

Archaeological Tourism as a Separate Type of Cultural Tourism

Rakhimov Zafar Odilovich¹

Tursunova Feruza Shavkatovna²

Abstract

Recently, tourism has been actively penetrating into various spheres of human life, forming new types of tourism activities. This paper provides an analysis of the possibilities for the implementation of archaeological tourism. The questions of the theoretical and practical level of the inclusion of archaeological sites in the tourist system are touched upon. Negative factors of commercialization of scientific activity are noted. As a result, the idea of creating archaeological parks is proposed as a promising platform for the formation of a tourist product in this direction.

Keywords: *tourism, cultural tourism, archeology, archaeological heritage site, archaeological park, cultural and historical tourist resources, historical monuments.*

¹ Associate Professor of Samarkand Institute of Economics and Service

² Master of Samarkand Institute of Economics and Service. (Republic of Uzbekistan)

Introduction

With the active development of the tourism sector, the question naturally arises about the availability of promising tourism resources that could become tourist attractors for the development of a particular destination. Depending on the location of the region, the resource potential can vary greatly. Far from everywhere there are unique natural objects that attract tourist flows, despite the poor development of the accompanying infrastructure. In part, this problem is also true for cultural and historical tourist resources. The basis for the display is often either the most attractive historical monuments, which in themselves attract the attention of tourists, or objects, the inclusion of which does not require serious material costs. As a result, a standardized tourism product is formed, which leads to a disproportion in the development of regions in terms of tourism. Samarkand region is no exception, as the main focus is naturally placed on objects associated with a historical event. However, at the same time, there are objects of archaeological heritage in the region, which, according to a number of researchers, can become the basis for the development of archaeological tourism.

Recently, archeological monuments are increasingly featured in the implementation of tourism activities. At first glance, this is a positive development, but with closer attention to this area, many questions immediately arise, not only practical, but also theoretical.

Methodology. As a result of our study, the issues of using archaeological tourism as a separate type of cultural and educational tourism in the sustainable socio-economic development of the tourism industry were studied, scientific conclusions and recommendations were developed. In the course of the study, methods of scientific abstract thinking, a logical approach, comparison and a systematic approach were used.

Results. First of all, it is necessary to distinguish between the concepts of archeology and tourism. This is due to the fact that in the literature there are different approaches to determining the place of this type of tourism in the system of tourism activities.

For example, if we consider archaeological tourism as an integral part of cultural tourism, then, based on the definition of cultural tourism, more emphasis is placed on getting to know another culture and understanding it, which occurs, among other things, by visiting monuments or places containing archaeological artifacts. At the same time, participation in archaeological excavations is only mentioned, despite the key importance of this moment. A different situation develops if this direction is considered as an integral part of heritage tourism or cultural and historical tourism, where there is a fairly strong relationship with the educational level of the tourist. A person aims to obtain not just information, but new knowledge through training and closer interaction with the subject of study. Consequently, the question arises about the admission of tourists to the direct archaeological study of the monument, which immediately leads to serious and justified objections from the scientific community.

Thus, it is necessary to say a few words about archeology as an academic discipline. Archeology is a branch of historical science that studies the past of mankind from material sources. The object of archeology are archaeological sites, as well as any ancient objects that bear traces of human activity. Due to the fact that archaeological heritage sites are part of cultural heritage sites, they are of unique value to the entire population of the Republic of Uzbekistan and are subject to the law and are also under state protection. In accordance with the article of the law, it is possible to carry out research and development activities at the monument only on the basis of a permit issued for a period of not more than one year. To obtain this document, it is necessary

not only to meet the requirements that the Ministry of Culture of the Republic of Uzbekistan imposes on applicants, but also to annually submit reporting documentation to the Field Research Department of the Institute of Archeology. The report must fully comply with the requirements of the Institute of Archeology. If, in the opinion of the PIO experts, the work is done to a low standard, the open sheet holder may be deprived of the opportunity to conduct archaeological research. Allowing unqualified members of the expedition to excavate may cause damage to the archaeological site, which, in turn, will affect the career of the specialist who directs the excavations.

It is worth dwelling separately on the problem of volunteering in archeology. Quite often, volunteers are involved in archaeological expeditions, who, in order to realize their interest or other needs, participate in archaeological work. In order to attract them as a workforce, the organizers of archaeological research can offer, in addition to the work itself on the monument, various activities related to visiting cultural and historical sites, excursion programs, etc.

As shown above, the participation of tourists in tourism activities raises certain concerns among the scientific community. However, if we start from the definition of archaeological tourism from the standpoint of tourists visiting an archaeological heritage site in order to get acquainted with it, then there are several problems associated with the inclusion of an object in destinations and its presentation to a potential consumer.

Discussion. In everyday consciousness, archaeological sites are large attractive objects that are actively promoted in the tourist market (Pyramids, Pompeii, Stonehenge, palaces of Crete, etc.). Despite the continuation of their scientific study, the inclusion of these objects occurs through excursion activities. The specificity of these monuments, their scale, in general, does not require large investments to unlock their tourism potential. Largely due to this, the idea of archaeological tourism as visiting archeological monuments appeared.

A different situation develops when other types of archaeological sites are included in tourism activities, which do not create such a vivid impression. For example, the Paleolithic sites of ancient people often do not have objects that would be of interest to tourists. Excavations of larger objects, such as ancient or Golden Horde settlements, require special measures related to the museumification of large sections of the monument. This need is dictated by the specifics of the work on the monument, where in the absence of a museumification of the site, it is either conserved or completely excavated. Taking into account the fact that scientific reporting on excavations can be formed for more than one year, there is a danger of stopping the study of a large monument, which ultimately affects the possibilities of implementing tourism activities.

The creation of a museum based on the studied archaeological sites is the most promising direction in the formation of a specific destination, as this contributes to both the stable study of the object and the formation of a tourist product. However, the museumification of an archaeological site is associated with rather large financial costs, which naturally repels both potential investors and the state as a whole. Therefore, there is a rather serious need for the formation of a proposal that contributed to the solution of the above problem.

Conclusion. Despite the negative aspects of the penetration of commercialization into the academic environment, this trend will only intensify over time. Interest in the past goes beyond the narrow scientific circle and becomes more and more public. In addition, there is a rather serious problem of attracting financial resources for further research and preservation of archaeological heritage sites, which in modern conditions can be implemented largely with the

help of tourism.

In order to maximize the integration of the tourist into archaeological tourism with the minimization of the anthropogenic load on the resource, the creation of archaeological parks will be created, on the basis of which conditions will be created for both scientific research (archaeological schools) and excursion activities on museumified and restored objects of the archaeological monument.

This proposal requires a deeper analysis on the example of a particular monument. Therefore, work in this direction will continue.

References:

1. Raximov, Z. O. (2021). Socio-economic problems of hotel industry development in the field of tourism. Monograph.-Samarkand: SamISI.-2021.
2. Odilovich, R. Z., & Baxromovna, K. Z. (2021). ARCHITECTURE OF SAMARKAND IN THE DEVELOPMENT OF TOURISM. Innovative Technologica: Methodical Research Journal, 2(04), 78-81.
3. Raximov Z.O. Turizm rivojlanishida mehmonxonalar interyer-dizayni. Monografiya. – Samarqand: “STEP-SEL”, 2022.
4. Raximov, Z. O., & Sh, B. A. (2022). Kulnazarova ZB Mehmonxona interyeri va landshafti. Darslik–Samarqand:“ STEP-SEL, 270.
5. Raximov Z.O. Turizm rivojlanishida mehmonxonalar interyer-dizayni. Monografiya. – Samarqand: “STEP-SEL”, 2022.
6. Rakhimov Zafar Odilovich, Tursunova Feruza Shavkatovna "The Importance of Developing Hotel Services in the Digitalized Economy" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Special Issue | Modern Trends in Science, Technology and Economy, February 2023, pp.89-91
7. Bakhromovna, K. Z. (2023). Innovative Process of Computer Graphics. EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION, 3(4), 45-49.
8. Bakhromovna, K. Z. (2023). Positive Changes in the City of Samarkand during the Years of Independence. Journal of Intellectual Property and Human Rights, 2(4), 22-26.
9. Bahram, K., & Bakhromovna, K. Z. (2023). AREAS WHERE COMPUTER GRAPHICS CAN BE USED. Nexus: Journal of Advances Studies of Engineering Science, 2(4), 89-93.
10. Raximov, Z. O. (2019). Entrepreneurship in tourism. Study guide. Samarkand: SamISI.
11. Odilovich, R. Z. (2022). THE MECHANISM OF IMPLEMENTING THE GOALS AND STRATEGIES OF THE STRATEGIC PLAN IN THE DEVELOPMENT OF THE SAMARKAND TOURIST DESTINATION OF THE REPUBLIC OF UZBEKISTAN. 湖南大学学报 (自然科学版), 49(09).
12. Odilovich, R. Z. (2022). SOCIO-ECONOMIC BASICS OF USING THE AUTHORITY OF SAMARKAND TOURIST DESTINATION IN THE MARKET OF TOURIST SERVICES IN UZBEKISTAN. 湖南大学学报 (自然科学版), 49(09).

13. Rakhimov, Z. O. (2022). THE ROLE OF INFORMATION SUPPORT IN THE STRATEGIC PLANNING OF TOURISM DESTINATIONS. *Builders of the Future*, 2(02), 236-241.
14. Rakhimov, Z. O. (2022). THE IMPORTANCE OF THE DEVELOPMENT OF THE DIGITAL ECONOMY IN THE FIELD OF TOURISM IN UZBEKISTAN. *Builders of The Future*, 2(02), 221-227.
15. Odilovich, R. Z., & Baxromovna, K. Z. (2021). The importance of hotel building architecture for the development of tourism in Uzbekistan. *Emergent: Journal of Educational Discoveries and Lifelong Learning (EJEDL)*, 2(04), 118-121.