

Prospects For The Development Of Museum Business And Tourism In Karakalpakstan

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Abstract: *The article deals with the issues of the prospects for the development of museum business tourism in Karakalpakstan.*

Keywords— Museum, tourism, Uzbekistan, Karakalpakstan, history, culture, innovation.

1. INTRODUCTION

With the development of cultural tourism in Uzbekistan, museums of the country acquire particular importance as exhibitions of national wealth, spiritual and cultural heritage. Interest in museums is interest in the historical heritage, which directly leads to the development of tourism.

The Republic of Karakalpakstan carefully preserves their history, originality and traditions. Several museums have been created in Karakalpakstan, including the world famous Karakalpak State Museum of Arts named after I.V. Savitsky. The museum is known all over the world and has more than 100 thousand exhibits. The collection of the museum is recognized as the second in the world in terms of importance and volume among the collections of works of the Russian avant-garde, as well as the best art collection in the Asian region. Here is the folk art of Uzbekistan, the Russian avant-garde, and the most ancient artifacts. The whole world knows about this art museum today, thanks to the attention of the leading media in European countries, the USA, Japan, Australia, as well as exhibitions of his works in Germany (1995), France (1998), Italy (2001), USA (2003) [1].

2. MAIN PART

Today the Karakalpak State Museum of Arts named after I.V. Savitsky is the most visited tourist destination in the republic. Every year the museum is visited by about 70,000 people, of which more than 3,000 are foreigners, and the main purpose of their visit is the museum. There is a salon-shop in the museum building, where a wide range of souvenirs from local craftsmen are presented.

The museum was recognized as one of the most popular museums in Uzbekistan in 2011, was awarded a diploma of the Ministry of Culture and Sports of the Republic of Uzbekistan in the category "Museum that attracted the attention of tourists". In 2014, the world famous website with an audience of more than 250 million TripAdvisor users mentioned the I.V. Savitsky Museum and issued the corresponding Certificate of Quality, which confirms its importance in the field of world tourism. In May 2015, the museum was again recognized as the best museum in Uzbekistan.

The State Museum of History and Culture of the Republic of Karakalpakstan (formerly the Karakalpak State Museum of Local Lore) is one of the oldest scientific and educational institutions not only in the Aral Sea region, but also in Central Asia [2]. The history of the museum has more than 90 years, among which there are really valuable and rare exhibits, for example, a stuffed animal of the last Turanian tiger, an extinct species. The halls of nature are very interesting, they are especially popular with children and give an idea of the flora and fauna of the republic. The Department of Archeology and Ethnography contains models of ancient settlements and items found during excavations. The most interesting is the exposition of folk craftsmen, with embroidery, woven carpets, jewelry, musical instruments. Also presented here is the traditional dwelling of the local population - the Karakalpak yurt.

In 2007, the museum became the winner in the nomination "Museum, Preserving Cultural Values", in 2008 it presented the exhibition "On barmagi onerli qaraqalpagim" and creative works of young artisans at the festival dedicated to the 2200th anniversary of the city of Tashkent, and was awarded the "Certificate of Honor" [3; 29].

The house museum of Amet and Ayimkhan Shamuratov is a kind of visiting card of the original culture of the Karakalpaks. The museum was opened in 1988 by the spouses Amet and Ayimkhan Shamuratov. The exposition of the museum is based on the spouses' personal belongings and on the actress's rich achievements: photographs, books, documents, portraits, concert attributes, illustrating their joint path. In the photographs are the people who created the history of Karakalpakstan, the pick of the national culture. Among them are writers, men of art, scientists and scholars, outstanding Karakalpak public figures and statesmen: Mateke Jumanazarov, Pirjan Seitov, Sabir Kamalov, Kallibek Kamalov, Najim Davkaraev, Marat Nurmukhamedov, Jolmurza Aimurzaev, Ibrayim Yusupov, Genjebai Ibaidullaev, Japak Shamuratov, Gulkhan Shiraziyeva, Tarbiya Jolimbetova, Orazgul Allamuratova, Tokhta Rakhmanova, Yuldash Mamutov, Yuldash Sharipov and others.

Little by little the collection of the museum has been enlarged with folk handicraft wares such as carpets, all kinds of household utensils, jewelry and items representing the

recent past. The museum has a dance and ethnographic ensemble "Ayymkhan lapyzy". The exposition of the museum reflects the close ties of Karakalpak literature and art with Uzbek, Russian, Kazakh, Turkmen and Azerbaijani cultures.

In order to stimulate local and foreign tourists to travel around the country, create a convenient infrastructure, promote the tourism potential of the region, comprehensive measures have been developed to improve the activities of museums. Taking this into account, the current stage of tourism development necessitates an integrated approach to the field, defining strategic goals and objectives for the future. The adoption of the Resolution by the Cabinet of Ministers of the Republic of Uzbekistan dated May 23, 2020 No. 325 "On increasing the efficiency of the marketing activities of museums and theaters in the Republic of Uzbekistan" creates favorable conditions for local and foreign tourists, enriching their tourist programs and expanding the range of services provided, due to which basis for the active development of tourism.

Within the framework of the "Living Museum" project, the positions of a guide (guide-translator) who is fluent in foreign languages, a marketer for the promotion of the museum brand and a specialist in monetization of the services provided were introduced in museums. In today's competitive environment, these professions are still in demand in most museums. Based on this, the introduction of these positions will increase the effectiveness of promoting the activities of museums, in this regard, each museum will develop and implement its own short-term and long-term marketing strategies and plans. Most notably, a brand of at least two museums, including one regional museum, will be created and promoted in foreign media every year.

The decree will create a "Club of Friends of Cultural Objects", which will include well-known scientists, sponsors, cultural figures and art critics, who will provide consulting, financial and organizational support in solving problems of cultural objects, implementing important cultural projects. The club will also hold various activities to support and implement programs of cultural facilities, including fundraising.

3. CONCLUSION

Increasing the interactivity of the services provided by improving the infrastructure of museums in accordance with international standards, including the introduction of "smart" technologies (information shops, 3D visualization and holograms, QR codes, electronic directories in foreign languages, etc.), first of all for tourists, the widespread introduction of innovative information technologies in the activities of museums and theaters using the Internet, as well as the creation of an infrastructure that allows viewing museum exhibits by creating their digital forms, is one of the urgent tasks of today. Therefore, special attention should be paid to the development of modern infrastructure of museums

and theaters using information technologies and virtual reality technologies, the creation of interactive zones.

The use of new technologies will create opportunities for the convenience of our people and tourists, broad coverage of our history, presentation of expanded information about exhibits in an interesting format. Also, to further improve the activities of museums, it is necessary to implement a number of innovative proposals: to introduce new methods of presentation of materials and activities of museums, the development of non-traditional programs, to create special museum structures that are interesting for tourist programs, to introduce new innovative technologies into the exposition of museums in Karakalpakstan to attract visitors, for example, an audio guide.

4. REFERENCES

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