Features of Historical and Cultural Tourism and the Factors of Its Development

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Abstract: **This article discusses the essential and practical problems of understanding tourism potential as a complex of tourism resources. An alternative definition of this concept is proposed as an assessment of the need for a historical and cultural product. The proposed approach will greatly simplify the system of evaluation and analysis of historical and cultural tourism development. It can be used to increase the effectiveness of the development of historical and cultural tourism of the Republic of Uzbekistan and other countries in the best possible adaptation to the rapidly changing demand and needs of tourists.**

Keywords: Tourist potential, historical and cultural tourism, Uzbekistan, tourism development, tourism resources, consumer behavior.

I. INTRODUCTION

The specific geographical position of Uzbekistan at a distance from the seas and the lack of developed land communications with developed world economic centers limits the country's integration into the world economic system and requires finding new ways to solve this problem.

One of the most significant reserves for the development of the country by many researchers considered tourism. Uzbekistan has great potential for the development of this sector of the economy in view of the rich and, in many respects, unique historical and cultural heritage. The objects of cultural heritage of the country are comparable in their significance with the world-famous objects of world culture in Greece and Italy.

Given such estimates, the current level of tourism development in the country is at an unsatisfactory level. The number of tourists from foreign countries in Uzbekistan does not exceed several hundred thousand people.

II. ANALYSIS AND RESULTS

It is important to have a general understanding of two concepts - "culture" and "tourism" - for a clear definition of cultural tourism. It should be noted that the separation of these terms separately is a prerequisite for the study of cultural tourism. The definition of cultural tourism is quite different and can not be regarded as an ordinary combination of these two terms.

The concept of "culture" is a rather simple and meaningful term for tourism. The popular definition of tourism can be divided into two categories: the conceptual description of tourism, which determines the essence of tourism, and the technical description based on the assessment and valuation of tourism.

The conceptual definition is given in the World Tourism Organization Regulations. It describes tourism as "temporary temporary relocation of people from places of residence and type of activity (usually their place of residence and work), including day-trips and excursions" [1]. The technical description is given in Holeoui's work: "People's travel time when traveling or out of their usual place of residence for a period less than one year for leisure, business or other purposes" [2].

Culture is a much more complex concept. Scientific literature provides hundreds of definitions of culture. In a general sense, culture is regarded as a "unity that unites a particular group of diverse lifestyles." Richards attempts to describe culture within the framework of a single universal concept leads to a generalization that the definition itself is futile. Nevertheless, two main concepts of the definition of culture in literature are: spiritual culture and material culture [3].

From the point of view of the process, the definition of culture is derived from the theory of sociology and anthropology and is regarded as the norm of behavior of a particular social group (Clark). It is a process that manifests a social sphere, which has different meaning to it, or serves to help people understand their own lives [4].

The description of culture as a "product" is derived from literary criticism. Culture is regarded as the product of a certain value and meaning of individual and group activities. The culture of "high" can be viewed by some as a result of the work of famous artists, while the "low" culture can be attributed to empty operas and TV programs [Richards] [5].

This two-way approach in tourism is intersecting and integrating. In other words, tourism, which is accompanied by other social mechanisms, acts as a catalyst by blocking and separating cultural products from

their initial social context when culturing becomes a culture as a product.

G.J. Eworth highlighted three elements of culture related to tourism. First, art culture is defined as the most narrow element of culture. This is the simplest way of organizing tourism, usually associated with art, works of art and various creative events and events. It includes, for example, ballet, theater, concert performances, festivals, museums, and opera shows. The second definition of culture takes on a cultural heritage. It can be seen in the form of historical buildings and monuments, as well as the places that are associated with various historical events. The latest and broadest definition of culture involves regional tourism (place specific tourism) according to Worthworth's opinion. This view of tourism includes the sum of the values, attitudes and behaviors characteristic of a social group [6].

Before approaching cultural tourism and approaching the concept of cultural tourism, it is necessary to identify specific types of tourists or historic-cultural tourism consumers. Stebbins generally recommends this type of tourists to be divided into two main categories - specialized and ordinary tourists [7]. Typical tourists are tourists who have the hobby of looking at different geographical locations. After a while they may become familiar with different cultures, and may become specialized tourists, focusing on one or more geographical areas or cultures. Looking for a broader understanding of the culture of a place, it is one of the most popular tourists visiting the city, region, or country to see or hear, for example, some types of art, history or a particular festival or museum, repeatedly visiting certain geographical locations.

However, Stebbens's classification is broadly described, but it is hard to regard it as a classification of cultural tourists. McCohler and Dy Gross gave a wider range of typology of cultural tourism. Their classification is based on the depth of the sentiment and the importance of culture as a stimulus for tourist activity [8].

The first three types of cultural tourists are considered as cultural tourists, as their main motivator and the ability to choose cultural activities are cultural values. The first tour is a destination-oriented cultural tourist, and its main motive to look for a place is to deeply understand the culture of the region or country. The second group - the attraction of the sights. The name suggests that the main reason for visiting a tourist is to visit historical and cultural sights, but his knowledge is less deep. The third type - a cultural tourist at random. This kind of tourists do not agree with respect for their cultural experience, but in the end they will have some influence on the basis of their own choice and after the arrival of the place. If we compare these types of tourists to the classification of Stebbesn, then all of this is a tourist destination.

Two other tourists can be found in the most popular tourist destinations in Stebbens. The first group includes tourists, who have little or no knowledge of cultural stimulus and culture. In the second group, tourists do not generally look at the motive of cultural tourism, but in the circumstances they experience this experience.

The primary use of the term cultural tourism involves the use of a wide range of cultural expressions. Historical and cultural heritage, art, folklore. Cultural tourism can be viewed as a socio-cultural relationship between promoted, moderated and indirect people through a wide range of subjects, such as politicians, scientists, marketers, tour agents, and others. Cultural tourism can be considered as a meeting or combination of social systems and cultures that interact with each other (Smith) [9]. As a social experience, cultural tourism reconstructs and builds up the essence (eg, nationalism, social identity, transnationalism), and, accordingly, contribute to the globalization and construction of the modern world [10].

Bonink identifies two approaches to the definition of cultural tourism [11]. The first approach emphasizes the type of objects attracting tourists. Within the framework of this approach culture is considered as product. This approach can also be called a more quantitative approach. It explores tourism in the context of the use of cultural attractions and has a more limited view of the motives and types of activity of tourists, which limits the analysis of the sights of interest within this approach. For example, this approach considers the following objects that attract cultural tourists (ECTARC) as material and non-material elements of culture display [12]:

Archaeological sites and museums;
□ architecture (ruins, famous buildings, whole cities);
- art, sculpture, crafts, galleries, festivals, events;
- musical and dance objects and events (classical, folklore, modern);
Dramatic objects (theaters, films, etc.);
- Language and literature research, travel, events;
- Religious festivals and visits;
- integral cultures (folklore, primitive) and subspecies.

The second approach is called a conceptual approach. It attempts to examine cultural tourism from a quality perspective by studying and analyzing the experience, skills and content of the tourist's relationship with other places and cultures. Describing the motives and motives associated with the cultural touristic activity by giving a conceptual definition of tourism. For example, MacIntosh and Geldner describe cultural tourism as "including tourists' heritage and history of other social groups (eg peoples), or all traveling styles that are familiar with their lifestyle, thinking, and behavior." In other words, "the processes and crops of other cultures are things that

tourism invites to cultural tourists" [13].

From this perspective, Pereyra adds that cultural tourism can be characterized as "a particular way of cultivating values as a culture of consumption" as a process of "custodialization, historical heritage or past history, psycholinguistic experience, knowledge and curiosity, as a modern form of pilgrimage as a network" [14].

The conceptual definition of cultural tourism suggests that further research should be viewed as a process or lifestyle, avoiding the idea of culture as a product of culture, increasingly showing the interest of tourists in understanding the lifestyle, customs, norms and everyday life of people around the world. In other words, it resembles those given to natural landscapes and is associated with the sensory and symbolic consumption of the idea and the image associated with a given place. This enlargement and diversification of the culture consumption template by tourists are largely related to non-essential elements, making it more difficult to understand cultural tourism. This is what Pereryra has described above, which can be seen in the example of a structure that has more complex structure and contains elements of different stages and theories.

One of the most important components of cultural tourism and tourism in general is compliance. In recent years, the challenge of conformity and adaptation has become an integral part of cultural tourism. Consistency is considered as the starting point for cultural tourists and their hosts. The recipient endeavors to create unique compatibility for their social groups in order to attract visitors and thereby gain benefits related to tourism. On the other hand, this unique fit meets the demand for cultural consumption and helps to distinguish cultural tourists.

In Pereyra and Richards's study, the following key factors affecting the development of conformity as a key element of cultural tourism are highlighted:

The need to differentiate the region;
- search of new forms of social life;
- The need to improve culture;

Transition to tourism tourism and so on. Conformity can be defined as a process of social construction, which, by itself, applies cultural attributes and is used in power relations [15]. To clearly define the role of compliance in cultural tourism, it is important to briefly describe the three main types of conformity. They are described, for example, by Kastells [16].

The first type - legal (legitimate) compliance - is created by the supremacy institutions to strengthen their supremacy over other social actors. The second type of resistance - resistant to the subjects that are at the bottom of the social pyramid, whose dominance is violated by the subjects. This is the design of the alternative social principles of the organization. He opposes the domination of others. The third type of public entities manipulating their cultural materials is characterized by a new convergence that redefines their status in society and transforms them into a social structure. Cultural tourism can play an important role and contribute to all three types of conformity. For example, the promotion of "national monuments", ie support for legitimate conformity, creating alternative cultural alternatives for resistive conformance, and, of course, promoting new forms of social life for projection compliance (the third type). It is clear that tourism plays an important role in conformity and reconstruction for the purpose of using tourist services. In other words, tourism as a mechanism of cultural and social change has a significant impact on the transformation of tourism conduciveness, in which cultural tourism can enhance this conformity, in other cases it can add new meanings and meanings to people, thereby transforming and transforming conformity.

Another factor that reflects the link between conformity and cultural tourism is the current issue of globalization, which is accompanied by a weakening of social relationships, annihilation of the family, and individualism. These evolving trends require the redefinition of "symbolic designs for social groups", in which new forms and responses to common social relationships, as well as modification of borders and constraints between different social groups at local and global levels, promote cultural tourism ideological incentives can play a role.

Despite the fact that scientists have paid much attention to the concept of cultural tourism in the last few decades, the main problem of defining cultural tourism has not been solved yet. The main reason for this is that cultural tourism is the result of the development of culture, and culture itself is one of the most important objects of humanitarian science research [17].

Analyzing the conceptual definition of cultural tourism allows it to be regarded as a cultural activity and a process (lifestyle). In this context, cultural tourism is not only limited to visiting traditional tourism attractions and sights, but also the consumption of lifestyle in different places. In other words, cultural tourism not only means the consumption of cultural products of the past, but also includes study and inculcation of people's modern lifestyle and culture.

In this context, cultural tourism is developing in harmony with the existing global tendencies and inevitably

the process of privatization. Taking into account the fact that tourism requires tourists to provide goods instead of economic benefits, cultural tourism and tourism generally play an important role in weakening the local identity of social groups. Cultural tourism, on the other hand, entails the spread and spread of culture through tourists.

These issues pose a serious challenge to the role of tourism and its relevance: whether this process of valuation can be accomplished by tourists who use these services (which are determined by the same level of consumption of others) and cultural resources, and how long it will continue for the local people who sell it.

Construction of tourism development models will prevent interdependence of the sector (both internal and other economic systems). Therefore, there are many factors affecting tourism development in the country or region.

Most of the research is devoted to studying the tourist attitudes of tourists. Stanley Plog divided tourists into two groups: psychocentric and allocentric tourists [18]. Psychocentrists are conservative in choosing their behavioral patterns during touristic activities and prefer safe destinations, while allocentrics tend to adventure and explore and admire new trends. This classification is important for the development of new tourism destinations. On the one hand, the new trend attracts more and more allocentrists who seek out certain types of tourist activity. On the other hand, conservative psychocentrics may choose to travel several times in one direction while choosing the touristic route.

Contemporary research shows that it is motivated by the motivating and self-destructive factors of the tour. Self-isolating factors are related to personal life and work, as well as to human thinking, social status, and views. The factors that make the tourists more likely to help tourists to choose the right direction for their social and intellectual needs. Accordingly, these factors are influenced by different methods of presentation, presentations, and other external influences. The same is true of the methods implemented under the organizational and economic mechanism [19].

In this sense, the factors that can be used for touristic travel may be distributed according to the "motivational" and "hygienic" classification of Gertsberg. R. Saeed identifies the following motivation factors according to this classification: security, visual appeal, hospitality, healthcare system, public catering system, history and culture, architecture. Hygienic factors include: location, independence, weather, convenience, price, the simplicity of choosing the desired direction, availability of tourist information, and availability of professional services.

Undoubtedly, tourist characteristics and what it likes play a significant role in the development of tourism as tourist services are also of great value for the needs of tourists. For other factors, these characteristics are the same. Since the needs of different groups of tourists differ so strongly, it is appropriate to talk about the development of tourism, with regard to a specific group of tourists with relatively uniform needs.

At the same time, there are many studies that assess the impact of various factors on the development of tourism outside of this relationship. It should be noted that the practical significance of such research is limited to the group of tourists they are covering, and it is unlikely that generalization is appropriate here.

One example of such research is that M. The work of Keithley. This researcher has pointed out the most serious factors of success in terms of the tourist company. The practical value of this research is that it allows the development of tourism to be viewed separately from the point of view of the tourism industry and to co-ordinate with the objectives of the common sector [20].

Keytlin has identified eight major factors in the success of the tourist market:
- assessment of tourist potential of cultural heritage;
- Definition of clear objectives and concepts;
- strategic planning;
- management and maintenance of assets;
- Preparation for tourists;
Provision of originality (authenticity);
- effective marketing strategy;
- partnerships and packaging of tourist goods.

The resulting list is quite general and can be applied to many types of management activities. Perhaps one of the reasons is that the problem was solved exclusively from a particular category of tourists.

A systematic approach to the evaluation of tourism development According to Vasileva's research. It separates outer (exogenous) and internal (endogenous) factors [21]. External influences include natural, climatic and geographical conditions, cultural-historical, economic and financial, social, demographic, political, legal, technological, ecological factors.

According to her, internal factors include material-technical (accommodation, transportation, catering, home-based service, recreational area, retail trade, etc.), as well as tourist risk factors.

The problem with using the results of this research is that the number of factors is so great that in practice it is

impossible to form a coherent model, because there are many auto-insurance and many external factors. In our opinion, at least, these factors should be focused on the nature of their sustainability and impact. For example, demographic factors affect the development of tourism, but their impact is not so great in terms of short-term and long-term prospect of developing a new tourist destination. Therefore, it can be considered as a transient impact.

The impact of many factors also depends on the target group of tourists. For example, for some tourists, the weak development of the infrastructure can be an additional stimulus, but for most, it is a deterrent.

Based on the analysis of the results of tourism development, we can conclude that the formation of a model can be achieved by reducing the complexity of the system, in order to identify the tourist system and its characteristics, which are aimed at identifying the primary target group of tourists.

Conclusion and recommendations

During the researches, it was revealed that the development of tourism is primarily due to the presence of historical and cultural sites for tourists, and, secondly, to the interest of tourists. Different economic theories and schools cover different aspects of tourism activities. From the point of view of classic theory of demand and supply, tourists create demand for tourist goods, and addresses - offer these services. There is no concept of "potential" or "offer potential" within this theory. There are no such concepts within the framework of the theory of supremacy, but it also shows the virtue of modesty and the potential for changing its potential to real demand. Dishonesty determines the tourist's demand for tourist goods. First of all, it is worthwhile for the potential tourist, and that's why it is worth it. Due to limited resources, tourists can meet some of their needs. For this reason, most of his needs are not met. Tourist product is one of the competitive needs to meet the limited resources of tourists. This is because of the relative nature of the tourist potential. Potential tourist requirements for different levels of importance can be included in tourist potential. Therefore, the tourist potential concept is dependent only on the constraints of the economy in terms of economics, and this requirement may be included in the potential.

While some scientists have pointed to the natural or historical potential of a particular place, it suggests that this object has a certain appeal and ability to shape it. At the same time, the need is minimal to look at one of the options for the distribution of limited resources. At the same time, the consumer market is a central element in the system.

The concept of "tourist potential" reflects the complexity of forming demand in this area. There are many "products" in tourism. Each tourist location has the ability to change specific elasticity and appearance of its own. It is possible to assume that there are different tourist potentials for harmonizing the same tourist attributes.

Historical and cultural potential is one of the types of potential tourist attractions, but it is not the same. Historical and cultural potential can be viewed from a variety of perspectives, according to the viewpoints in the first chapter of the study. It can be regarded as attractive and historical-cultural value of objects in the territory of the Republic of Uzbekistan as well as various niches of the spiritual heritage, lifestyle and traditions of the people living on the territory of our country.

Despite the high level of complexity, the practical value of tourist potential may be related to the actual consumption of tourist services with a similar set of characteristics. According to this approach, it is possible to guess that the destination is operating in the market and does not have a significant impact on it. Thus, the daily consumption of historical and cultural tourism services can be estimated as equal to the potential for historical and cultural tourism in the region. But this approach, in our opinion, has at least two problems that arise from the nature of tourist activities. First, it is unclear to identify tourist destinations similar to those in practice. For example, is it worth the visit of historical sites of France, Turkey, China and Uzbekistan? It can be assumed that they have the same characteristics as one segment of the market, but for some consumers they are often different. For example, based on cultural similarity, it is possible to narrow the market segment. And then we come to the conclusion that destinations are not only competing among themselves, but also separate groups of destinations similar to their cultural identities are competing with one another. Secondly, even when estimating the nature of tourist destinations, the location is different and the price of the tourists flying from different locations varies considerably, and this also creates significant margins for assessment. Finally, the destinations compete with each other and each of them is uncertain about what share the market can expect. It was also found in the first chapter of the study that many endogenous and exogenous factors were affected.

Since the tourism potential concept is relative, it is possible to distinguish three stages of this potential, depending on needs. Each of these stages is consistent with its key factors and dimensions system. The first step is the need to study the culture and history of a given country. The second step involves the need to study the history and culture of a particular culture and culture group. In the case of Uzbekistan, a group of similar cultures can be incorporated into the culture of other Turkic peoples or the Middle East and Central Asia, and,

despite significant differences, it has a great deal of similarity to other cultures. Finally, the third group involves the need for other historical and cultural needs to be secondary. For example, the destination of a tourist may be business tourism, but this time tourists visit cultural and historical sites. This classification of the subdivisions reflects the classification of tourists based on the first chapter of the survey, based on the level of awareness of tourists. For each of these steps, it is best to use a model of your own. It is necessary to take into account that there is no direct link between tourist personnel and their implementation. Tourists need first-hand needs, but they may not have financial resources to do so. At the same time, tourists can have other reasons to come to Uzbekistan, and the likelihood of visiting historic and cultural sites will be greatly increased.

The first stage needs tourists to meet that need in favor of a tourist destination, but for some reasons it can not. The priority of this requirement is not high. The level of income of tourists can not be affected, but it is considered as a constant value, which may affect the priority or need to facilitate the realization of this potential. All tourists who belong to this group and have the necessary financial resources for their journey form the tourist potential of historical and cultural tourism.

Tourists, who go to specific events and events, or who engage in other forms of religious or religious tourism, are included.

The second group involves choosing a destination to meet the needs. This is a much wider variety and the number of factors that should be considered higher, but because of the need for this historic-cultural value, potential tourists will also form tourist potential. The choice of route in other equal conditions is determined by the description of tourist resources of the region.

The third group is not directly related to historical and cultural tourism, as this tourist activity is supplemented by other types of tourism. It has a wide range of possibilities to apply in the current situation with other major tourist destinations. This potential for Uzbekistan is related to the involvement of tourists who come to visit relatives.

Thus, the tourist potential is determined by the fact that in our research there is a need for these objects, not just the presence of tourist resources - such as monuments, events or cultural features and spiritual heritage. In the absence of the need, these historical and cultural sites do not have the potential, as they offer potential implementation, and that implementation is a necessity. This need exists as a requirement that does not depend on objects and methods that can be satisfied. In this sense, the potential of historical and cultural tourism in the region is measured by the number of tourists who can meet the needs of the tourist resources. In other words, tourist potential needs are determined based on the number of tourists who can be satisfied with these resources.

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