

APPROACHES TO THE EVALUATION OF THE TOURISTIC POTENTIAL OF THE REGIONS

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Abstract. This article analyzes modern approaches to assessing the tourism potential of regions. The tourism sector can have a significant impact on the economic and social development of each region. The article analyzes the assessment criteria, methodological approaches, and foreign experience used in the field, and puts forward proposals for the formation of an effective assessment system.

Keywords: tourism potential, regional development, infrastructure, tourism resources, assessment criteria, methodology, economic impact.

ПОДХОДЫ К ОЦЕНКЕ ТУРИСТИЧЕСКОГО ПОТЕНЦИАЛА РЕГИОНОВ

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Аннотация. В данной статье анализируются современные подходы к оценке туристического потенциала регионов. Сфера туризма может оказывать существенное влияние на экономическое и социальное развитие каждого региона. В статье анализируются критерии оценки, методические подходы, зарубежный опыт, используемый в данной сфере, и выдвигаются предложения по формированию эффективной системы оценки.

Ключевые слова: туристический потенциал, региональное развитие, инфраструктура, туристические ресурсы, критерии оценки, методология, экономическое воздействие.

Introduction. Today, tourism is becoming one of the most important sectors of the global economy. The tourism industry not only brings economic benefits,

but also strengthens cultural ties between regions, creates new jobs and serves the development of infrastructure. The tourism potential of each region depends on its geographical location, natural resources, historical and cultural monuments, level of service and transport links. An accurate and objective assessment of tourism potential plays an important role in correctly defining regional development strategies. From this point of view, studying and improving approaches to assessing the tourism potential of regions is an urgent issue.

Analysis and results. It is known from world experience that the economies of developing countries have great potential and opportunities for development in a short period of time due to the tourism sector. Our country, which has great tourism potential, also has a high chance of achieving macroeconomic stability and development based on this potential.

The use of economic assessment is of great importance in the formation of methodological approaches to the comprehensive assessment of the tourist and recreational potential of regions. Economic assessment of existing tourist and recreational resources serves as the basis for determining the potential from the point of view of the efficiency of using the available resources of the region. This helps to identify the real and potential opportunities of the region.

Current economic development programs, including sectoral programs for tourism development, are based on the principles of clustering. Regional groups seek to increase the synergistic effect by stimulating innovations, developing new tourist destinations, and ensuring the more effective work of all cluster members. The economic assessment of the effectiveness of the use of the recreational and touristic potential of the regions is carried out in order to analyze and evaluate the socio-economic indicators describing the level of use of the touristic-recreational potential and the parameters of the investment program for the development of tourism in the regions.

Methodological rules for the assessment of economic conditions in the regions allow to determine the importance and effectiveness of the use of

recreation and tourism potential, the effectiveness of the measures taken in the tourism development program in the region, which is of practical importance in the development of recreation and tourism management programs. The development and effectiveness of the recreational services market in Uzbekistan can be assessed by the increase in the number of vacationers in it.

Before studying the impact of factors on the development of the recreational services market in Uzbekistan, a SWOT analysis was conducted to assess its status, which helps to identify the strengths, weaknesses, existing opportunities and threats of the market (Table 1).

Table 1.

SWOT analysis of the recreational services market in Uzbekistan

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. High geographical and natural potential of the territories where recreational facilities are located; 2. Availability of residential premises for clients within the recreational facilities; 3. Availability of various cultural, household and leisure services at recreational facilities; 4. Availability of growing real demand for the use of recreational services; 5. Availability of specialists in the areas of service in institutions and enterprises offering recreational services. 	<ol style="list-style-type: none"> 1. Non-utilization of existing high potential; 2. Non-compliance of accommodations in recreation facilities with international requirements; 3. Lack of information about existing recreation facilities and services that can be used in them; 4. Inadequate formation of necessary infrastructures and clusters and low level of service quality in the areas where facilities offering recreational services are located.
Opportunities	Risks
<ol style="list-style-type: none"> 1. The trend of developing domestic and foreign tourism for the socio-economic development of Uzbekistan; 2. Increasing the investment attractiveness of the recreational tourism sector; 3. Opportunities for expanding the base of recreational services; 4. The possibility of creating new jobs through the launch of new capacities and the formation of clusters. 	<ol style="list-style-type: none"> 1. Changes in the state's economic policy related to the recreational services market; 2. Competition with leading tourism enterprises in the international market as a result of integration into international information systems; 3. Distribution of services and income among competitors as a result of the emergence of competitors.

Each group of factors of the SWOT analysis directly affects the development of the situation in the recreational services market. Of course, the situations located in each

section of the SWOT analysis matrix determine the changes proportionally to the name of the section.

In the process of economic development of countries of the world in recent years, the development of individual sectors or industries based on a cluster approach requires research within the framework of the current situation when considering the issue. Taking this into account, the development of the service market based on the formation of clusters of recreational services is recognized as a promising direction as one of the directions for the effective use of tourist and recreational facilities in the regions of our country.

A structural analysis of the current state of the recreational services market shows that most of the enterprises in this system are not organized in the form of clusters, or rather, the services formed around the main services are formed independently and spontaneously, based on demand. This is because the infrastructure systems formed around all recreational facilities are formed in the form of separate, non-interacting and non-systemic structures. The fact that these structures do not connect their capabilities to the main service capabilities, on the one hand, leads to their operation in a partially ambiguous market, and on the other hand, as a result of interruptions in the satisfaction of the demand of vacationers for these products and services, the level of "attractiveness" of enterprises offering recreational facilities services decreases.

Suggestions and conclusions. A structural study of the current state of the recreational services market shows that most of the enterprises in this system are not organized in the form of clusters, or rather, the services formed around the main services are formed independently and spontaneously, based on demand.

1. Development of unified assessment criteria: In order to accurately assess the tourism potential of regions, it is necessary to introduce a unified and standardized system of criteria. These criteria should include factors such as natural resources, cultural heritage, infrastructure, logistics capabilities, and service quality.

2. Use of geoinformation technologies: Through the effective use of GIS (geoinformation systems) technologies in assessing the tourism potential of regions, visual maps, statistical analyses, and forecasts can be prepared.

3. Taking into account the opinions of the local population: In the process of tourism development, communication with the local population, taking into account their needs and opinions, is an important factor in assessing social impact.

4. Introducing economic efficiency analysis: When assessing tourism potential, it is necessary to analyze not only reserves, but also indicators such as the economic benefits of tourism activities, jobs created, and contribution to the regional budget.

5. Introducing international experience: By studying the methodologies used in foreign countries for assessing tourism potential and adapting them to local conditions, a scientifically based approach can be formed.

Conclusion. Assessing the tourism potential of regions is not just a list of existing resources, but also a process of determining to what extent they can be used effectively in economic, social and environmental terms. This assessment process requires a scientifically based, comprehensive and systematic approach. An accurate assessment of tourism potential serves as an important basis for determining a regional development strategy, attracting investments and developing tourism infrastructure. Therefore, it is an urgent task to take practical measures in this area at the national and regional levels, and to develop and introduce highly effective assessment tools.

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