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OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2023 Issue: 04 Volume: 120

Published: 06.04.2023 <http://T-Science.org>

Issue

Article



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DESCRIPTION OF PROJECTS CREATED FOR THE FORMATION OF A COMPLEX OF TOURIST ORGANIZATIONS AT MUSEUM SITES IN UZBEKISTAN (ON THE EXAMPLE OF 1970-1990)

Abstract: This article substantiates project proposals for the development of tourism in Uzbekistan and the processes of using commercial and residential buildings and tourist complexes in technical and economic development. As a result of the conducted research, programs were laid to create a system complex of tourist organizations in the republic, which would have a social and economic effect. With its help, specific targeted tourist plans were analyzed in order to receive foreign tourists, introduce all types of services, get acquainted with ancient and historical monuments and modern structures of Uzbekistan.

Key words: cultural tourism, museum tourism, projects, tourist programs, objects of historical and cultural heritage, tourist complexes, monuments, museums-reserves.

Language: English

Citation: Mukhamedova, M. S. (2023). Description of projects created for the formation of a complex of tourist organizations at museum sites in Uzbekistan (on the example of 1970-1990). *ISJ Theoretical & Applied Science*, 04 (120), 101-106.

Soi: <http://s-o-i.org/1.1/TAS-04-120-18> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.04.120.18>

Scopus ASCC: 1202.

Introduction

Taking into account the fact that the use of commercial and residential buildings and tourist complexes will be effective in the development of tourism in Uzbekistan, project proposals and technical and economic developments attracted representatives of the sphere, united in special groups, back in the 70s of the last century. As a result of the research, the foundation was laid for the creation of a system complex of tourist organizations in the republic, which would be socially and economically effective. Thanks to this, it was possible to develop tourist plans with a specific purpose to receive tourists from near and far abroad, introduce all types of services, familiarize tourists with ancient historical monuments and modern buildings of Uzbekistan.

Materials and Methods

The main attention was paid to the study of sights, a comprehensive analysis, the study of their

history, the disclosure of their little-studied aspects. Undoubtedly, the above aspects will be the focus of attention of tourists visiting the country. Along with the study of local historical monuments, it is inevitable to conduct an analysis of the modern urban planning industry, its current potential, interesting projects for the formation of the material base as well as the possibilities of its implementation, the current situation in important sectors of urban planning, the national economy, the specifics of the conditions created for the development of tourism, and plans for the future. Undoubtedly, scenario and itinerary programs prepared for the organization of travel around the country are very effective in the development of tourism.

The available opportunities in Uzbekistan are favorable for the development of various areas of the tourism industry, the implementation of planned tourist programs, as well as the phased implementation of projects related to travel and

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recreation in the cities of the republic. To do this, it was recommended to use route drawings based on the complex. In addition, when introducing tourist complexes, the natural and climatic conditions of the region are directly taken into account. Taking into account the mild climate and convenient natural conditions, technical and economic opportunities, it is possible to organize year-round tourist events, recreation, sports competitions in Uzbekistan [3].

Khiva, being the center of the Khorezm region and thus the tourist center of this region, has developed special programs for organizing meaningful pastime of tourists. Since the territory of Khiva was smaller than such large cities as Tashkent and Samarkand, and was distinguished by the fact that there were few places for organizing cultural events for tourists, except cinemas, after a tour of Khiva, problems arose with attracting guests to cultural and entertainment events. But as a result of the consistent implementation of a systematic project aimed at organizing tourist activities, such pressing issues began to be gradually resolved. It takes tourists an average of three days to get acquainted with the sights, cultural values and monuments of Khorezm, especially Khiva, which is its main tourist complex. In the first two days, according to the plan, guests get acquainted with Khiva, Urgench and other places of the Khorezm region during the day. The free time of tourists these days passes mainly between excursions and evening hours. To make the most of these hours, they can buy souvenirs at kiosks near the Ollokulikhan Madrasah. It was planned to launch trade in antique fabrics, national clothes and jewelry, Khorezm men's national headdresses, triangular scarves. On the shelves of the shopping mall Half a ton of manure, guests were offered oriental treats, pastries, spices, fresh fruits and dried fruits, bread and bakery products. Tourists who want to buy souvenirs, as well as get acquainted with expositional exhibitions, learn about folk crafts of different eras and states, their history, are recommended to visit specially organized souvenir salons at the madrasah [7].

Samples of "Khorezm folk art" were placed in the Musa Torah Madrasah, the fair of handicrafts of craftsmen and the Khorezm Carpet salon in Abdullakhan Madrasah, the fair of Khorezm ceramics were also presented in madrasah Madamin Inok. There are many more examples of this [4].

For a detailed acquaintance with the unique features of national dishes, tourists went to the tasting room of the Yasavulbashi madrasah. Here they were offered cold drinks, juice and chilim (hookah). In order to enjoy a variety of national dishes prepared from poultry and game meat, the restaurant of the Islamkhoja Madrasah opened its doors, and an oriental teahouse was built on the aivan (open gazebo) of the White Mosque [6].

In the evening, theatrical performances, films about the history of Khiva and Khorezm, famous

people, life and everyday life of the region were demonstrated on the open square of the Old Park. For those who wish, there will be an opportunity to visit the oriental baths. In the course of the work, it is planned to include this trip in the tourist program.

On the third day of tourists' stay in Khorezm, a direct free check-in will be planned, except for the mandatory excursion plan. On this day, tourists can take advantage of additional opportunities based on their interests. This is a pleasant and impressive holiday by exploring the coast and castles from the plane, riding camels in the desert, relaxing in yurts. If you have a desire to see the Khorezm bazaars, you can leave early in the morning. The Ichan Bazaar begins at the outer wall of the fortress, passes by the Ollokulikhan shopping malls and stretches to the Polvan Gate. The uniqueness of this place is that travelers visiting the oriental market are surprised by the abundance, color and sweet taste of fruits and vegetables. In addition to watching the national games and entertainment events that take place at the market, they can also take part directly: the project includes traditional festivities and folk games, performances of porters, wrestling, sheep and cockfights, folk games. The project includes a special platform for performances by clowns, singers, dancers and musicians [6].

Undoubtedly, a visit to a pottery and craft workshop and shopping malls with iron and copper products, samples of applied art, wood carvings, jewelry, decorative wooden toys, etc. can arouse great interest among tourists.

Fish is fried in the market, barbecue is cooked and tea ceremonies are held. Sellers in national clothes offer traditional samsa, and a tourist who has bought oriental sweets from various fruits in a special package will return from this trip with vivid impressions and unforgettable memories.

In spring, summer and autumn, tourists take part in the traditional holidays "Navruz", "Cotton" and "Melon picking". These are holidays with a long history. Undoubtedly, attracting tourists to these holidays will bring only positive results.

The listed forms of activity are aimed at attracting tourists and meaningful spending of their free time, as well as at obtaining the desired spiritual enrichment. The fee for all services should be set at a reasonable level.

Acceptable projects in the field of tourism were adopted unanimously only after taking into account the analysis of the long-term activities of foreign tourist centers, as well as the requests and needs of tourists, the expenses they spend on the meaningful organization of their free time. Industry specialists worked on this. As a result of the analysis, it became clear that if we take into account most of the total number of tourists who visited Khorezm during the peak tourist season (first of all, the complex - 1600 people), then each of them got acquainted with the

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national cuisine at least once. About 10 percent of tourists went on an additional excursion every day, 15-20 percent went to theatrical performances or film screenings, which were shown every evening in the open square of the Old Ark, and about 30 percent of tourists participated in entertainment performances at the market every day [5].

Undoubtedly, every tourist bought souvenirs. According to estimates, he spent an average of 3 soums on souvenirs (according to 1984). About 5 percent of tourists visited oriental baths, and about the same amount spent their free time playing checkers, chess, backgammon or just relaxing.

In fact, the calculation programs developed for the meaningful organization of leisure of tourists during their visit to Khiva allow you to choose the necessary activities based on the importance of a particular type of activity for potential consumers, determine their effectiveness, and at the same time determines the amount of expenses spent on these objects.

In particular, personnel and operating costs are being clarified, and as a result, it is difficult to get accurate information about how effective this method is, whether it benefits or, conversely, brings a loss. Determination of the effectiveness of similar programs and projects for the meaningful organization of tourists' recreation is carried out in all tourist centers of Uzbekistan. It should be noted once again that in each city with tourist centers, the selection of volunteer and service enterprises for guests should be of an individual nature, of local significance and directly related to the folk traditions and customs of this region, city and locality. It is necessary to avoid factors that may annoy travelers, such as services that repeat each other, the organization of trips along the same route. It should be noted that Uzbekistan has enough opportunities to solve these problems.

The use of the specifics of local traditions and the sale of souvenirs by production organizations will not only be an unforgettable experience for a traveler who visited Uzbekistan, but also indicate which region he visited or which cultural places he visited.

Samples of folk and applied and decorative arts, traditional practical crafts, which include Uzbek national culture, are considered the most famous and unique ethnographic features and are remembered as an unforgettable memory of a pleasant journey through Uzbekistan.

At present, ceramicists, coppersmiths, woodcarvers, jewelers, textile workers, hatters, jewelers, carpet weavers and felt weavers, weavers who produce unique artistic products from national fabrics are active in the republic. In particular, satin, adras and silk fabrics have gained popularity all over the world. In a number of districts of the republic, you can find many master carpenters engaged in wood carving, marble, gancha and other crafts.

However, the activities of folk craft associations cannot yet be considered completed. For the development of the most important branches of national culture, it was necessary to carry out work on the implementation of a number of organizational and economic measures: the creation of a centralized system of folk crafts, conducting extensive research on the development of home-based farming, which is the basis for the transfer of masterpieces of folk art, the restoration of its ancient forms, the study of its primary sources, the secrets of craft, which is considered important today, in the provision of to the market of refined products. Intensive work has also begun on the organization of workshops and trade tents of artisans engaged in small needlework, as part of tourist enterprises. In each region where tourism is developing, specialized workshops are starting to work. These workshops set up production based on the flow of tourists and what products they need.

Folk crafts and applied arts have their own school and direction in various regions – Tashkent, Samarkand, Bukhara, Khorezm, Ferghana. The variety of souvenir products is also of particular importance in the tourist market. Together they become colorful in general. The development of folk art is proof that the republic has sufficient experience in this field.

Souvenir products made on the basis of unique traditions of folk crafts are considered as an important aspect of the formation of tourism centers. On the contrary, it is considered as an important factor for the independent development of some tourist routes. For example, the planned route from Samarkand to Penjikent requires tourists to stay in the village of Urgut, which is 30 kilometers from Samarkand. Urgut is a charming village from an ethnographic point of view. Travelers are also interested in the fact that many craftsmen and artisans continue the craft of their ancestors here, and make products with significant changes from samples of folk art in other places.

The tourist organization plans to organize a number of handicraft and craft shops in Urgut. Woodworking, patterned carving, knife making in the national style, Urgut hatmaking, quilting and embroidery are developed in this area. According to the excursion plan, lunch will be organized for travelers in Urgut. For this purpose, special teahouses will be built, and tourists will be able to taste delicious dishes of local residents.

In addition to these activities, the roads leading to Urgut will be repaired and expanded. It is planned to build new bus stations, provide exemplary service, improve the environment, and make important changes.

In Samarkand, which occupies a special place in the field of tourism, in trade workshops (rasta), on the streets of Tashkent and near the historical object Bibikhanim, in the tobacco shop "Noskadu", jewelry of the Samarkand school of jewelers, Samarkand

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suzane, socks are presented for sale for tourists, and the sale of painted and embroidered, decorative handmade fabrics, pile fabrics is planned carpets, art decorations and national musical instruments [6].

In the Old City of Bukhara, which is another major tourist center, it is planned to create kiosks promoting samples of the Bukhara school of historical and ancient crafts. From the southern part of the walls of the arch to the former district of the Arroki Misgari coppersmiths, rare works of the Bukhara School of applied Art are exhibited. In fact, there were shops and workshops here in ancient times. Considering that craftsmen who made cast products lived around Abdulaziz Khan madrasah, trading shops were set up here, and blacksmiths' counters have been installed in the Telpakfurushon Toki area since 1985.

Tashkent offered tourists samples of the school of pottery art. Workshops and shops were organized to demonstrate jewelry, copper products, Tashkent headdresses "Burchakli", "Jurmadozi", "Chorchum", samples of wood carving, demonstration of papier-mache products, as well as objects of lacquer miniature.

In addition to specially decorated souvenir shops in Tashkent and Samarkand, exhibition workshops and stalls, kiosks and other counters sold Khiva and Bukhara souvenirs in the form of domes, paintings with images of architectural monuments and monuments, as well as handicrafts.

A separate place was given to national cuisine and local dried fruits. A display of sugar-sweet fruits grown on the fertile lands of Uzbekistan was held, which in turn served to further interest the guests of the republic.

The project provides a place for modern printed souvenir brochures. Souvenir city plans, booklets, books, monographs, photo albums, postcards, stamp collections are presented to the guests.

Mass-produced souvenirs, badges, film and photo souvenirs, as well as products developed by enterprises of the tourist center of Uzbekistan were shown. Undoubtedly, this has effectively affected the organization of economic and aesthetic education. Thanks to this, tourists could get information about the companies producing souvenirs, their artistic quality and economic efficiency [6]. Today, the architecture of museum buildings is the subject of various disputes among museologists, art historians and architects. According to UNESCO, 80% of museum buildings are located in palaces, castles, churches, public and other buildings that were previously used for other purposes.

Most of these buildings are monuments of history, culture and architecture, and the placement of museums in buildings pursues two goals: on the one hand, to preserve the historical appearance of architectural monuments, and on the other – to preserve museum construction in accordance with the requirements of the time [1].

Objects that are not adapted for museums limit the possibilities of organizing the order and storage system of exhibits at the level of requirements corresponding to the norms and rules of museification. Usually the interiors of these buildings are adapted to museum functions.

Among the museum buildings, open-air museums, museum reserves, buildings and historical monuments have been preserved as museum objects, taken under state protection and research [2]. Open-air museums serve as one of the main means of reflecting the historical potential, power and especially its past in the mirror of other nations and peoples of the world, and this is closely connected with the name of the ethnographer A. Hazelius.

On the initiative of A. Hazelius in 1891 in Stockholm (Sweden), open-air museums were created under the name "Skansen" [3]. At the beginning of the 20th century, the organization of open-air museums became widespread in many cities around the world.

Today, the preservation of cultural heritage objects by turning historical monuments into open-air museums is considered the most effective method in the field of museum architecture. Museum buildings of this type are assigned the status of "Museums of the Future".

Open-air museums are considered the property of a universal nature and are the product of national genius, worldview and creative potential. It should be recognized that the open-air museum buildings located in our country are under the close attention of not only our residents, but also foreigners. Especially tourists visiting ancient and modern Khiva admire the architectural structures and museum objects of museum and historical monuments.

Khiva occupies a special place among ancient cities, where buildings, historical past, architectural monuments have been holistically preserved.

Khiva since ancient times consisted of three parts: Ark (state administration), Ichan Castle (inner city), Dishan Castle (outer city). All three parts of the city were surrounded by thick and high separate walls of straw and mud brick with 4 gates.

The Ichan Castle housed mainly the residences of the ruling class, palaces, madrasahs, mausoleums and mosques. Dishan Fort was home to merchants, artisans and representatives of other professions, their businesses and shops, as well as the market.

The Ichan-Kala part of the city is a single monument city preserved in Central Asia. The fate of its architectural monuments in the past is closely connected with the historical and cultural development of Khorezm, the oldest cultural oasis in the world. The unique city of Khiva is the creative pinnacle of the art and work of Khorezm architects who inherited the centuries-old architectural and construction traditions of Khorezm, the cradle of the ancient culture of the Eastern peoples.

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On December 12, 1990, by a special decision of the XIV session of UNESCO, held in Canada, the city of Khiva became the first among the cities of Central Asia included in the list of "World Heritage". In 1997, the 2,500 th anniversary of the city of Khiva was widely celebrated under the leadership of UNESCO.

The Khiva State Historical and Architectural Museum-Reserve "Ichan-Kala", one of the oldest museums in Uzbekistan, is located on an area of 26 hectares and is surrounded by ancient walls of Ichan-Kala. Ichan-Kala Castle consists of unique architectural structures surrounded by a high straw wall, with four gates – Ota Gate, Polvan Gate, Tosh Gate and Bogcha Gate, facing in four directions.

The fortresses of Ichan-Kala were broken down and repaired several times over time. The circumference of the wall is about 2200 meters, the height is 7-8 meters, the thickness of the base is 5-6 meters. Ichan-Kala is built in the form of a rectangle, has a length of 650 meters and a width of 400 meters, that is, it occupies an area of 26 hectares.

By the first half of the XIX century in Khiva there were only two khan's palaces, seventeen mosques and twenty-two madrassas. Ichan-Kala is a large and unique architectural monument of Central Asia, left by our ancestors. It is known as the city of a thousand domes. Ichan-Kala is part of the inner fortress of Khiva – Shakhristan.

During the reign of Muhammad Rahimkhan, Ollokulikhan and Muhammad Aminkhan, large-scale creative works were carried out in Ichan-Kala. Muhammad Aminkhan built a minaret, known as the Katta Minaret, next to the Old Arch in the western part of the fortress.

During the construction of the Ichan Castle, Khiva architects used the method of erecting structures face to face, which has long been used in Central Asia. This method is called "double". During the construction of the Ichan fortress, the tradition of erecting buildings in the form of a separate ensemble was also observed. For example, several mosques, madrassas, baths (hamams), toki, a caravanserai and the khan's palace in front of the Polvan Gate form a unique ensemble. In 1990, Yichang Castle was included in the list of monuments of the world and turned into a museum [6].

During this period, modern residential buildings and cultural and consumer services institutions built in the city provided a certain level of comfort to the residents of Khiva, its ancient part has been preserved as a museum of history and monuments of medieval architecture.

Khiva is one of the main tourist cities of our country, which has preserved its original appearance. Everyone who has visited Khiva and beheld magnificent architectural monuments: the most ancient architectural monument – the tomb of Said Alauddin (14th century), the Old Arch, the Juma Mosque with 212 carved columns and the White Mosque, the mausoleums of Pahlavon Mahmud and the Three Saints, the madrasah of Shergazikhan, Kutlug Murad Inaka, Mohammed Amin Inaka, the Caravan Palace of Olokulikhan and Tima, Islamkhoja, Polvangori, Kaltaminor and many other large and small minarets, and also, the Tashkhovli Palace with 163 rooms, decorated with colorful tiles and rivets, looking at the patterns and epigraphic inscriptions, undoubtedly imagined himself strolling through the streets of medieval Khiva.

That is why the leadership of our country has declared Ichan-Kala a reserve of medieval architectural monuments and is carrying out large-scale work on its preservation and restoration.

The memorial monuments of Khiva are a whole complex preserved in the style of an ancient city and attracting attention with the rhythmic location of the monuments. The buildings of Khiva in the open air belonged to museum objects, were restored and preserved during the years of independence.

Conclusion

Undoubtedly, one of the most difficult tasks in the architecture of museum buildings is the museologization of historical monuments and buildings like Khiva, adaptation to the building of museum reserves located in their composition, as well as compliance with all the requirements of modern museology without destroying the historical object. The main task is not only to preserve the appearance of architecture and interiors of buildings, but also to preserve the entire complex as a whole.

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