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EXPERIENCE OF PILGRIMAGE TOURISM DEVELOPMENT OF FOREIGN COUNTRIES

Submission Date: Sep 19, 2024, Accepted Date: Sep 24, 2024,

Published Date: Sep 29, 2024

Crossref doi: <https://doi.org/10.37547/ijhps/Volume04Issue09-07>

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ABSTRACT

In the era of globalization, rapid technological development and changing socio-economic landscapes, preserving cultural heritage appears an important task. Polishers of our colorful and rich cultural heritage face the challenges of preserving and passing on this heritage to future generations, and cultural tourism has the potential to play a crucial role in this preservation process.

KEYWORDS

Cultural tourism, cultural heritage, monuments, historical monuments, tourism.

INTRODUCTION

An in-depth study of the complex relationship between cultural tourism and cultural heritage conservation lays the groundwork for drawing data and insights from case studies and academic literature. Importance of preserving cultural heritage: Cultural heritage represents the collective memory of societies, which includes tangible objects, monuments, historical monuments, and intangible elements such as language, customs, and traditions. It serves as a bridge between the past and the present, creating a sense of

continuity and identity between communities. However, the preservation of cultural heritage faces unprecedented challenges in the modern world.

Urbanization, climate change, armed conflict and neglect pose serious threats to physical heritage, while globalization and cultural homogenization challenge the viability of various intangible heritage elements. From this point of view, the importance of cultural tourism in the preservation of cultural heritage is

increasing. Cultural tourism is a type of tourist activity in which the main motivation of the tourist is to study, discover, experience and consume the tangible and intangible cultural attractions and products of the tourist destination. These attractions and products belong to a set of specific material, intellectual, spiritual and emotional features of society, which are art and architecture, historical and cultural heritage, national food heritage, literature, music, creative industries and cover living cultures with their lifestyles and values.

Cultural tourism, a type of travel that people do to see the art, heritage and uniqueness of a place and its culture, has been developing for the past 10 years. The symbiotic relationship between cultural tourism and cultural heritage conservation is based on the potential economic, social and cultural benefits that tourism can bring to heritage sites and their surrounding communities. Economic Contributions: One of the most obvious benefits of cultural tourism is its economic contribution. Revenues from entrance fees, tours and related services are mainly used for the preservation and reconstruction of cultural heritage sites, solving problems related to time and environmental factors. Cultural Exchange and Awareness: Cultural tourism acts as a channel of cultural exchange that promotes a deeper understanding and appreciation of diverse heritages.

Visitors to cultural heritage sites learn about various customs, traditions, and historical information, creating an environment that encourages intercultural communication. Cultural exchange helps preserve cultural identity and traditions by fostering a global community that values and respects the cultural diversity embedded in these heritage sites. Although the positive impact of cultural tourism on cultural heritage conservation is evident, problems and

concerns need to be addressed to effectively utilize its potential. The rapid growth of tourism, especially in popular cultural destinations, has led to the phenomenon of over tourism.

Over tourism is characterized by an overabundance of tourists that exceeds the carrying capacity of a destination, resulting in physical wear and tear of cultural objects, traffic congestion, and environmental degradation. This poses a serious threat to the preservation of cultural heritage and requires the implementation of an effective management strategy. If not approached with sensitivity, cultural tourism can inadvertently lead to cultural appropriation.

Cultural elements may be sold for commercial purposes, resulting in the destruction or misrepresentation of cultural heritage. Addressing this challenge requires promoting the authentic and respectful presentation of cultural heritage to ensure that tourism enhances rather than exploits the cultural wealth of heritage sites. Despite these problems, a shift to sustainable cultural tourism is necessary to ensure the long-term preservation of cultural heritage. Community participation and collaboration: Involving local communities in the planning, decision-making and implementation of cultural tourism initiatives is essential.

This ensures that the benefits of tourism are shared equitably and that conservation efforts are aligned with the values and needs of the community. Collaborative approaches allow local communities to actively participate in and benefit from the tourism industry.

Educational programs and interpretive materials play an important role in shaping the tourist experience, instilling a sense of responsibility and respect. Tourists who are educated about the importance of cultural

heritage sites are more likely to engage in responsible tourism practices. Interpretive programs can contribute to the development of an informed tourist population by ensuring that cultural heritage is experienced and appreciated sustainably.

The relationship between cultural tourism and cultural heritage conservation has attracted significant scholarly attention, reflecting the growing recognition of the potential impact of tourism on the conservation of various cultural heritages. This literature review synthesizes key ideas from 37 academic studies, offering a deeper understanding of the multifaceted dynamics at this intersection. Culture is not limited to so-called "high culture" such as art and literature, but includes people's ways of living, systems they value, traditions and beliefs.

Culture is important because it constitutes the identity of individuals, groups, and societies. Cultural heritage tourism has some objectives that must be fulfilled in the context of sustainable development, such as the preservation of cultural resources, the proper interpretation of resources, the authentic experience of visitors and the promotion of income from cultural resources. The development of cultural heritage tourism deals not only with the identification, management and protection of heritage values but also with its impact on local communities, economic and social benefits, provision of financial resources, as well as marketing and promotion. The amount of well-being of the tangible and intangible heritage created for society is the determining factor of its economic value.

More than the financial benefits that some historical sites or areas can bring through their exploitation for tourism purposes. Scholars have extensively researched the economic aspects of cultural tourism as a financing mechanism for cultural heritage

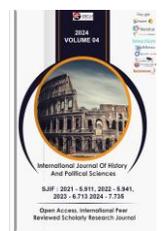
preservation. Emphasizing the income-generating potential of cultural tourism, they emphasize the possibility of providing financial resources for the conservation and preservation of heritage sites. The role of cultural tourism in promoting intercultural understanding and awareness has been central to the literature. Emphasizing the transformative potential of cultural exchange, it highlights how tourism exposes visitors to different customs, traditions and historical narratives. Such an exchange of cultural knowledge instills a sense of appreciation and respect for different heritages, contributes to the preservation of cultural identity and traditions.

The mixed methods approach adopted in this study combines qualitative and quantitative data to offer a holistic study of the complex relationship between cultural tourism and cultural heritage conservation. Triangulation of methods increases the robustness and validity of research findings. Also, with the help of research and comparative comparison methods, the experiences of the countries with a developed tourism industry in terms of cultural tourism potential and preservation of cultural heritage were studied.

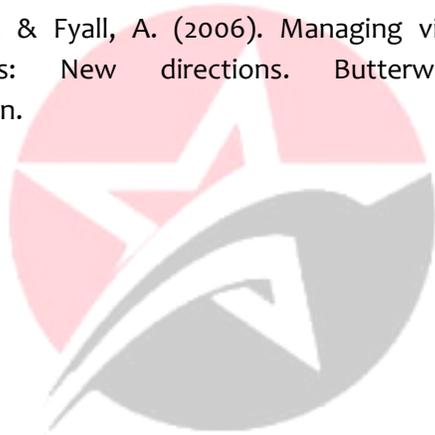
CONCLUSION

The results of this study provide a comprehensive and nuanced understanding of the role of cultural tourism in the preservation of cultural heritage. Culture and tourism have always been inextricably linked. Cultural attractions and activities are important incentives for travel and travel itself develops culture. But in recent decades, the connection between culture and tourism has been more clearly defined as a specific form of consumption - cultural tourism.

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