

The Ways to Develop the Tourism Sector through Digitalization of Museum Funds

Erkayeva Barno Abdurahimovna

Teacher of Karshi State University, Uzbekistan

ABSTRACT

In the article current on the day digital from technologies use through museums activity develop aspects illuminated. In the field digital technologies of application practical importance open given.

KEYWORDS: museums, tourism, digital technology, innovation, virtual tour, 3D tours, electronic exhibitions

INTRODUCTION

In recent years, museum institutions has changed its dominance to become increasingly focused on visitor attractions. Museum institutions all over the world have created a paradigm shift to remain relevant in the eyes of the public (visitors). Museums displacement is strengthened as a digital platform, cultural tourism and online learning for the global community. This study presents a framework for a museum that is relevant to the community through three aspects: digital platforms, cultural tourism and online learning. This study focused on these three aspects that reflect the changes in the perspectives of professional museums rather than serving as a traditional museum (focused on custodial care) to more current (focused to educate and entertain the community). This study confirms that a museum is now connected with three aspects that associates with digital aspects, aspects of online learning and aspects of cultural tourism towards the community and tourists.

Today on the day world in countries pandemic restrictions softening as a result tourism industry recovery starting record Uzbekistan in the example of seeing if we are, current year first in the quarter 610 thousand from abroad person or past of the year suitable to the period 2.5 times more than many tourists visit was observed [1]. Tourists flow increase and international tourist trips number multiplication for in the regions there is was from opportunities use necessary will be. Such opportunities in providing the most big to potential has objects as museums is considered.

Prominent museums around the world often host international exhibitions showcasing artifacts from Uzbekistan, presenting the country's rich history, art, and culture to visitors in countries like Germany, France, and the UK. In Europe, the culture of visiting museums is well developed, with museums regarded as top tourist destinations. According to NEMO - The Network of European Museum Organizations, museums in the European Union attract over 500 million visitors annually, surpassing attendance at sports events. The strong digital presence and accessibility of information make it easy for tourists in Europe to engage with museum offerings online.

Current from 120 at a time more than museum and his/her branches activity showing is coming. Of these, 49 main museums, 75 and branches and 7 museum-reserve is considered [3].

STYLE AND MATERIALS

This article analyzes the role of the tourism sector in the country's tourism potential, drawing on the results of an analysis and the research of a number of scholars.

According to foreign expert T. Vesenina, once cultural heritage objects become brands without losing their physical and spiritual essence, there is an opportunity to make money from them[4].

Scholars such as A. Kiralova and I. Straka emphasize that tourism is closely related to its purpose. In this regard, they also touched upon the interrelationship of historicism and museology with tourism [4].

According to local scholar A. Khudoyarov, pilgrimage tourism includes trips to visit sacred sites, pay homage to our great ancestors, get acquainted with their past lives and the cultural, architectural and historical heritage they created, commemorate them, and participate in religious and secular ceremonies.

Researcher N. Ibragimov studied the scientific foundations of the competitive tourist area brand and image, and developed a scientifically based theory of the process of gaining a place in the market and consumer consciousness, combining the brand and image of a tourist area, a conceptual model of the brand, and a methodology for studying it by separating it into the name, logo, and slogan of the tourist area.

RESULTS

Museum tourism-exhibitions creation, excursions transfer, public events and study their training organization to the museum tourist product working release and sell of the museum to oneself typical activity is considered.

Museum tourism organizers one how many tasks there is: the museum tourist specialization identification, museums tourists permanent visit to order provision, tourism programs organization to do route to compose and advertisements to form. Today on the day museum tourism development following to factors depends.

- Tourists various young categories for programs working exit ;
- various social group representatives for programs working exit ;
- Art and culture centers and organizations own inside received wide comprehensive programs done increase ;
- Art ghosts and art experts for international programs create

So, another cultural institutions in line our museums also have electronic publications with world information to the flow their sheep natural case and time accepted as a requirement what should we do necessary. Zero information distribution with museum oneself in society advertisement to do, the audience multiplication and foreign colleagues with fast and comfortable communication installation possible. Electronic information distribution tools system current to grow our museums wealth wide the public, especially the youth between promote in doing so, he also positive role plays.

Especially digital technologies and Internet development with in society of the museum place noticeable at the level changed. Current on the day to the museum relevant culture spread main functions previously via prin, television, radio organization done if so, today on the day and via the Internet all activities done increasing being moved.

DISCUSSION

Funds digitization museum of activity the most main in terms of one is, this in process society development in documentation and social information It is also necessary to collect. task is considered. Funds digitization scientific purpose from that consists of this as a result museum importance owner was subjects found to visit, to study, to the museum to the funds will be improved. This as a result museum funds perfected, filled Funds digitization importance from that consists of funds good subjects with rich, museum fund value and from them use It becomes easier. It is necessary information find, exhibits about information again at work amenities to the surface is coming.

Other on the global level digital of technologies development of people from them use level increasing This situation is and modern museums life with harmony provide for develop necessary that showing.

Museums activity effective organization tourism in development important importance has. Therefore, Uzbekistan Republic President by republic according to all museums activity improve according to Tasks: exhibits complete from the list passed, their electronic base creation, museums leader and of employees qualification increase etc. marked according to instructions was given [1].

Museums modern information in the processes important place to hold for all necessary conditions there is to be and information technologies the museum promote to do, museum audience conquest to grow and expansion important to the tool Articles, pictures, electronic catalogs, video and audio resources combined from sites besides, museums their own social on the networks participation expansions and various in various Internet projects participation they reach Museums in the activity increasingly growing growing media content parts in their circumstances, structural part strategic planning and every one of the museum own information policy working output need was information qualified management necessary.

Museums information with of work new forms open on the eve of is standing and today's what we see today all technical elements (museum) information centers, electronic exhibitions, mobile devices for museum programs, Internet existence and others), actually this museums digital technologies based on development initial stage Later, and museums information and communication to the processes regional, national and global scale participation level mainly

his/her role, importance and efficiency to increase opportunity creating to give his/her next stage by designating gives.

SUMMARY

Culture in the field acceptance made excursions again one format 3D-types and excursions. This is desirable. cultural site or to the city visit order can't, but about it complete to the imagination has to be for those who want help Virtual tour each other smooth and turn with replacement possible was united spherical panoramas own inside Virtual tourist mouse using see the area lead, route direction himself/herself choice possible. Rule as a rule, usually visual to the picture assistant elements will be added and it is data, records, graphics management buttons and others with floating outgoing windows what own inside takes.

So so, now globalization under the circumstances every how of the industry there is opportunities full open give to get, in that field applicable digital technologies and to innovations directly This is related to tourism and his/her important joint was also applies to museums. Museums fund digital from technologies use of the industry development to increase positive service does.

Used literature list:

- [1] Uzbekistan Republic President's Day, April 26 day Tourism develop to the possibilities in a dedicated video selector from the speech
- [2] Based on the annual reports of the Tourism Department under the Statistical Agency under the President of the Republic of Uzbekistan for 2017-2023
- [3] Developed by the author based on data from the Tourism Department under the Statistical Agency under the President of the Republic of Uzbekistan
- [4] Kirá'ová, A. & Straka I. (2013). Влияние глобализации на маркетинг направлений.
- [5] Ekopress.Yaroshenko N.N. Civilization development in the context of empty time values // Moscow state culture and art university Newsletter. 2011. No. 6. P. 66-72
- [6] Erkayeva Barno, Normurodova Zebo. turizmda xizmat ko'rsatish sohasini takomillashtirish istiqbollari. // Aktuar moliya va buxgalteriya hisobi ilmiy jurnali, - 2024, Vol.4 Issue 08 pp.146-149 ISSN:2181-1865
- [7] Erkayeva Barno. HUDUDLARDA ZIYORAT TURIZMINI RIVOJLANTIRISHDA TURISTIK BRENDLARNING AHAMIYATI. // Iqtisodiyot va innovatsion texnologiyalar, - 2/2023, mart-aprel (№ 00064)
- [8] Jabborova Z.A. Improvement of economic mechanisms of state support of innovation activities in tourism. //Innovation technologies scientific journals, -2023. - No. 2(50), -145-149 p.
- [9] Usmonova D.K. Features of the formation of the tourism product and promising directions for its development. Abstract. – Samarkand, SamISI, 2009. – 25 p.
- [10] Z Jabborova. Turizm sohasi rivojlanishining istiqbollari // YASHIL IQTISODIYOT VA TARAQQIYOT, -2024. – 68-72 p.

- [11] Gasanov A. N. Factors determining the development of tourist centers in the western region of Azerbaijan: collection of reports of the International Scientific and Practical Conference. Varna, 2009. pp. 47–55.
- [12] Jabborova Zuhra. Effective use of the experience of advanced foreign countries in state support for tourism. - OAK Journal of Management Value & Ethics April special issue. 23 Vol. 13 No.04 SJIF 8.001 & GIF 0.626 ISSN-2249-9512 2023yil. (08.00.00№6)

