CULTURAL TOURISM

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Abstract
This article looks at how cultural tourism research has grown over the ten years pointing out key trends and topics. Cultural tourism research has grown fast in areas such as how people consume culture why they travel for culture keeping heritage safe the money side of cultural tourism, anthropology and how it ties to the creative economy. Major trends in research are moving from heritage to cultural experiences paying more attention to indigenous and other minority groups and spreading research to new regions. The paper ends with suggestions for research, such as building trans- modern cultures and studying the effects of new technologies.

Keywords: tourism;Tangible heritage; Intangible heritage; cultural identity,Indigenous tourism.

Introduction

Culture and tourism have always been closely connected. Cultural sights, attractions and events are reasons people travel and traveling also creates new culture. When the world faces economic, political and social changes cultural tourism plays a key role in sharing values of intercultural dialogue protecting and promoting cultural diversity and preserving cultural heritage. Both tangible and intangible parts of heritage are pieces of cultural identity. Because there is no accepted definition cultural tourism can be described from the supply side the demand side and from both theoretical and practical viewpoints. Few people truly understand tourism. This does not stop them from talking about it and telling audiences how tourism should work. Indeed tourism is an activity that creates instant experts who mix feelings with facts. Since people have traveled or seen changes in places they visited they feel they can become tourism experts. At the time places and activities we now call cultural tourism products were not seen as such until recently. Instead going to sites, cultural landmarks, special events, festivals, street shows or museums was considered part of a wider set of sightseeing activities that made up the whole tourism experience. Some researchers think tourism gives pleasures by showing differences or confirming stereotypes imagined by travelers. Cultural tourism is seen as the example of the so-called "totalising idea," where rural places and foreign cultures are seen as something different from or even opposite, to a western city.

Methodology

I write this article using an analytical approach to look at cultural tourism its growth and how it affects local communities and the national economy. The research relies on data such as academic literature, tourism statistics and details about cultural tourism in Uzbekistan. These sources help explain why cultural tourism research has grown, how cultural tourism contributes to the economy and the good and bad effects that cultural tourism has on heritage and local communities.

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I use a method to look at cultural tourism statistics in Uzbekistan from 2019 to 2022. The data centre on jobs in tourism industries and how cultural tourism adds to Gross Domestic Product (GDP) and Gross Value Added (GVA). By comparing these numbers I can spot how the cultural tourism sector changed before during and after the COVID-19 pandemic.

I also look at Samarkand as a case study of a tourism destination. I discuss how money spent by cultural tourism visitors on hotels, restaurants, transport, traditional handicrafts and guided tours can help businesses and bring jobs. I talk about why preserving heritage is vital and warn about the possible bad effects that commercialization can have on local traditions.

Overall this methodology gives a foundation for seeing how cultural tourism, economic growth and cultural preservation are linked. Still this analysis depends on information and does not involve new surveys or interviews, with cultural tourism visitors or local residents.

Literature Review

1.1 Major research of the Cultural Tourism.

Today cultural tourism covers a range of interests, such as archaeological sites, museums, architecture, festivals and religious pilgrimages. UNESCO recognises World Heritage Sites as culturally important which makes them more attractive to visitors. Roots tourism lets people connect with their heritage deepening their understanding of their ethnic backgrounds. Cultural tourism is a type of travel where the main motivation for the visitor's to learn, discover, experience and enjoy both tangible and intangible cultural attractions in a destination. This new definition shows that contemporary cultural tourism is much broader. It is not about sites and monuments but also about everyday life, creativity and daily culture.

Cultural tourism sources have grown from than 100 in 1990 to more than 6000 in 2016. The growth was especially fast between 2005 and 2015. Cultural tourism publications have increased as a share of all tourism publications reaching 5 percent by 2017. This growth has also been helped by thriving sub-themes in the field.

Many academics who answered the UNWTO survey not highlighted the growth of cultural tourism in the five years, before the survey but almost all of them concluded that cultural tourism will continue to grow in the future.

Results:From **Cultural Tourism Research Methods**

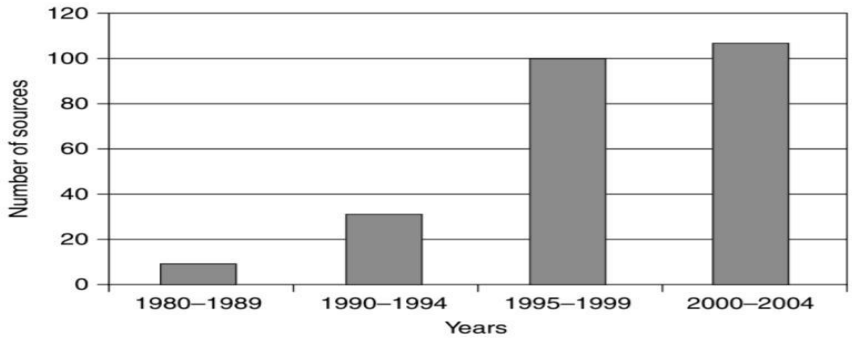


Fig. 1.1. Number of sources listed in the ATLAS Cultural Tourism Bibliography by time period.

I have seen reasons for this growth in cultural tourism research. The desire of countries and regions to develop tourism and especially to tap its economic potential has led to more research, on cultural

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tourism markets and the economic impact of cultural tourism. Researchers examine how cultural tourism adds to income, employment, business development and the economic sustainability of destinations.

I have seen that tourists visiting Samarkand may spend money on accommodation, restaurants, transportation, traditional handicrafts and guided tours. This spending supports businesses creates employment opportunities and contributes to regional economic growth.

Table 1[1]: Employment in Tourism Industries (2019-2022)

Sector	2019	2020	2021	2022
Accommodation services	54,536	49,805	51,524	53,451
Food and beverage services	66,646	54,101	67,496	73,111
Railway passenger transport	5,273	4,149	5,117	5,104
Road passenger transport	70,919	50,206	48,166	45,906
Air passenger transport	2,007	1,592	2,021	1,779
Transport equipment rental	1,788	1,225	1,364	1,155
Travel agencies and reservation services	3,192	2,525	2,410	3,103
Cultural services	11,042	11,545	12,492	12,315
Sports and recreational services	16,028	15,666	17,013	18,689
Total	**231,431**	**190,184**	**208,053**	**214,613**

The graph shows a point of 231,431 employees in 2019 a big drop to 190,814 in 2020 because of the COVID-19 pandemic and a slow return to 208,053 in 2021 and 214,613 in 2022. The blue line with shapes shows the strength of the sector even though the number of workers is still lower than before the pandemic. This shows problems in areas like air and road travel. This figure 1 shows how many people worked in the tourism industries in Uzbekistan. It shows that the sector was strong before the pandemic with 231,431 employees in 2019. This was helped by food and drink services with 66,646 workers and road travel with 70,919 workers. The number went down by 17.6% in 2020 to 190,814. This was because of rules stopping people from traveling. There was a drop in road travel with 29.2% fewer workers and in food and drink services with 18.8% fewer workers. By 2022 the number went up again to 214,613. This was helped by food and drink services with 73,111 workers. This shows that the sector is strong but some parts are still struggling such as air travel with 1,779 workers. This shows how important tourism is, for jobs and how some parts need help to get better.

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Table 2[2]: Tourism's Contribution to GDP and GVA (2019–2022)

Year	Contribution of Tourism to GDP (billion soums)	Share (%) in GDP	Contribution of Tourism to GVA (billion soums)	Share (%) in GVA
2019	14,102.9	2.6	13,573.4	2.5
2020	2,557.8	0.4	2,461.5	0.4
2021	4,902.4	0.7	4,752.3	0.6
2022	12,791.7	1.4	12,462.7	1.4

Table 2 shows the contributions of tourism to Uzbekistan's GDP and GVA from 2019 to 2022. In 2019 tourism contributed 14,102.9 billion soums to GDP (2.6% of the total) and 13,573.4 billion soums to GVA (2.5%) showing that tourism was vibrant. The sharp drop in 2020 to 2,557.8 billion soums (0.4%) for GDP and 2,461.5 billion soums (0.4%) for GVA highlights the disruption caused by global travel limits during the COVID- 19 pandemic. Tourism rebounded in 2021 with GDP at 4,902.4 billion soums (0.7%). Gva at 4,752.3 billion soums (0.6%). Tourism recovered further in 2022 with GDP at 12,791.7 billion soums (1.4%). Gva at 12,462.7 billion soums (1.4%). These figures show tourism's resilience, helped by government reforms such as visa liberalisation. However tourism still remains below 2019 levels indicating that tourism needs investment to restore and expand its contributions.

Tourists travel because tourists seek experiences that differ from everyday life. Tourists want to learn something about themselves and the world and tourists look for new identities. Tourism constantly reshapes tourists' identity during exploration adding new quality to life. The places tourists visit also change, for better and sometimes, for worse.

1.2. The Positive Effects on Local Communities

I have seen how cultural tourism can bring good things to the communities that open their doors to visitors. The first and maybe the biggest benefit is that cultural tourism helps keep heritage alive. When tourists show interest in hand- made crafts, old monuments, local festivals and native customs the communities feel more eager to protect and share these traditions.

Another important benefit comes from exchange. By talking with travelers from away the local residents learn new ways of living and new ideas. These conversations can build respect raise awareness and create a deeper understanding among people, from many different backgrounds. Cultural tourism also encourages communities to preserve their traditions and share them proudly with the world

1.3 The Negative Effects on Local Communities

Although cultural tourism has benefits cultural tourism can also harm local communities. A main worry is the commercialization of traditions. When traditional ceremonies, crafts or performances are changed mainly to please tourists, cultural tourism may cause cultural traditions to lose their cultural meaning.

Results and discussion

Though some experts in tourism believe there are four types of cultural tourism represented by an equal number of tourist groups we have found five distinct groups:

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- the smallest group, which may make up 15% of the tourist market consists of "highly motivated" cultural tourists, people who travel to a town or region because of what it offers from a cultural perspective (museums, festivals, theatre);
- the second group, which makes up about 30% of the tourist market consists of "partly" culture-motivated tourists: people who travel for cultural experiences and also to visit friends or relatives or to relax;
- the third group, which makes up about 20% of the tourism market consists of tourists for whom culture is an "accessory" to a stronger motivation;
- the fourth group, which makes up 20% of the tourism market consists of the so-called "accidental cultural tourists": people who travel without looking for cultural attractions or events but who are taken – by the friends or relatives they are visiting – to such events or who end up there because it happens to be, near their hotel or simply because they happen to come across such an event;
- the fifth group, which makes up about 15% of the tourism market consists of people who are never attracted by cultural attractions or events no matter what happens.

These types of tourists allow, in their turn to identify the types of cultural tourism (Figure 1)

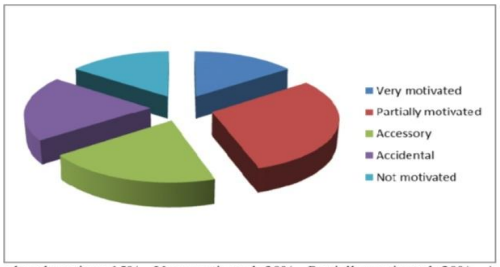


Figure 1. Categories of cultural tourism: 15% - Very motivated; 30% - Partially motivated; 20% - Accessory; 20% - Accidental; 15% - Not motivated

In conclusion cultural tourism is very important for keeping heritage safe helping local economies and making people from different cultures understand each other. Cultural tourism gives tourists chances to learn about the history, traditions, customs, ways of life and values of the places they visit. By visiting buildings, museums, churches or temples festivals and markets cultural tourism lets tourists learn more about other cultures and see how diverse the world is. Cultural tourism brings more than a boost to the travel business; it also helps people talk to each other and share knowledge across societies.

Furthermore cultural tourism can bring money benefits to local communities. Tourists spend money on beds, food, rides, guided walks, hand- made items and other local services. This spending supports shops creates jobs and helps the region grow. For example Samarkand, one of Uzbekistans cultural tourism destinations attracts visitors who love its old monuments, buildings and traditional culture. When cultural tourism grows in places like Samarkand it can give chances for local people and also help keep their cultural identity alive.. The money that tourism makes depends on good planning and fair sharing of income among local people.

Despite these points cultural tourism can also cause problems that need careful care. One big worry is that cultural traditions may be sold out. When old ceremonies, hand- made arts and shows are changed mainly to please tourists some cultural practices can lose their meaning and realness. Also more visitors can put pressure on buildings, cultural sites and local resources. If tourism is not managed carefully it may hurt life for residents and weaken the cultural identity that first drew visitors. Therefore protecting

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heritage must stay a top priority for tourism growth.

Another important point is to balance money growth with keeping culture and nature safe. Governments, travel groups, local shops and community people should work together to make tourism plans. These plans may include keeping sites safe helping local makers offering real cultural experiences and teaching tourists how to behave kindly. Involving people in tourism planning is very important because residents know their own traditions well. Their help can make sure that cultural tourism benefits the people whose culture is being shown to visitors.

Technology and changing tourist tastes may give chances for cultural tourism in the future. Online sites and virtual tours can show places to people all, over the world while learning trips can make visitors study the history and society of different groups. Still technology should help people meet locals and see real culture not replace it. Keeping this balance can keep places interesting while saving their treasures for people later.

Overall cultural tourism is not a way to travel. It is a way to bring people together keep traditions alive and push for a healthy future. Its long- term success depends on how places can protect their cultural heritage while meeting the needs of tourists and local people. By fixing the side of tourism and boosting the good side countries can build a more caring and open travel business. In Uzbekistan growing cultural tourism gives chances to show the country's past help local economies and grow international cultural exchange. In the end responsible cultural tourism can keep traditions, old places and cultural identities safe and appreciated by people later.

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