

## SCIENTIFIC TOURISM AS A REFLECTION OF THE NEW UZBEKISTAN FOREIGN POLICY

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**Abstract.** *This article substantiates the role of scientific popular tourism as a priority direction for state development. Analysis of current development, policy aimed at developing tourism, the role of multifaceted business in tourism, the role of the state in foreign policy, its influence on the economy, the development of popular science tourism, which is considered a new direction of tourism, the rational use of existing resources, the development of new projects and the prospects of promotion to the public are discussed. Through the development of this type of tourism, it is necessary to show not only foreigners, but also the Uzbek people its attractiveness, to arouse interest in it, in particular, to encourage citizens to pay attention to the scientific organizations and scientific research of their country, to strengthen a sense of patriotism and pride in their state, as well as to form a personnel reserve in the field, to increase the potential of specialists in this area among young people. It is known that in the context of changing international processes in the world, the financial crisis, and the years-long closure of borders due to the pandemic, representatives of the tourism industry, leaders, politicians, political scientists, lawyers, and economists of many countries are thinking about which areas of tourism should be developed in turbulent conditions, what new products can be produced in business. Undoubtedly, tourism is an important socio-economic factor that contributes to economic growth and employment worldwide. It affects not only financial aspects, but also other areas. Therefore, the article presents the types of tourism, including projects, directions, and prospects for the development of popular science tourism.*

**Keywords:** *politics, image, PR, entrepreneurship, tourism, popular science tourism, travel, tourist diplomacy, excursion, project, research, country.*

### Introduction

Science and Tourism. What do these two areas have in common? How much science is needed for tourism? It is known that a certain part of the planet's population travels, in one way or another, both within their own countries and beyond their borders. Some people combine travel with broadening their horizons or raising their educational level.

This truth, at first glance, seems very clear and simple to us. But among billions of tourists, there are those whose main purpose was to gain accurate information, establish scientific and professional connections, speak at conferences, and even participate in archaeological expeditions to Chile, Hawaii, or the Caucasus, or look at the stars. From this point of view, an accomplished scientist or a young researcher, master's or doctoral student, participating in international cooperation or working abroad as a diplomat, or a representative of their research centre or faculty. Just as



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cross-border cooperation among regions, scientific institutes, and universities has evolved, so too have the roles and functions of tourism diplomacy.

The popularization of science is attracting an increasing number of scientists from around the world and arousing the interest of millions of participants in popular science events. One of the projects in the field of tourism and popular science is scientific travel. Scientific trips open the world of science through popular excursions for the general public.

According to statistics, the development of the tourism sector affects various spheres of the state: socio-political, humanitarian, cultural, and economic. Through the development of tourism, it contributes to the creation of many jobs, ensuring employment, increasing the income of the population, and in this regard, to the recognition of a particular country, creating a unique image. The President of our country Sh. Mirziyoyev did not say in vain that "Uzbekistan is a unique country, on the territory of which the most ancient civilizations and cultures arose, developed, and has enormous tourism potential, not inferior in attractiveness to the best places for recreation and travel in the world".

On the world stage, one of the most important tasks of tourism in all countries is to promote the development of small and medium-sized businesses, farming, and crafts. In this regard, multifaceted work is also being carried out in the Republic of Uzbekistan with representatives of various spheres: first of all, the regulatory framework in the field of tourism is being improved, attention is being paid to infrastructure for its development, international norms and standards aimed at creating favorable conditions are being studied and introduced into national legislation, thereby making a worthy contribution to raising the prestige of the state of Uzbekistan and taking its rightful place in the world market. There are several factors in the development of domestic and foreign tourism in our country.

First of all, it should be noted that Uzbekistan's geographical location is extremely favorable, with natural climatic conditions. At the same time, Uzbekistan has a hospitable people, unique and magnificent historical architectural monuments, sweet fruits, a variety of national dishes, and wonderful national traditions and customs. All this attracts the attention of foreign tourists and encourages them to return to Uzbekistan.

At the same time, due to the holding of scientific conferences online, popular science tourism developed, leading to an increase in tourist flows. Naturally, this is an objectively positive process, which means new opportunities are needed to develop new tourist routes and products. Looking at recent history, during the 2020 pandemic, countries were forced to close their borders, restrict movement, and suspend or slow entrepreneurial activity. After the defeat of the pandemic, when interstate cooperation began to recover, there was an objective need to apply a new approach to the development of all spheres, including tourism. It is for this reason that the paradigm of "science studying tourism diplomacy" or "scientific popular tourism" began to develop. It should be noted that it was

first studied in Great Britain in the 19th century; in the 20th century, Russian scientists studied the scientific basis of the Geographical Society; and today, in the 21st century, popular science tourism is gaining new content in Uzbekistan. Just as cross-border cooperation among regions, scientific institutes, and universities has changed, so too have the roles and functions of diplomacy. Interestingly, although the tourism sector in Uzbekistan declined during the pandemic, its popular science direction led to an increase in tourist flows, underscoring the need for new destinations and opportunities to develop tourist routes and products.

The popularization of science is attracting more scientists across the country and generating interest among millions of subscribers and participants in popular science events. One of the projects in the field of tourism and popular science is scientific travel. Scientific trips open the world of science through popular excursions for the general public.

According to statistics, the development of the tourism sector affects various spheres of the state: socio-political, humanitarian, cultural, and economic. It is through tourism development that many jobs are created, employment is ensured, and the population's income is increased.

We know that there are many types of tourism worldwide, among which popular science tourism has become increasingly popular in recent years. The difference between this type of tourism and classical travel is that the main thing here is not to visit the most famous places and go through all tourist routes, but rather the purpose of each expedition: to find new things, discover, study, and discover relationships that were previously unclear. This is not about scientific discoveries, but about a new perspective on a particular place and culture.

This makes it possible to view natural phenomena from different perspectives and to ensure synergetic interdisciplinary research.

Let's emphasize its essence. First of all, it should be noted that this direction is much broader in content than ordinary travel, since it includes not only the study of the world around us, but also deep scientific observation of it. For such trips, a non-standard intellectual community gathers.

The main goals of the team or expedition being formed will be: visiting noteworthy places; not only passing through all tourist routes, but also discovering new aspects, scientifically uncovering previously unknown information, and offering a new perspective on a particular place and culture.

For serious study, research expeditions, and trips, participants are usually researchers such as scientists, archaeologists, historians, art historians, photographers, writers, poets, and even students. Thanks to the participation of representatives from various fields, it is possible to examine the monuments of art, material, and intangible wealth that constitute cultural heritage from different perspectives and to ensure the synergistic, interdisciplinary nature of the research. As a result, all participants will contribute to the development of a particular science and showcase new aspects of the tourism industry. Students participating in popular science

tourism will have the opportunity to apply the acquired knowledge at conferences, summer and winter schools, in practice, and in their own scientific work. By participating in this tourism direction, young people will visit previously unexplored places, remote corners of the planet Earth, make discoveries, learn about the traditions of various local residents and previously unknown languages, fauna, and flora. As a result, research scientists and students can contribute not only to the development of their disciplines but also to the future development of the tourism sector, namely, science-oriented tourism.

Usually, scientists and students are distinguished by high intelligence, erudition, and mobility. Therefore, this category of travellers is the target audience for the development of scientific mass tourism. Today, the range of tourism sectors and intersections as business and science is extremely wide. For example, one of the favorite forms of useful activity for young people and students is their interest in and desire to participate in summer and winter schools, which have enormous potential and can often be the beginning of a fruitful, long-term partnership.

Researchers are among the first to visit previously unexplored places, remote corners of the planet Earth, make discoveries, study the customs of the local population and previously unknown languages, fauna, and flora, and also participate in symposiums and conferences with their scientific research. Let's think about it, we need to know what the dialectically formed theoretical aspects of scientific tourism consist of.

### **Theoretical and Practical Publications.**

For example, E.A. Krylova, N.A. Kizyurova, Suzam Slokum, Carol Klein, Andrew Holden, Yanick Vialette, Pascal Mao, Fabian Burlon F. [7] focused on the typology of scientific tourism. Based on their analysis, they identified two main features of scientific tourism: ecology and attracting tourists to adopt a scientific approach.

Other authors who share these thoughts can be cited. For example, the ideas of architect Frank Lloyd Wright regarding "building houses so as not to cut down a single tree or move a single stone, ensuring the most careful integration of residential buildings into nature" are relevant. The buildings of Le Corbusier, who wanted to create gardens on the roofs of residential buildings; Alvaro Aalto, who mainly inspired IKEA designers; and Zaha Hadid have become architectural heritage today, harmonizing with the universe and nature and supporting the philosophy of ecology and development. Thus, environmental design draws inspiration from nature and revises the role of people in relation to it. The same applies to tourism, and these ideas are aimed at the harmonious development of society and the preservation of natural diversity. By preserving the environment, they teach people to observe the preservation of friendship, well-being, and balance as an integral and mandatory part of the animal and plant world, a favorable environment for human health. These ideas were also raised by the founders of the Club of Rome, Aurelio Peccei and Bertrand Russell.

Thus, by reviewing various literature sources, everyone will understand the essence of the concept of "Mass Scientific Tourism" not only in Uzbekistan but also worldwide. At the same time, they will be aware of the approaches of various authors to the definition of popular science tourism.

For example, tourists traveling from one country to another for training and advanced training engage in scientific tourism. Or a visit organized to learn a language is also called scientific tourism. This type of tourism is developed in Great Britain[8].

In scientific tourism, methods of comparative and system analysis are methodologically applied.

We can define popular science tourism, describe how the industry is developing, and explain how it can evolve into scientific tourism as follows.

Popular science tourism is:

1) a synthesis of travel and science, which is also a visit to advanced laboratories and unique scientific facilities, and a personal acquaintance with people who have made scientific discoveries. Popular science tourism is unique and specialized. This usually includes the target audience, representatives of companies and government agencies, as well as researchers and students who are sent to conferences, symposia, scientific tours, or expeditions led by scientists.

2) wide involvement of talented youth in science and popularization of relevant scientific research. Today's traveller can become a scientist tomorrow. If there is interest, this direction of tourism will attract a wider audience - from schoolchildren and students to fans of popular science events and scientists.

3) The development of this area consists of effective cooperation between the private and public sectors. Campaigns engaged in scientific travel in Uzbekistan, universities and institutes that train specialists, and other ministries and institutions jointly develop various projects, thereby contributing to the development of the state's economy. In addition, the scale and prospects for the development of popular science tourism, a new direction in the tourism business, are reflected in various factors. Including: Google, Yandex, other search engines, online travel agencies, the IT sector that ensures their operation, offline travel companies, airlines, consolidators (aggregators for searching and booking air and railway tickets), representatives of the transport industry and passenger transportation (buses, railway transport), personal car rental services, tour organizers that prepare information about local attractions, restaurants, entertainment programs (excursion bureaus, travel agencies); entertainment and recreation, museums and exhibition halls; the trade sector; hotel booking at the tourist destination and customer service agencies - all serve as a system for a scientific approach.

4) Taking into account the country's enormous scientific, educational, and tourism potential, we can also develop this direction as a separate new

direction in the field of science and tourism in Uzbekistan. Today we have shown the world representatives of the First and Second Renaissance: the philosopher and thinker Abu Nasr Farabi, who introduced the ideas of Aristotle to Europe, Abu Reyhan Biruni, who laid the foundation for the science of "Mineralogy," Abu Ali Ibn Sina, who created the laws of medicine, Al-Khwarizmi, who created the theory of algorithms, the most powerful and powerful representative of the first Renaissance in human history, known in Europe as Al Fraganus - Ahmad Fergani, whose influence in the development of science is so great that one of the craters on the Moon is named after him, and a monument to the scientist has been erected in Cairo in recognition of his contribution to science. Naturally, we must convey the lives and contributions of such scholars to our contemporaries through popular science tourism

On the path of developing popular science tourism, we face the following tasks. In order for every person to demonstrate human dignity and a sense of patriotism at a high level, giving it a scientific character:

- personal development through conscious self-education, based on science and knowledge, and a multifaceted understanding of the surrounding world;
- create interesting content for travel sites;
- assistance in the production of bright photo and video materials about unique historical, cultural, and natural objects;
- collection of various collections (masterpieces of fine art, costumes reflecting history, ancient coins, films, classical music on recorded gramophone records, photo albums, etc.);
- organization of conferences, conversations about the founders of a particular science, aimed at popularizing scientific knowledge and attracting the attention of young people to certain professions;
- conducting scientific and educational excursions in small and large national museums;
- organization of training for young specialists on the preparation of scientific expeditions.

All this helps young scientists engaged in popular science tourism PR to address the problem of scientific expeditions. The benefit of such a symbiosis of science and travel lies in the fact that the scientist has access to their research object, the tourist receives unique, unknown information about the world, and develops a desire to visit the most interesting places on our planet.

In our opinion, popular science tourism routes can be divided into 3 types:

1. Educational and practical tourism in the form of excursions and internships for interested adults and youth;
2. Professional and scientific tourism for the study of archaeological monuments, cultural and historical heritage monuments, flora and fauna, etc.;

3. Visiting universities, lecture halls, museums, and research centers is popular tourism.

Popular science tourism, scientific tourism, and the social sciences are closely interconnected and influence one another.

Popular science tourism aims to attract talented youth to science and popularize relevant scientific research.

The scale and prospects for the development of popular science tourism as a new direction of the tourism business are very clear. Today, we can confidently say that the state of this tourism industry - "Mass Scientific Tourism" - is spreading throughout the world.

Considering the country's enormous scientific, educational, and tourism potential, we propose developing this area in Uzbekistan as a new field of science and tourism.

Popular Science Tourism is an important scientific and educational tool for political marketing, image-making, foreign policy, and education. Through it, it will be possible to acquire and interpret scientific knowledge, clearly and interestingly explain where the tourist is invited and what they see there.

### **Recommendations**

Popular science tourism can be developed in various ways. First, it is necessary to launch a youth tourism program.

Through it, young people can improve their qualifications, undergo practical training in production, write scientific events and articles, and travel to various regions of Uzbekistan. Students, young scientists participating in scientific activities, and schoolchildren who are winners of various competitions can participate in the program.

For example, on August 7-11 of this year, the II International Congress of "Youth Tourism" and the first Congress of the "Young Ecologists" movement were held at the "Lochin" camp in the Shakhrisabz district of Kashkadarya region. Within the framework of the congresses, elections were held for the Republican Councils of the "Young Tourism Ambassadors," and the "Young Ecologists" movement, and the most active youth were selected. Wishing the members of these Councils success in their activities in 2023-2024, it was noted that the Ministry of Ecology, Environmental Protection and Climate Change, and the Tourism Committee will create the necessary conditions for them to implement large-scale projects in the future.

The second direction refers to activities carried out within the framework of archaeology, ecology, ethnography, geology, biology, and other sciences, characteristic of field phenomena in natural conditions.

Activities will include searching for and studying various artifacts, and tours, summer field trips, and expeditions will be organized, with the involvement of scientists, students, guides, and volunteers.

To familiarize the general public, specialists in the field, and scientists with the history of this monument, the I-Archaeological Tourism Forum was held in the Marhamat district.

Within the framework of the forum, the history of "Mingtepa," its significance, its role in the development of the region's tourism sector, and scientific innovations related to the monument were discussed.

The third direction is an excursion. Its distinguishing feature is its thematic orientation, which includes visits to educational, scientific, and other professional institutions, laboratories, and observatories, as well as meetings with Uzbek scientists and specialists.

For example, Silk Road International University of Tourism and Cultural Heritage in Samarkand, in cooperation with China's Shaanxi Province, has launched the "One Belt, One Road" China-Central Asia Joint Laboratory for the Study of Man and the Environment. This large-scale scientific project was organized at the initiative of Northwestern University of the People's Republic of China, under the auspices of the World Tourism Organization (UNWTO), on the Samarkand campus of the International Academy of Tourism. The laboratory consisted of 2 parts: one specializing in the study of animal bones and the other in biochemical research on them. It had the opportunity to study any archaeological excavation materials found in the territory of Uzbekistan. A total area of 395 square meters was allocated on the 8th floor of the International Academy of Tourism for the construction of a joint laboratory [12].

As seen here, the field of scientific tourism can develop in various directions, including interstate and international organizations.

The United Nations also works closely with international organizations, governments, and the private sector to support the recovery of the tourism sector, which supports millions of small businesses and jobs.

Along with these positive aspects, tourism unfortunately also has a negative impact on national economies, people's lifestyles, and efforts to achieve the Sustainable Development Goals. That is why the World Tourism Organization publishes guidelines for member states on economic recovery, marketing and promotion, strengthening specific programs and institutional projects, and enhancing resilience.

### **Let's Think About What Other Scientific Tourism Projects Can Create?**

Among the successful projects that reveal the potential of scientific tourism is the creation of the "Astrotourism" scientific travel club, which conducts astronomical expeditions to observe meteor showers and the northern lights, thereby attracting many people. In this type of tourism, during each expedition, scientists and guides give lectures, conduct master classes, and lead orientation sessions in the starry sky, astrophotography, and discussions of interesting archaeological objects. An interesting aspect of this project is the creation of an interactive map of scientific tourism. At

the same time, it is important to create an interactive map that includes interesting scientific sites and various scientific places tourists can visit (museums, reserves, observatories, laboratories, etc.).

The uniqueness of this project lies in the fact that each site is accompanied by a brief description, conditions of the visit, and excursion opportunities, as well as visitors' comments. Within the framework of the project, at the initial stage, it is planned to cover the locations of at least 40 subjects of Uzbekistan and map at least 200 points. For example, the Akhsikent archaeological complex in the Turakurgan district of the Namangan region.

Akhsikent was founded in the 3rd century BC and was the capital of the ancient Fergana state, one of the main cities of the Great Silk Road. Historical sources, particularly the "Baburnama," extensively discuss the city's special significance. Since ancient times, it has been considered convenient for defence due to the presence of underground water structures here. The city consisted of an Ark and inner and outer cities, where crafts such as glassmaking, pottery, blacksmithing, and weaponry were well developed. Today, about 100 hectares of Aksikent have been preserved, making it the largest archaeological site in the Fergana Valley.

When choosing such places, a tourist can not only acquire valuable scientific knowledge, but also conduct mini-observations or research without special training. As part of the trip, tourists can use the map to select points of interest to visit. At the same time, they will be able to meet various scientists who are willing to discuss their work.

Within the project, expeditions are divided into two types. It is important that they join the research expedition and help scientists with sampling and sample collection, while also assisting them in resolving funding issues for fieldwork. Also, they can go on a popular science expedition led by science masters and scientists to attend lectures, acquire new skills, and visit interesting places.

Based on a pre-prepared guide, the expedition can select future participants, a feature of the project. To participate, participants must fill out a questionnaire or undergo a personal interview, after which they are accepted. This is due to the absence of responsibility and the "right to make mistakes" - for a short ten-day trip, the group must be well-formed and prepared for spiritual and physical difficulties.

How to organize the route? The implementation of any tourism project begins with the construction of the best route. In scientific tourism, it is important to consider how attractions are included in the future route. Therefore, it is considered useful to promote popular science destinations through event tourism.

It should also be noted that NGOs and universities will be the drivers and organizers of scientific tourism practice. Businesses and the state are the clients and beneficiaries of projects of this type. The participants are, first of all, active youth of school and university age. For example, as a project, students can create manuals for special tourist routes and develop

strategies for the scientific achievements of historically significant places, universities, or expeditions.

The most important factors in organizing an expedition are a well-planned, carefully thought-out route and a well-chosen team.

### **Conclusion**

According to politicians, political scientists, economists, psychologists, marketers, and image-makers, there are the necessary conditions for the scientific study of our country, and interest from travellers from around the world is growing year by year. Scientific research activities carried out by scientists in our country are an important step towards the preservation of natural and cultural heritage and the increase of interest in scientific activity. It should be noted that various scientific directions related to it have emerged in tourism, and as a result, the development of "Mass Scientific Tourism" in Uzbekistan has begun. This was based on the open domestic and foreign policy pursued by our state.

It is extremely important to develop a unique strategy, concept, and future project of "Mass Scientific Tourism," which can be of great importance for the development of tourism, bringing significant funds to our country, to integrate the fields of science and tourism, and to offer new directions of tourism in domestic and foreign policy. "Mass scientific tourism" allows residents and guests of Uzbekistan to get acquainted with its unique places and people with various achievements, ensures that tourists come as future scientists, researchers, or ordinary observers who frequently visit our country, opens new places rich in unique material and cultural monuments, as a result of which it unites the scientific community and tourism, opens up new opportunities for the development of public diplomacy.

Summarizing the above, the scientific novelty of this article is to present this direction as a new tourist destination of Uzbekistan, to define it as a thematic tour, including not only visits to scientific, educational and other institutions, but also to promote programs of our country's attractions, history, and cultural monuments. Through the development of "mass scientific tourism," our country's image in the world will increase and become unique; a symbiosis of science and tourism will serve as PR, uniting various professionals, and the development of public diplomacy in this direction will positively affect our state's traditional diplomacy. Taking into account the scientific, educational, and tourism potential of our country, based on existing practical experience, we consider it necessary to develop "Mass Scientific Tourism" as a new direction in the field of tourism and science in Uzbekistan.

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