

ISSN
2181-2128

2022
V SON



V SON



"ЛОГИСТИКА ВА ИҚТИСОДИЁТ"
илмий электрон журнали

"ЛОГИСТИКА И ЭКОНОМИКА"
научно-электронный журнал

"LOGISTICS AND ECONOMY"
scientific-electronic journal

www.economyjournal.uz

Электрон журнал Олий Аттестация комиссиясининг миллий илмий нашрлари рўйхатига киритилган.

МУНДАРИЖА:

Giyazova N.B.	<i>The share of world countries in the textile industry and the importance of marketing in its development</i>	5
Qayimova Z.A.	<i>The place of infrastructure in the socio-economic development of the region</i>	10
Қўзибоев Б.А.	<i>Худудларда инклюзив туризмда туристик оқимни ошириш стратегиясини шакллантириш</i>	17
Qulliyev O.A.	<i>The economic modernization of Uzbekistan</i>	26
Urakova M.H. Tairova M.M.	<i>Essence of marketing audit and procedures for its carrying out</i>	33
Usmanova A.B. Aslanova D. Kh.	<i>Analyses of methods for assessing the volume of the region's tourism potential</i>	42
Очилов Н.Ф.	<i>Қишлоқ хўжалиги рақобатбардошлигини оширишнинг илғор хориж тажрибасининг қиёсий таҳлили</i>	47



ANALYSIS OF METHODS FOR ASSESSING THE VOLUME OF THE REGION'S TOURISM POTENTIAL.

Usmanova Aziza Bakhodirovna

*Bukhara State University
Lecturer at the Department of Economics*

Aslanova Dilbar Khasanovna

*scientific adviser
PhD in Economics, Professor*

Annotation: *In this paper, various methods for assessing the tourism potential of the region are considered, studied and analyzed: methodological tools, the method of expert assessment, the method of questioning and polling. Despite the difficulties in using the tourism potential, it is necessary to determine the prospects for its use. In this regard, one of the necessary aspects is the development of a model for organizing the tourism sector of the region with the allocation of territories that need a priority concentration of efforts and funds for their development, reserve territories and territories where the development of tourism infrastructure is impractical.*

Key words: *tourism potential of the region, methodology for assessing tourism potential, survey method, integral method, natural resources, historical resources.*

1. Introduction.

The assessment of the existing tourism potential is quite complex, since it must take into account a number of parameters, namely: the uniqueness of the existing facilities; differences in facility availability; differences in the density of placement of objects within the region; diversity and complexity of existing facilities; the physical state of the objects.

Despite the difficulties in using the tourism potential, it is necessary to determine the prospects for its use. In this regard, one of the necessary aspects is the development of a model for organizing the tourism sector of the region with the allocation of territories that need a priority concentration of efforts and funds for their development, reserve territories and territories where the development of tourism infrastructure is impractical.

2. Literature review

Travel times and places are determined by travel, relevant destinations and length of stay. Talking about tourism without changing one's place of residence is pointless. Tourist resources are associated with specific territories, and their popularity and level of use are determined by the transport capacity of such territories.

Undoubtedly, the development of transport ensured the development of tourism. Now you can go to previously unknown regions of the world, as well as the ability to move faster and farther than before.

Stephen J.P., Hall S.M., Sorupia E., Meredith J., May A., Roberts M., Lynam D., Satch are among the foreign scientists who comprehensively studied the organization of transport

services in tourism, their content and influence on the development of the country's economy.¹

T., Broughton, J., Lawson, S. et al. A significant contribution to the development of this topic was made by Russian scientists Kuskov Alexey Sergeevich, Ovcharov Anton Olegovich, Biryakov Mikhail Borisovich, Kotelnikova Valeria Evgenievna.

According to Stephen Page, the main task of the transport infrastructure is to create the necessary conditions for the free movement of tourist flows.²

According to the Organization for Economic Co-operation and Development (OECD), "Transport is a key driver of tourism, facilitating and linking the internal movement of tourists in the region and tourist destinations in the tourism market, ensuring their movement and access to various attraction functions."³

According to the Russian scientist Aleksey Sergeevich Kuskov, "transport infrastructure forms the basis of the transport complex and is a real transport network used to transport goods and passengers, as well as an organizational structure that ensures the efficient use of vehicles and stationary devices."⁴

According to Ovcharov Anton Olegovich, transport infrastructure in some cases can be an independent subject of tourism activities, providing tourist and excursion services. Transportation is part of the basic services that make up the tourism product, and transport enterprises are considered specific tourism enterprises that make up the tourism industry.⁵

Biryakov Mikhail Borisovich in his book "Tourist Industry" said that transport is the essence or an important component of the tourism business, vehicles serve not only tourists and travelers, but also their luggage, but also entertainment, sports, museum collections, modeling.⁶

According to the Uzbek scientist M.K. Paradaeva, "Transport service is the activity of transport workers aimed at meeting the needs of the individual, labor collective, region, state and society in passenger and freight transportation through quality services".⁷

Khamidov Obidjon Khafizovich also noted that "... the provision of transport services to tourists can be described as a set of services designed to deliver tourists and their cargo from one place to another as quickly and conveniently as possible."⁸

3. Research Methodology:

In the course of this study, we analyzed the modern methods of transport services in developed countries in order to effectively organize the activities of transport services in the field of tourism and the integrated transport system in our country, to solve problems in this process. We have developed proposals for the development of their activities by methods of statistical and comparative analysis.

4. Analyses and results.

D.G. Mamrayeva and L.V. Tashenova developed methodological tools for assessing the tourist and recreational potential (TRP) of the region. This technique is unique in that the

¹ Stephen J. Page. Transport and tourism. Global perspectives. 3rd edition, London: Pearson education Ltd. 2009. - 447 с.

² Stephen J. Page. Transport and tourism. Global perspectives. 3rd edition, London: Pearson education Ltd. 2009. - 447 с.

³ OECD Centre for Entrepreneurship, SMEs and Local Development, as part of the Tourism Committee's Programme of Work for 2015-2016.-6.

⁴ Кусков А.С, Джаладян Ю.А. Транспортное обеспечение в туризме: учебник/: - М. КноРус, 2008. - 368с.

⁵ Овчаров А.О. Туристический комплекс России: тенденции, риски, перспективы. М.: ИНФРА-М, 2009. - 280с.

⁶ Биржаков М.Б., Никифоров В.И. Индустрия туризма: перевозки/ Биржаков М.Б., Никифоров В.И. - СПб.: Издательский дом Герда, 2007. - 528с.

⁷ Пардаев М.Қ., Исроилов Ё.Ж. "Автомобиль транспорти хизматини кўрсатувчи корхоналар таҳлилининг айрим жиҳатлари", Тошкент "NOSHIRLIK YOG'DUSI" нашриёти, 2011 йил.].

⁸ Хамидов О.Х. "Транспорт сервисини ташкил этиш" фани бўйича таълим технологияси. Тошкент – "ТДИУ" – 2006.

authors have developed an expanded criteria base that allows for a comprehensive multi-factorial assessment of the region's TRP, including the 5 most significant blocks of potential assessment with the following parameters:

1. "natural conditions and resources";
2. "cultural and historical resources";
3. "Provision of tourist infrastructure";
4. "information security of tourism";
5. "limiting factors".

In all 5 blocks, in general, 97 most significant and attractive parameters were identified.

Thanks to this methodology for assessing the TRP of the region, it is possible to objectively assess the state and prospects for the development of the region, since it includes methodological tools for assessing the TRP of the region.

The methodology for assessing the resource potential of tourism, which was developed by Kirilchuk S.P., Muzyka A.S. covers in detail a large number of factors affecting the assessment of the tourism potential of the region, and also takes into account the opinion of experts and, on the basis of this, an in-depth analysis is made. Since it is not possible to evaluate some data and obtain exact figures in the tourism sector (for example, to know the exact number of pilgrims visiting a mosque), this method is a subjective assessment of the resource potential of tourism. But, on the other hand, it includes objective data and factors that are taken into account when calculating the five-stage decomposition analysis scheme.⁹

This methodology provides for the development and testing of an effective methodological approach for quantifying the resource and tourism potential using convenient tools. When developing the sequence of stages, it was taken into account that a significant part of potential and existing tourist places in the study area do not have reliable data on the dynamics of tourism. Therefore, in order to achieve an optimized decision in this regard, the methodology is formulated based on the weighted sum model, a popular multi-criteria decision tool that includes ranking and scaling methods to quantify various attributes.

For simplicity and reliability, subject to the use of qualitative and quantitative data, and while limiting the presence of individual statistical gaps in this study, the synthesis of the decomposition method, the weighted sum method, the method of expert survey by the ranking method, normalization of intra-attribute scaling and clustering were chosen.

This method includes such attributes as physical, social and attractive. Which, in turn, include attributes of the second level. That is, for example, a social attribute of the first level consists of attributes of the second level, such as: tourist attendance, ongoing events. Physical attributes of the first level include physical attributes of the second level: transport and walking accessibility, social infrastructure, etc. Attractive attributes of the first level include the following attributes of the second level: for example, recognition, etc.

Those. this technique covers all factors objectively and then analyzes the tourism potential of the region under study by means of calculation and expert evaluation. An effective methodology for assessing tourism potential with inaccurate and scarce data.

Mitrofanova E.S. proposes to introduce the basic principles of conducting a rating assessment of the tourist and recreational attractiveness of certain territories (zones) of the region. So she divides the principles into the following categories:

- 1) building an integral indicator as a single criterion for determining and ranking the most attractive tourist and recreational territories (zones);

⁹ Кирилчук С.П. Музыка А.С. Пятиэтапная схема декомпозиционного анализа, как методологическая модель оценки ресурсного потенциала туризма

2) combination of methods of selection and ranking of tourist and recreational territories (zones);

3) a combination of statistical and expert approaches in the course of the rating assessment;

4) combination of quantitative and qualitative assessments;

5) the use of aggregated methods for assessing (ranking) attractive tourist and recreational territories (zones) in order to ensure their simplicity (transparency) and accessibility for a wide range of specialists, managers, businessmen, etc.

The integral indicator in this methodology includes, as components, an indicator evaluating the tourist and recreational potential of territories and an indicator characterizing the conditions for using this potential. The indicator that assesses the tourist and recreational potential of the territories is the base for the construction of the integral indicator and, in turn, also includes two components: natural resources and cultural and historical resources.

The analysis was carried out in detail, taking into account the elements that make up natural resources and cultural and historical resources. Regarding the number of occurrence of these elements, which the studied territory has, the corresponding score is equated and the value of the coefficient of significance of the tourist potential of the territory is displayed.

This technique is relevant for the study of territories, their attractiveness and makes it possible to consider existing resources for further diversification of the studied areas, in order to attract more tourists, by expanding the proposed objects of visit.

However, this methodology, when studying the tourism potential of the region, does not include such important indicators as the infrastructure of the region, auto and walking accessibility of the studied territories, zones or objects, the level of service in hotels, catering establishments, the level of qualification of workers involved in the tourism industry of the region.

In her work Alimova G.A. "Socio-economic development of the region based on the effective use of recreational and tourist potential (on the example of the Tashkent region)" provides an assessment of the recreational potential of the region through a survey conducted among recreants and the local population of the study area. Regarding the survey, an analysis of the data obtained was made, which shows that the development of tourism potential is influenced by such factors as:

1) transport accessibility of the tourism object;

2) qualification of personnel involved in the field of tourism at the objects under study;

3) the diversity of the excursion fund, i.e. availability of various tours, excursions, programs for the attractiveness of the area;

4) the level of catering establishments;

5) the level of service.

5. Conclusion and recommendations

The survey method is an effective tool for identifying the situation, because is conducted among potential users of tourism services, tourism products, among experts, as well as among categories of persons directly or indirectly related to the problem under study. Poll of Alimova G.A. identified the existing problems and, thanks to the analysis, it developed specific recommendations for improving the situation, as well as a SWOT analysis was carried out and its characteristics were given.

Considering all of the above methods for assessing the tourism potential of a region, it can be concluded that it is not possible to evaluate this parameter with one single method, since each region has its own distinctive feature, a potential that is not found in any other destination and its volume can be purely subjective measurement. All methods are possible for applying and calculating the assessment of tourism potential, since they include those

parameters that the authors of these methods calculated and identified when developing their analysis.

References:

Stephen J. Page. Transport and tourism. Global perspectives. 3rd edition, London: Pearson education Ltd. 2009. - 447 с.

Stephen J. Page. Transport and tourism. Global perspectives. 3rd edition, London: Pearson education Ltd. 2009. - 447 с.

OECD Centre for Entrepreneurship, SMEs and Local Development, as part of the Tourism Committee's Programme of Work for 2015-2016.-6.

Кусков А.С., Джаладян Ю.А. Транспортное обеспечение в туризме: учебник/ - М. КноРус, 2008. - 368с.

Овчаров А.О. Туристический комплекс России: тенденции, риски, перспективы. М.: ИНФРА-М, 2009. - 280с.

Биржаков М.Б., Никифоров В.И. Индустрия туризма: перевозки/ Биржаков М.Б., Никифоров В.И. - СПб.: Издательский дом Герда, 2007. - 528с.

Пардаев М.Қ., Исроилов Ё.Ж. "Автомобиль транспорти хизматини кўрсатувчи корхоналар таҳлилининг айрим жиҳатлари", Тошкент "NOSHIRLIK YOG'DUSI" нашриёти, 2011 йил.].

Хамидов О.Х. "Транспорт сервисини ташкил этиш" фани бўйича таълим технологияси. Тошкент – "ТДИУ" – 2006.

Кирилчук С.П. Музыка А.С. Пятиэтапная схема декомпозиционного анализа, как методологическая модель оценки ресурсного потенциала туризма

Alimova G.A. "Socio-economic development of the region based on the effective use of recreational and tourist potential (on the example of the Tashkent region)", abstract, Tashkent-2019

Mamraeva D.G., Tashenov L.V. Methodological tools for assessing the tourist and recreational potential of the region // Economics of the region.-2020.-V.16, issue 1 - P.127-140

Kirilchuk S.P. Music A.S. Five-stage scheme of decomposition analysis as a methodological model for assessing the resource potential of tourism

Mitrofanova E.S. Management of the development of the tourism potential of the region on the basis of public-private partnership, abstract, St. Petersburg-2010