

The importance of cultural and art institutions in the development of the tourism sector (on the example of the activities of theaters and cultural centers)

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Abstract: This article analyzes the importance of cultural and art institutions, in particular theaters and cultural centers, in the development of the tourism sector. Cultural and art institutions are considered the main spiritual tool for promoting our nationality and play an important role in increasing the tourism potential of the regions. It is shown that through the activities of theaters and cultural centers, the content of tourist creative services and products can be enriched and a cultural experience can be created for tourists. The contribution of cultural institutions to the development of the local economy and social stability is also highlighted.

Keywords: tourism development, cultural institutions, art institutions, theater, cultural centers, cultural tourism

Uzbekistan has many architectural monuments that are part of the treasury of world culture. The historical centers of the cities of Ichan Kala, Bukhara and Shakhrisabz, the historical monuments of ancient Samarkand are included in the UNESCO World Heritage List, and the folklore of the population of the Baysun district is included in the World Intangible Cultural Heritage List.

Since ancient times, Uzbekistan has entered into trade, economic and cultural cooperation with many countries of the world. The Great Silk Road, which connected the East and the West through trade caravans, also passed through Uzbekistan, and Uzbekistan was considered one of its most important centers. In addition to the diverse goods produced in the countries of the East and the West, various cultures, traditions, crafts and religions also spread along the Great Silk Road. Exchanges of spiritual values were carried out. The development of international relations has contributed to the development of world culture: the Great Silk Road made it possible to acquire new inventions, scientific achievements and cultural and educational values in distant countries, which led to the socio-economic rise of all countries actively participating in international relations.

Currently, there are many types of tourism. Depending on the distance of travel, there are local (for example, trips of our citizens around Uzbekistan) and international (visits of citizens of Uzbekistan abroad and visits of foreign tourists to Uzbekistan) forms of tourism. Depending on the purpose of travel, there are such types of tourism as entertainment (for example, visiting the Aquapark in Tashkent), health (restoration or strengthening of health in sanatoriums), cultural and educational (going on excursions, visiting museums and concerts) and sports (coming to the stadium to watch a football match, going mountaineering in the mountains). In terms of developing tourism in Uzbekistan and raising it to new levels, cities such as Samarkand, Bukhara, Khiva, Shakhrisabz, Margilan, which are rich in ancient cultural and architectural monuments, are of great importance. These cities have an incomparable number of ancient historical monuments that amaze and amaze the world population. Every person living in different countries of the world dreams of seeing these cities with their own eyes. In many countries, Uzbekistan is famous for its cities. These historical cities of Uzbekistan can be safely called the “jewels of the East”.

Various entertainment enterprises - stationary and mobile theaters, cinemas, concert halls (palaces) and ensembles (philharmonies, orchestras, ensembles, music halls, television and radio broadcasting, music and art groups), as well as other services providing entertainment are diverse. Cultural heritage-related activities (libraries, museums, exhibitions, cultural and art institutions) are also included in the types of entertainment.

In world experience, the sphere of providing entertainment services to the population also includes tourism enterprises, tourist accommodation facilities. A number of enterprises, organizations, and institutions provide entertainment as a non-core activity. The tourist's joyful feelings can be associated with any situation of a tourist trip. In addition to hotels, the sphere of providing entertainment services to the population also includes state recreation areas, historical, cultural, and interesting places. Industrial enterprises that produce relevant equipment and equipment are also included in the entertainment industry. The entertainment industry appears on the scene as an independent, based link in the economic system, attracting significant labor, financial, and material resources. In this regard, the entertainment industry is characterized by specific technologies, management systems, results of activities, and organization of employee labor. The general conditions of a theater are achieved by providing the necessary equipment, actors, and service personnel in the theater building. The theater building consists of two components: the audience and the performance.

The audience part consists of a vestibule, cloakroom, foyer (with recreation facilities), buffets, toilets and smoking rooms. The functional features of these groups are that they provide services to the audience in a large volume for a short period of time (after the beginning and end of the performance, during the intermission). In some theaters, there are other buildings (museums, for permanent exhibitions) in the audience part. The performance complex includes a hall, a stage, as well as stage equipment buildings. That is, the place where the performance is expected to go on stage, rehearsal buildings, a warehouse, stage service buildings are among them. There is also a workshop where replaceable and soft decorations, shoes, costumes, wigs are made. Theatrical art, as a phenomenon reflecting the mentality, historical experience and creative thinking of the people, acts as a cultural bridge in tourism. Specially staged performances for tourists, performances expressing national traditions make the travel program more meaningful. Theater performances intended for tourists can be presented as a separate tourist product. For example, performances staged on the basis of national folklore, dramatic works reflecting the life and activities of historical figures are of great interest to tourists.

The organization of theater spaces is diverse. Spectators can be located on three sides of the stage area or completely surround the stage. In world experience, a partol (in depth) stage is widespread. Examples of this are non-traditional ring, three-sided, central, dispersed types of stage. There are also options for various intermediate types of stage. Successful organization of theater spaces allows for the effective use of scenery, enhancing the reception of the performance by the audience. Theater actions impose requirements on the stage equipment, acoustics that ensure good audibility of spoken speech, small stages for the orchestra, and the building. In most theater buildings, theatrical performances can be different.

Stage equipment is diverse, in many cases very unique. The stage equipment consists of a stage lift, curtains, a horizon, a flight mechanism, and scenery. The stage area is equipped with a stage frame, a stage rotating machine, barriers, hatches, furkas, conveyors, lifting and lowering devices, etc. The use of decorative elements such as national ornaments typical of Uzbekistan, such as fabrics such as atlas and adras, the art of suzan embroidery, wood carving, and ganchkori patterns in the decoration of the theater building makes a deep cultural impression on tourists

visiting the venue from the first minutes. Such elements increase the national value and beauty of the building. At the same time, they also provide guests with the opportunity to directly get acquainted with the rich cultural heritage of the Uzbek people.

A tourist entering a theater decorated with national decorations feels like they are not in an ordinary auditorium, but in a sacred cultural space steeped in ancient history and traditions. This instills in them a sense of uniqueness, that is, they realize that they have a unique atmosphere that is completely different from that of other countries, characteristic only of this region. At the same time, such an atmosphere arouses interest in local traditions, folk crafts and arts in tourists, and encourages them to learn more about this culture. Most importantly, by decorating a theater with national decorations, guests perceive this experience as “authentic” - that is, not artificial, but as a real, genuine cultural expression. Unlike artificial decorations, such an atmosphere directly demonstrates the taste, skills and art of the Uzbek people, which have been formed over the centuries. In this way, the theater acts as a cultural ambassador not only through the performance on stage, but also as the space in which it is located. The use of national decorations in the theater building is one of the important tools of cultural policy, in particular, the development of cultural tourism. The theater is a sacred place that embodies the spirit, history and cultural values of the nation. Such decorations take the guest not into an ordinary building, but into a space that lives with the history, customs and traditions of the Uzbek people, embodying national identity. Tourists do not just watch a performance, but feel themselves in an environment where the national spirit reigns at the junction of the past and the present. In this way, the use of national decorations in the theater demonstrates the unique cultural heritage of Uzbekistan. This approach arouses a warm attitude, respect and interest in tourists, causing them to leave with a positive impression of the country. As a result, they become sincere cultural ambassadors who want not only to visit Uzbekistan again, but also to tell others about this country. International theater festivals play an important role in the development of tourism. Such events allow attracting foreign guests and introducing them to the cultural life of the country. Through performances presented as part of the festival, foreign audiences get to know national art, traditions, and folk art firsthand.

This enhances cultural exchange and helps to create a positive image. Tourists visiting the festival not only enjoy the art, but also use hotels, restaurants, and transportation services. This also brings significant income to the local economy. Also, when an internationally recognized festival becomes a brand, it increases the country's tourist attractiveness and increases the number of regular visitors. Through such events, theatrical art is promoted globally, and local actors and creators exchange experiences with foreign colleagues. As a result, tourism through art develops, and the country begins to be recognized as a cultural center on the international stage.

With the increase in such events, it is important to determine the motivations that encourage people to participate in cultural festivals, their perceptions of the festival, and their intentions to return to future events. The type of auditorium (multi-story, amphitheater), seating arrangement, and aisles are designed to allow for communication between spectators and actors, provide visibility and audibility, and comply with fire safety requirements.

The main directions of development of theater buildings include, first of all, the harmonious expansion of the mutual form of the hall and the stage. When the action “absorbs” into the auditorium, the viewer becomes a participant in the action. The action of modern performances is dynamic, diverse in genre and stage solutions, harmoniously combined with the depth of the orchestra and the side stage, the modernization of the traditional stage, and the change in the methods of its equipment.

Theater halls have artificial lighting. High requirements are imposed on them in terms of fire safety. Ventilation equipment that ensures air exchange, air conditioning systems that moderate the air are installed in the halls. In the auditorium, they ensure that the air temperature is at the level of - 23 - 25°C in summer, and - 19-21°C in winter. A standard air environment must be provided before the start of the performance and maintained at the level throughout the performance. The hall is cleaned and sanitized every day, and if several performances are shown during the day, it is definitely cleaned after each performance. Dusting of furniture, carpets is carried out daily. The hall must be disinfected every month. It is necessary to carry out timely inspection, repair, and reconstruction of the theater hall. The condition of the ceiling is registered before each season. The features of the reconstruction of the theater building are such that the hall is returned to its original appearance, since it may have lost its appearance due to a number of external reasons. Factors such as the deterioration of building elements, technological backwardness, the need to replace engineering equipment, and redevelopment of the building create the need for reconstruction. In universal halls, compared to theater buildings, the stages and auditorium require a more significant transformation - change. This is ensured, first of all, by the appropriate hall composition methods and structures. Through cultural centers, elements of national culture, traditions, and historical heritage are demonstrated in a lively and interactive form. This gives tourists not only an entertaining, but also a rich educational experience. An environment that preserves the original cultural values attracts tourists even more and increases their interest in the country. In this regard, cultural centers are an important platform for forming a national tourism brand.

Also, various cultural events, festivals and exhibitions held in cultural centers serve as an effective tool for increasing the flow of tourists. Such events promote the unique cultural life of the region, thereby creating an opportunity for diversification of the tourism product. As a result, the scope of tourism services expands and the regional economy develops. Cultural centers also serve to ensure the active participation of local residents in the tourism sector. Through them, local craftsmen, artists and other representatives of the cultural sector have the opportunity to engage in the provision of tourism services. This is of great importance in creating jobs in the tourism sector and ensuring economic stability.

Educational and educational programs for tourists can be effectively organized in cultural centers. Through these programs, tourists will have the opportunity to better understand local culture, learn languages, and respect cultural values. This will help improve the quality of tourism and create positive impressions for tourists. Cultural centers are also important as part of regional tourist routes. They are used as an integral part of tourist destinations and serve as information centers for tourists. At the same time, the introduction of modern information and communication technologies in cultural centers, for example, through virtual tours and multimedia presentations, will further increase the interest of foreign tourists. In short, cultural centers are of strategic importance in the development of the tourism industry. They are an effective tool not only for preserving and promoting culture, but also for diversifying the tourism product, developing the regional economy, and attracting local residents to the tourism process. In order to actively involve young people and the general public, it is necessary to organize new circles in cultural centers and develop innovative projects. These projects serve to increase the cultural and social activity of young people, develop their creative potential, and increase the attractiveness of cultural centers through the use of modern technologies and methods. The creation of new formats of cultural and educational events that meet the interests of the younger generation through innovative approaches meets the modern requirements of the cultural sphere.

The establishment of exemplary cultural centers in each district and city is one of the priorities of state policy. For example, in 2024, a total of 159 cultural centers across the country were overhauled and put into operation, and in 2025, it is planned to repair and provide 49 more centers with modern infrastructure. These works will greatly contribute to the development of the local cultural sector, improve the social environment, and increase tourism potential. Amateur artistic groups play an important role in the activities of cultural centers.

Their regular concert programs and cultural events at tourism facilities will revitalize the cultural life of the region and help improve the quality of tourist services. This practice will create a richer cultural experience for tourists, widely promote regional culture, and support the activities of local artists.

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