

**PROMOTION OF THE HISTORICAL AND CULTURAL HERITAGE OF UZBEKISTAN AS
AN IMPORTANT FACTOR THAT IMPROVES THE IMAGE OF THE COUNTRY*****Madaminov O.Z.****Urganch State University, Urganch, Uzbekistan.*

Abstract: Preservation of historical and cultural heritage, development of tourism industry today have become an important criterion of the value orientation of the policy of modern countries of the world. This is an important step towards the future that we are building today. The rich cultural, historical, spiritual and intellectual heritage, the centuries-old history of statehood, which forms confidence in solving all the problems that stand in the way of Uzbekistan's full, rapid and innovative development, the recognized contribution to the development of science and culture, world and Islamic civilization, traditional and high-level interethnic and interfaith harmony, social harmony and tolerance in society serve as an important basis for a worldview image campaign.

Key words: historical and cultural heritage, image, image of the country, tourism industry, historical monuments.

Introduction. The cultural heritage of Uzbekistan, which serves as a symbol of national unity and centuries-old history, is the wealth and heritage of our entire people. They are not only historical relics, but also serve as a great spiritual foundation in modern processes. For many years, not much attention has been paid to many monuments of our country, to the invaluable creative heritage: many architectural objects have lost their former beauty, the names of outstanding scientists and scholars have faded into the shadows. However, over the past few years, during the formation of New Uzbekistan, our country has strengthened its enormous tourism potential, its position as a state with a rich culture and invaluable historical monuments. A number of important documents have been adopted by our President and government, which provide for the comprehensive improvement of the spiritual sphere, the qualitative advancement of science, culture and tourism to a new level.

Analysis and results. Uzbekistan is a country with a history of many millennia. Our region, as archaeologists and historians recognize, is one of the oldest places of human existence. The most beautiful cities that people have lived in Central Asia for centuries and left us as a legacy are of particular importance: Samarkand, Bukhara, Khiva and many other civilizations. These places are famous to this day for their beautiful and unique architecture, streets decorated with oriental ornaments, magnificent bazaars. All this is part of the rich Uzbek culture. And the cultural heritage itself represents the sum of the achievements of mankind. This is the foundation on which any state rests.

Turning to the topic of historical perspective, it is necessary to separately highlight the idea of the head of our state about the formation of a new era in Uzbekistan - the Third Renaissance. This is based on a radical improvement in the fields of enlightenment, education and science. As our President noted in his Address to the Oliy Majlis of December 29, 2020: "Since we have set ourselves the great goal of laying the foundation of the Third Renaissance in our country, for this we must create an environment and conditions that will educate new Khorezmians, Berunids, Ibn Sina, Ulugbeks, Navoi and Baburs. In this, first of all, the

development of education and upbringing, the establishment of a healthy lifestyle, the development of science and innovation should serve as the main pillars of our national idea” [1]. This will be of great importance in implementing planned reforms in various areas.

Cultural representation is another element of shaping the image of the state. The cultural export of the state, including literature, art, music and films, goes beyond borders and contributes to the formation of its global identity. “Cultural diplomacy allows countries to showcase their heritage, values and creativity, which fosters a sense of soft power that positively influences perceptions” [8]. For example, a country known for its rich artistic traditions and vibrant cultural scene can be considered dynamic and innovative. However, cultural representation can also perpetuate stereotypes or misunderstandings, which highlights the need to carefully manage this aspect of image formation.

Our country is very rich in archaeological monuments, which are of great importance in the study of the earliest human history, from pre-written history to ancient and medieval periods. Archaeological monuments are conventionally divided into the following types: primitive sites, urban ruins, defensive structures and other architectural monuments, ancient burial mounds, rock paintings, ancient irrigation - artificial irrigation structures [7, p.2].

According to the “National List of Immovable Objects of Tangible Cultural Heritage” approved in 2019, there are 8,208 tangible cultural heritage objects in Uzbekistan, of which 4,748 are archaeological, 2,250 are architectural, 678 are monumental art monuments, and 538 are places of interest. More than two and a half million exhibits are stored in museums. Attention is being paid to the development of schools for the restoration of monuments that were formed during the years of independence. Over the past five years, measures have been taken to develop this area. A number of projects have also been implemented by the Fund for the Development of Culture and Art. In particular, the Fund, with the involvement of specialists from the Louvre Museum, completed the restoration of the Great Langar Quran in 2021 [7, p.2].

In implementing measures to search for and return cultural treasures taken out of Uzbekistan, the activities of the Center for the Study of Cultural Treasures of Uzbekistan Abroad under the Cabinet of Ministers, established by the Resolution of the President of the Republic of Uzbekistan in 2017, were significant. In 2017, the President issued two decrees aimed at further developing crafts and providing comprehensive support to craftsmen, as well as a resolution adopted in 2019, organizational measures were established to improve the activities of master-apprentice schools, restore unique types of crafts, and comprehensively stimulate the export of products [7, p.2].

It should be noted that at the X session of the ICESCO organization, held in Morocco in 2022, 7 cultural heritage sites located in Bukhara were registered as cultural heritage of the Islamic world. This list includes the Ismail Somoni Mausoleum, the Chor-Bakr and Bahauddin Naqshbandi complexes, the Magoki Attar Mosque, the Poyi Kalon ensemble, the remains of the ancient city of Poykent, and the Tosharsay Madrasah. The relevant certificates were presented by ICESCO Director Salim Al Malik [6].

“The inclusion of historical monuments of our country in the ICESCO list is of great importance in promoting our rich cultural heritage to the whole world, in particular, in further

recognition of our culture in the Islamic world. The territory of Uzbekistan is historically a land that has made a great contribution to the development of Islam” [5], the report says.

The mausoleum and mosque of Suzuk Ota (grandson of Ahmad Yassavi), a great theologian, scholar, and patron of craftsmen who migrated to Tashkent from Turkestan in the 12th century, were given to the mahalla in 1990 in a dilapidated state. In 2019, renovation work was carried out here, and the Suzuk Ota Mosque and Madrasah, part of a single complex that also includes a crafts town, were put into operation [10].

This once again confirms the success of the cultural and humanitarian nature of Uzbekistan's diplomacy and serves to preserve cultural heritage sites, disseminate information about the country's historical potential to the world, and enhance the prestige and image of our country in the international arena. The popularization of ancient monuments and sites serves to realize the existing tourism potential.

At the same time, the Decree of the Head of State dated April 6, 2021 “On measures to further improve the state management system in the fields of tourism, sports and cultural heritage” [3] on the formation of the Cultural Heritage Agency under the Ministry of Tourism and Sports of the Republic of Uzbekistan, as well as the legal framework aimed at innovative development of the sector, is distinguished by the fact that it is aimed at finding solutions to problems in this area and raising its development to a qualitatively new level.

The people of Uzbekistan have a very ancient and rich history, and the issue of popularizing it outside our country is one of the priority areas of state policy. However, despite the fact that historical objects are under state protection, the preservation of unique objects of tangible and intangible cultural heritage that have come down to us from a thousand-year history has become a huge problem to this day. For example, in some regions of our country, as a result of the fact that the documents (passports) of many cultural heritage objects and their historical foundations have not yet been fully formed, and many ancient monuments have been left unattended, individual citizens show disrespect for them, and sometimes even vandalism. It is impossible to deny that some individuals deliberately try to take cultural heritage objects out of the republic. In addition, many historical objects have not yet been fully studied by historians, archaeologists and other specialists. One can also observe a lack of specialists and technical capabilities for the preservation and restoration of cultural heritage objects. The above-mentioned clauses of the decree of the Head of State are aimed at solving these problems, using the experience of foreign countries, digitizing the industry, and strengthening the material and technical base based on innovative solutions.

The President of Uzbekistan pays great attention to the protection of cultural heritage sites, their identification, registration, popularization, maintenance of the state register of cultural sites, electronic catalog, passport and state cadastre, organization and implementation of specially protected natural areas. It is worth noting that the initiative of the President to establish the Cultural Heritage Agency under the Ministry of Tourism and Sports is explained by the fact that the previous organization (the Department of Cultural Heritage under the Ministry of Culture) did not function effectively and many problems remained [4].

It is noteworthy that this legal document includes factors related to innovative activities, namely the rational use of material and cultural heritage sites, including effective management on the basis of public-private partnerships, digitization of the sector and the introduction of modern information technologies [2].

The problem of museums, a sector that has lagged behind in development for many years, did not escape the attention of the head of state. We must not forget that museums are the historical heritage of the people, a factor in the formation and strengthening of patriotic feelings in young people. They store the entire history of the state, there are exhibits telling about the history and lifestyle of the Uzbek people.

We understand well that the future of our country, whose image in the world is growing today, is certainly connected with historical memory. Developing international cooperation, including historical monuments in the UNESCO World Heritage List in accordance with the requirements of the Convention on the Protection of the World Cultural and Natural Heritage, cooperation with UNESCO and the World Heritage Center have been and remain priority tasks.

The whole world recognizes that the initiatives and practical activities of President Shavkat Mirziyoyev in cooperation with such influential international organizations, the implementation of his recommendations on the preservation and transfer of cultural heritage to future generations have a positive impact on the image of Uzbekistan in the world. As a result, the flow of investment and tourists to our country is increasing.

Another strategically important aspect of the above-mentioned legislative documents is that they are primarily aimed at supporting the field of archaeology, which serves to search for cultural heritage objects, determine and form their significance and toponymic aspects. Unfortunately, over the past years, shortcomings and problems have arisen in supporting archaeological research, strengthening their material and technical base, and creating the necessary conditions for archaeologists and specialists. However, it should be noted that due to their timely understanding in the adopted document, issues such as coordination, control, licensing of archaeological research, examination and storage of scientific reports, maintaining a state catalog of archaeological objects, organizing their relocation, coordination, control, licensing of archaeological research are being resolved.

As is known, our country has experienced many invasions and plundering throughout its history. The centuries-old wealth of the people was taken out of the republic. Today, a significant part of the material and cultural heritage is stored in museums and galleries in different countries. To this day, attempts to illegally transport cultural heritage from the territory of our country are observed. These problems have not escaped the attention of the state [9].

Conclusion. Presidential decrees and government resolutions clearly define the main tasks of the newly established agency as the protection of cultural property, the issuance and coordination of certificates for their export and import from the territory of Uzbekistan, the conduct of artistic expertise of cultural property, its classification, as well as consideration of issues related to the protection of cultural property. State control in this area is also one of the tasks of the new organization, which is defined as one of the priority areas, which is a strategic step towards solving problems in the field of cultural heritage protection.

In general, the reforms implemented at the initiative of the head of our state include tasks such as preserving the cultural heritage of our people, passing it on to future generations, and demonstrating a rich and great culture to other nations and the whole world. The goal of the state policy of the new Uzbekistan is to show the glorious history of the country, preserve national pride, and educate young people in the spirit of patriotism, who are currently in the Third Renaissance.

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