of historical and cultural museums in the region was showed;
- the role of historical museums in the development of tourism in Khorezm has been identified;
- the prospects and trends of the development of the infrastructure of historical and cultural museums through the involvement of information and communication technologies in the development of regional tourism capacities have been studied.

The structure of the research. Scientific research consists of 2 chapters, 6 paragraphs, conclusions and recommendations, references and applications.

The first part of the research paper illustrates the theoretical and methodological issues of the priority and advanced approaches to the use of information and communication technologies in cultural and historical museums in the development of regional tourism in which the role of cultural and historical museums in the development of the national economy and the opportunities for their effectiveness, the factors influencing the effectiveness of the use of modern information and communication technologies in cultural and historical museums, and ways to identify them, and the specificity of ensuring the effectiveness of the use of cultural and historical museums.

The second chapter of the research describes the main directions of the development of cultural and historical museums infrastructure on the basis of information and communication technologies, in which the study of cultural and

historical museums of Khorezm region and their accessibility, evaluation of economic efficiency of cultural and historical museums of Khorezm region.

In general, in the master dissertation, various tables and drawings were used to cover the subject of research. The topic of the dissertation is very urgent and it serves as a basis for further research.

CHAPTER I. SCIENTIFIC AND METHODOLOGICAL BASIS FOR USING AND DEVELOPING INFORMATION-COMMUNICATION TECHNOLOGIES IN HISTORICAL AND CULTURAL MUSEUMS.

1.1. The necessity and importance of using the information and communication technologies in the development of the tourism complex in the infrastructure of cultural and historical museums.

It is interesting to note that during the years of independence all the facilities for the development of science, art and culture were created by our government. Museums play an important role to educate the people in the spirit of patriotism and humanity. The museum is a building in which objects of historical, scientific, artistic, or cultural interest are stored and exhibited, so museum is a scientifically-practical center for collecting, preserving, studying and advocating historical, material and spiritual monuments, carries out propaganda and educational work through exhibitions.

Museums tell us about the history of each nation, as well as introduce people to the history of nature monuments, culture and art, studying the past centuries and spiritual values of today and preserving them for future generations. The existing museums in our Republic are a huge spiritual and material asset. Significantly, looking for more modern, innovative ways in order to increase the importance of information technology in today's global development, as well as providing comprehensive support to the process of informatization, become one of the most important strategic directions of the state's activity. Therefore, great attention is paid to the rapid application of information and communication technologies in all spheres, the development of the network in line with modern requirements.

In particular, in the field of museums, it is crucial to work with new trends in the use of advanced information technologies. The museum is a scientific and educational institution that studies, preserves and promotes historical and cultural monuments. The foundation of museum is an exposition. The exposition of the museum is a targeted and scientifically based on composite presentation

of the museum, exhibited by the composition, the objects of technical and artistic decorations³.

At present, the world's museums are actively using information communication technologies in the museum exposition. This, in turn, will enable museums to increase public interest and create innovative educational materials and research tools. One of the leading and dynamically developing directions of the museum is cultural and educational activity. The excursion is the oldest and most advanced form of cultural and educational activity of the museum.

Excursion tour guide are conducted through excursion. Excursion tour guide provides information that tourists cannot get in the ordinary review of their educational activity⁴. Excursions have different qualities. It can be characteristic of the story. At the same time, it is required from excursion tour guide to avoid mistakes in the delivery of information to the listeners and they should be instructive and adapt to the audience. Excursions, in turn, are divided into visiting museums and visiting outside of the museum. Excursion tour guide in this area should always be leader and communicative. The smaller mistakes they make may distract the listeners and their interest in subsequent activities.

audion guides who have become modern contributors to world museums in carrying out this task can not replace the live chat with visitors, but the information is delivered to the audience in a beautiful, high level of art, simultaneously, allowing inbound visitors the opportunity to hear the information in the same language and receive comprehensive and accurate information in their own language.

What is audion guide? "Audiogid" is a special device which allows the visitor to be temporarily absorbed, and only audio material for certain audiences. This definition was given to the audio guides of the 20th century but this description is somewhat lost in the twenty-first century. During this period,

³ Л. Г. Гужова, Н. В. Мягтина. Музееведение. — В.: Владим. гос. ун-та, 2010. — Б. 95

⁴ Reymbayev R. Muzeyshunoslik fanidan ma'ruza matnlari. — Nukus, 2012. — B. 18

audio guides have undergone major changes. One of them is Marshall Maclayen and Willem Sandberg, one of the first to introduce audio guide to audiences. They appreciated that the importance of using audio audiences in museums and presented their first audio-guides at the Stedelijk Museum (1945-1962)⁵. The first audion guide device was used at the Amsterdam Museum in 1952, and in 1953 in New York and elsewhere.



The first museum audio guide was Philips Radio Tour, Stedelijk Museum Amsterdam, 1952. Early audio guides have been transmitted through ultra-wide waves to a closed ring. Wave galleries were distributed around the built-in antenna, and the visitor could hear the headphones using the magnet. The Dutch,

⁵ Tallon L. Walker K. Digital Technologies and the Museum Experience: Handheld Guides and Other Media. Alta Mira Press, 2008. — B. x.

French and German languages were recorded on magnetic tapes, so the audience could hear the same information. As their technology developed, their capacities also expanded. By the 1960s audio guides have the option of dialing data through numbers⁶. These changes have made a great contribution to the development of the next generation of artists.

There are 4 museums in the Academy of Arts, 7 museums in the system of ministries and agencies, which include local history, art, memorial, literary-literary natural science museums. There are also three museums in the country, located in the ancient cities of Central Asia. These are Samarkand State Museum Reserve, Bukhara State Museum Reserve, and Ichan-Qal'a State Museum Reserves in Khiva. The State Museum of Arts, the National Museum of Applied Arts and the Museum of State Art named after I.Savitskiy are also operating in the system as well as rare examples of art and folk art.

Modern museums are the Institute of Social Information, which is designed to explore the cultural-historical and natural scientific values. They are considered as cultural and educational establishments that serve to preserve, collect and distribute museum items, and satisfy the spiritual needs of society. Museums are not only the treasure of nature and society's unique and diverse objects, but also important scientific and educational centers.

Uzbekistan is paying great attention to the knowledge of the positive developments in the history of the youth, in particular patriotism and love for the Motherland. As The First President Islam Karimov emphasized, this is a sacred compass. Knowing the past makes people rich, strong, and humanist. It is well known that, in recent years, a number of new museums have been set up in the capital, regional and district centers of the republic, the old ones have been reconstructed, expositions have been renovated and enriched. The problems of contemporary museums, the accumulation and conservation of social information for centuries, and the transfer of knowledge, traditions, perceptions and feelings through museum objects are capturing the attention itself.

⁶ Tallon L. AAM Annual Conference, Baltimore. May 21, 2013

The results of the research in museums identify the extent of collection, preservation of exposition, repair, storage, protection, service to visitors, as well as other types of museum activity. The richest collections of stories are kept in the historical museums of the Republic and they are considered as a great base for research in such disciplines as archeology, ethnography, numismatics, history of material and spiritual culture, history of military history, epigraphy.

In fact, research activities in historical museums are carried out by studying museums as a source of new historical data, both artistic and ethnical. Another important aspect of museums is the fact that they are the only center that has all information for major historical events or historical figures. Studying them has a great important role in scientific and ideological sphere. The wide dissemination of museum materials in the form of monographs, scientific works and mass media will help to enrich the historical awareness of our people, to educate them in pride and patriotism. The development of science and technology along with other spheres and implementing them in museum work is not only a natural condition, but also it is the requirement of current life.

In particular, the use of computers in museums in the 1990s, the formation of a branch information system expanded the ability to provide information. Creation of the unique network of museum establishments has created many opportunities for documentation of museum funds. In particular, the image of the exhibits is directly transferred to the computer through digital cameras. Their analysis and other data are supplemented and added by the experts and made corrections if it is necessary.

This event will significantly improve the quality of catalogs and card indexes in the museum. The current system of Internet has activated the process internationally. In addition to this, general information about museums, news about the museums, special events and scientific conferences, industry experts, e-mails and other general information can be obtained from the electronic departments of the museums. There are over two and a half million photos and card indexes of the museums on the Internet.

Museums of Uzbekistan are also creating their own web sites in the internet. For instance, the problem with the provision of museum staff and working with personal computer equipment is being solved in Bukhara State Architectural-Art Museum. Certain positive trends have been done in museums to connect to the Internet, build a website and building a database.

As a first step, the electronic collection of manuscripts in the museum fund was launched on the electronic laser disk. However, in practice museums of the republic are processing quite slowly. It is obvious that, the main task of museums is to collect, store and display objects. At present, museums can provide the preservation of their exhibits through the use of modern information technology.

Indeed, the exact identification of the museum objects guarantees the right to preserve and hold the treasures of the museums. Today, historians, art historians, museum scientists and researchers have come across some problems with extensive scientific research in museums. First, the rules of the museums have led to disagreements between foreign experts and the museum administration. The basis of the problem is to offer paid services.

In our opinion, it is necessary to create a possible condition for the employees of the scientific institutions of the republic where they can study the cultural values. The reason for this is that they are not financed from the state budget for such studies. Moreover, these studies are aimed at the scientific, spiritual and cultural development of Uzbekistan and increasing the interests of museums.

According to the research which is mentioned above, 70% of museums in Uzbekistan are waiting for their fundamental research and published books are in the library demonstrates only 10% of it. Today, almost all of the prestigious museums in the world are continuously making their way through the Internet, and regularly publishes their sites with new information. There are a number of scientific and practical conferences on the introduction of electronic information

systems in museums, the format, appearance, structure and other issues of the industry are being held.

According to the above mentioned examples of creating electronic software center for the museum is an urgent issue nowadays. With the help of this center, the unique system of information dissemination and website creation can be introduced in the museums of Uzbekistan. Museums play an important role in raising the culture of the people. Therefore, a large part of the population should be aware of the resources stored there and they should be aware of museums' activities.

The role of modern marketing is immensely great in informing the public about the current trends, organizing events and exhibitions. According to him, the person who wants to go to the museum must know what is offered to him in advance. The compulsory condition of the museum marketing, the research, the realistic indicators of which are identified and compared with the tasks assigned to the museum. The objective of this comparison plan helps to identify the main directions and goals of research. From the experience carried out in research demonstrates that traditional crafts fairs in museums, exhibitions and sales of masters' self-help technologies are a good result. It is recommended that museums rented cafés free of charge. The first step in this direction was set up in the Bukhara and Khiva Museum.

Arranging excursions to show museum stocks to those who want to watch raises the fund of museums. It is also natural for viewers to be interested in restorative and conservative work. It is necessary to organize sales of museum paths, calendars, cassettes, books, emblem souvenirs through shops and shops established at the museum. Museums that create unusual ways of filling their budget use new methods of service to visitors by replanting buildings, buying updated information technology, equipment for research, exhibitions, exhibitions collection and restoration etc. In this case the help of museum's management are huge and invaluable. The Republic of Uzbekistan is gradually

focusing on extra-budget museums, organizing special museum government, regional and local contests and projects.

Currently, many international organizations are engaged in the development of special cultural programs. Most of them are funded by various funds that provide grants. Museums of Uzbekistan also have a new experience in cooperation with various foundations. The Republic of Uzbekistan is gradually focusing on extra-budget museums, organizing special government museum, regional and local contests and projects. Currently, many international organizations are engaged in the development of special cultural programs. Most of them are funded by various funds that provide grants and financial aid. Most museums of Uzbekistan also have a new experience in cooperation with various foundations.

During the years of independence, research and analysis of the prospective conditions of museums can be summarized as follows:

-Today, museums of Uzbekistan have two important tasks. On the one hand, it is necessary to change people's old fashioned outlook and the attitude of the museum staff towards the viewers on the other hand;

- positive attitudes of museum staff towards viewers should be strengthened;

- in order for people to keep themselves free and safe in the museum, they must first obtain information that changes their opinion;

- the museum can influence the audience through its premises or advertisement. Therefore, advertising has shown that it is necessary to create a unique, beautiful look for the museum at a professional level, without saving money.

During the years of independence, great attention and demand to museums have increased dramatically. This, of course, is related to the social functions of museums. To further improve the system of museums existing in the territory of Uzbekistan, to enhance their spiritual and moral perfection, to preserve, study and rationally keep unique rare exhibits reflecting the rich

history of our ancestors, preserved in museums' funds, promotion and propagation of the world, the wide use of national pride and culture in the people's minds, the promotion of independence and homeland, the empathy of the people, the provision of highly qualified specialists in the modern world of museums, the material and technical base and to create the necessary conditions for the application of world museums' experiences. It is also a link to museums with the Internet and a scientific center. The decree of the President of the Republic of Uzbekistan "On fundamental improvement and perfection of museums activity" became a turning point in the life of museums and museum staff.

In order to further improve the existing system of museums in the territory of our country, to further enhance their role in the spiritual and moral development of the nation, the store of Uzbek Museum was established. In addition, the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On issues of radical support of museums' activity" assigned to Uzbek museum allotment to the museums of Uzbekistan. This decree provides the equipping of the museums of the country with necessary technical and modern equipment and the provision of funds in order to improve its own financial condition.

This decree and decision have been a long waited document from many specialists on museums that have led to the development of museum science, one of the purposes of the decree was to unite all the museums of the republic into a single system and create a central governing body of spirituality. According to the decree, from the first days of the foundation of the newly established Uzbek museum Foundation, it has identified its main directions and identified the tasks to be implemented.

- The museums of our Republic should reflect on the rich cultural heritage of our people, their place in the development stages, and create exhibits of independence in the light of modern requirements;

- for centuries our inheritance was returned to our homeland;

- we should make our museums a corner of spirituality and embody the pride of our people, especially young people ought to know the history of our state, the heritage of our ancestors of ancient foundations;

- we should introduce our unique and rich exhibitors, achievements, exhibitions by extending propagandistic work to the world public;

- developing international tourism and attracting foreign tourists to museums of Uzbekistan, providing them with high cultural services;

- there is an expanded usage of modern techniques in creating a single list of exhibits in the museum fund, printing of promotional cards, booklets, guidebooks, catalogs with unique exhibits;

- over the years, a number of activities have been carried out to radically improve the work of museums. In particular, the Fund “Uzbekmuseum” held a scientific-practical conference on “Museums of Uzbekistan in the XXI century” on May 16, 2017. The Cabinet of Ministers of the Republic of Uzbekistan “On the basis of the idea of national museums”, The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan on 11 June in 2002-year № 07 / 105-282 “On studying and supporting them in this regard” was devoted to the study of the activity of all museums in our country. According to this document, a working group has been set up by “Uzbekmuseum” fund with the involvement of a group of leading scientists and museums.

The museums, some people may have imagined as a “sprawling market”, not a house built by collectors to collect the heritage of our ancestors, but having a clear history of a particular date and a specific exhibit is a sacred place to give.

If all the museum managers in the country work in a science-oriented way that fully meets today’s requirements, in the spirit of national independence ideas, the existing problems will gradually be overcome. During the years of independence, our museum scientists have developed a special scientific concept for the development of museums in the Republic to further improve the work of museums. Experts believe that the scientific concept of the new exposition of the State Museum of History of Uzbekistan can serve as an example for all

museums. Now the concept and thematic and expositional plans have been increased and disseminated to all museums of the republic. In addition to improving the teaching methods, involving museum scientists in higher education institutions to take a serious look at the issue of cadres training.

Carrying out of training sessions with practical classes, improvement of professional skill of museum staff in leading museums of the republic. During the years of independence, this sector of the museum has grown and evolved year by year after the President's decision. The collective and publishing activities of museums have also grown.

We can see collections of museum manuscripts as well as scientific findings of scientific and ethnographic works, collections of manuscripts and articles of museum staff at the opportunity of museums. In addition, it is planned to publish museums in the republic in the special magazines and publish books, booklets, posters, exhibitions and publication in methodical books and many other things.

1.2. The role of formation regional information infrastructure in the infrastructure of cultural and historical museums of Khorezm region.

At present, large-scale work on the promotion of information and communication technologies in the country is underway. For example, the travel bike is equipped with audiobooks with the possibility of listening to excursions in 8 languages in Tashkent, using audio guides in some types of Samarkand cities, as well as using the microbus which drives the help of electricity, audio guides is developing in Khiva and around Ichan-Kala. As a convenience for domestic tourists, micro electro buses are arranged.

All facilities are provided by the government and these all help to improve our tourism industry. With the emergence of mobile technologies, museums have gained new opportunities for multimedia and information communication technologies. The iPod-iPhone and iPad have brought to museums the exciting new technologies to museums. Today there are several types of audio audiences

that are intended for use in different systems, but their only common purpose is for museums: convenience, quality, economy, advertising, broader lighting, activation of the visitor, personalization for audiences, convenience, economy, the existence of a form of play, and the vast majority of information can be regarded as their only unifying goals.

These include mobile QR codes, flash card technology, GPS systems, turgid (listening to audiophiles while on-the-go microphones), audio grids placed near known exhibits. Among the first in museums, the Museum of Communication History has also used mobile audiometers. The employees of the Museum and students of the Tashkent University of Information Technologies have developed Mobile audio guide software for Android and smartphones. This program is one of the first steps in our country in this direction (software for electronic computing machines of the Republic of Uzbekistan was registered in Tashkent on June 16, in 2015, DGU 03194). Visitors to the museum are provided with temporary access to a mobile device with this software. When the program button is pressed, the museum brief information window appears. The visitor has an opportunity to listen to excursion in 3 languages - Uzbek, Russian and English. Other foreign languages can also be added within the scope of the Software.

By entering the unique identification number of museum exhibits, you will be able to see and hear the excursion information in the selected language and also you can see a different picture of this exhibit.

The potential of the historical and cultural resources of the place is crucial in the development of tourism industry in the particular region. Tourist service can be used for many cultural and historical museums. The attractiveness of cultural complexes depends on their historical and imaginative value and the ease of use. Intensive use of existing resources, such as anthropogenic load, results in pollution of natural tourism resources and frequent destruction of historical monuments. The followings were established in Hague Declaration on Tourism states;

- teaching and advocating tourists to preserve and respect for cultural heritage and environment in their home or abroad;

- it should be noted that the level of acceptance of tourists on the ground should not exceed the norm.

It is interesting to note that cultural and historical resources are a complex of material and cultural monuments, tourist attractions of a particular region. The richness of the region's architectural monuments promotes the development of tourism industry. However, the recent increasing in tourist flows has also led to some problems.

It is suggested that the preservation of cultural and historical museums' infrastructure be maintained as follows:

- restoration of existing historical sites, buildings and monuments as objects of tourist interest;

- activation of protection of natural resources;

- in order to provide the tourists needs and raising the responsibility of management bodies for the conservation and improvement of the environment;

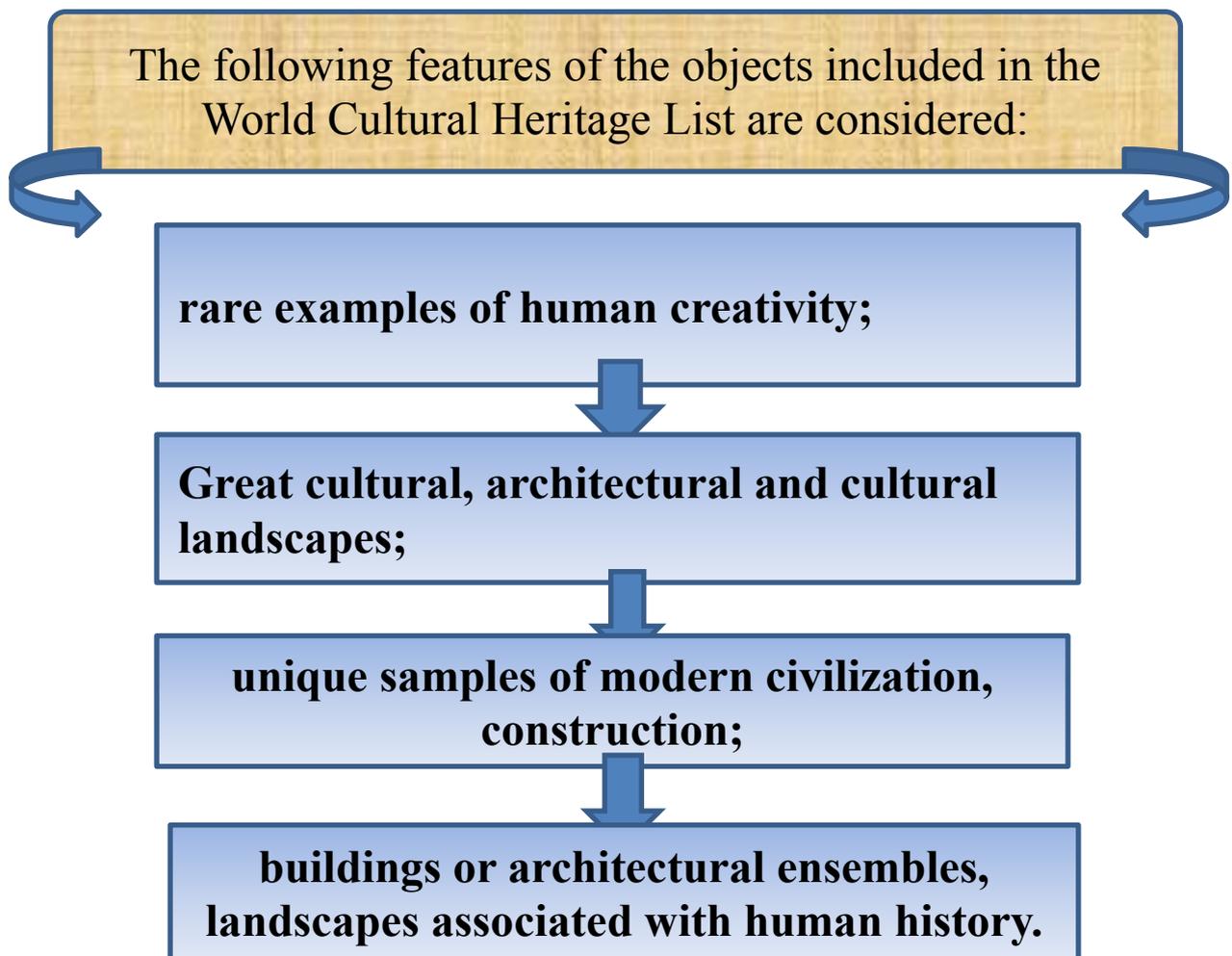
Among the tourist resources, cultural objects and monuments of world significance are at the forefront. The term "cultural heritage" means the following:

- monuments: architectural buildings, sites of archeological importance, scientific, cultural and historical caves, historical records;

- ensembles a group of interconnected buildings of scientific, cultural or historical significance. For example, the Registan ensemble;

- hospitable places: Aesthetic, ethnographic, historical significance created by human or nature, attractive to its originality.

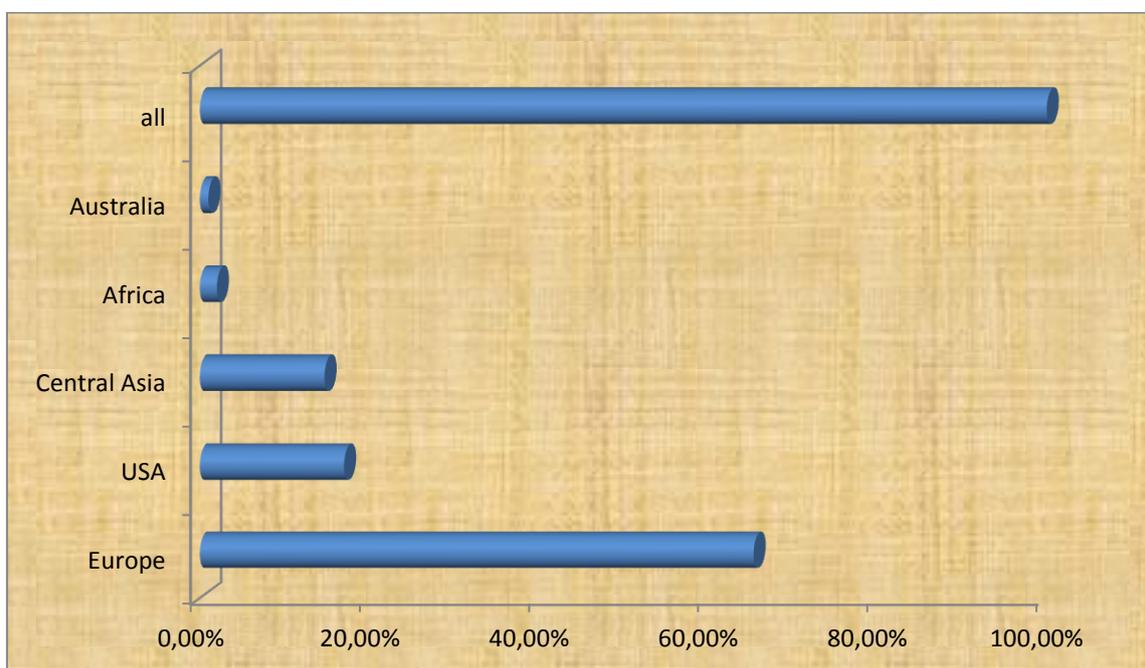
The number of unique objects in our country in the field of historical, cultural, archaeological and ancient architecture is more than one thousand. Four cities of Uzbekistan - Samarkand, Bukhara, Khiva and Shahrisabz are included in the UNESCO World Heritage List. Now, these cities are described as open air museums.



After achieving independence, Uzbekistan pays great attention to preservation of natural and cultural-historical monuments, national heritage. In this regard, it is important to keep the availability of existing tourist resources to the next generation not only their effective use for tourist but also the cost effectiveness of them. It is important that organizational, legal and regulatory framework for the rational use of architectural monuments and archaeological finds in the tourism industry is very important. Creating a variety of privileges in the field of market relations is a topical issue for newly established touristic organizations working in the field of tourist .

In recent years, significant improvements and specific efforts have been made in this field, and also special programs have been developed and implemented in order to significantly increase the number of foreign citizens visiting Uzbekistan as tourists. As a result, growth is rising gradually year by

year. For example, in 2013 this figure was 16 percent, while exports of services increased by 20 percent, and about 600,000 foreign tourists visited Uzbekistan.

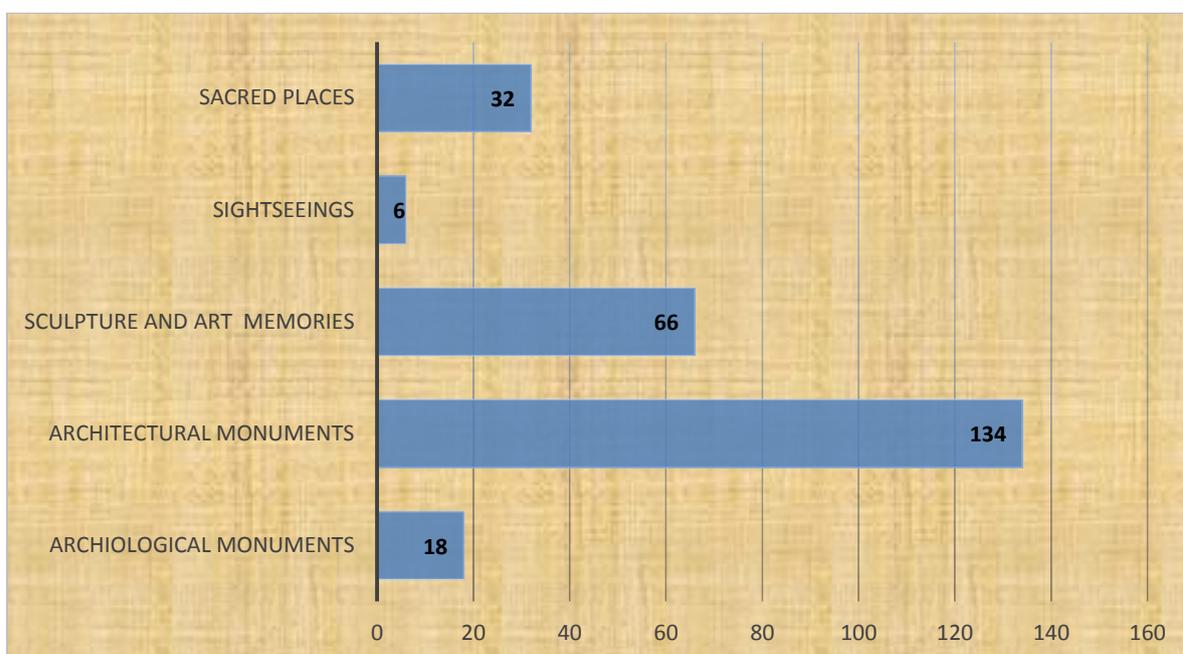


1.2.1 – diagram. Share of Uzbekistan in total number of tourists coming from the world region (in percent)⁷

The structure of tourists visiting and extent of the demand for foreign tourist goods are crucial. Its dynamics in 2013-2018 is shown in the diagram. The diagram shows the tourist flow to Uzbekistan in 2013-2018. A small inflow of tourists comes from East Asia, the Pacific region, and Europe. According to the classification established by the World Tourism Organization (WTO), all former Soviet Union countries enter the European region.

Therefore, tourists coming from neighboring countries of Uzbekistan are also from European countries. There are 256 sites of cultural heritage in our region, including 18 archeology, 134 historical and architectural monuments, 6 attractions, 32 sacred places and other objects of cultural heritage have been registered in the Khorezm region. 66 sculptural art is considered as monuments. The recorded tourist resources have been recognized according to date as historical and cultural monuments, and they can be seen in the following table:

⁷ Developed by author



1.2.2-diagramm. The numer of historical and cultural heritage in khorezm region⁸

It is desirable to move tourist routes from the historical-architectural point of the most of the tourist resources in Khorezm region to this area. There are currently 20 archaeological sites in the region. Archaeological tourism is one of the most popular tourist destinations in the world, but it has not been developed in tourism programs for these archeological sites. Taking into account the curiosity of international tourists in the history of the educated, knowledgeable and civilized history, the potential of international tourism flows to archeological tourism in the region is great.

1. Khiva Historical, Geographical, Archeological Area (Khiva District, Khiva City, Tuprakalala Monuments).

2. Yangiariq historical-geographical, archaeological site (Tuprakkala, Olma atishgan monuments).

3. Bogot district historical-geographical, archaeological site (monuments of Kalajik, Karatepa).

4. Historical-geographical, archaeological site of Shavat district (Tuproqkal'a, Qatqal'a, Vayagan monuments)

⁸ Developed by author

5. Historical-geographical, archaeological site of Khazorasp district (Khazorasp, Kyrkyztepa, Khushboztepa, Chingiztepa, Doshqal'a, Uchochak, Meshekly monuments).

6. Historical-geographical, archaeological site of Kushkupir district (Tuprakkala, Monument of Khuzakala).

Among the noted archeological monuments, the monuments of Khiva and Khazarasp are well-studied. The rest of the monuments are not historically demanded yet. In particular, the Khazorasp fortress in the Khazorasp district, which is about 3,000 years old, can generate a huge flow of tourists both in domestic tourism and in international tourism. But the road to the castle requires repair. Thus, it is the best way to use the most advantageous tourist resource and touristic routes in the Khorezm region, where the ecological situation is critical, and increase the tourism efficiency in the region from the oldest castle in the country.

It is also known that we did not know history in the use of our past historical and cultural monuments as a result of the poorest, unsatisfactory efforts in the field of inner tourism development both in international tourism and in the development of tourism. It was also noted that the findings from the walls of the Tuprokkal'a are the necessity of showing the colorful pictures of the calligrapher and the harp playing (the revived) on the tour and on tour guides, which raise the paper.

When the events in Egypt were delivered to international tourists, their interest in the history of our ancestors was also stronger. Brief description of the picture architectural constructions of Ichan-Qala and Dishan-Kala, the city of Khiva, which is the site of excursion in the touristic area is provided to the tourists. In such cases, international tourists are confined to the viewing of these magnificent historic monuments and overlooked by historical reality, but nowadays there is a need for repairs of old monuments.

At the Cabinet of Ministers meeting (on January 30, in 2009 - 07- 1-5) on issues of tourism development in the republic, promotion of tourist services,

quality improvement and expansion of tourist routes in the report of the working group of Khorezm region it is planned to repair 36 excursion objects throughout the region and using these historical sites excursion routes.

Based on this report and the results of the surveys and observations, the development of tourist and excursion routes to the following (major) historical, cultural and touristic objects in the region: - "Development of the Khorezm regional government in the Khorezm Regional Tourism Development Program for 2009-2010 years"; the flow of international foreign visitors in the region will be increased:

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)

-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 -1.2.1

Information about the activities of museums⁹

	2010	2011	2012	2013	2014	2015	2016
The number of museums (including affiliates), unity	105	106	107	106	108	106	109

⁹ Information based on the results of Ichan-Kala museums survey from 2010 to 2016

Museum exhibits, thousand units	1991,2	2010,9	2013,5	2072,4	2167,4	2159,7	2060,7
Number of excursions in museums, thousand units	76,2	81,0	71,0	96,5	103,3	96,8	107,1
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

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.

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 Democratize Museum Collections

Firstly, there is a growing appreciation that museums are not just about object, 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.

1.3. Using foreign experience of information-communication technologies in the infrastructure of tourism of cultural-historical museums.

The development of tourism industry in any country depends, first of all, on the effectiveness of the state policy in this field. It is important to creation of necessary conditions for the formation and functioning of tourist infrastructure, the implementation of appropriate organizational and economic measures to establish normative-legal bases, encourage tourism and its particular types, promotes the development of this sector through the creation of a fair competition between enterprises engaged in tourism, regulating market infrastructure for tourism, protecting and securing the rights and interests of tourists.

As a first step, we can say that in accordance with the Resolution of the Cabinet of Minister on April 21, in 1992 year, the State Museum of History of Uzbekistan was reorganized. In essence, this modern history and the national

museum are based on the true history. On December 23, 1994, the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan № 618 “On Measures to improve the activities of museums of the Republic”, on December 5, in 1998, “On the Support to Museums Activities” №- 98, and the Decree of the President of the Republic of Uzbekistan “On radical improvement and perfection of museums' activity” on January 12, in 1998 № PD - 1913. These important historical documents are another manifestation of our President's care for spirituality. The Ministry of Culture in cooperation with the International Charity Fund “Golden Heritage”, the Academy of Arts, the Ministry of Finance, the Ministry of Labor and other relevant agencies and organizations to develop the scientific concept of further improvement and improvement of museums in Uzbekistan, as well as the museum development and financial performance, a separate program was developed. According to this program, a number of museums within Bukhara State Museum Reserve, Khiva Ican-qal'a Museum Reservoir and Samarkand State Museum-Reserve have been repaired. Decree of the President of the Republic of Uzbekistan from December 19, 2018 “About measures on cardinal improvement of activity in sphere of protection of objects of the material cultural heritage” and the Cabinet of Ministers decree “On normative documents concerning museums activity” was instrumental in the development of museums. In particular, it is necessary to further improve the system of museums in our country, improve the spiritual and moral perfection of citizens, preserve, study, enrich, bring to the world and promote museums, to provide the highly qualified personnel with the requirements, to strengthen their material and technical base, to create the necessary conditions for the use of world museums' experience.

The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan from April 12, 2010 №- 68 “About approval of the normative and legal acts necessary for implementation of the law of the Republic of Uzbekistan” “About museums, the resolution of the President of the Republic of Uzbekistan” order of the Ministry of Labor of the Republic of Uzbekistan from February 8, 2010

№ 99 “About the study of the museums”, the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan from 2014.

On July 11, in 2014 year, the Decree of № 189 “On measures to ensure the openness of public museums to children and their parents” was adopted.

Additionally, on August 30, 2001, the Law of the Republic of Uzbekistan “On the Protection and usage of Cultural Heritage Objects of the Republic of Uzbekistan” № 269 provided the basis for the preservation of cultural heritage, national heritage. This law is a normative legal document containing the principles of the protection and use of sites of cultural heritage, which consists of the following parts:

Chapter 1. General provisions (arts. 1-4) Chapter 2. Public administration in the field of protection and use of sites of cultural heritage (Articles 5-9) Chapter III. State Protection of Cultural Heritage Sites (arts. 10-19) Chapter IV. Preservation of Cultural Heritage Sites (arts. 20-22) Chapter V. Ownership, Use and Disposal of Cultural Heritage Sites (Art. 23-28) Chapter VI. Specially Protected Historical and Cultural Areas (Articles 29-33) Chapter VII. Closing Provisions (Articles 34-36).

Specific historical sites, monuments and territories cannot be specially protected, destructive, and disadvantaged. Therefore, it is important to establish a gateway in specially protected historical and cultural sites and museums. A protected regional museum-gatekeeper protects the historical and cultural heritage and environment in its area. Modern museums are the Institute of Social Information, which is designed to explore the cultural-historical and natural scientific values. They are specialized cultural and educational establishments that serve to preserve, collect and distribute museum items, and satisfy the spiritual needs of society.

Museums are not just the treasure of nature and society's unique and diverse objects, but also important scientific, educational and educational centers. Uzbekistan attaches great importance to the knowledge of positive developments in the history of the youth, in particular, patriotism, love for the

Motherland. As the First President of Uzbekistan Islam Karimov emphasized, this is a sacred compass. Knowing the past makes man rich, strong, and humane. “Spirituality” the president insisted rightly, “In order to become a powerful force when it comes to knowing and understanding the history, culture and goals of people”.

It is well known that, in recent years, a number of new museums have been set up in the capital, regional and district centers of the country, the old ones were repaired, expositions were renovated and enriched. The problems of contemporary museums, the accumulation and conservation of social information for centuries, and the transfer of knowledge, traditions, perceptions and feelings through museum objects attract attention. The results of the research in museums determine the extent of collection, exposition preservation, repair, storage, protection, service to visitors, as well as other types of museum activity.

The richest collections of stories kept in the historical museums of the Republic are a great base for research in such disciplines as archeology, ethnography, numismatics, history of material and spiritual culture, military history epigraphy. In fact, research activities in historical museums are carried out through the study of museums as a source of new historical knowledge of artistic and ethical value, and it helps to educate patriotism.

The organizational requirements for the historical museum building are as follows:

1. Creation of conditions for preservation of historical monuments, collections. The museum building must be stable; weather conditions at the location should be adjusted. The storage rooms must have a special technical fire protection system that includes special microclimate conditions (air humidity, cyanosis, and biological conditions), spoilage, and vandemmma.

2. Providing conditions for activity as a scientific and educational organization. It is important to note, however, that the area of demonstration, recreational and service areas is correctly defined. The availability of rooms for

lectures and other public events is a great way to create favorable conditions for visitors.

3. Researching work in the museum. The obligatory condition is the availability of libraries, rooms for researchers, availability of publishing houses, and research on collections.

4. Comforts of the building site to the volume of exhibits displayed and stored.

It is desirable to organize museums in accordance with the above requirements.

After gaining independence, Uzbekistan pays great attention to preservation of natural and cultural-historical monuments, national heritage. In this regard, the keeping the availability of existing tourist resources to the next generation, their effective use for tourism, and the cost effectiveness of them. It is important that organizational, legal and regulatory framework for the rational use of architectural monuments and archaeological finds in the tourism industry is very important. Due to the transition of the economy to market relations, there are new requirements for quality and nomenclature of services, different forms and methods of tourism and excursion services.

In this regard, the tourism is of great importance. This process can be achieved when capital capacities are used in two ways:

The first direction envisages improving the quality and volume of tourism and excursion services on the basis of existing material and technical base.

The second direction involves the further development of the material base, the expansion of the network of tourism establishments and the development of additional tourism resources.

Uzbekistan has a huge tourism potential, and it is important to note that the most ancient civilizations and cultures developed and developed on the territory of our country, records and hieroglyphs in the rock, unique historical monuments, magnificent and unique examples of material culture and architecture. At the same time, they are studying by scientists and specialists

from Japan, France, Germany and other countries. At the same time, the richness and diversity of our beautiful nature, with its attractiveness and elegance, do not go beyond the world's best holiday and travel destinations, and demonstrate the greatest potential in this regard.

All this can make our country one of the centers of world tourism.

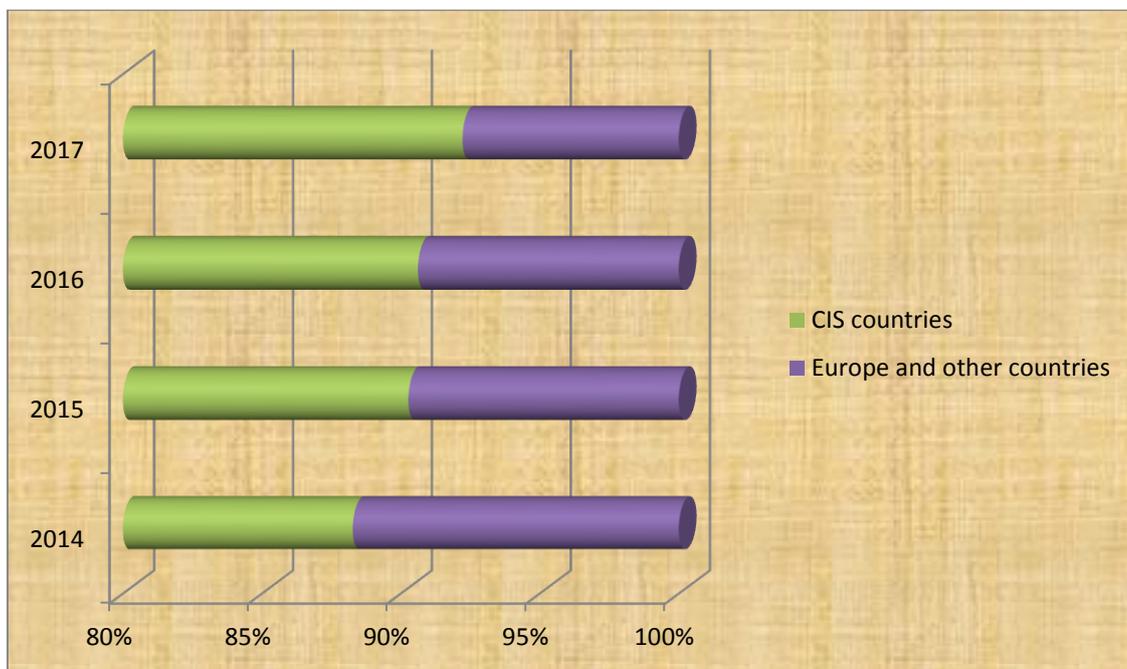
In this regard, it is worthwhile to note some indicators of the development of international tourism in Uzbekistan. Taking into account the international tourist flow from 2014 to 2017, tourists from more than 70 countries visited the country and their annual number exceeded 2 million people. Volume these figures and bring additional income to our national economy that is, we can see it by the following table.

Table-1.3.1

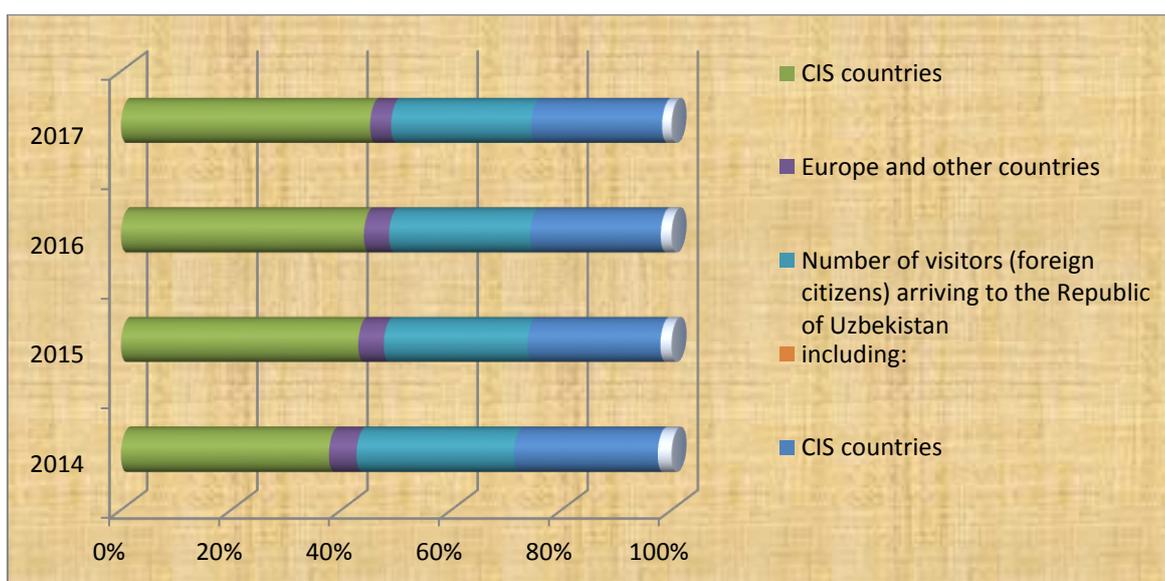
International tourist flows

	2014	2015	2016	2017	Growth from 2014 till 2017 (times)
Number of visitors who visits to foreign countries (the citizens of Uzbekistan) thosand	2758,8	3504,3	3847,8	5182,4	1,8
including:					
CIS countries	2459,1	3163,5	3486,9	4779,5	1,9
from foreign countries	326,7	340,7	360,9	402,9	1,2
Number of visitors (foreign citizens) arriving to the Republic of Uzbekistan	1861,9	1917,7	2027,1	2690,1	1,4
CIS countries	1698,7	1769,4	1872,5	2508,7	1,4
from foreign countries	163,2	148,2	154,4	181,2	1,1

According to recommendations of the World Tourism Organization, it is the sum of the declared trips for all purposes except “working” and permanent “residence”. If we look at this table, the number of foreign visitors in 2014 will be increased by foreign guests moreover, by 2017, the share of developers abroad is 8% and the share of visitors is 4%.



1.3.1-diagram. Number of visitors who visits to foreign countries (the citizens of Uzbekistan)



1.3.2-diagram. Number of visitors (foreign citizens) arriving to the Republic of Uzbekistan

It is worth noting that during this period, the difference between the visitors abroad and foreign visitors did not differ significantly between 2014 and 2015, and by 2016-2017, these figures differ from each other by the number of visitors almost doubled. There are about 550 travel agencies in Uzbekistan,

serving 110 international travel destinations, covering the majority of historic sites, architectural and town-planning monuments in Uzbekistan.

Of course, there are 65 ecological routes covering historical and cultural heritage sites, 30 natural recreational and 15 health tourism elements.

As it can be seen, the main tourist routes in our country cover most of historical sites, architectural and town-planning monuments. Historical museums are the basis of tourist attractions in the Khorezm region.

Uzbekistan is situated on the crossroads of the Great Silk Road, it is an important factor in the development of tourism in Uzbekistan. In recent years, Uzbekistan has achieved significant successes in tourism, resulting in more than 2 million tourists coming to this generous land in 2017. It is twice as much as in 2010.

There significant changes have taken place in the field of tourism in our region in recent years. This is illustrated by the fact that the volume of export of tourism services in our region is characterized by high rates of growth. This can be seen from the diagram below.

Table -1.3.2
The main indicators of museums activity in the Republic of Uzbekistan for 2000-2016

	2000 y.	2005 y.	2010 y.	2015 y.	2016 y.	2017 y.
Number of museums, unity	88	99	105	106	109	117
The exhibitions of Museum, thousand	1669,3	1766,6	1991,2	2159,7	2060,7	2009,0
Number of excursions in museums, unity	59334	76206	76255	96793	107144	108156
Number of exhibitions in museums, unity	484	986	1180	1654	2307	2356
Number of visits to museums, thousand	3463,6	4063,2	4904,3	5462,3	5371,2	6091,1

Visits by schoolchildren, students, college students			2558,6	2798,4	2693,4	2741,2
Number of visits to museums, per 1000 inhabitants	139	154	172	175	171	178

According to statistics for many years, the number of museums and exponents in them can be doubled as compared to the year 2000 and 2016, and the number of visits to museums has been increasing year after year and the development of tourism as well as the number of visits to museums has been increasing year after year. This means that the government has been pursuing a policy of development of tourism.

Table -1.3.3

The main indicators of museums activity in regions by 2017(end of the year)¹⁰

	Number of museums, unity	Number of exhibitions in museums, thousand	Number of visits to museums, thousand
Andizhan	9	115,3	73,7
Bukhora	15	84,3	783,2
Djizhak	5	14	142,5
Kashqadaryo	2	68,4	190,9
Navoi	10	19,3	120
Namangan	8	104	214,5
Samarkhand	11	148,8	1903,5
Surkhandarya	3	159,5	102,8
Syrdarya	2	1,2	5
Toshkent	6	87,9	69,9
Fergana	14	141,6	385,6
Khorezm	3	39,3	927,1
Toshkent city	29	1025,4	1172,3

¹⁰ State Statistics Committee of Khorezm region.

The main goals of the development of international tourism in the national economy are as follows:

1. The economic growth ensures the production of large quantities of goods and services, as well as the high living standards of the population.
2. Economic efficiency of international tourism development maximizing benefits by using minimal costs in utilizing resources.
3. To raise the level of culture and education of the population, to introduce world civilization, culture and art in different regions of the country.
4. Mutually beneficial cooperation in the field of cultural-exchange of historical and national values.
5. Providing quality basic and additional features, bringing their quality to world standards.

With the growing role of tourism in socio-economic development in the world and in many other countries of the world, the tourism opportunities of our country allow to introduce foreign investors and make mutually beneficial agreements, take all necessary capabilities to attract foreign capital, the unique culture, unique architectural sights, beauty and elegance, creation of brands of Internet wealth and diversity of nature, expanding the range of tourist services in the future, intensively developing the tourism industry and bringing it to a new level of quality it is important. It is worth noting that the Government of Uzbekistan attaches great importance to the expansion of the sphere of services, including tourism. This sector is one of the most important priorities of economic development in our country. Certain conditions are created for turning this sector into an important part of the country's economic complex. This, in turn, contributes significantly to the creation of new jobs, the growth of the welfare of the population, the growth of currency and tax revenues.

Taking into account the above mentioned foreign experience, it is necessary to allocate considerable funds to regulate the tourism infrastructure in the Khorezm region to meet world standards. Because tourism infrastructure is

an integral part of the economic or political general structure and has an auxiliary and subordinate character and serves to ensure a uniform functioning of the overall structure.

However, the key points of sufficient types of infrastructure include the provision of regional handicrafts and necessary means, lubricating systems, drinking water supply, sewerage, telecommunications, provision of adequate quantities of food, availability of healthcare systems, transports of essential resources, ports, reliable railroads, protection of historical monuments and traditions, environmental protection, order of cultural programs and places of study, library, museum Theater, private and state-owned cultural centers, construction noise, dust and pedestrians development of anti-flood events, construction of green spaces and beautiful gardens, pedestrian and cycling roads, buildings, benches and rest areas, garbage disposal, training of tourism professionals and self-development opportunities, avoiding natural disasters and firefighting services.

For the last 10-20 years, the average annual growth rate of foreign tourists around the world was 5.1 and the average annual growth rate of foreign exchange earnings was around 7%. According to experts, tourism development will continue to grow. In particular, according to scientists, international tourism development is based on the following factors:

- economic growth and social process;
- development of vehicles;
- an increase in the number of workers and workers in developed countries and an increase in their material and cultural levels;
- labor intensification and prolongation of working hours;
- development of interstate relations and cultural relations at the regional and inter-regional level of inter-personal relations;
- development of services;
- development of the technology stack ;

- Reducing border barriers, currency exchange and export barriers, and decreasing bankruptcy.

As a result of these factors, the importance of tourism in the world is constantly increasing. This affects regional tourism. This is due to the direct impact of tourism on the region's economy, which, in its turn, is based on the tourism infrastructure. Therefore, tourism infrastructure performs the following important tasks in the economy of some countries: Infrastructure is a factor influencing tourism. In this regard, studies are continuing to expand all spheres of tourist activity, the level of public sector, the emergence of tourist business, the new proposal for expansion and speculation.

First of all, travel agencies, marketing, hotel, transport, food, retail stores and many other services, are part of the tourism infrastructure. Therefore, the tourism infrastructure in the region is a profitable sector for the tourism industry. Based on this feature, tourism infrastructure is a major source of investment and profit. However, the tourism infrastructure also serves other areas:

- a sphere of profitable economy for the states;
- the creation of jobs for countries with insufficient jobs and turning into a major obstacle to the growth of unemployment;
- being a hospitality industry between countries and regions as well as mediating between ecological and cultural dialogue;
- able to reflect the nature of the industry, which can destroy its own sources of creativity.

Because the main purpose of these tasks is not to destroy the natural and social resources of tourism, but to develop an effective policy of these resources. At the same time, the industry, which includes the tourism infrastructure of the region's economy, is a separate industry. Accordingly, tourism infrastructure is not produced and serviced only through physical labor. In this regard, tourism infrastructure is the following factors. These factors are key factors that are crucial for tourism:

- traffic. It is well known that changing space and space is one of the main features of tourism. For tourists, etc. Tourism is not at the present situation. As a result, the transport of acacia realize you change q performance, creating a major factor in the emergence and development of tourism industry.

Indeed, the importance of transport in the region's tourism sector is divided into the following groups:

- Transportation allows convenient access to tourist centers in one country. Because, although the region has tourist resources, it cannot be viewed, watched, or accessed if there is no means to allow them to visit. The development of tourism infrastructure in raising the tourism potential of Khorezm region depends on the development of vehicles. The development of tourism also affects the means of transportation. Because, as tourism infrastructure develops, vehicles will be developed to meet the current needs. As a result, there is a close link between tourism and transport.

- The vehicle is a source of international currency for foreign currency to the treasure of the country.

- Development of vehicles will result in the use of tools for rapid public transport, the participation of people with a high financial and time status in tourism activities. Transportation types are classified by groups such as railway, waterway, airline and motor transport.

- hotel. First of all, hotel management plays an important role in the tourism industry, and it is a means of organizing the infrastructure. Because the hotel business is a place that welcomes the social needs of tourists such as temporary lunches, dining, watching and entertainment. Hotel facilities are divided into luxury, mid-price and low-cost hotels, city, mountain, sanatorium, and beach hotels, as well as hotels operating throughout the year and used for commercial and social purposes.

The facilities of the hotel are characterized by the following features:

- More than 80% of the total investments in the hotel's economy are spent on facilities that are built on durable applications, such as buildings, carpets, furniture and the like;

- have employees' outlook on the ground, because they are obliged to serve customers who are different from their religion, language, income, world outlook, traditions and nationalities;

- Services provided to tourists in hotels will be shown in different sections.

- animation. First of all, it is not enough to have travel, luncheon, and meals available to tourists in order to show animation. Because tourists are traveling to make certain goals, that is, to use the tourist resources and to see some activities. Therefore, it is necessary to prepare the possibilities for the realization of these dreams of tourists. This is done by making some adjustments to the tourist product and preparing the surrounding environment.

In this regard, and watch animated environment - entertain and travel companies to create additional income. As a result, the tourist area and the enterprise are enjoyed. First of all, the animation is broadly represented in the following forms:

- social factors. These are activities that facilitate the exchange of views between tourists through regular or personal touristic programs, including banquet, dance, cocktail party, public holidays, etc.;

- h action nature of the factors. These include tourists with factors such as physical activity, sports, and so forth;

- Cultural and rhythm q li rest of the factors. These tourists have a similar kind of information, entertainment and needs of moment purposes and tourists to participate in the activities of some of the factors.

Thus, animation activity forms the organizational structure of the tourism industry.

- tourist organizations. Tourist organizations are a provider of tourist information, advice, and support on a variety of topics. However, tourist organizations gather in the following groups:

- financial institutions of tourism. Financial institutions in the tourism industry are the companies that provide investment in tourism.

Travel agencies are a commercial organization that plays a role of a mediator between the buyer and the owners of tourist products and services, and receives a certain percentage of the product sold. At present 75% of the volume of international tourism work is carried out by travel agencies. However, the importance of travel agencies in tourism is due to the following factors and factors:

- language problems;
- communication with other agencies;
- Continuous performance.

Travel agencies also provide information such as information, currency, passports, visa and car hire, assistance in arriving at tourists and customs control, group and personal travel arrangements, and sales of caretaker travel agents.

- Tour Operators. The tour operator is an organization established with the legal status of a travel agency. And until he returns back from traveling, sleeping, eating, entertainment, travel management services, and a cheaper price alone, “pekij – up” and prepared this species directly or using a travel agency mediation organization.

Specifically, tourists play a major role in the development of public tourism, lack of conflict in tourism, and the availability of money on travel time. However, the capabilities of the tour operator and the reasons for this system are:

- tourism is becoming increasingly popular feature of acacia q ozone ;
- “pekij-up” feature advert to meet;

- tourist market , as well as partial and a certain degree of standardization of services ;

- See the tourism representatives of the middle class in the outgoing regulations to meet the costs of disposal;

- tourist market ranges throughout the majority of producers bought in advance, and guaranteed to find a buyer ;

- tourist market and services in the industry of international tourism to a new needs and offers data transfer creation, production directed policies;

- development of information systems ;

- Participation in tourism activities with those who are encouraged to participate in tourism with certain language skills such as foreign languages, information and health;

- Involvement of tourism providers in decision-making in tourism because of the availability of alternative ways of purchasing tourism services;

- Limits on the cost of consumers' transportation, lunches and tracking locations.

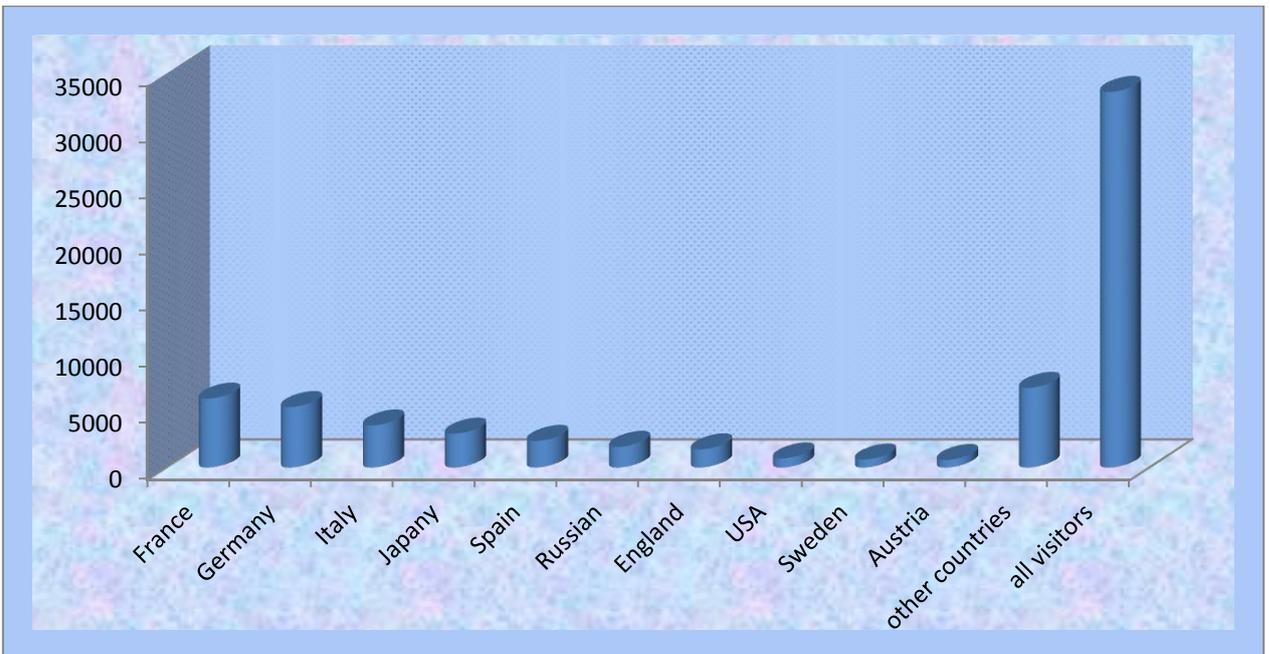
- public institutions in tourism. State agencies in tourism are government agencies that are governed by and governed by government or other government agencies.

CHAPTER II. THE MAIN DIRECTIONS OF DEVELOPMENT OF INFORMATION COMMUNICATION TECHNOLOGIES ON THE INFRASTRUCTURE OF CULTURAL HISTORY MUSEUMS IN THE TOURISM.

2.1. Developing informed museums infrastructure of tourism infrastructure and its indicators as well as basic factors.

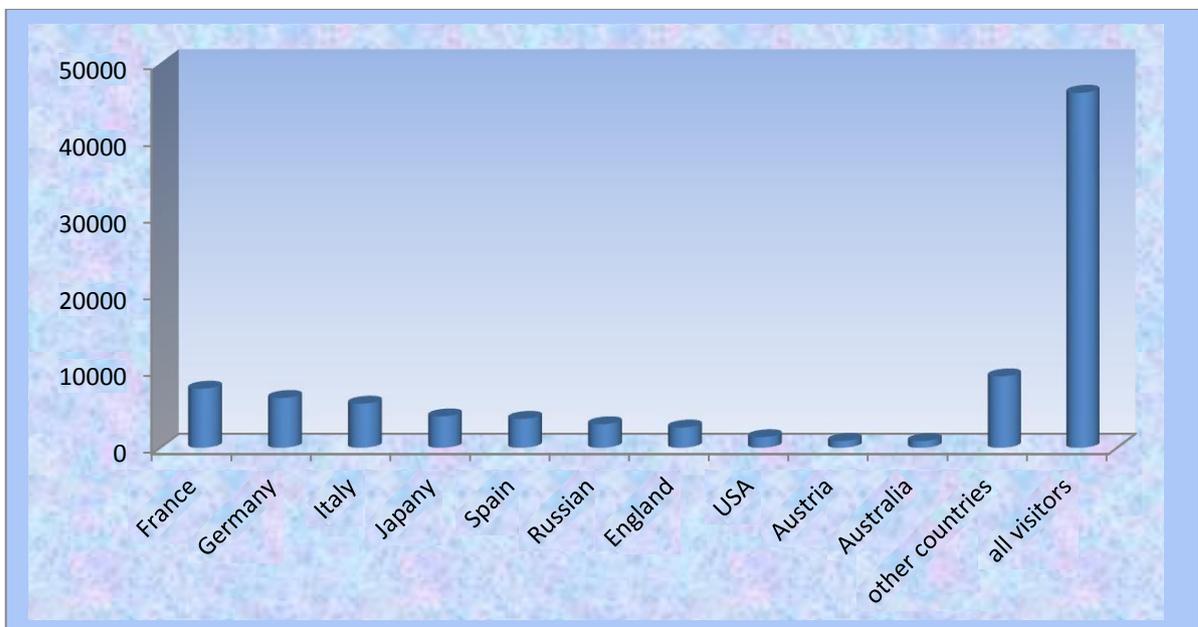
It is not only natural that the achievements made in the advancement of science and technology has entered into the work of the museum along with all other spheres. Especially in the 1990s, with the creation of modern computers, the possibilities of forming and disseminating information in the field of museum information expanded. Especially, the museum specialists occupy a computer and the creation of a single network has created a lot of benefits for documentary funds. In particular, the image of the exhibits is directly transferred to the computer through digital cameras. Their analysis and other information are supplemented by additions and corrections by experts.

This ensured a sharp improvement in the quality of the catalogs and documents, which are constantly moving in the museum business. Entering the Internet has intensified this process internationally. Nowadays, the "museums", "culture" sections of the museum include "traveling" around the world's museums, general information about museums, stock exhibits, news, special events and scientific conferences, they can access their online e-mails and other information. According to the AMIKO Consortium in the United States, there is a card system with over two and a half million photographic exhibits on the Internet.



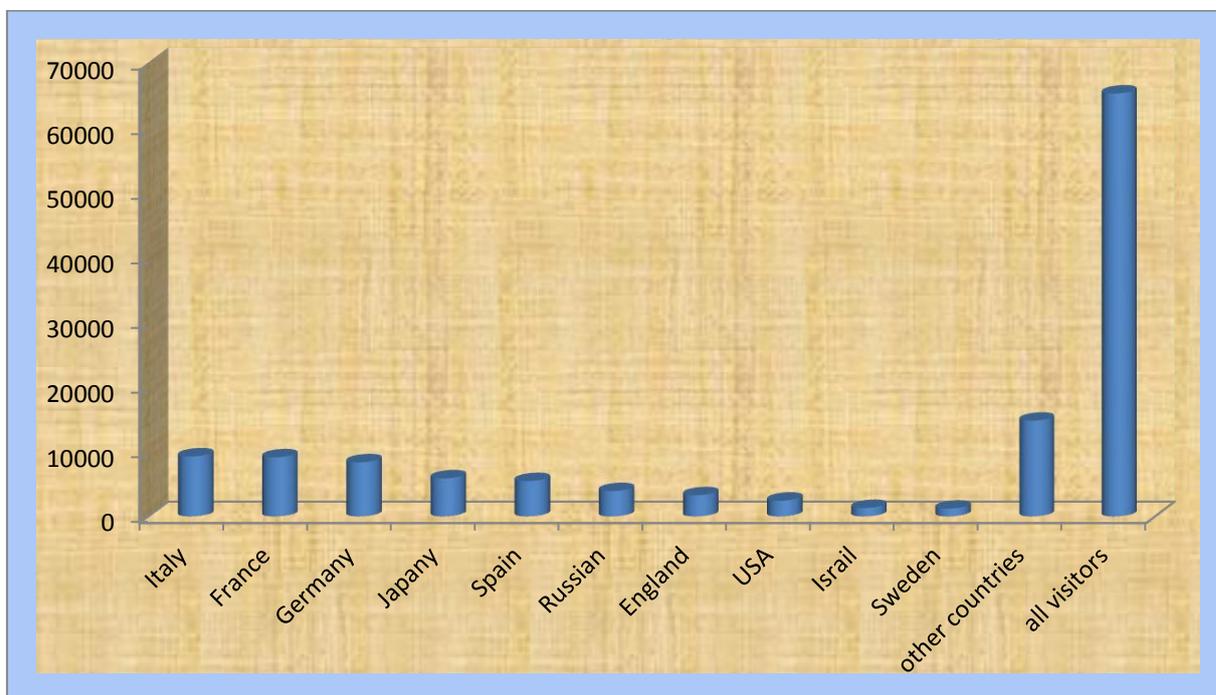
2.1.1. - diagram.-Number of foreign visitors to Khorezm region in 2016

If we take European visitors to our region France, Germany and Italy are dominant to visit our touristic destinations. For instance, there were almost 6500 French tourists in 2016 compared with German and Italian visitors approximately (5500,3500) tourists respectively.



2.1.2 - diagram. Number of foreign visitors to Khorezm region in 2017

Interestingly, more European tourists prefer to our museums and also cultural-historical places in 2017. Among them three gigantic countries visitors came to our touristic destination in order to enjoy our sights.



2.1.3 - diagram. Number of foreign visitors to Khorezm region in 2018

However, in 2018 these three countries tourists were changed their places .Italian visitors came to our cultural-historical museums than other European countries almost 9300 visitors.

Museums in Uzbekistan also work on creating their own Web sites. The provision of personal computers to museum personnel is gradually being solved positively in Khiva Ichan-Kala State Museum Reserve. The museum has done some work on connecting to the Internet, creating a website and building a database. As a first step, the electronic collection of manuscripts in the museum fund was launched on the electronic laser disk. However, in fact, museums in our country are becoming increasingly slow in this area.

As you know, the main task of the museum is to collect, store and display. Today, museums can provide the preservation of exhibits by using modern information technology. Because of the exact identity of the museum, it guarantees the right of the museum to save and to own the treasures. At present,

historians, art critics, museum researchers, and other social workers are faced with a number of problems in studying the richness of the museum's wealth. First of all, the rules of our large museums often lead to disagreements and sometimes conflict between the foreign expert and the museum administrator. In practice, such cases are reported to the investigator who has received an official letter of inquiry from an academic institution and they are authorized to access and some museums offer a paid service. This kind of service may be appropriate for commercial editions of researchers from foreign countries.

However, the staff of the scientific institutions of the republic should be able to explore our cultural treasures. Because, first of all, no additional funds are allocated from the state budget for such research. Secondly, such research is carried out for the scientific, cultural and spiritual development of our republic, in particular, the interests of these museums.

Due to the above problem, 70% of exhibits at the Museum Fund in Uzbekistan are waiting for their fundamental research. Existing publications in libraries make up only 10% of the total. Based on the decisions taken, Wi-Fi wireless communication is provided to the unique cities of historic cities. Nowadays, in the Ichan-Kal'a state museum preserve, works on creation of "SKM MUSEUM" program, works of art, graphic arts, applied art, numismatics and other collections of works are carried out, from total 38520 exhibits to about 15000 The exhibit was included in the database SKM MUZEVI. However, we are witnessing the advancement of museums in the world today.

Almost all the globally funded museums throughout the world are continuing to streamline their web-sites with regular updates. If only one Russian experience shows, there are a number of associations and centers involved in museums. On the Internet, the "Museum of Russia" server, "Vserossiyskiy reestr muzeev" and other websites cover all aspects of life of museums. The State History Museum (Moscow) has exhibited its exhibits from 1997 through the Internet. More than three thousand exhibits of the museum are included in the "Museum Online" Europe-wide Europe. The State Hermitage

Museum also exhibits over four thousand exhibits in the same way. The Ribinsk Museum of Fine Arts presented its 45,000 card presentations in Moscow on 10 March 2006.

The introduction of electronic systems in museums will be demonstrated there a series of scientific and practical conferences on the form, format, appearance, structure and other issues of the industry are held. Among them, the ADIT (Association for Automation and Information Technology) is working with non-governmental organizations and agencies to bring modern communications networks to the museum. In particular, the Association annually conducts scientific conferences in various cities of Russia. From May 28 to June 1, 2001, in Tula, "Museums and Information area:

Informatization problems and cultural heritage. Experts from libraries, archives, universities, electronic publishing and technical firms, representatives of many foreign organizations and experts from other fields participated in the event. The conference was attended by representatives of the ADIT mission as a National Association on Museum Documents, "Information Management", "Accounting and Recognition Activity", "Introduction of automated networks for scientific research and exposition of museums" Selection meetings on "Distribution of information on audiences" were held. Examples of museums were also shown on CD-ROM and electronic versions.

As in other research institutions today, the issue of publication in the republic's museums is facing big financial problems. European and American museums, libraries and archives are trying to solve this problem through the use of the same internet network. For example, German experts have posted on the special site the specialized exhibition on the IV International Exhibition "Museum Work, Completion, Repair and Exhibition Technologies", which was held in Munich on June 19-22, 2001. Russian museums have posted a portion of articles and other publications on the "Museum of Future: Information Technology Cultured Nativity" in the Internet. Some of them are useful for Russian-speaking experts who do not know other foreign languages.

Based on the above, we believe that the establishment of a specialized center of museums' e-learning professionals at the Uzbek museum Foundation for the support of museums is an urgent issue. Because through such a center one can introduce a unique system of information dissemination and web site creation in the museums of Uzbekistan. Large museums can create electronic information bases on international standards by attracting foreign investment. But such museums have different styles of information gathering, and it is likely that they will cause some confusion. Taking into account the fact that in one of the more than 80 museums of different directions of the republic the uniform template of sites, accounting and bookkeeping will be prepared, it will be very important for publishing a single catalog of the museum fund.

In our view, the priorities for the promotion of information technologies in the activities of historical museums in the development of regional tourism are as follows:

- Realization of measures on creation and development of new web sites, reflecting activity of Khorezm historical museums on the Internet;
- Introduction of tourist information portals and information about Khorezm historical museums and their expositions;
- Development of advertising banners and materials of historical museums and their placement on foreign web-sites;
- Creation of opportunities for on-line payments through the prominent places of Khorezm for 3D photo-frames, tickets and other services via Visa, MasterCard and other cards;
- Placement of applications on historical museums, videos on tourist objects, electronic maps of roads and schemes of transport on the website;
- Creating and updating websites of historical museums of Khorezm, taking into account the introduction of modern interactive services, placement of tourist opportunities, places of interest, and location of time-lapse facilities;
- Establishing partnerships with similar museums of leading countries in the development of historical museums of the region, as well as addressing the

introduction of a global Internet database with access to specialized international web sites;

- Create Wi-Fi zones in historic sites where tourists visit.

- Creation of lease points for tablets with the access to the global Internet network in the tourist zones of the State Museum Reserve “Ichan-Kala” Khiva for Khiva and placement of maps of access to the most prominent places in Khorezm;

- Creation of mobile applications for tourism on IOS and Android platforms (historical museums, attractions, hotels, tourist routes, tour operators, and related information);

- Placement of more detailed information on the historical museums and attractions of Khorezm on well-known electronic maps (Google, etc.);

- Development of a program complex for information kiosks with detailed information about historical museums of the region (museums of State Museum Reserve “Ichan-qal’a” in Khiva;

- Preparation of articles devoted to historical museums and places of interest of the region and placement in the “Wikipedia” electronic encyclopedia;

- Create 3D models of historical and cultural monuments of the region as well as historical museums and exhibits for placing them on Google Earth;

- Creation of information support service by telephone to tourists in Khiva “Urgent Line” State Museum Reserve “Ichan-Kala”;

- Implementation of measures to improve the quality of communication services, including broadband Internet access;

In the above-mentioned directions, the use of information technology in the activities of historical museums leads to the excitement of foreign and domestic tourists in museums and their networks, which, in turn, contributes to the tourist potential of the region and economic efficiency.

The Resolution of the head of our state “On Additional Measures for the Development of Tourism Industry in the Khorezm Region 2019-2020”, dated February 13, 2019, stipulated the creation of the Khorezm region tourist brand

for \$ 637.5 thousand in the amount of money. The visit also included information about tourist opportunities of the region, tourist information offices in Ichan-Qala and Urgench International Airport. The touristic potential of the region, including national cuisine, traditions and music, video footage showing national costumes, as well as electronic copy of the regional touristic excursion map.

A total of 211 photographs were placed on popular Google maps on popular e-map locations in Khorezm. In addition, the Khiva Khorezm-based European Museum of the Ichan-Qala Museum Reserve at BBC A 5-minute video was shown, and this was largely reflected in the imagination. Of these, 181 were added to Google. The Wikipedia Encyclopedia contains five articles about the history of the area's sights. It is also planned to create a tourism website in Khorezm and to introduce online reservation system.

In addition to other cultural institutions, it is natural that our museums are also involved in the flow of information with electronic editions. With the dissemination of information, the museum can advertise itself in society, increase audiences, and establish quick and easy communication with foreign colleagues. The introduction of the electronic media distribution system plays a positive role in promoting the richness of our museums among the general public, particularly among young people.

2.2 The main directions of the formation and development of the tourism complex in the structure of the information cultural-historical museums.

One of the main directions of formation and development of the infrastructure of information and cultural museums of the period at which the measures on the development of the tourism industry, rational use of existing tourist potential, strengthening of tourists flow, and development of internal and foreign tourism are carried out. One of the main directions of formation and development of the infrastructure of information and cultural museums of the period at which the measures on the development of the tourism industry,

rational use of existing tourist potential, strengthening of tourists flow, development of internal and foreign tourism are carried out.

Statistical data shows that Uzbekistan has a great historical and cultural heritage, which serves to ensure a number of advantages of the country in the development of historical cultural tourism. In particular, our country has over 7300 ancient architectural and archeological monuments, many of which are located in Samarkand, Bukhara, Khiva, Shakhrisabz, Termez, Kokand and Tashkent. In addition, more than 200 historical monuments and artifacts in our country are included in the list of UNESCO's cultural heritage.

Taking into account the abovementioned facts, the main statistical indicators reflecting the activity of museums in our country are used to identify the factors influencing their development, using various statistical and econometric methods. At the same time, the prospects for the development of museums, as well as factors influencing the impact of the development of the museum. In 2000, the number of museums was 88, while by 2017 the number of exhibits reached from 1669.4 thousand to 2116.5 thousand. The number of visits as a key indicator for evaluating the effectiveness and efficiency of museums. The number of exhibitions in them is crucial in increasing the number of visits to museums. The number of visits to museums has been quite volatile and has declined in recent years and amounted to 6016.9 thousand people in 2014, and by 2017 it reached 3602.1



-  number of exhibitions that organized in museums, unity
-  number of visits to museum, thsd

2.2.1 - graph. Museum's illustrations

While the number of exhibitions held in museums remained almost unchanged until 2009, we can see that the 2011-2017 incidents are quite volatile. In particular, by 2017, we can see a sharp decline in 2016.

Taking into account the aforementioned, we would like to draw attention to the correlation coefficients among the main indicators affecting the tourism industry, in particular museums in our country.

Correlation analysis shows that the country has a positive correlation relationship with all selected indicators. However, there was a high enough but negative correlation relation between the number of exponents in the museum and the number of museums.

Table -2.2.1

Double correlation coefficients

	Number of museums,unity	Number of exhibits, thsd units	Number of excursions in museums,unity	Number of ehxibits that organized in museum, unity	Number of visits in museums,thsd units	Real incomes per capita	Number of tourist companies and institutions ,unity	Visitors who are served by them, thsd people	Received	Sent
Number of museums,unity	1.00									
Number of exhibits, thsd units	-0.55	1.00								
Number of excursions in museums,unity	0.86	-0.70	1.00							
Number of ehxibits that organized in museum, unity	0.74	-0.41	0.65	1.00						
Number of visits in museums,thsd units	0.40	-0.39	0.26	0.54	1.00					
Real incomes per capita	0.89	-0.69	0.87	0.88	0.55	1.00				
Number of tourist companies and institutions ,unity	0.71	-0.56	0.70	0.51	0.05	0.76	1.00			
Visitors who are served by them, thsd people	0.23	-0.17	0.40	0.08	-0.12	0.19	0.43	1.00		
Received	0.15	0.05	0.18	-0.13	0.01	0.01	0.39	0.87	1.00	
Sent	0.14	-0.29	0.43	0.05	-0.46	0.11	0.07	0.60	0.19	1.00

Increasing the number of museums has a high positive correlation with the number of excursions and exhibitions organized therein and the real incomes of the population. Increasing the number of exhibits in museums has a negative relationship with all indicators except for the number of tourists. There was also a very weak connection with the number of tourists.

The main factors affecting the number of visits to museums are exhibitions, such as exhibitions in museums and real incomes of the population. Their correlation coefficient was 0.54 and 0.55, respectively.

The results of the analysis show that increasing the number of exhibits in museums is seen as one of the factors affecting the number of visits. The change in the real incomes of the population is considered as one of the main indicators, and its growth will boost the development of the tourism industry and the growth of all indicators related to museums. Because there is a high degree of correlation with all the indicators, except the number of exhibits in museums.

The number of touristic firms and organizations, as well as the number of tourists, and the number of visits to museums have a very low correlation relationship, with correlation coefficients equal to 0.05 and 0.01, respectively.

Based on the above analysis, we have selected museums, excursions and organized exhibitions as the main indicators influencing the number of visits to museums, as well as the growth of the real incomes of the population.

We want to conduct a regression analysis to assess the impact of our selected indicators on the number of visits to museums. We want to use logarithmic function in order to perform regression analysis and to evaluate the relationship between indicators. Determined coefficients of this function are equal to the elasticity and allow us to answer the question of whether the variable changes by one percent to variable rate. It also helps to eliminate the problem of the units of indicators.

As a result of regression analysis the following equation has been obtained:

$$\begin{aligned} \ln(Y) &= 27.5 - 3.90 * \ln(X_1) - 0.74 * \ln(X_2) - 0.34 * \ln(X_3) + 1.84 * \ln(X_4) \\ Se &= (6.25) (1.77) (0.39) (0.25) (0.56) \end{aligned}$$

$$t = (4.7) (-2.2) (-1.89) (-1.38) (3.28)$$

$$R^2 = 0.65$$

The number of visits to museums (eg), number of museums in X1 (including branches), number of excursions in museums X2 (XII), number of exhibitions in X3 (X4), X4 per capita real incomes (thousand rubles).

The above-mentioned multi-factor regression equation was detected and its coefficients were to be greater than 2 and greater than 2 for the student's test. However, we can see that the results of the X2 and X3 coefficients are beyond the specified range. Because of the correlation analysis, there is a high correlation relation between museums and excursions.

Taking into account the abovementioned, we would like to look at the effects of the number of visits to museums using individual and two-factor regression equations. As a result, a regression equation with the following appearance was obtained.

$$\ln(Y) = 1.8 * \ln(X_1)$$

$$Se = (0.013)$$

$$t = (134.7) R^2 = 0.99$$

As you can see from the results of the analysis, the coefficients determined are statistically adequate and can be summarized based on them. That is, the increase in the number of museums in our country by one percent will allow them to increase the number of visits by 1.8%. As a result of the regression analyzes conducted on the number of visits to museums, the number of visits was calculated as follows.

$$\ln(Y) = 0.75 * \ln(X_2)$$

$$Se = (0.006)$$

$$t = (117.2) R^2 = 0.99$$

According to the results of this equation, the increase in the number of excursions in museums by one per cent will increase the number of visits by 0.75 per cent.

The number of exhibitions organized in museums and the high level of correlation between the visits and the regression equation are as follows.

$$\ln(Y) = 1.2 * \ln(X_3)$$

$$Se = (0.014)$$

$$t = (80.6) R^2 = 0.99$$

The results show that increasing the number of exhibitions organized in museums is one of the main areas for their visits, and the number of exhibitions and the number of visits to them is about 1.2.

Correlation analysis shows that the correlation coefficient between the number of tourists and visits to museums by tourism companies is less than 0.01. In our opinion, the increase in the number of visits to museums is seen as one of the major attractions to promote the development of local tourism and to increase the number of visits to museums. The development of local tourism and the increase of the population's access to historical cultural sites and museums are considered as the main factors of their real incomes.

We can provide correlation analysis as proof of our beliefs. That is, there is a high correlation relation between visits to museums and the change in per capita real income. The following are the results of a visit to museums and the results of a regression analysis of real per capita income.

$$\ln(Y) = 1.5 * \ln(X_4)$$

$$Se = (0.018)$$

$$t = (86.2) R^2 = 0.99$$

According to the results of the analysis, the increase in the real incomes of the population by one percent will increase the number of visits to museums by 1.5%.

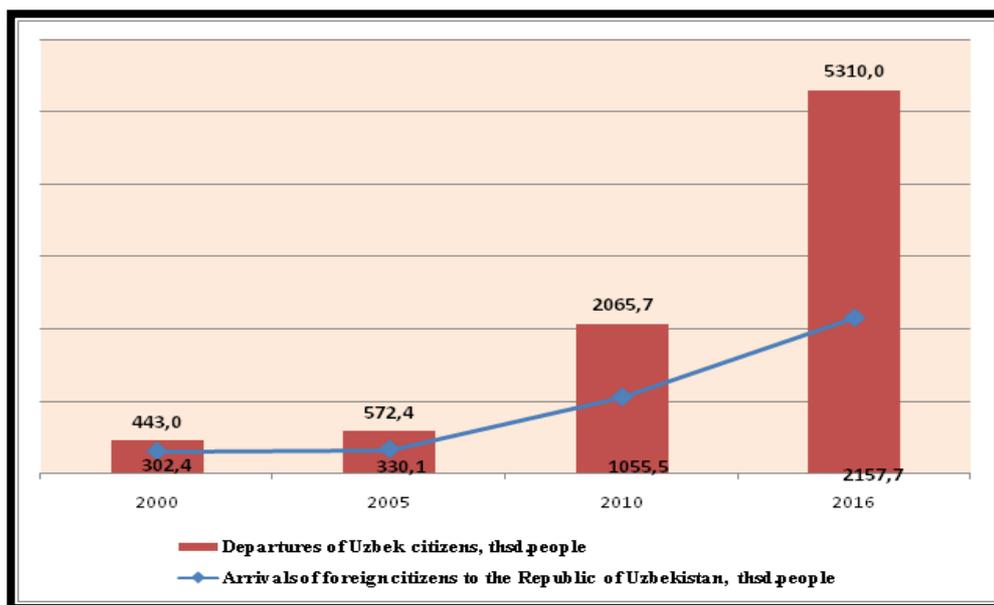
The findings of the above analysis show that in order to increase the number of visits to museums in our country, first of all, increase the number of museums, increase the number of excursions in museums and increase the number of exhibitions organized in museums, and finally raise real per capita income.

2.3. Implementation and increasing the efficiency of information and communication technologies in the development of tourism infrastructure of cultural historical museums (as an example of Khiva Icha-qala).

Attention to the development of tourism in our country is increasing year by year. In 2017, programs for the development of individual tourism are developed, based on the economic potential of these regions and regions. In particular, the Resolution of the President of the Republic of Uzbekistan on May 4, in 2017 year “On the Program for the Complex Development of the Tourism Potential of Khorezm Region over 2017-2021” PD № -2953 is a clear example of this.

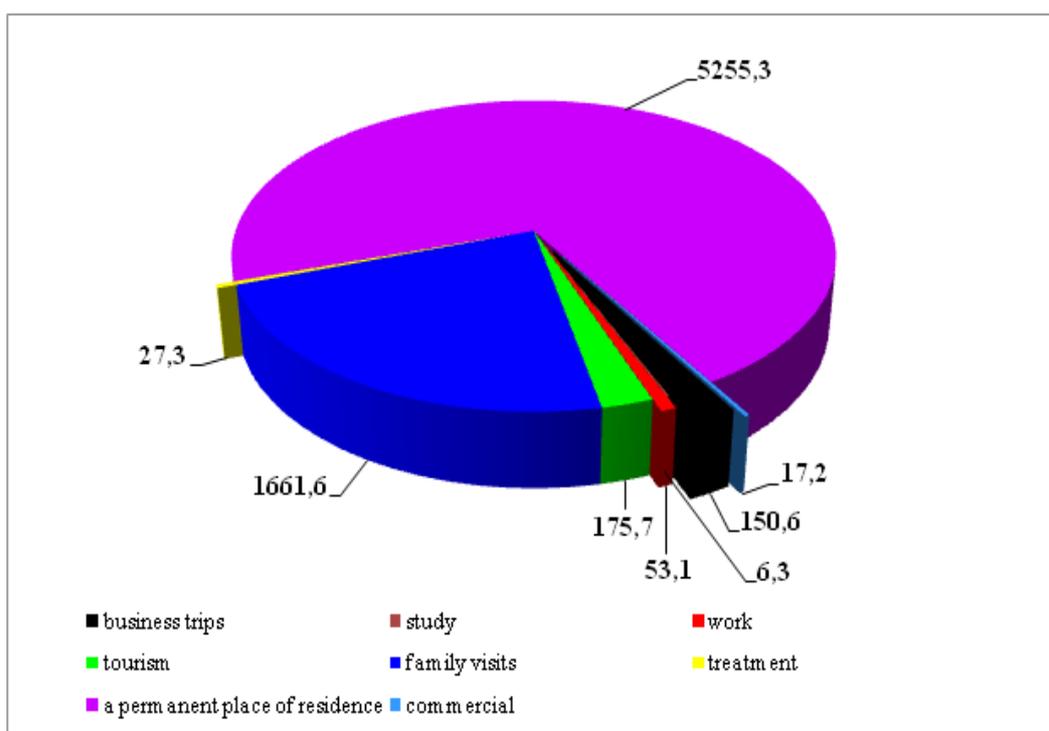
The Khorezm region is one of the most developed region in the country, with a particular emphasis on raising the tourism potential of the region and raising its international competitiveness. The development of tourism in this region has peculiarities and has the potential and potential for further development of the sector. There are registered 255 objects of cultural heritage in the region, of which 18 are archeology, 133 architectural buildings, 66 sculpture monuments, 32 sacred places. Of course, 53 cultural heritage sites are located in Khiva's Ichan-Kal'a State Museum Reserve. The remaining objects are located in different regions of the region. This indicates the potential of tourism development in the region and its capacities.

The observations have shown that at present some of the tourist objects in the region have been repaired. Some objects are not included in the tourist program. When repairs and restoration of facilities are included in the tourist program, there is an opportunity to increase the flow of tourists to the region. This will result in additional foreign exchange earnings and the opportunity for local residents to engage in employment. Today, the historical and cultural heritage of the region is included in the list of UNESCO's heritage preservation, the main objects of Khiva.



2.3.1 - graph. Arrivals of foreign citizens to the Republic of Uzbekistan and departures of Uzbek citizens

In 2016, 2157.7 thousand foreign citizens arrived in Uzbekistan, this figure increased by 7 times (1855.3 thousand people) compared to 2000. The number of citizens who left Uzbekistan amounted to 5,310,000 people, and increased by 12 times (4,867,0 thousand persons) compared to 2000.

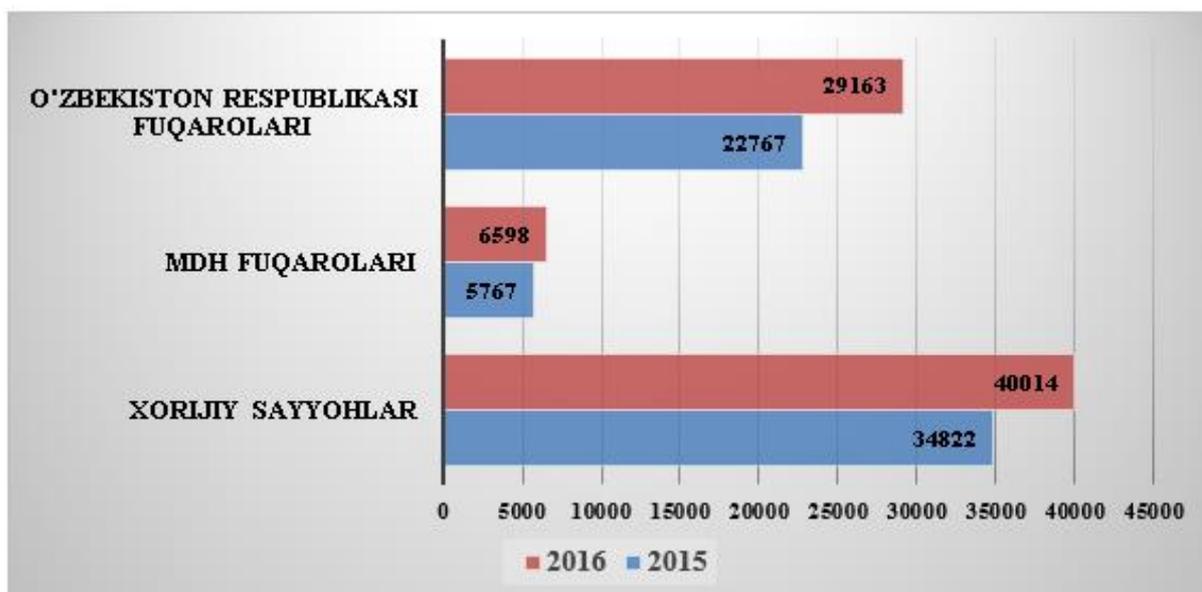


2.3.2 - graph. Distribution of the persons who entered the Republic of Uzbekistan by the purpose of the visit in 2016, thousand people.

The purpose of the trip of 5.6 percent of Uzbek citizens (298.0 thousand people) who left the Republic in 2016 was a business trip, 0.8 percent (40.4 thousand)- study, 27.3 percent (1449.5 thousand persons) - work, 5.5 percent (294.6 thousand people) - tourism, 59.3 percent (3146.6 thousand persons) - visiting relatives, 0.7 percent (35.9 thousand people) - treatment, 0.2 percent (12.6 thousand persons) - permanent residence, 0.6 percent (32.3 thousand persons) - commercial.

In 2012-2016, the number of tourists visiting Khorezm region increased from 36 to 72 in comparison with 2012, from 26 to 52, and from 10 to 20 tour operators. In particular, in 2016, 10 travel agencies and 3 tour operators started their work. Currently, there are 5 hotels with foreign investments. The number of seats in the hotel ranged from 1477 to 2,300. As a result of the changes in the tourism industry and the creation of new jobs, more than 450 people are currently working in the total number of touristic organizations in the region.

In Khorezm, Khiva is one of the most developed regions in the country. The development of tourism in this region has peculiarities and has the potential and potential for further development of the sector. In order to directly assess the competitiveness of the tourism industry in the region, we will directly refer to the statistics of the tourist visits to Khorezm region. As 1 January 2017, the total number of foreign tourists is 46,600 people. This is a 15% increase over the same period last year. According to the program of tourism development in the region for 2013-2015, total amount of 214.3 billion soums. It is planned to implement 200 projects worth UZS. To date, 108 projects have been fully completed and 49.3 mln. \$ 36.5 million were utilized. Work on 46 projects is continuing. Within the framework of the program "Development of tourism infrastructure, improvement of tourist routes and services of the region, demonstration of tourist opportunities, improvement of infrastructure of additional tourist infrastructure, preparation and retraining of tourism specialists" a series of work has been done.



The number of tourists visiting Khorezm region, including 5767 tourists from CIS countries in 2015, increased by 15% in 2016, reaching 6598 people. Only in 2015, 40.6 thousand foreign tourists from 80 countries of the world visited the region, and by the end of 2016 this figure was more than 46.6 thousand, compared to the same period of the previous year Increased by 15%. In 2017-2021 a comprehensive program of measures to increase the tourist potential of Khorezm region and Khiva city was developed. The measures will be divided into the following groups:

The Tourism infrastructure is developing in Khorezm region and Khiva city; Improvement of tourism destinations and services; Promotion of tourism potential of the region; Attracting tourists to the status of infrastructure facilities; Training, retraining and advanced training of specialists in the field of tourism. It is emphasized that the Khorezm region has a relatively poor development of touristic services and infrastructure in this area compared to other historical sites in Uzbekistan. In fact, this is due to the low level of tourism information available in the region. The analysis shows that foreign tourists sometimes do not plan to visit Khorezm because they do not have enough information about the advantages available here. At the same time, foreign tourists who visit to Khorezm say that the impressions are less than those in Samarkand and Bukhara. In addition, the preparation of international cuisine in international tourism media has been well-developed in Tashkent, whereas in other

places, especially in Khorezm, places for food are restricted to foreign tourists. One of the top priorities of Khorezm region is to enhance the quality of services in this area in order to accelerate the development of tourism industry. In order to take into account the wishes of every visitor and improve the quality of services, it is necessary to teach international standards in this area and inform them to the industry representatives.

It is necessary to constantly improve the quality of cadres in the field of tourism, introduce new requirements to the international quality standards, tourism and other relevant industries. In order to improve the quality of services, the concept of "Consumer-oriented service" will be widely promoted in the country through introduction of the system of professional qualification certification and tourism, nutrition and other services. It is desirable to set national requirements for the hotel and other living standards and to monitor the quality of services provided by the non-governmental non-profit organizations operating in the tourism sector.

Conclusions and Suggestions

It is noticeable that society is not tired of utilizing new conscious information technologies for itself every day. Such advanced technologies serve to facilitate and improve the daily life of humanity. Certainly, museums not only speak of the history of any nation, but also its ancient history, national traditions and values. One of our important tasks is to educate members of the society in the spirit of democratic thinking and proprietary interests in the process of transforming society into new conditions in the conditions of independence. Museums and historic architectural monuments of the Republic of Uzbekistan are important for the nation's cultural awakening, the promotion of national ideas plays an important role to the strengthening of national pride and values in the people's mind.

In this regard, the first president Islam Karimov's book are "History is the basis of the people's spirituality", "There is no future without historic memories", "Personality, without historical memories, there is no future without knowing the history "," The loss of life for a man means loss of life "is a reference work for museums and museum staff. Preserving unique exhibits inherited from our ancestors, preserving our architectural monuments and archaeological monuments that have reached us through the centuries, as well as the time of the Second World War, the pain and suffering of our people. We need to study about our history as well as carry out sacred activities as we carry it out to future generations.

The high potential of tourism resources in the regions of Uzbekistan, particularly in Khorezm region, requires modern reconstruction of cultural-historical monuments and museums. Especially, the effective usage of tourism resources leads to the active practice of the economic process, which has not been studied by scientists of Uzbekistan. Therefore, it is necessary to carry out enough scientific researches on the usage of Information and Communication Technologies in the museums of the republic, and make recommendations on many theoretical and practical issues. In the context of market economy, our main goal is to increase the share of tourism in GDP to 10%, and the importance of historical cultural museums is crucial. Based on the above, we believe that the establishment of a specialized center

of museums' e-learning professionals at the Uzbek museum Foundation for the support of museums is an urgent issue. Because through such a center one can introduce a unique system of information dissemination and web site creation in the museums of Uzbekistan. Large museums can create electronic information bases on international standards by attracting foreign investment. But such museums have different styles of information gathering, and it is likely that they will cause some confusion. Taking into account the fact that in one of the more than 80 museums of different directions of the republic the uniform template of sites, accounting and bookkeeping will be prepared, it will be very important for publishing a single catalog of the museum fund.

Suggestions

- One of the main ways of using tourism resources is the development of the tourist market. Great attention of private entrepreneurship in the development of the tourist market gives a great economic benefit. Nowadays, formation of the tourism industry in Uzbekistan ,and the service of tourists mainly belongs to private companies. It is crucial to create competitive products on the basis of available resources in the development of entrepreneurship. In this process, it is important to make marketing researches, that is, study and analyze the demand for tourist goods and interests.

-Nowadays, government should attract the formation of foreign investment and its practical application in order to further develop museums' activities.

- It is crucial that in order to development of museums activity it is desirable to use the most modern information and communication technologies and attract private entrepreneurs in purchasing them from foreign countries.

- Nowadays, the development of museums is essential in all spheres of society , and the government should take out its ownership gradually because of privatization of the historical and cultural museums, these all help to increase the number of visitors to museums as well as its benefits to economy.

-We need to improve a marketing and advertising industry in order to appreciate and keep track of the historical -cultural monuments we have around the

world .Expectively, focusing on European and Latin American visitors because the economies of these countries and the real incomes of the population are high.

- Not only we should improve the number of foreign tourists but also attracting local tourists is important in the further development of domestic tourism in the region.

- Not only for foreign tourists but also for domestic tourists, it is necessary to publish a magazine or journals about museums, which illustrate and define any changes and innovations of everyday life of museums.

- Identifying and influencing the positive factors of infrastructure of tourism and museums;

- And also museums should be provided with qualified cadres

-The material and technical bases of some museums in Ichan-Kala is miserable, and they are behind the modern museums.It should be strengthened financial situation of museums.

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