



Tourism and the Role of Museums in It

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Abstract: Tourism (French: our — walk, trip), tourism — travel (trip); one of the types of active recreation. Tourism is defined as the departure (travel) of a natural person from the place of permanent residence for a period of at least 1 year without engaging in paid activities in the destination (country) for health, educational, professional or other purposes. The history of tourism dates back to the beginning of the 19th century. First, organized tourism from England to France was established (1815). The English priest Thomas Cook, who is considered the founder of tourism, organized the first railway tour in 1843. After that, he established his own tour company and in 1866 the first tour groups were sent to the United States. In the East, Ibn Battuta, an Arab traveler, started his journey at the age of 21 and traveled almost all the countries of East and North Africa on foot.

Key words: Tourism, cultural tourism, interactive expositions, museum, civilization, tourism, tourist.

INTRODUCTION

Cultural tourism is a type of tourism, the purpose of which is to get to know the culture and cultural environment of the visited place, including the landscape, to get to know the traditions and lifestyle of the population, artistic culture and art. , various forms of recreational activities for local residents. Cultural tourism can include visits to cultural events, museums, cultural heritage sites, and contacts with local residents. The term "cultural tourism" appeared relatively recently - in the 80s of the 20th century and originated from the phenomenon called "heritage tourism", which for many reasons has been very popular all over the world since the 70s. . 20th century Since then, cultural heritage is interpreted as historical, military, literary, artistic, and the term "cultural tourism" includes familiarization with all attractions, but is more related to artistic heritage, for example: art and architecture. A branch has recently appeared within the framework of cultural tourism, and today it is an independent direction - museum tourism. Museum tourism is a specific activity of museums in the field of cultural tourism in the production and sale of various tourist products of a museum nature: creating expositions, organization of internal and external excursions, availability of museum shops. This direction of tourism is relatively recent - in the West in the 1970s and in Russia in the mid-1990s, museums are in a situation of self-determination, new ways of development and new extra-budgetary sources of funding. appeared when placed. , including participation in tourist activities. The relevance of the revival of interest in visiting museums among tourists is related to the change of their external appearance and interior space, which attracts visitors. 'in the demonstration economy. A new approach to understanding the essence of the museum and its social purpose is being developed. In the first place is not the object of the museum, which has its own properties and functions, but the person engaged in the activities of the museum. An example of such a museum is NEMO, the largest museum in the Netherlands, built according to Renzo Piano's project. This

museum tells visitors how it works and works. the world The museum has many exhibits made of improvised materials. With their help, how everything works in this world and why "it" works is explained intelligently and ironically. The exhibits come to life only when you touch, twist, twist, that is, when you play. There is a strict rule that works here, it is noted in all program documents of the museum:

"You must touch with your hands!" It's not exactly a museum. This is an educational center where children can try themselves and see not only the result, but also the process itself. The visitor becomes a participant or leader of the process. He does not admire the finished and perfect product of civilization, as in many other museums, but models. natural phenomena and technological processes. Adults: parents, grandparents, teachers play simple games offered by the museum with the same passion and enthusiasm as children.

The creation of interactive expositions helps to overcome passive-thinking forms of perception of museum information and the emergence of such a direction as a children's museum, where children communicate with fairy-tale characters using fairy-tale characters. get to know the world around the game forms. Examples of this type of museum: Moomin-Troll Museum in Tampere, Toy Museum in Prague, Junibacken - Children's Museum in Sweden. Such museums arouse great interest in parents and children, attract tourists from different countries. In the last 10-15 years, a real "boom" was observed in the field of museum construction all over the world. Today, in many cities, projects of radical expansion and reconstruction of existing museums are being considered, and new museums are being established to preserve and display art - from ancient to ultra-modern - in order to attract tourists. A lot of money is directed to the development of museums, including the construction of the museum. This conservative and quiet-looking institution, which has the incredible speed of a large modern corporation, is integrated into the processes of modern globalization and receives an incredible number of visitors. Among the many established art museums of the past years, buildings that claim to be the center of spirituality are primarily cultural spaces. As a rule, these buildings, which contain artistic values, have an attractive, sometimes aggressive nature, shine with extraordinary courage and originality. They claim both the status of a dominant urban development and an iconic symbol of the area, the center of modern culture, the birthplace of new art. For example, the Milwaukee Art Museum, designed by Santiago Calatrava in 2001. The main attraction of the snow-white building is the "Sunny Breeze" - unique "wings" that open in sunny weather and open in cloudy or nighttime. Today, large-scale art projects are on the decline. they can revive the rest of the interest or they can be a tool to help bring the economy back to life. a new level, there is an economic crisis in cities. For example, a branch of the Center Pompidou in Metz, opened in 2010. The new center building was designed by Japanese architect Shigeru Ban and French architect Jean de Gastine. The exterior of the museum can be compared to a giant mushroom, a circus tent or a magic lantern that illuminates the city at night. Such an unusual appearance of the museum really pleased the residents of the city and attracted a lot of attention of tourists. The implementation of this artistic project was a new stage in the development of the city. Thus, it can be concluded that modern architectural solutions in the construction of the museum attract tourists from all over the world, unusual architectural forms interest the consumer and encourage them to actually see and visit the museum. Today, another innovative way to attract tourists to visit the museum the invention is driving - the use of the concept of an imaginary museum. The imaginary museum radically changes the role and importance of the visual factor in culture, making the old boundaries that define the presence of art in the cultural space permeable. The conceptual idea here is related to the fact that the modern museum is an institution open to all who have abandoned the previous elitism. State-of-the-art technological capabilities that allow the creation of huge glass planes express the democratic idea of the museum and create the illusion of a

connection between the world of art and everyday life. Buildings with melting walls, which do not serve as boundaries between spaces, are being built for museums representing classical and modern art. The most basic example of such a museum is a branch of the Guggenheim Museum in Bilbao, opened in 1997 by architect Frank Gehry. The construction of this building was a real technological breakthrough and demonstrated the possibilities of computer-aided design to the whole world. With the help of a computer program, Gehry created a three-dimensional model of the future museum, and with the help of the same program, he continued to create the building. Production drawings are automatically created by the program based on the scheme. This amazing program has even been used in machines that make individual building elements. The accuracy of the frame was so high that the usual adjustment of the elements during assembly was not even required! In the design of the Guggenheim Museum, not a single steel detail is repeated, each of them is unique. During the production process at the factory, a barcode was attached to each structural element, which was then read at the construction site. As a result, the element is fully attached to its intended location and calculated in a three-dimensional model. The museum gained worldwide fame almost immediately after its opening, in addition, it immediately began to bring a good income to the owners from a large number of visitors who wanted to visit the museum as an attraction of the city. The main value of such popularity is undoubtedly related to the unique architecture of the building: not a single room is repeated in the museum, and the interior is a constantly changing space, which seems to be woven from the white planes of the walls. Chrome details and stained glass add to the overall picture of additional impressions. The Guggenheim Museum in Bilbao occupies a very large area - 24 thousand square meters, architectural forms of various textures are gathered around the central atrium. Covered with thin titanium plates, this building can be called a giant from afar. A magical flower, their curves repeat the curves of the hills and merge with the curves of the river. The history of the emergence of the Guggenheim Museum of Modern Art in New York in 1937, the "copper and coal king" and gold miner Solomon Robert Guggenheim was 58 years old begins when he decides to retire and starts collecting art. Guggenheim was not at all an expert in painting and sculpture, so he turned to the famous German baroness, painter and art critic Hilla Rebay von Ehrenbreitstein for help. The combination of money and love for art produced amazing results: by 1937, there was a need to create an entire museum capable of housing the Guggenheim collection. In 1937, the Solomon Guggenheim Foundation was established, and the art collection is housed in a house on 54th Street in Manhattan. However, the collection grew, and in June 1943, the Guggenheim Foundation commissioned the famous architect Frank Lloyd Wright to build a new museum building. Wright himself was not very interested in this arrangement, as he did not consider the densely populated New York a suitable place for his new magnificent creation. The building turned out to be bold and original, so even the abstract artists of that time refused to show their works there. From the outside, this building is still amazing, it looks like an upside down pyramid or a spaceship going up. Wright's last work is considered one of the most striking examples of 20th century architecture. The construction of the museum building was completed in 1959, when neither Solomon Guggenheim nor Frank Lloyd Wright was alive. In the creation of the building, Wright moved away from the traditional museum device, visitors viewing the adjacent rooms were forced to return in the same way. In the Guggenheim Museum, the audience first ascends the elevator to the last floor, then descends the spiral ramp, familiarizing themselves with the exposition as they go. The 400-meter-long atrium is connected to a six-story hall.

Conclusion:

Today, a network of Guggenheim museums has been created, which includes: the SoHo Museum in New York (1992), the Deutsche Guggenheim Museum in Berlin (1997), the Guggenheim

Museum in Bilbao (1997), as well as two new museums in Las Vegas: "Guggenheim Las- Vegas" and "Guggenheim - Hermitage". Today, the Guggenheim museum network is actively developing. Abu Dhabi will have a network museum designed by Frank Gehry. The building occupies a site on the northeastern tip of Saadia Island. The museum was created as a collection of exhibition galleries, forming spaces reminiscent of verandas and the street fabric of Arab cities. One of the official motives of the project was truncated cones, repeating the forms of wind towers traditional for Arab architecture, they create a strong pull and display hot air release, providing natural ventilation buildings. The organizers of hotel animation often include an active recreation program visit museums. The museum is a cultural-educational and scientific-research institution designed to preserve and use monuments of natural, material and spiritual culture, to familiarize citizens with national and world historical and cultural heritage. Despite the diversity of the functions of the modern museum, the forms of their activities , very complicated. Although the main task of the museum is to collect, study and exhibit historical, cultural and artistic monuments, recreation, especially excursions, become their main activity.

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