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Issues of increasing the efficiency of tourism potential in the region Минтақада туристик салоҳиятдан фойдаланиш самарадорлигини ошириш масалалари Вопросы повышения эффективности туристического потенциала региона

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Abstract

The article describes the elements that make up the tourist potential and their specific features. The issues of effective use of tourism potential and increase its efficiency in the region have been studied.

Мақолада туристик салоҳиятни таъкил этувчи элементлар ва уларнинг ўзига хос хусусиятлари ёритилган. Минтақада туристик салоҳиятдан самарали фойдаланиш ва унинг самарадорлигини ошириш масалалари тадқиқ этилган.

В статье описаны элементы, составляющие туристический потенциал, и их особенности. Исследованы вопросы эффективного использования туристического потенциала и повышения его эффективности в регионе.

Today, tourism is one of the most profitable types of business in the world, it is an integral part of a market economy and it has already been a rapidly developing strategic sector in many countries of the world. Tourism is developing together with transport, communications, trade, construction, agriculture, production of consumer goods sector and taking its role in world economy.

Tourism is a powerful “catalyst” for the economic development of developed and developing countries which provides the inflow of foreign currency and investment, promotes the rapid growth of industries close to it, helps to solve employment problems and enhances its prestige in the world community. It is possible to generate a large amount of inflow of foreign currency at a much lower cost compared to other industries.

Comprehensive measures are being taken step by step in our country to develop tourism as one of the strategic sectors to diversify the national economy,

accelerate regional development, create new jobs, increase incomes and living standards, increase the country’s investment attractiveness. .

In the process of building a new Uzbekistan, great attention is paid to the development of tourism. In particular, the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021 sets priorities for “Accelerated development of the tourism industry, increasing its role and share in the economy, diversification and improving the quality of tourist services, expanding tourism infrastructure” [1]. Decree of the President of the Republic of Uzbekistan dated December 2, 2016 “Measures to ensure the accelerated development of tourism in the Republic of Uzbekistan” [2] and Resolution dated February 6, 2018 “Measures to develop inbound tourism” [3] serve as a program for the development of tourism in our country at the level of world standards, giving tourism the status of a strategic sector of the economy and the rational use of

Key words: tourism, potential, tourism potential, market economy, resource, infrastructure, tourism infrastructure.

existing tourism potential.

The number of worldwide tourists is growing, primarily due to the fact that rapidly developing countries in the field of tourism have established efficient use of tourism resources and ensure its sustainable development.

The state of tourism and the prospects for its development depend on the efficient use of resources involved in this area.

Considering the given facts that Uzbekistan has enough tourist resources to develop tourism to meet modern requirements, we can see that this industry is very important for economic development.

The scientific literature provides information on the two components of the region's tourism potential. These are tourist resources and tourism infrastructure.

According to B. Birjakov, tourist resources are natural-climatic, socio-cultural, historical, architectural and archeological, scientific and industrial, scenic and other objects or views that are able to meet human needs in the process and purpose of tourism [4].

Nowadays, it is possible to organize recreation through tourism resources, to restore human vitality, to ensure the efficient and proper use of leisure time. The rational use of tourist resources also plays an important role in the development and perfection of the individual, the growth of the intellectual potential of tourists and the positive formation of international relations.

The efficient use of tourist resources has a positive impact on the lives of local people in particular. These positive features include:

- Creating new jobs;
- Increasing income;
- Acceleration of socio-cultural processes;
- Creation of local cultural centers;
- Increasing demand for agricultural products and locally produced goods;
- Restoration and protection of local cultural monuments;
- Expansion of various complexes serving tourism in natural conditions;
- Increasing the attractiveness of the region;
- Revival of local cultural life and others.

Based on the information provided in the scientific literature, it can be seen that tourism resources are divided into 3 groups (Figure 1).

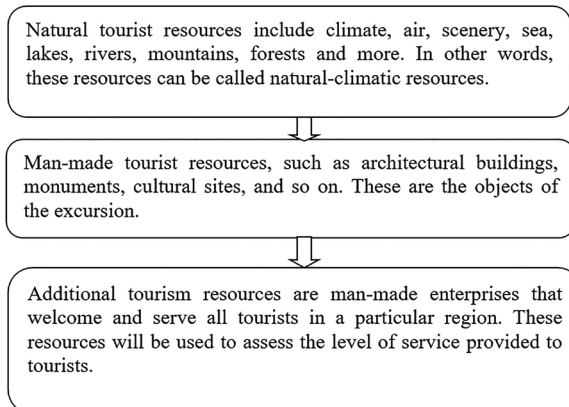


Figure 1. Grouping of tourism resources¹

The opportunities for tourism development in our country are very wide. This can be seen in the following examples:

- Our rich cultural heritage makes the regions one of the ancient centers of development. This is evidenced by the richness of ancient monuments in the cities of Samarkand, Bukhara, Khiva, located on the Great Silk Road.

- Convenient geographical location.
- Having unique natural and climatic resources.
- Unique customs, traditions and so on.

Tourism infrastructure, which is an integral part of tourism potential, includes tourism organizations, hotels, catering, transport, roads and tourism professionals. Tourism infrastructure divides general economic and political structure and serves to ensure the smooth operation of the overall structure [5].

Tourism infrastructure has a service relationship with other sectors, namely:

- tourism infrastructure is becoming a very profitable sector of the economies of developed countries;
- tourism infrastructure helps prevent unemployment in countries with underdeveloped employment opportunities;
- tourism infrastructure is a service hospitality industry that mediates between states and regions, between environmental and cultural dialogue;
- tourism infrastructure can reflect the nature of an industry that can disrupt its own creative resources.

To sum up, through the development of the region's tourism potential, the country's socio-economic development can be achieved and its competitiveness will increase. In modern economic

¹ Summarized by the author

— | TOURISM POTENTIAL ○

conditions, it is necessary to further develop the tourism infrastructure in order to increase the efficiency of the use of tourism potential of the region. Because through the development of tourism infrastructure, the tourism attractiveness of the region

will increase. In Uzbekistan, a great attention taken by the country's leadership and measures in this area are intended to make tourism one of the key areas of the Uzbek economy.

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