



INTEGRATING CULTURAL TOURISM AND REGIONAL
ECONOMIC GROWTH STRATEGIES

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Abstract: *The integration of cultural tourism and regional economic growth strategies is an urgent and comprehensive issue. In the context of modern globalization and economic competition, it is required to reduce inter-territorial differences, ensure economic stability and expand economic opportunities through the preservation and manifestation of cultural heritage. Cultural tourism, as a means of giving new impetus to the economic life of the regions, implementing innovative initiatives and promoting economic growth, is increasingly the focus of the attention of most scientists and professionals.*

Keywords: *cultural tourism, regional economic growth, strategic integration, innovative development, territorial clusters, historical heritage, tourism infrastructure, tourism services, economic systems, socio-economic development.*

The rich cultural resources available in the regions, ancient monuments, art facilities, local customs and traditions open the door to wide opportunities for the development of the economy. The development of the cultural tourism segment, the creation of new jobs, the development of local industries, the growth of service sectors and the improvement of social infrastructure are the reasons. Through the organization of cultural events, festivals and exhibitions, the ground is laid for the formation of a unique brand of the regions in the world arena. It is important to attract investments as factors serving economic growth, increase the well-being of the local population, the establishment of new types of services and the promotion of the activities of business entities. Among the main drivers of economic growth,



increasing the position of Cultural Capital serves not only economic results, but also the socio-cultural development of society. The cooperation that is formed in the harmony of the cultural environment and economic infrastructure will undoubtedly help to strengthen the competitiveness of the territories. Local trade, transport, hotel, restaurant and other service sectors activities expand. At the same time, new social orientation and innovative approaches are introduced to territorial economic policy. The continuity of the management system, planning, marketing and infrastructure development areas will be of particular importance in the integration of cultural tourism and economic strategies. Each region, relying on its rich historical and cultural potential, should develop a typology of tourism services and bring these types of services to international markets through modern channels and technologies. Interregional cooperation as well as projects carried out in public-private partnership will further stimulate economic growth. The processes of regional economic integration are actively used in the development of cultural tourism, as well as in the international experience.[1]

The integration of cultural tourism and economic strategies requires effective coordination between governments, local government and the private sector. As a result of the coordinated measures, significant positive results are also achieved in the areas of Education, Culture, transport and information and communication. Territorial competition and economic stability are enhanced by the exchange of experience between regions, measures to improve the skills of specialists, the implementation of modern market rules. Cultural tourism is an important means of creating an image and brand, both nationally and internationally. Regions can attract investors and tourists by bringing their historical-artistic wealth, the level of modern development and cultural programs to the attention of the world community. Along the way, it is very important to use digital technologies, to implement effective ways of marketing and dissemination of information, to stimulate the activities of local tourism operators. The priority in integration processes is the introduction of modern management methods into the strategy of regional economic growth, the support of innovative ideas and projects, the provision of economic interests of local residents.



In this regard, it is important to wisely use the mechanisms of interregional Resource Exchange, forms of cooperation and project financing. It is also necessary to carry out measures on environmental sustainability and Social Security.[2]

The development of cultural tourism forms a modern labor market for the population living in the regions, allows you to master new knowledge and skills. Young people and women also play an active role in this. As a result of the integration of domestic and international educational programs in the field of education, the creation of separate disciplines for the training of professional specialists in the field of Tourism and culture, employees quickly and qualitatively enter the labor market. In promoting cultural tourism, it is required to strengthen public policy and regulatory framework, develop modern infrastructure and create favorable conditions for the business environment. In the development of regional economic strategies, it is necessary to expand the participation of local self-government bodies, the private sector and civil society institutions. An important role in regional development is played by the participation of Public-Private Partnerships, grant and investment programs, international financial organizations. The inclusion of cultural tourism in economic strategies makes it possible to ensure sustainable economic growth in the region, solve existing problems and make the most of new opportunities. Along the way, the formation of territorial competitive enterprises, the development of exports of services, the deepening of economic reforms and the improvement of the quality of life of the local population are identified as the main goals. [3]

It is required to develop marketing programs for the promotion of local products and services, to establish the activities of tourist routes, hotel and transport networks to the extent that they meet the requirements of the Times. In this, attention is paid to the principles of sustainable tourism, that is, the rapid development of the territory is achieved in the combination of social, economic and environmental aspects. The preservation and enrichment of cultural heritage, the emphasis on the preservation of historical-monuments, architectural monuments and cultural traditions, the increase in cultural literacy at the family and community level are



important factors for regional development. By expanding tourism routes, implementing new projects and initiatives, investments and external investment will enter the area. In accelerating regional economic development, the introduction of innovative technologies and modern IT platforms into the field of Tourism and culture, the expansion of information space, the development of virtual exhibition and digital culture products are the reasons for the rise of the industry to a qualitatively completely new level. The development of cultural tourism and regional economic growth strategies should be carried out in stages, carefully planned and sustainable development directions. Sustainable economic growth is ensured by developing new tourism products, showcasing the unique cultural image of the regions, introducing innovative service types, and creating a competitive environment.[4]

As a result of the successful integration of regional economic strategies through cultural tourism, fundamental changes occur not only in the well-being of the local population, but also in the national economy. The effective implementation of state programs on tourism, inter-sector cooperation, gradual implementation of marketing activities are also important. [5]

Conclusion

The integration of cultural tourism and regional economic growth strategies is considered one of the priorities of the modern economy. This process serves as an important tool for the sustainable development of the economy of the regions, the preservation of cultural assets and the creation of new economic opportunities on their basis. Strategic planning, innovative projects, the use of digital technologies and integration processes carried out on the basis of international experience provide the basis for economic strength and social well-being in the regions. To fully realize the potential of the cultural tourism sector, it is necessary to use resources wisely, improve the quality of services, conquer new markets, improve marketing activities. Through such strategic integration, economic differences between the regions are reduced, competitiveness and sustainable growth are ensured, the volume of internal and external investments increases, the quality of life and well-being of the



population is increased. The continuous cooperation of cultural tourism and economic growth strategies becomes the main driving force in the region's rise to the modern stage of development.

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