

**OPPORTUNITIES FOR THE DEVELOPMENT OF MUSIC TOURISM IN
UZBEKISTAN**

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Abstract: *Music tourism has become one of the fastest growing travel destinations in recent years. From attending live music festivals and concerts to visiting music-related attractions such as museums and historic sites, people are increasingly choosing to travel for music-related experiences. Foreign experience shows that music will be a novelty for our country through the formation and development of tourism in Uzbekistan. Taking this into account, conducting research on the development of priority areas in our Republic is the demand of our period.*

Keywords: *tourism, tourist, music tourism, infrastructure, innovation, festival, concert.*

The global music tourism market was valued at USD 5.41 billion in 2022 and is expected to reach USD 8.92 billion by 2028, growing at a CAGR of 8.8% during 2023-2028.

Annex 4B of the decision of the President of Uzbekistan No. PQ-135 dated 26.04.2023 has a positive effect on the rapid development of tourism in the Republic and on the number of all tourists. and a Cabinet resolution to double the number of cultural resources and update content was drafted and put into production.

Music tourism in Uzbekistan is of great importance to other types of tourism, because music is deeply embedded in the culture and lifestyle of our people. An obvious difference from other countries is that musical genres are organized by the provision of main musical instruments and soloists. Tourists who come to see their music are a burden to our national music and culture, but we cannot attribute this to music tourism, because it is related to general tourism. Festival and event tourism is more interesting for music lovers. Music tourism can have subtypes such as classical music tourism or folk music tourism. Every concert of a foreign musician in Uzbekistan is actually a holiday for working musicians. When this musician comes to give, he takes musicians and instrumentalists, because it is more expensive to travel for our music and the power of the instrument than for musicians from their own country, for example, to travel to Asia from Europe or America. With a lot of experience, musicians get to play with those local musicians

and that's invaluable. They watch the pros perform live or listen to their masters perform live. In the last century, the musicians of Uzbekistan also showed great activity in preserving their traditions. Uzbek shashmaqom re-creates and restores maqam music and examples of this are evident. Modern popular music was formed, combining folk music with Western pop music. For example, a popular Uzbek pop song with westernized music from the 60s and 70s is Yalla and Children. As an integral part of Uzbek culture, music has changed over time under the influence of many influences.

Uzbekistan is a convenient country for both travel and pilgrimage. Because our ancestors, who are known and famous all over the world, settled down forever in our motherland. There is great interest in the rich spiritual and cultural heritage left by them in the international arena.

Music tourism has become one of the fastest growing travel destinations in recent years. From attending live music festivals and concerts to visiting music-related attractions such as museums and historic sites, more and more people are choosing to travel for music-related experiences. Music tourism also manifests itself in festival tourism, which has cultural, social, economic and environmental impacts on host communities and tourists.

Festivals are an important attraction for tourists in search of new musical and cultural experiences. This flow of tourists interested in a place's music and visiting that place also boosts the local tourism industry, including hotels, restaurants, bars, transportation services, and retail. Tourists also tend to spend money on local attractions, shopping and other entertainment, contributing to the benefit of local residents.

Music tourism is a booming industry, with an increasing number of travelers traveling to enjoy music resources. According to World Travel Market research, the global music tourism market is expected to reach \$11.5 billion by 2028.

Music is not limited to attending live performances nationwide, but also includes visits to music-related museums, studios, and historic music-related locations.

Music tourism has a profitable economic impact on the food of the host destination, as it is used to generate income from the sale of transport, food and goods.

Music festivals and concerts also help culture because they help people of different nationalities and cultures.

Some concerts or long-lost festivals, such as music festivals set in deserts or tropical paradises, can leave an unforgettable impression on visitors. From a tourism perspective, it is also important to realize that music is a universal

language and that music tourists can be of different musical genres and ges, crossing different nationalities and socio-cultural backgrounds. This makes music tourism a potential tool for cultural and social integration, an international tourism industry. In addition, the increasing number of music festivals and the decrease in the share of recorded music are making music experiences, especially live music, less exclusive events for the public and therefore creating a new era of mobility and global music community.

As stated in the 2019 action plan of the President of the Republic of Uzbekistan Shavkat Mirziyoyev for the implementation of the Concept of the development of the tourism sector of the Republic of Uzbekistan in 2019-2025, increasing the flow of foreign tourists and further development of domestic tourism , improving and expanding the range of tourist services, developing domestic tourism, which provides stimulation of the activity of tourism activities aimed at satisfying the need for tourism services within the republic, forming music and art tourism in order to strengthen the image of the country as a safe place for travel and recreation and its development is a new direction in the field of tourism for Uzbekistan, it is planned to develop a new type of tourism in domestic and foreign tourism.

CONCLUSION.

In today's rapidly changing environment, music tourism must also be flexible. Only then can a competitive system be created. Music tourism, first of all, benefits the state. If this tourism develops in Uzbekistan, Uzbek music will continue to be known to the world. Our further development of music tourism in Uzbekistan is beneficial for the country and is a great news in another direction of tourism.

The fact that there has been insufficient research on the development of music and art tourism in our country indicates that it is scientifically significant. It serves as a scientific basis for future research on this topic, preparation of scientific articles and theses. The results of the research can be used to improve the development of music and art tourism (local and regional), to study the demand of tourists, to put modern technologies into practice, and to draw up future plans.

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