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PRIORITY DIRECTIONS FOR ORGANIZING AND DEVELOPING MUSEUM TOURISM IN UZBEKISTAN

Abstract. *This article examines the objectives, tasks, and priority directions for organizing and developing museum tourism within Uzbekistan's national tourism sector. It substantiates the importance of museums in preserving historical and cultural heritage, promoting national values, fostering patriotism among the younger generation, and enhancing the country's tourism potential. The article also proposes measures to develop museum tourism, introduce innovative information technologies, and expand domestic and international tourist routes.*

Keywords: *museum, museum tourism, historical and cultural heritage, museum exhibits, national values, tourism, integration, innovation, digitalization, concept, cultural heritage.*

Introduction

One of the important tasks facing Uzbekistan is to further improve the museum system that has developed over many centuries, strengthen the role of museums in the spiritual and moral development of society, preserve, study, enrich, promote, and internationally showcase the unique exhibits held in museum collections that reflect the rich history of the Uzbek people and the achievements of independence. Museums should be used effectively to strengthen national pride, a sense of dignity, appreciation of independence, and devotion to the Motherland in the public consciousness. At the same time, adapting museum activities to contemporary requirements and providing the sector with highly qualified specialists remain pressing issues.

The attention devoted to tourism development in Uzbekistan calls for the formation of new directions within the national tourism industry. One of the most

promising areas is museum tourism. Modern museology is developing in close connection with social, economic, and political processes. Contemporary museum concepts emphasize modern methods of engaging with visitors, interactive services, and the use of innovative technologies. Today, museums should go beyond their traditional functions, actively participate in community life, and implement a variety of educational programs [5].

The emergence and development of museums have been discussed in numerous scholarly studies. Historical sources indicate that, since ancient times, particular attention has been paid to collecting and preserving rare objects, works of art, plant specimens, and materials related to the animal kingdom. In particular, Aristotle's natural science observations and his activities involving the collection of specimens occupy an important place in the study of the history of museology [7].

The term "museum" originates from the ancient Greek word *mouseion*, associated with the Muses. In ancient Greek mythology, the Muses were regarded as patrons of the arts and sciences. They were considered sources of inspiration for poets and artists. For this reason, the Muses frequently appeared in ancient literary and artistic works.

In ancient Greek tradition, Clio was associated with history; Euterpe with poetry and music; Thalia with comedy; Melpomene with tragedy; Terpsichore with dance; and Erato with love poetry. Polyhymnia was associated with hymns, Urania with astronomy, and Calliope with epic poetry. Apollo, in turn, was recognized as a deity closely associated with the Muses [6; 7].

The spirituality of any nation or people cannot be fully understood separately from its history and national values. The cultural and historical monuments located in present-day Uzbekistan, which have made a significant contribution to world civilization, together with unique antiquities, archaeological discoveries dating back thousands of years, and ancient manuscripts, constitute a cultural heritage not only of the Uzbek people but also of all humanity.

Museums play an invaluable role in preserving these priceless treasures, studying national history and traditions in depth, analyzing them on a scientific basis, and promoting them widely. They help honor the memory of ancestors, broaden the spiritual outlook of younger generations, develop aesthetic appreciation, and foster historical awareness.

Museums that preserve historical and cultural objects serve as important institutions connecting society with its past. Through museum collections and exhibitions, visitors gain knowledge of historical events, the traditional way of life, customs, culture, and art of different periods.

Documents aimed at the innovative development of culture and the arts in the Republic of Uzbekistan emphasize the importance of improving museum activities, introducing modern information technologies, and promoting cultural heritage [1].

In particular, the following areas are important for the development of museum activities:

— Expanding opportunities for the public, especially younger generations, to access museum exhibitions online.

— Creating digital copies of museum exhibits and improving opportunities for their use.

— Strengthening the integration of museums into public life to promote and showcase the country’s cultural and historical heritage.

— Establishing accessible and inclusive services for persons with disabilities, older people, preschool children, and their accompanying persons.

These directions contribute to the development of museum activities in accordance with modern requirements. The national tourism sector should also contribute to this process through research, the development of new tourism products, and the introduction of effective organizational mechanisms.

Therefore, consistent measures must be implemented to organize and develop museum tourism in Uzbekistan. Integrating museum activities with

tourism services creates opportunities to promote the country's historical and cultural assets more widely, develop domestic tourism, and increase the number of international visitors.

In recent years, growing public interest in museums, particularly among young people, as well as increasing interest among foreign tourists in visiting museums in Uzbekistan, have created significant opportunities for developing museum tourism.

To make effective use of these opportunities, future tourism professionals must acquire a thorough understanding of how to organize museum tourism, plan excursion services, develop tourist routes, and promote museum services.

The main objective is to develop scientific and practical recommendations for improving the methodological, organizational, and economic mechanisms for organizing and developing museum tourism in Uzbekistan.

In developing museum tourism, particular attention should be paid to maintaining a balance between the preservation of historical and cultural heritage and the improvement of tourism services. Presenting museum exhibitions through modern methods, introducing digital technologies, and creating comfortable conditions for visitors can improve the quality of tourism services.

Organizing and developing museum tourism in Uzbekistan is of considerable importance for preserving the country's historical and cultural heritage, promoting national values, enriching the spiritual and educational outlook of the population, and increasing the economic efficiency of the tourism sector.

Conclusion

In conclusion, the development of museum tourism in Uzbekistan is one of the key directions for preserving national heritage, promoting it internationally, and expanding the tourism services market. By introducing modern technologies, improving tourism infrastructure, and training qualified specialists, it is possible to make effective use of museums' cultural, educational, and economic potential.

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