THE ROLE OF MUSEUMS IN TOURISM DEVELOPMENT

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Abstract: Museums are an integral part of the universal history of humankind, and it is very rich of world-wide realties. Museums study the history of our ancestors who experienced these realties, their contribution to the development of modernity, the progressive development of social progress and various events related to the past, where, when and under what circumstances they occur, the evolution of humankind and its evolutionary process.

Key words: advertisement, communication, troll, city light, mass media, evolution, evolutionary.

Protection of objects of cultural heritage, which is the result of a rich history and the idea of ancestors, as well as their subsequent transition to future generations, increasing the tourist potential of museums and cultural heritage are requirements of today. In our country, museums play an important role in restoring the historical memory of our people, enhancing our national values and traditions, as well as a place that serves to further develop the tourist potential in our country and the growing interest of world travel agencies and organisations to our country. In recent years, museums have become pride and rich treasures of countries and states, as well as the most visited tourist place.

The resolution of the President of the Republic of Uzbekistan ShavkatMirziyoev on May 31, 2017 "On measures to further develop and improve the sphere of culture and art" is an important guide for further improvement of the activities of museums of our country. This document is intended to strengthen the responsibility of museums for preserving the work of the museum at a higher level, in rebuilding its building and strengthening its material and technical base, in preserving the unique basis of unique archeology, ethnography, fine and applied art and delivering them to the future generation. It is also noted that in line 3.2
of the Action Strategy for the five priority directions of development of the Republic of Uzbekistan for 2017-2021 proposed by the President of the Republic of Uzbekistan, "the accelerated development of services, the role and contribution of services in the formation of the GDP, due to the need for radical change ". This requires a new approach to the work of museums. Although the museum is a nonprofit organisation, the use of business operations in museums, i.e. marketing, is becoming a popular demand. It is encouraging that our president paid particular attention to the priorities for the development of tourism. Because the development of tourism will have a positive effect on the development of social spheres such as museums. From the world experience, we can see that museums offer their products to the tourism market as well. An example of this is the Louvre in Paris and the Prado museums in Spain. According to statistics, in 2014, Louvre Museum was visited by 9.3 million tourists and Prague's 2.8 million tourists. Museum tourism is also a unique feature of museums in the field of cultural tourism. In this regard, the government has been undertaking a number of activities, in particular, during the visit of the President of the Republic of Uzbekistan to Bukhara region, to ensure the safety of tourists, visiting tourism, ecological, educational, ethnographic, gastronomic, sports, health, rural, industrial, business and other types of tourism. Expansion of cooperation with the UN World Tourism Organization (UNWTO) and prominent international and national organizations on tourism, accelerated development of tourist industry objects, road transport and engineering 18.5 billion soums will be allocated for the construction and reconstruction of the communications and communications infrastructure. The State Committee for Tourism Development envisages implementation of 39 projects in the framework of the program of further improving the tourism potential of Bukhara region. There are 660 sites of cultural heritage in Bukhara region. Most of them are archaeological sites, monumental artworks and architectural monuments. The President stressed that the objects of this cultural heritage are the wealth of our people, to preserve and deliver to the future generation is the responsibility of all of us. Gave the necessary instructions to specialists and engineers in the maintenance and repair of cultural heritage sites. During the visit, the President reviewed the State Museum of Bukhara History. The construction of this museum, which covers an area of 1.2 hectares will be spent from the budget of 68.3 billion soums, after the launch of the museum, the exhibits that are stored in the fortress Ark, will be transferred to this museum, he said.

The museum is an integral part of the world-wide human history, and it is rich in events in the real world. The history of antiquity and progeny of our ancestors, their contribution to the development of modernity, the progressive development of social development and various historical
events, their appearance, where and when they occur, the origin of mankind and its evolution - the process of evolutionary development in museums is studied objectively and fairly.

The museum is of great importance when it comes to realizing historical truth and writing a fair history. Scientific, cultural and educational institution that conveys the priceless heritage of ancestors for future generations the museum will be enriched for many years. As is known, in 1977 UNESCO defined May 18 - International Museum Day. This is a sign of the role of museums in the life of society and the awareness of people themselves, their importance in educating the younger generation.

First of all, museums concentrate their attention on the past, learn from it, make conclusions, learn the lifestyle of our ancestors, the material-cultural, spiritual-ideological values created by them.

Secondly, historical events and phenomena are studied in strict definition on the basis of periodic sequences. It also determines historical events and events, as well as the fact that documents and evidence are true or invalid, when, where, in what historical context and circumstances. Finally, the exact causes and consequences of the realities that have occurred are determined by their exact form and position.

Thirdly, will be studied the causes, consequences and development of the economic and social life of the past, conclusions and lessons are drawn for the future. This will be a guidance for future generations. Fourth, it has a multitude of diversity and difference. He learns not only one aspect of society's development and crisis, but also all aspects of society, in the interconnectedness, in one whole. Taking into account these aspects, serious attention is now being paid to the study of the historical pearls, the study of the past and the rational manuscripts. In particular, the Law on Museums and the Decree of the Cabinet of Ministers of 7 February 2017 "On Approval of the Program of Complex Measures for the Improvement of the Activities and Strengthening of the State-Owned Museums of the State Museums for 2017-2027" are of high value as the museum's status.

The decree noted that it is necessary to further improve the system of museums formed in ancient Uzbekistan, enhance their role in the spiritual and moral perfection of the people, preserve rare and valuable exhibits reflecting the rich history of our people preserved in museum funds. Learning about them, enriching them, bringing them to the world and promoting them, it is necessary to use widely in strengthening the sense of national pride and independence and devotion to the Motherland in the minds of the people. It was noted that it was necessary to provide museums with highly qualified specialists, to strengthen the material and technical base and to create the necessary conditions for application of the world's best museums. Accordingly, the structure of museums is undergoing serious
changes - new units are being created for the purpose of providing information. In order to increase the tourist potential of museums and sites of cultural heritage, measures have been elaborated to prepare informational materials in foreign languages, as well as broad introduction of information and communication technologies in the sphere. Traditional museum lexicon (language) is enriched with new concepts such as market, marketing, management, advertising. It is also important to study and promote the cultural heritage of our ancestors, as well as to promote the advertising policy in attracting tourists. Establishing regular contacts with regular customers is of paramount importance. Museums discover that not only do business with tourists, but also have permanent partners among local people.

The museum marketing business is a must for the time being. It takes into account the interests of all active participants - museum researchers, trustees, sponsors, and entrepreneurs. As a result, new visitors to the museum will be attracted. (8)

Advertising is one of the means of communication. Communication alone is not merely a chain of measures aimed at attracting public attention; The communicative model requires mandatory reconnection between major participants. (9) Promotes information flow management, communication with the public. Advertising is defined in the Law of the Republic of Uzbekistan "On Advertising": "Advertising is a special information that is distributed in accordance with the law by a legal or natural person in any form, including products, including a trademark, service mark and technology, in order to obtain direct or indirect income". (10)

A museum interested in promoting domestic and international communication can use advertising to disseminate information about its activities and its affiliates (11). Information transmitted through advertising can have a positive or negative impact on the image of the museum. The management of its information space is a necessity, the internationalisation of museums and the participation of new participants require, in part, the destruction of old ideas about the museum and the linkage with the economic theory of management of museum practice. (12)

The goal of the museum is to attract as many visitors as possible to form an advertising policy. Having tried to expand their audiences, museums should strive to strengthen the authority of their institution and establish relationships.

Today, museums use the following types of advertising policies to promote their exhibits or collections:

* Working with the media, providing continuous information on daily non-sensual events;

* Preparation of special seminars, preparation of press releases with useful information in the process of organization;
* Preparation of a collection of materials for the collection of several materials with photographs;
* It should also be learned about the history and value of a particular exhibit during the broadcasting process (It should be learned how to put information briefly, usually the best news is not more than 2 minutes, and the 30-40 seconds are the most acceptable. Any message, even if it is the smallest, must be dynamic and informative, so that the museum publicity will be provided).
* Outdoor advertising tools: Trol - using two - sided advertising designs (It is located vertically on a horizontal base on the road, equipped with interior lighting, which can give great effect in the dark, lighting is mainly done in luminous lamps) City-light - the panel on the pavement. (It can be located on the edge of the sidewalk, on the corner, This design is able to illuminate and the lighting effect will have a great impact in the evening).

Advertising - does not have to look like a label about the museum business. In general, this function can be performed by all products of the museum - catalogs, souvenirs, videos, products purchased in museums, and even by packaging bags. As it goes beyond the walls of the museum, it reminds travellers of visiting the museum, and to surrounding people, about the existence of the museum. Possessing great economic efficiency, the museum abandoned the old templates and became an alternative, open and healthy organization for the community.

Thus, currently implemented in the museum changes can be achieved through the following:
- To acquaint citizens of our country and tourists with the exhibits of our history in museums of our country and foreign museums. Formation of a spirit of respect to universal values, to the enormous and rich national and cultural heritage through unique exhibits in our museums;
- Promoting international relations in the field of museum science, promoting mutually beneficial cooperation, promoting the rich history and achievements of our country through the wide public display in Uzbekistan and abroad;
- Achieve a worldwide promotion of unique exhibits, stored in museums. This, in turn, makes it possible to economic growth and prosperity of our country, to proud of our rich history, to realize the great tasks like delivering great heritage for future generations.

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