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### EFFECTIVE USE OF REGIONAL TOURISM'S POTENTIAL AND ITS ASSESSMENT METHODS

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#### Abstract

This article highlights the importance of effective use of regional tourism potential, its assessment directions and methods, and offers suggestions for effective use of assessment methods.

**Keywords.** Tourism, region, tourism potential, assessment, recreational potential, tourist resource, SWOT-analysis, STEP-analysis.

Assessment methods are used to determine the effectiveness and impact of tourism potential, and they are distinguished by their importance in the development of tourism. The existence of natural, historical, cultural and socio-economic tourism potential serves as a basis for the formation of a high-quality tourist product. This aspect determines the strategy of promoting the tourist region in the international market of tourist services. For example, in the planning of tourism development, it is important to describe the tourism and recreational potential of the region, as well as to carry out a comprehensive assessment taking into account natural and climatic conditions, tourism infrastructure, the level of development of regional industries, environmental conditions and some other factors.

In the assessment of tourism potential, separate assessment methods are used for groups of tourist resources. For example, the technological evaluation method can be applied to natural tourism resources in terms of engineering development of the area. The aesthetic assessment of natural resources is based on determining the level of emotional impact of tourist resources on a person, and is determined by the presence of the form and uniqueness of the tourist resource. Although the result of the technological assessment is the readiness of the area for tourism development and its use to create a tourist product, the aesthetic assessment determines the level of attraction of tourist exhibition objects. Therefore, it is appropriate to develop a comprehensive methodology for the assessment of tourism potential, which includes a number of integral indicators, and has both scientific and practical significance.

Various evaluation methods are used to determine the tourism and recreation potential of the region. Because the assessment of tourism potential is an economic assessment, in which it is necessary to assess its main component, that is, the assessment of tourist resources. In this regard, it includes quantitative, qualitative and comprehensive methods of evaluation of tourist resources. Therefore, today, the evaluation of the tourist and recreational potential is carried out in the forms of structural or integral evaluation. The result of this assessment serves to develop the environment, historical and cultural objects, local population, quality of recreation, as well as other sectors of the economy.

In-depth analysis of assessment methods requires conducting research aimed at the development of tourism in the regions. In this regard, the analysis of tourism development in the region of Khorezm region is based on a specific concept. Because the concept of marketing development is focused on increasing the efficiency of market activity under one idea. In particular, it is carried out on the basis of the creation of a model of the marketing system, and independent variable factors or reasons imply the offer of tourism products in certain market conditions. A related variable is the perception that the proposed product is in line with the potential of tourism consumer services. The composition of the marketing system in tourism consists of independent variable factors (causes) and dependent variable factors (effect) [1]. Accordingly, the assessment of effective use of regional tourism potential is carried out in different ways. Various factors and conditions are taken into account in the evaluation, and it is carried out through SWOT-analysis and STEP-analysis methods.

Application of the SWOT-analysis method is often carried out through the activity of a tourist enterprise. American researchers: A. A. Thompson and A. J. Strickland also provided model recommendations for listing internal strengths and weaknesses of a tourism enterprise, as well as opportunities and threats in the external environment [2]. Based on the results of the above analysis, a SWOT analysis was carried out in order to determine prospects for the development of tourism in Khorezm region (Table 1).



**Table 1. SWOT analysis of tourism potential development in Khorezm region<sup>1</sup>**

Advantages	Disadvantages
<ul style="list-style-type: none"><li>- Unique nature diversity of Khorezm region;</li><li>- daily increase in the number of foreign and local tourists;</li><li>- the adoption of the presidential decree and decision on the development of tourism;</li><li>- the development of various transport infrastructures</li></ul>	<ul style="list-style-type: none"><li>- it is located far from the main tourist centers;</li><li>- lack of guides who can speak Chinese, Korean, Japanese, Hindi;</li><li>- lack of hotel room funds during the tourist season;</li><li>- insufficient development of ecotourism and recreational tourism infrastructures</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>- location of the region in a convenient economic-geographical place;</li><li>- abolition of visa restrictions between countries as a result of the strengthening of integration processes;</li><li>- development of modern and promising types of tourism;</li><li>- the expectation of the development of transport infrastructure, including the expectation of the operation of the high-speed train "Tashkent-Urganch-Khiva"</li></ul>	<ul style="list-style-type: none"><li>- pandemics, various conflicts and natural climate changes</li><li>- low share of tourism services in the region in the country's GDP</li><li>- the slowness of foreign investments attracted to the field of tourism;</li><li>- increasing competition in the international tourism market</li></ul>

The structure of STEP-analysis consists of elements such as social (S), technological (T), economic (E), political (P) that have a direct and significant impact on the tourism sector, which allow to assess the impact of regional tourism on the development of the market. The composition of the STEP-analysis method is divided into the following groups and they are called STEP-analysis factors [3]:

- social (standard of living, level of education, proportion of urban and rural population, population migration or migration and social structure of society):
- technological (the general level of technical development, the training of specialists for the tourist industry, the development of information technologies, the development of vehicles, the level of development of hotel and restaurant equipment, and ecological technologies):
- economic (credit policy of the state, tax policy of the state, mobility of economic growth, purchasing power of the population and inflation rate in the country):
- political (the international situation, the internal political situation of the state and the influence of the law-making authority).

<sup>1</sup> Author development.

It is important to note that in the analysis of the tourism potential of the region, the assessment of the effectiveness of its use is important. It should be noted that currently the task of evaluating the effectiveness of using the tourism potential of the region for the development of tourism is waiting for its solution. In this regard, it is presented in the form of the following formula as a **criterion** for the **efficiency** of using the tourism potential of the region ( $E_c$ ): [4]

$$E_c = \frac{P_e}{E_e}$$

Here,  $P_e$  is the **effectiveness** of realizing regional tourism **potential**;

$E_e$  is the expenses that are required to achieve Efficiency.

In turn, the  $P_e$  indicator is presented first as a sum of the following two components. That is, one of them reflects the contribution of the tourism sector to the solution of regional and state problems, while the other describes the difference between the recreational impact or the tourism status of the tourism movement.

The necessary costs for  $P_e$  can be determined using methods aimed at developing tourism potential through measures. Because the task of determining and evaluating the tourism potential of regions or regions is becoming more relevant to determine the optimal capacity of existing and newly developing tourist areas.

Along with this, the level of tourism potential in the regions is realized through a modern method of determining its status. In this regard, the correctness and accuracy of the relevant indicator directly depends on the importance of the factors of further development of the selected network and the reliability of the collected statistical data. In particular, according to the results of the research, the level of tourism potential of the regions was summarized in the table below, and the results were analyzed and evaluated (Table 2):

**Table 2. Results of the assessment of the level of tourism potential of the regions<sup>2</sup>**

Regions	Number of tourist companies and organizations by region	Number of hotel and alternative accommodation places by region	The number of places of sanatorium-resort institutions by region	Tourism potential of the region
Republic of Karakalpakstan	0,017	0,135	0,168	0,073
Andijan region	0,010	0,076	0,170	0,050
Bukhara region	0,062	0,250	0,091	0,112
Jizzakh region	0,007	0,055	0,159	0,039
Kashkadarya region	0,014	0,120	0,214	0,071
Navoi region	0,010	0,111	0,139	0,054
Namangan region	0,003	0,098	0,544	0,054
Samarkand region	0,178	0,418	0,352	0,297
Surkhandarya region	0,014	0,124	0,158	0,065
Syrdarya region	0,003	0,016	0,002	0,005
Tashkent region	0,017	0,238	0,942	0,156
Fergana region	0,014	0,147	1	0,127
Khorezm region	0,014	0,189	0,086	0,061
Tashkent city	1	1	0,668	0,874

The analysis of the data in this table shows that Tashkent city, Samarkand and Tashkent regions are among the leading regions in terms of the level of tourism potential. Despite the fact that the Syrdarya and Jizzakh regions have the lowest indicators, there are ample opportunities for the development of agro-ethnographic tourism in these regions. For this purpose, it is desirable to increase the number of tourists visiting the region and to reveal the potential for the development of historical-cultural, agro-ecological, religious and gastronomic tourism.

In general, the assessment of tourism potential is of great importance in the development of tourism and is carried out through various methods. For this, the existence of natural, historical, cultural and socio-economic tourism potential is the basis for the formation of a tourist product. Therefore, a tourism development analysis is carried out to assess the tourism potential, which depends on the implementation of the concept.

<sup>2</sup> Author development

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