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THE ROLE OF MUSEUM TOURISM IN THE SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY

Abstract: The article is devoted to the analysis of data substantiating the economic efficiency of organizing and developing museum tourism in Uzbekistan. Recommendations are made for the widespread implementation of the experience of these museums in providing museum tourism services to local and foreign tourists.

Keywords: heritage agency, strategic plan, Louvre in the desert, museum ticket, exhibit, exposition, innovative technology.

Аннотация: Статья посвящена анализу данных, обосновывающих экономическую эффективность организационной и развития музейного туризма в Узбекистане. Даны рекомендации по широкому внедрению опыта этих музеев в предоставлении услуг музейного туризма местным и иностранным туристам.

Ключевые слова: агентство по охране культурного наследия, стратегический план, Лувр в пустыне, музейный билет, экспозиция, выставка, инновационные технологии.

Аннотация: мақола Ўзбекистонда музей туризмни ташкил қилиш ва ривожлантиришни иқтисодий самарадорлигини асословчи маълумотларнинг таҳлилига бағишланган. Ушбу музейларнинг маҳаллий ва хорижий туристларга музей туризми хизматларини кўрсатиши тажрибаларини кенг жорий қилиш бўйича тавсиялар берилган.

Калит сўзлар: мерос агентлиги, стратегия режаси, саҳродаги Лувр, музей чиптаси, экспонат, экспозиция, инновацияли технология.

Today, there are more than 1,200 state and non-state museums in our country of various types¹. As of January 1, 2024, 140 museums in Uzbekistan are under the management of the Ministry of Culture of the Republic of Uzbekistan. A total of 104 museums and their branches operate in the system of the Cultural Heritage Agency. Of these, 37 are main museums and 67 are branches. A total of 2,223 employees work in them².

Activities of the 5 strongest museums in Uzbekistan. Due to the lack of long-term statistical data on some museums in terms of the economic efficiency of the organization and development of museum tourism, we present the results of the long-term activities of the following 5 strongest and internationally recognized museums in Uzbekistan (Table 1).

Table (1) presents the results of the activities of the Karakalpakstan Art Museum named after I. V. Savitsky over the past 10 years. Americans and Europeans call this museum "Savitsky Museum - Louvre in the Desert", and the famous English newspaper "The Guardian" called this museum "The most wonderful museum in the world" in 2001.

The entrance ticket to the museum for local residents is 11 thousand soums for viewing exhibits in one building, and 18 thousand soums for viewing exhibits in two buildings. For foreigners, viewing exhibits in one building costs 48 thousand soums, and viewing exhibits in two buildings costs 72 thousand soums. If foreign tourists are in a group of at least 20 people and want the services of a guide who will provide information about the museum in English, then viewing exhibits in one building costs 80 thousand soums, and viewing exhibits in two buildings costs 160 thousand soums.

¹ Бахтиёр Сайфуллаев, Музейлар – тарихнинг сирли хилқатларини ўзида мужассам этган кўзгу. 21:03 18, Май, 2020, Маданият, 15813 0

² ЎЗА таҳлили, Ўзбекистон Миллий ахборот агентлиги, <https://uza.uz › posts › oza-...>

Table 1

**Rates of change in the provision of museum tourism services to tourists by the Karakalpakstan State Art Museum
named after I.V. Savitsky in 2015-2024**

№	Years	Number of museum employees (people)	Total number of visits to the museum (thousands)	Number of domestic tourists visiting the museum (thousands)	Growth rate, %	Number of foreign tourists visiting the museum (thousands)	Growth rate, %	Total revenue, in soums	Growth rate, %
1	2015	93	105 787	100 652	100,00	5 135	100,00	287 489 300	100,00
2	2016	97	103 917	98 532	97,89	5 385	104,86	320 192 200	111,37
3	2017	97	110 684	102 780	102,11	7 904	153,92	477 047 000	165,93
4	2018	155	201 895	188 607	187,38	13 288	258,77	956 933 047	332,85
5	2019	155	139 279	124 542	123,73	14 737	286,99	1 261 009 438	438,62
6	2020	158	18 539	18 156	18,03	383	7,45	125 130 581	43,52
7	2021	157	48 287	45 812	45,51	2 475	48,19	371 353 000	129,17
8	2022	158	73 930	66 675	66,24	7 255	141,28	812 420 520	282,59
9	2023	158	78 514	65 465	65,04	13 049	254,11	1 405 666 788	488,94
10	2024	159	64 453	47 146	46,84	17 307	337,03	1 656 124 712	576,06

According to the table, the number of employees working at the museum increased from 93 to 159 (170.96%). The number of domestic tourists increased from 100,652 tourists before the pandemic, to 188,607 tourists (187.38%) in 2018 and 124,542 tourists (123.73%) in 2019. Since then, the number of domestic tourists visiting the museum has decreased, and in 2024 it received 47,146 tourists (46.84%). The reason for this decrease can be understood as the increased work of museum employees with foreign tourists. Because local tourists are waiting in the museum halls when receiving foreign tourists. The number of foreign tourists visiting the museum has been increasing even during the pandemic, reaching 14,737 tourists in 2019 (an increase of 286.99%), while the lowest figure in 2020 was 383 foreign tourists (7.45%). In recent years, the number of foreign tourists visiting the museum has increased, reaching 17,307 tourists in 2024 (an increase of 337.03%). The museum's interest in welcoming foreign tourists can be understood as the high cost of their entrance tickets to the museum. Secondly, the international reputation of this museum is also increasing year by year. The museum has been recognized as the most profitable museum among the museums of Uzbekistan in recent years. The total revenue of the museum in 2024 amounted to 1,656,124,712 soums (an increase of 576.06%). The fact that the museum is increasing the flow of foreign tourists is a positive sign. However, the museum management needs to develop plans to increase the flow of local tourists, methods of receiving both local and foreign tourists under the same conditions.

The second most profitable museum in Uzbekistan is the "State Museum of the History of Uzbekistan" (Table 2). The number of local and foreign tourists received by this museum is almost the same as the data in the previous table (I.V. Savitsky Museum). The flow of domestic tourists to the museum has been increasing since 2019 (in 2018, 132,804 tourists (122.92%). The lowest number of domestic tourists is observed in 2020 (18,420 tourists -17.04%), in recent years the flow of domestic tourists has been decreasing. In 2023, the museum increased the number of domestic tourists -99,714 tourists (92.29%), in the following year the flow of domestic tourists is significantly decreasing (70,532 tourists -65.28%).

According to the table, the museum maintains the flow of foreign tourists at the same level. In 2015, the flow of foreign tourists was 12,194 tourists -100.00%, in 2024 it was 12,866 tourists -105.51%. The museum's revenue from tourists is only The years 2020-2021 decreased. The highest revenue for the museum in the past 10 years was received in 2023 - 1,666,506,900 soums (growth of 1,410.57%). In 2024 - 1,033,339,500 soums (growth of 874.64%).

The expositions of the "Victory Park" memorial complex and the "Shon-Sharaf" State Museum, created on the basis of innovative technologies and with the idea and initiative of the President of the Republic of Uzbekistan to immortalize the unparalleled courage shown by the people of Uzbekistan in World War II, serve to demonstrate the courage and fortitude shown by our people during the war years, their high human qualities, and to educate the younger generation in the spirit of loyalty to the Motherland.

The rates of change in the provision of museum tourism services to tourists by the "Shon-Sharaf" State Museum in the "Victory Park" memorial complex for 2020-2025 are presented in Table 3. The data in the table show that from the year the museum was founded to the present day, the flow of local and international tourists in domestic and international museum tourism has been steadily growing.

In the year of its opening, the museum received 126,574 local tourists (100.00%), in 2024 - 645,486 tourists (509.96%). Visits by foreign tourists to the museum have also increased, from 360 foreign tourists (100.00%) in 2020 to 4,637 by 2024 (1,288.05%).

Similar thoughts can be repeated about the museum's income. In the first year of 2020, the museum's income amounted to 216,723,000 soums (100.00%), in subsequent years the museum's income has also increased, and in 2024 the total income of the museum reached 538,231,000 soums (248.34%).

Table 2

The rates of change in the provision of museum tourism services to tourists by the State Museum of the History of Uzbekistan in 2015-2024

№	Years	Number of museum employees (people)	Total number of visits to the museum (thousands)	Number of domestic tourists visiting the museum (thousands)	Growth rate, in%	Number of foreign tourists visiting the museum (thousands)	Growth rate, in%	Total revenue (in soums)	Growth rate, in%
1	2015	68	120 233	108 039	100,00	12 194	100,00	118 144,2	100,00
2	2016	73	125 990	117 134	108,41	8 856	72,62	125 443,1	106,17
3	2017	75	143 089	132 784	122,90	10 305	84,50	167 792,0	142,02
4	2018	72	146 526	132 804	122,92	13 722	112,53	261 121,0	221,01
5	2019	75	100 368	78 823	72,95	21 545	176,68	481 585,0	407,62
6	2020	73	20 738	18 420	17,04	2 318	19,00	67 020,8	56,72
7	2021	101	39 105	36 605	33,88	2 500	20,50	75 406,60	63,82
8	2022	105	72 267	62 656	57,99	9 611	78,81	774 512,3	655,56
9	2023	107	131 941	99 714	92,29	32 227	264,28	1 666 506,9	1410,57
10	2024	97	83 398	70 532	65,28	12 866	105,51	1 033 339,5	874,64

Table 3

The rates of change in the provision of museum tourism services to tourists by the "Shon-Sharaf" State Museum in the "Victory Park" memorial complex in 2020-2024

№	Years	Number of museum employees (people)	Total number of visits to the museum (thousands)	Number of domestic tourists visiting the museum (thousands)	Growth rate, in%	Number of foreign tourists visiting the museum (thousands)	Growth rate, in%	Total revenue (in soums)	Growth rate, in%
1	2020	41	126 610	126 574	100,00	0,36	100,00	216 723 000	100,00
2	2021	41	716 627	717 415	566,79	0,788	218,88	641 978 000	296,22
3	2022	42	587 607	585 886	462,88	1,721	478,05	454 067 000	209,51
4	2023	46	638 230	629 148	497,05	9,082	2 522,77	430 580 000	198,67
5	2024	44	650 123	645 486	509,96	4,637	1 288,05	538 231 000	248,34

The growth of the museum's domestic and international tourist reception is understandable. Since May 9 is marked as a day of remembrance in our country, relatives and friends of those who lost their children in the terrible war, who visit the museum's monuments to pay their respects in silence before the names of the heroes of the nation inscribed on the marble stones in the museum. The fourth place in terms of profitability among the museums of our country is occupied by the "State Museum of Arts of Uzbekistan". The State Museum of Arts of Uzbekistan is a cultural, educational, scientific institution; the first art museum in Central Asia. It was founded in 1918 in Tashkent as the Museum of the People's University; later the Central Art Museum, since 1924 the Tashkent Museum of Arts, since 1935 under its current name. The museum's fund has more than 50 thousand exhibits (2005)¹. The results of the last 9 years of activity of this museum in receiving local and foreign tourists are given in table 4.

The flow of domestic tourists to the museum is increasing, excluding the pandemic years, from 21,800 tourists in 2015 (100.00%), to 65,800 domestic tourists in 2023 (301.83%). The largest number of foreign tourists was registered in 2018 - 12,800 tourists (426.66%), by 2023 the number of foreign tourists is significantly decreasing - 2,000 tourists (66.66%). The museum's revenues show an increase in all years (2023 - 346,917,000 soums - 1,301.56%).

The State Museum of Memory of Victims of Repression under the Cabinet of Ministers of the Republic of Uzbekistan has been in 5th place in terms of profitability over the past 10 years of museum activity in Uzbekistan. The grand opening of the "Martyrs' Memory" memorial complex, built in the Yunusabad district of Tashkent on May 12, 2000, was a major event in the social, cultural and spiritual life of the country and the people. This complex has become one of the places that serve to educate the younger generation in the spirit of patriotism.

The museum services provided by this museum to local and foreign tourists over the past 10 years are presented in Table 5. After reviewing the data in the table, it can be concluded that the results obtained in the museum's activities are uneven until 2024, and it is understandable that visits have decreased sharply during the pandemic. The museum achieved significantly higher results in receiving local and foreign tourists in 2024. This year, the flow of local tourists reached 83,531 people (247.74%), 7,612 foreign tourists visited (338.10%), the total revenue received amounted to 314,436,200 soums, an increase of 492.50%.

When we summarize the 10-year activity of these museums in Uzbekistan, the following figures were obtained;

1. jobs increased from 301 to 417 (168.53%).
2. visits by local tourists increased from 390,782 tourists to 912,495 tourists (233.50%).
3. the flow of foreign tourists increased from 20,240 tourists to 44,422 tourists (219.47%).
4. The income of museums increased from 712,853,939 soums to 3,889,048,412 soums (545.64%).

¹ https://uz.wikipedia.org/wiki/O'zbekiston_davlat_san'at_muzeyi

Table 4

**Rates of change in the provision of museum tourism services to tourists by the State Museum of Arts
of Uzbekistan in 2015-2023**

№	Years	Number of museum employees (people)	Total number of visits to the museum (thousands)	Number of local tourists visiting the museum (thousands)	Growth rate, In %	Foreign tourists visiting the museum quantity (thousand units)	Growth rate, In %	General revenue (in soums)	Growth rate, In %
1	2015	64	24,8	21,8	100,00	3	100,00	26 653 800	100,00
2	2016	63	52	50,7	232,56	1,3	43,33	45 700 000	171,45
3	2017	60	39,9	38,8	177,98	1,1	36,66	94 202 525	353,42
4	2018	76	67,1	54,3	249,08	12,8	426,66	119 561 700	448,57
5	2019	38	28,3	25,7	117,88	2,6	86,66	99 243 000	372,34
6	2020	53	10,6	10	45,87	0,6	20,00	54 366 000	203,97
7	2021	55	0,44	0,42	1,92	0,02	0,66	56 790 000	213,06
8	2022	63	71,5	70,7	324,31	0,8	26,66	296 315 000	1111,71
9	2023	66	67,8	65,8	301,83	2	66,66	346 917 000	1301,56

Table 5

The rates of change in the provision of museum tourism services to tourists by the State Museum of Memory of Victims of Repression under the Cabinet of Ministers of the Republic of Uzbekistan in 2015-2024

№	Years	Number of museum employees (people)	Total number of visits to the museum (thousands)	Number of domestic tourists visiting the museum (thousands)	Growth rate, %	Number of foreign tourists visiting the museum (thousands)	Growth rate, %	Total revenue (in soums)	Growth rate, %
1	2015	35	35 968	33 717	100,00	2 251	100,00	63 843 639	100,00
2	2016	40	40 204	37 981	112,64	2 223	98,75	50 324 306	78,82
3	2017	40	47 247	44 911	133,19	2 336	103,77	68 441 738	107,20
4	2018	39	28 328	24 395	72,35	3 933	174,72	67 287 000	105,39
5	2019	40	26 061	18 716	55,50	7 345	326,29	116 353 000	182,24
6	2020	40	11 298	10 829	32,11	469	20,83	34 098 000	53,40
7	2021	41	20 567	20 031	59,40	536	23,81	73 849 000	115,67
8	2022	43	60 419	56 777	168,39	3 642	161,79	184 768 000	289,40
9	2023	46	35 762	29 009	86,03	6 753	300,00	226 147 000	354,22
10	2024	51	91 143	83 531	247,74	7 612	338,16	314 436 200	492,50

Conclusions and recommendations:

1. From the study of the procedures for receiving local and foreign tourists by the museums mentioned in the text, it becomes clear that the management of the museums should develop plans to increase the flow of local tourists, and a procedure for receiving both local and foreign tourists under the same conditions.

2. The organization and management of priority cooperation systems with museums in the areas of providing museum services to local and foreign tourists, organizing scientific and practical conferences with museums, exchanging experiences, and introducing new technologies are among the targeted plans for organizing and developing museum tourism.

3. The exhibits and expositions of historical significance and internationally recognized in these museums of our country should be presented to the international tourism market in many languages.

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