

Shukrullaev Izzatullo B1804275

Obidov Mirsaid B1902086

Mukhtarov Isfandiyor B1803524

CULTURAL HERITAGE TOURISM

Outline



Benefits and
Contemporary
Challenges

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Recommendations
for moving
towards
Sustainability

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Definition of
Culture and
Heritage
Tourism

01

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Sustainability of
Culture and Heritage
Tourism in
Central Asia

The definitions of Cultural Heritage Tourism

- 'Culture is ordinary: that is the first fact. Every human society has its own shape, its own purposes, and its own meanings. Every society expresses these, in institutions, and in arts and learning' (Williams, 1958: 4).
- Cultural and Heritage Tourism as a tool of economic development that achieves economic growth through attracting visitors from outside a host community, who are motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution (Silberberg 1995).

Unesco World Heritage SITES IN CENTRAL ASIA



Sustainability of Cultural and Heritage Tourism



**Funds
Shortages**



**Human
habitation**



**The pressure of
Urban Growth**



**Lack of
Cooperation
and Holistic
Management**

Cultural and Heritage Tourism in Central Asia

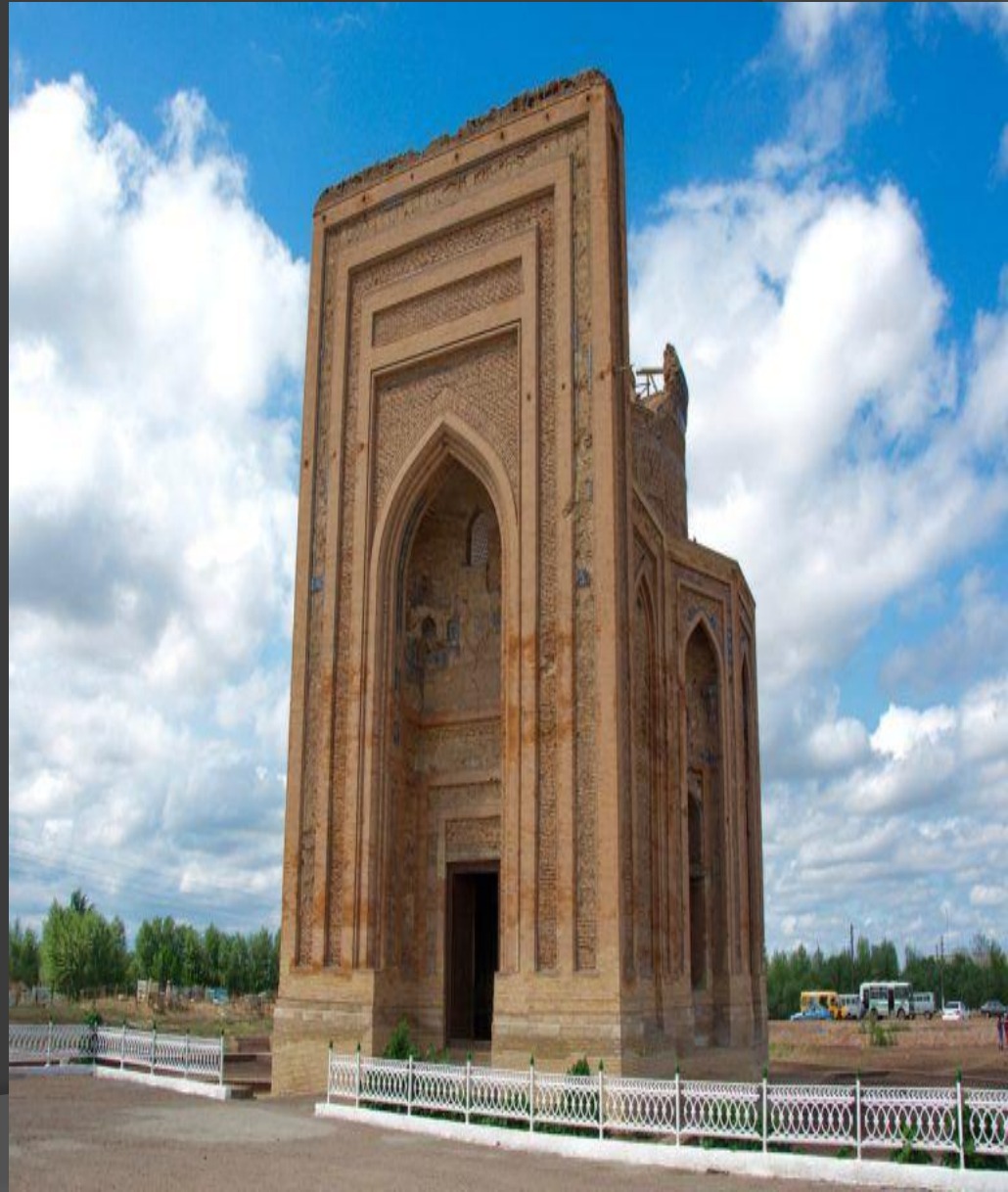
- Central Asia began to follow the rest of the world in strengthening its cultural heritage only from the 90s;
- But since then there have been constant difficulties due to the lack of professionals who were needed on restoration of the monuments, as well as in the study and documentation of historical artifacts;
- After the collapse of the USSR, most of the Central Asian countries resorted to finding their past history and strengthening their cultural heritage;
- Important historical dates, millennia of cities and counties, great people and rich history have been restored and entered into the books as historical facts of these nations.

Importance of Cultural Heritage Tourism in Central Asia

- Status of a cultural heritage site helps to attract the attention of tourists and the media;
- Growing tourism increases investment in the private sector, which improves the living standard of local people;

Importance of UNESCO World Heritage status

- ⦿ Raises awareness about the country;
- ⦿ Attracts large number of tourists;
- ⦿ Helps with preservation of significant historical and cultural sites;
- ⦿ Gives countries opportunity to improve their relationships.



Contemporary challenges

- ⦿ Lack of clear approach to the preservation of culture;
- ⦿ Lack of state protection of historical and cultural sites;
- ⦿ Bad condition of destroyed objects;
- ⦿ Lack of reliable historical information about structures and objects;
- ⦿ Lack of finances and funds for restoration, repair, and storage of cultural heritage objects;
- ⦿ Lack of normative legal acts and methodological documents on objects of historical and cultural heritage that have survived since the Middle Ages.

Recommendation

2 On-site damage and heritage?

Risk assessment

1 Determining the extent

Examining what heritage people want to save?
Heritage

3 Security and Stabilization

Stabilize the condition of Affected heritage



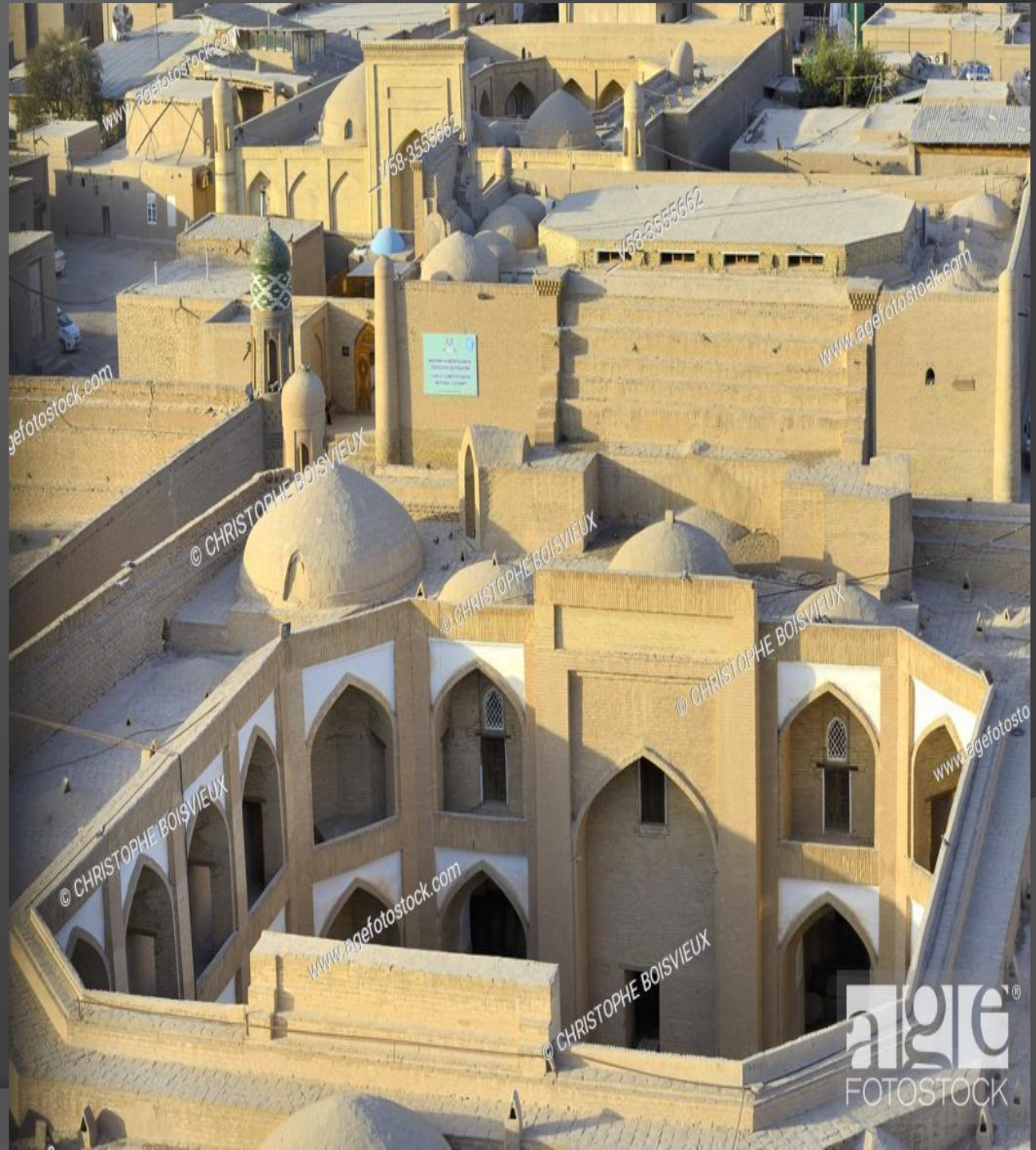


- Situation analysis
- What needs to be solved?
- How to resolve it?

□ On-site damage and Risk assessment

□ procedures sources of human creativity and cultural diversity

□ Cities and landscapes



- Security and Stabilization
Stabilize the condition of
Affected heritage

- The process
of operation

- Many polluted places in the
world

Озеро Урунгах



Conclusion

- The study shows of how culture and heritage sector contributes to the government economically
- Various future issues can be overcome after having fundamental knowledge about Culture and Heritage tourism

Thank you for your attention

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