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## The place and role of tourism in the socio-economic development of the region. On the example of the Bukhara region

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*Аннотация. Подробно изучены место и роль туризма в социально-экономическом развитии региона, факторы, влияющие на развитие туристического потенциала Бухарской области, и проведен анализ спроса на туристические продукты в Бухарской области, на основании которого сделаны соответствующие выводы. На основе анализа спроса и социально-экономического развития региона были разработаны будущие стратегии.*

*Abstract. The place and role of tourism in the socio-economic development of the region, factors influencing the development of the tourism potential of the Bukhara region have been studied in detail, and an analysis of the demand for tourism products in the Bukhara region has been carried out, on the basis of which appropriate conclusions have been drawn. Based on the analysis of demand and socio-economic development of the region, future strategies have been developed.*

*Ключевые слова: оценка туристического потенциала, Бухарская область, анализ эффективности, социально-экономическое развитие региона, туристический потенциал региона, спрос на туристические продукты.*

*Keywords: assessment of tourism potential, Bukhara region, efficiency analysis, socio-economic development of the region, tourism potential of the region, demand for tourism products.*

**Introduction.** "Over a century, tourism has transformed from an elite form of leisure into a powerful service and hospitality industry, actively interacting with almost all types of market and non-market activities in the region and exerting an increasing influence on them. The organization of tourism activities in the region is carried out in direct interaction with the most significant factors of the regional environment and has an impact on the formation of the main indicator of the socio-economic development of the region - the level of quality of life of the population. According to the authors, this necessitates the determination of the role of tourism in the region based on an assessment of its influence on the formation of an economic, environmental, socio-cultural environment in the region, ensuring the realization of the region's competitive advantages, increasing the efficiency of the region's integration into the national and world economic space, accelerating social economic development of the region and improving the quality of life of its population."<sup>1</sup>

The impact of tourism on employment is decisive for small countries, since it creates a certain number of jobs regardless of the level of development of the country. In such countries, more than 50% of the working population may be directly or indirectly employed in tourism-related activities. Before the development of tourism in such countries, the population depended on a single activity, such as agriculture, or on a single product or service. Unlike small countries, in large industrialized countries the tourism sector employs on average 10% of the working population.

It is worth noting that jobs in the hotel sector have their own characteristics: on the one hand,

there is a very low proportion of highly qualified managers, on the other, there is a high proportion of low-skilled manual labor, women and foreign workers with limited career opportunities. At the same time, employment in the hotel sector is seasonal, the proportion of part-time workers is high, and the potential for computerization and automation of jobs is limited (especially in the restaurant and hotel sector).

Along with this, tourism contributes to the development of international trade, since tourists daily need goods and services in the host country. Many countries satisfy the needs of foreign tourists through imported goods; the development of the infrastructure of the country's tourism industry can also contribute to the import of various building materials, technologies and raw materials. In turn, foreign tourism products are exported to interested countries: clothing, advertising products, magazines, souvenirs.

The impact of tourism activities on the environment of the region where they take place cannot be ruled out. The impact of tourism on the environment can be indirect or direct, negative or positive. Tourism cannot develop without interaction with the environment, but with an appropriate road map to guide the proper management and planning of actions in the tourism industry, negative impacts on the environment can be reduced and even positive ones can be increased. The positive consequences of international tourism include the creation of nature reserves and national parks, the protection of local nature and the presentation of rare species of flora and fauna. On the other hand, the negative impacts of the tourism industry include deterioration of environmental quality, reduction in air quality due to the use of vehicles, destruction of wild flora and fauna by tourists, as well as waters of rivers, seas and lakes.

<sup>1</sup>Gataullina S. Yu., Topchiy A. V. On the state of methodological support for assessing the economic efficiency of tourism activities in the region//Internet journal "Naukovedenie", 2018 No. 4 (23)

Another important aspect to consider is the cultural dimension of the impact of tourism activities on local social life. This is the impact of tourism on the spiritual and material spheres of people's lives and, above all, on their values, knowledge and social behavior. The degree of direct cultural and social impact is related to the development of the tourist accommodation industry and is determined by the different cultural and social levels of guests and the local population. Cultural and social levels include lifestyle, norms of behavior, traditions and religious beliefs.

Considering that tourism activities have a direct impact on the local economy, measures have been developed to achieve an economic effectiveness in the tourism market for certain types of tourism. These activities are presented in table. 1.

Choosing the types of tourism and planning options for the development of the tourism market should be based on an analysis of the existing resource base of the region, the state of tourism industry enterprises and the presence of demand for tourism products.

In order to deeply study the socio-economic impact of tourism on the economy of the region, we will consider the development and role of the tourism sector in the Bukhara region, taking into account the above-mentioned features of tourism in regions with different potential.

We conducted a study of the contribution of the Bukhara region in terms of tourism indicators to the development of the region and the country as a whole, the key indicators of which are shown in Table 2:

Measures to achieve economic effectiveness in the tourist market for certain types of tourism <sup>1</sup>

Table 1

Economic Development Guidelines region	Activities required to achieve a given goal
<b>Inbound tourism</b>	
1. Acceptance of additional foreign currency earnings, achieving balance in foreign trade balance items in the event of a negative balance	1. Attracting investment for the formation of tourism resources
2. Increasing the level of employment of the population	2. Training and retraining of personnel
3. Development of tourism infrastructure (hotels, catering establishments, entertainment)	3. State support and promotion of regional tourism product
4. Increased tax revenue	4. Analysis and assessment of tourism resources
5. Preservation and restoration of historical and cultural tourism resources	5. Allocation of financial resources for the reconstruction and modernization of the existing tourist reception base
<b>Outbound tourism</b>	
1. Providing recreation for the population of the region, taking into account natural and climatic conditions, income level, and the specifics of the vacation period	1. Consumer protection for travel safety
2. Achieving equilibrium in the foreign trade balance with a positive balance	2. State control over the activities of travel companies for compliance with tourism legislation
3. Ensuring tax revenues to the region from the activities of tourism firms and trading enterprises	3. Regulation of tax revenues from the activities of tourism industry enterprises

Dynamics of tourism development in Uzbekistan from 2016-2022, in absolute terms<sup>2</sup>

Table 2

Indicators	2016	2017	2018	2019	2020 <sup>3</sup>	2021 <sup>4</sup>	2022 <sup>5</sup>
Number of tourists entering the country, thousand people.	1504,1	2690,1	5346,2	6748,5	1504,1	1881,3	5232,8
Number of hotels and similar accommodation facilities, units.	750	816	916	1051	1152	848	1167
Number of beds in hotels and similar accommodation facilities, thousand units.	37,8	39,8	40,8	46,7	50,1	43,5	59,3
Visitors accommodated in hotels and similar accommodation facilities, thousand people.	1531,1	1714,2	2 125,9	2 193,4	702,8	1057,7	2250,3
Nights spent by visitors to hotels and similar accommodation facilities, Thousand-persondays	3887,8	4181,8	4 693,9	4 838,9	768,5	2584,0	4348,9
Number of recreation organizations and tourist centers, units.	251	298	376	531	425	328	405
Training of specialists by higher educational institutions in the field of tourism, students in total	1731	1932	1628	2799	-	-	

<sup>1</sup> Developed by the author

<sup>2</sup> According to the State Statistical Office of the Republic of Uzbekistan "Tourism in Uzbekistan 2016-2019", Tashkent 2020

<sup>3</sup> Main indicators of the development of tourism and recreation in the Republic of Uzbekistan in 2020, State Statistics Committee, 05.15.2021

<sup>4</sup> Main indicators of the development of tourism and recreation in the Republic of Uzbekistan in 2021, State Statistics Committee, 05.15.2022

<sup>5</sup> Main indicators of the development of tourism and recreation in the Republic of Uzbekistan in 2022, State Statistics Committee, 07/26/23

Based on the data in Table 2, on the dynamics of tourism development in Uzbekistan, we derive relative indicators of changes in the tourism market in 2021 compared to 2016 (for comparison over the past 5 years) and analyze the specified data. In this case, it would be advisable to compare the indicators of 2016 and 2019 (the most successful year in the global and national tourism industry), so these dynamics will be indicative in accounting for and forecasting the recovery of the tourism industry in the post-pandemic period. A relative comparative analysis of 2022 with 2016 is also provided to analyze the development trends of the tourism industry in the Bukhara region. The data is presented in Table 3.

The data in Table 3 is presented in the form of histogram 1 for a visual overview of the dynamics under study. From these indicators we see that, compared to 2016, the number of tourists entering Uzbekistan increased by 103% in 2019 and decreased by 46% in 2021.

The data in Table 3 is presented in the form of histogram 1 for a visual overview of the dynamics

under study. From these indicators we see that, in comparison with 2016, the number of tourists entering Uzbekistan increased by 103% in 2019, and in 2022 this figure showed an increase of 348% compared to 2016. The number of hotels and similar accommodation facilities increased by 40% in 2019, and by 156% in 2022 compared to 2016. The number of beds in hotels and similar accommodation facilities showed an increase of 24% in 2019 and 157% in 2022 compared to 2016. The number of visitors accommodated in 2019 was 43% more than in 2016 and 150% more in 2021, respectively. In hotels and similar accommodation facilities, the number of overnight stays shows an increase in 2019 by 25% and in 2022 by 112% compared to 2016. If in 2019 the number of recreation organizations and tourist centers in Uzbekistan increased by 112% compared to 2016, then in 2022 this figure increased by 161.4%, respectively. The training of specialists by higher educational institutions in the field of tourism in 2019 increased by more than half compared to 2016 and amounted to 62%.

Dynamics of tourism development in Uzbekistan from 2016-2022, in relative terms<sup>1</sup>

Table 3

№	Indicators	2019 compared to 2016, %	2022 compared to 2016, %
1	Number of tourists entering the country, thousand people.	+103	+348 %
2	Number of hotels and similar accommodation facilities, units.	+40	+156
3	Number of beds in hotels and similar accommodation facilities, thousand units.	+24	+157
4	Visitors accommodated in hotels and similar accommodation facilities, thousand people.	+43	+150
5	Nights spent by visitors to hotels and similar accommodation facilities, thousand-persondays	+25	+112
6	Number of recreation organizations and tourist centers, units.	+112	+161,4
7	Training of specialists by higher educational institutions in the field of tourism, students in total	+62	-

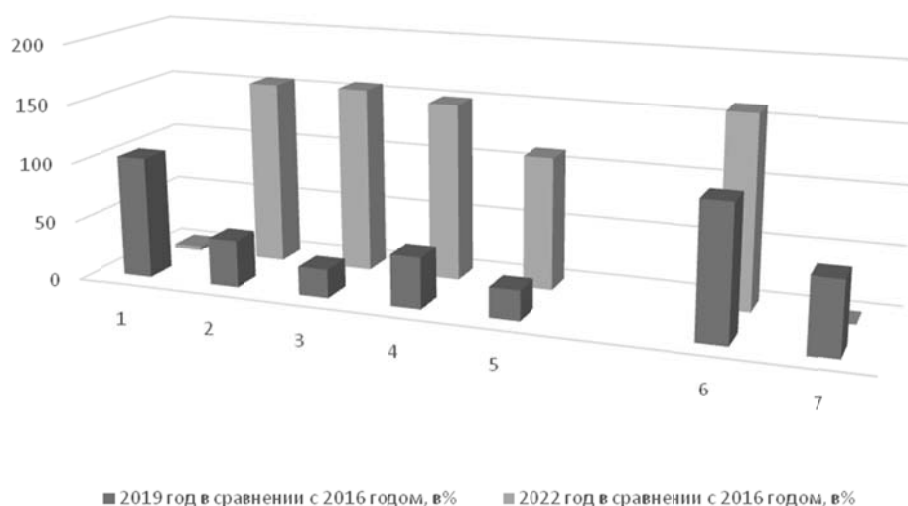


Fig. 1. Dynamics of tourism development in Uzbekistan<sup>2</sup>

<sup>1</sup>According to the State Statistical Office of the Republic of Uzbekistan "Tourism in Uzbekistan 2016-2019", Tashkent 2020

<sup>2</sup>Main indicators of the development of tourism and recreation in the Republic of Uzbekistan in 2021, State Statistics Committee, 05.15.2022

**The purpose of the study** is to improve the quality of services provided in tourism and improve the professional level of personnel working in the tourism sector.

**Conclusion.** The fact that tourism in our time has become an integral part of human social life is undeniable and proves that thanks to tourism activities, the economy of the country and the tourist region is developing, and programs are being developed to improve the infrastructure, both directly related to tourism and related ones, and the services offered are expanding, the standard of living of the population of the tourist region is improving.

The analysis of statistical indicators of the tourism sector of Uzbekistan and, in particular, the Bukhara region, showed that work towards the development and expansion of tourism services in the Bukhara region is proceeding in positive dynamics, regardless of the decline in tourist flows at the international level due to the coronavirus pandemic. All thanks to the measures introduced in the republic to develop and support tourism and business activities, as well as regional programs.

Factors influencing the development of the region's tourism potential can be both those that promote the development and those that hinder the development of tourism in certain territories. The existing tourism potential of the region is underutilized. The negative factors that exist in the Bukhara region, in our opinion, are not radical and can be eliminated through the development of appropriate strategic programs; creation of a tourism cluster in the region, diversification of tourism services provided, development of infrastructure in the service sector.

A sociological survey we conducted to study the tourism market in the Bukhara region showed that in order to increase the efficiency of using tourism potential in the region, it is necessary to improve the quality of tourism services provided and increase the professional level of personnel working in the tourism sector.

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