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ДОСТИЖЕНИЯ НАУКИ И ОБРАЗОВАНИЯ

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TOURISM POTENTIAL AS A FACTOR OF REGIONAL DEVELOPMENT

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Abstract: *the article discusses the role of tourism potential in development of region, analyzes various groups of tourist resource potential of the region. Considerable attention is paid to the specifics and efficiency of using the resource potential in the development of the tourism sector and the economy as a whole in the Bukhara region.*

Keywords: *tourism industry, resource potential, tourism potential, development.*

In recent decades, countries and regions have been using the tourism potential of territories in order to increase their tourist and commercial attractiveness.

There is a concept of tourism potential as a phenomenon that qualitatively and quantitatively characterizes tourist resources and their functionality. This concept covers all spheres of socio-economic influence of the tourism industry on the life of regions and the country as a whole.

The tourism potential of an object (territory) is understood as a set of natural and man-made bodies and phenomena associated with this object (territory), as well as conditions, opportunities and means suitable for the formation of a tourist product and the implementation of appropriate tours, excursions, programs.

The tourism potential of the region is determined by the ability of the economy, its branches, enterprises and organizations to form a tourism product and meet the needs of the population of different countries in tourist services.

The tourism potential of the region is a complex system, the elements of which are:

- **resource potential** of the region, which is a combination of natural, climatic, cultural and historical factors of attractiveness of tourist destinations in the region;
- **production potential** of the region, including the resource potential and organizations that ensure its operation for tourism purposes (hotels, transport, shopping institutions and other organizations of tourism infrastructure);
- **the economic potential** of the region, which includes the production potential and organizations that ensure its operation and consumption of tourism products by the final consumer (tourists).

In Uzbekistan there are regions with a huge potential of tourism development and the tourism industry is developing at a rapid pace. The tourism potential of the regions is determined by the available resources in them, and the tourism resources serve as the foundation for the development of the tourism sector in the region.

Tourism is one of the priority directions of socio-economic development in the Bukhara region. The tourism potential of the region is huge and diverse. 660 objects of material and spiritual heritage speaks volumes. The Resolution of the President of the Republic of Uzbekistan of May 19, 2017, "On Immediate Measures to Develop the Tourism Potential of the City of Bukhara and the Bukhara Region in 2017-2019", and the Decree of August 16, 2017, "On the Development of Tourism in the Years 2018-2019" are important steps towards the realization of this sphere. The Bukhara region has the following tourist resources.

Table 1. The main tourism resources of Bukhara region

	Years		
	2016	2017	2018
Tourist demonstration facilities			
Historical and architectural monuments	659	660	678
Museums	17	18	18
Craftsman workshops	520	657	846
Souvenir shops	52	68	80
Amusement parks	7	7	10
Theme Park	2	2	3
Objects of ziyarat tourism			
Objects of ziyarat tourism	24	27	27
Objects of eco-agritourism			
Forestry	13	13	13
Protected areas	2	2	2
Eco-parks	2	2	3

Source: It was compiled by the authors on the basis of data from the Department of tourism development of Bukhara region.

Bukhara is one of the open museum cities, rich in monuments of architecture in the world. 217 ancient buildings located in Bukhara City are included in the list of UNESCO International Organization in 2013, the monuments of Khoja Abdukhalik Gijduvani, Khoja Orif AR-Revvari, Khoja Mahmud Anjir Fagnavi, Khoja Azizan, Khoja Muhammad Baba Simosi, Said Mir Kulal, Khoja Bakhovuddin Naqshband are popular in the Islamic world.

Among the tourist resources, it is necessary to distinguish the factors of infrastructure. Tourism infrastructure is a set of enterprises and organizations (accommodation, catering, transport, health care, etc.) of the sphere of services providing development and activity of the tourism industry.

Table 2. Tourism infrastructure resources of Bukhara region

	Years		
	2016	2017	2018
Tourist service providers			
Tour operators	33	36	56
Tour guides	48	52	110
Tourism transport firms	9	13	16
Craftspeople	1440	1580	1640
Folklore ensembles	5	6	9
Objects of placement in the area			
Hotels (room/place)	116 (680/1520)	122 (731/1606)	126 (1972/4143)
Guest houses (room / place)	8 (56/119)	13 (92/152)	36 (177/450)
Sanatoriums and health facilities (room / place)	4 (160/626)	4 (160/626)	4 (160/626)

Source: It was compiled by the authors on the basis of data from the Department of tourism development of Bukhara region.

Research of the region's tourism development resources, determination of the tourism potential of individual administrative districts and scientific justification of tourism development directions will improve the accuracy and effectiveness of management decisions in the field of regional tourism development, enhance the investment

attractiveness of the region and will contribute to obtaining a multiplier effect from the implementation of tourism activities in the region.

Thus, the study of tourist factors in the overall system of resource potential will contribute to increasing the level of sustainable socio-economic development of the regions.

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