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ASSESSMENT OF USE AND DEVELOPMENT OF THE REGION'S TOURISM CAPACITY

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Abstract

The article substantiates the important role of tourism in the development of the economy of the country and its regions, and proves the need to create competitive, demanded and affordable tourist products. The need for a high-quality and effective assessment of the tourism potential of the region is shown, which is the basis and prerequisite for planning and optimizing the spatial and economic organization of territorial tourist complexes. The necessity of a comprehensive assessment of the region's tourist resources, which are the basis for the development of its tourist potential, has been substantiated. The analysis of existing approaches to assessing the tourism potential of the region is carried out and their shortcomings are revealed. It is proposed to carry out a systematic analysis of the components of the tourism potential of the region. To assess the tourist potential of the region, it is proposed to take into account an additional parameter – the quantitative and qualitative characteristics of the room stock of accommodation facilities in the region.

Keywords: *tourism potential of the region, regional tourism, system analysis, tourism industry, assessment of tourism potential.*

Introduction. Every year the modern tourism industry occupies an increasingly important place in the country's economy. Moreover, tourism is a potentially possible strategic step for Uzbekistan, as evidenced by No. UP-9 approved by the President of the Republic of Uzbekistan dated January 12, 2024 “On measures to significantly increase the flow of foreign tourists to the republic and further intensify domestic tourism”, No. PP- 21 dated January 12, 2024 “On measures for the accelerated development of eco-tourism in the Republic of Uzbekistan”, No. PP-20 dated January 12, 2024 “On measures for the development of barrier-free tourism infrastructure and its stimulation in the Republic of Uzbekistan”. The current crisis in the tourism market has revealed problems that have been accumulating in the industry for years, showing an urgent need to change approaches to organizing business processes in tourism. By developing and adopting the above documents, the Government of the country predicts the achievement of significant results in the implementation of the strategy by 2030. For example, we are talking about increasing the number of domestic tourist trips per resident of the country on average more than doubling. A triple increase in the export of tourism services and investment in the tourism sector is also predicted. In general, based on the results of the implementation of those outlined in the Resolution of the President of the Republic of Uzbekistan No. UP-9 dated January 12, 2024 “On measures to significantly increase the flow of foreign tourists to the republic and further enhance domestic tourism”, it is expected that Uzbekistan will try to take a leading place in the list of the most popular places to visit for foreign tourists. Among the directions of the Strategy, attention is drawn to the need to create a competitive tourism product that should be in demand and affordable [2]. In this regard, it is necessary to ensure not only comprehensive development, but also the mandatory improvement of tourist and recreational areas [3]. Particular attention must be paid to the development of tourism infrastructure and, as noted, the digitalization of the tourism industry, which is aimed at increasing the efficiency of the industry, its transparency, reducing transaction costs and other positive effects, including the comfort and safety of tourists [4].

Analysis. An analysis of a number of literary sources [1, 5-7] showed that an important task in the development of the tourism industry and its potential is to resolve

issues of a full-scale assessment of the use of not only existing potential, but also the search for resources and reserves that can and should be involved in the process of implementing development projects tourism industry and tourist and recreational regions. Assessing the tourism potential of a territory is not only one of the important tasks of ensuring the development of the tourism sector, but also an important prerequisite for its planning, optimization of the spatial and economic organization of territorial tourist complexes [8].

Presentation of the main research material. As the study showed, the primary task of ensuring sustainable development of the tourism industry is to assess its resource potential. It is the assessment of tourism resources, which is the basis for the development of tourism potential, that is an important prerequisite for planning the entire tourism industry, both on a national and regional scale, as well as the basis for optimizing the spatial and economic organization of territorial tourist and recreational complexes and destinations [8]. The lack of objective assessment data leads to difficulties in implementing industry development programs, as well as attracting investors. Despite the fact that tourism potential is the basis for the development of tourism activities, the tourism industry and tourist and recreational regions, in itself it represents a rather inert category that requires activation in the direction of obtaining the necessary social and economic effect. Because of this, the existing tourism potential of both individual regions and the country as a whole is ineffectively used, which leads to the loss of opportunities for the development of the tourism industry. At the same time, the economic and geographical position, the presence of natural resources, resort areas, historical and cultural monuments allow us to assert that the regions of Uzbekistan have high potential for tourism development and high investment attractiveness. It should be noted that domestic and foreign practice has already demonstrated significant experience not only in assessing the tourist resources of territories, but also in matters of spatial planning of the recreational sector based on this assessment. However, there is still no single generally accepted methodology that allows for a comprehensive assessment. This circumstance is manifested in the assessments that are given today to characterize the state of tourism resources. The assessment that exists today is of an abstract nature, when uninformative terms are used

that do not have any specifics and do not at all reflect the real state of the recreational base of tourism (for example, “large”, “colossal”, “huge”, etc.). Many works have been devoted to solving the problem of assessing tourist and recreational resources, starting from the 60s of the last centuries.

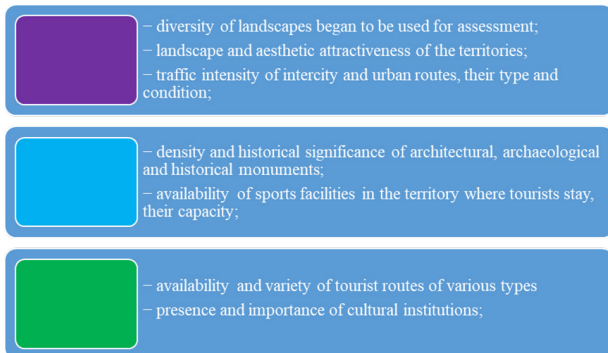


Figure 1. Factors that expand the understanding of tourism resources.

In recent years, methods have emerged that use newer factors that expand the understanding of tourism resources.

Thus, factors such as:

- diversity of landscapes began to be used for assessment;
- landscape and aesthetic attractiveness of the territories;
- traffic intensity of intercity and urban routes, their type and condition;
- density and historical significance of architectural, archaeological and historical monuments;
- availability of sports facilities in the territory where tourists stay, their capacity;
- availability and number of sanatorium-preventive institutions, accommodation facilities;
- presence and importance of cultural institutions;
- availability and variety of tourist routes of various types.

In recent years, when analyzing and assessing tourism resources, specialists have begun to pay special attention to GIS technologies, which make it possible to automate the assessment process, as well as provide cartographic analysis. Of particular importance is the introduction of innovative technologies that have a significant impact on business processes in the tourism sector. Among such technologies, we note blockchain technologies, which can be effectively used by online agencies; metasearch engines, GPS, etc., which allows you to radically change business processes in tourism [4].

The quality of tourism information support is important, influencing the quality of the tourism product and service. Issues of information support to a certain extent determine the image of tourist destinations and shape their attractiveness for tourists. The development of information and communication technologies (ICT) influences the development of certain types of tourism. Thus, it is precisely due to the emergence of new opportunities of information and communication technologies that amateur tourism has recently developed. This is due to the fact that ICTs allow tourists to independently book travel services, accommodation facilities, transport tickets, car sharing, etc. As we can see, information support for the tourism business is a combination of an information database about tourism

activities and specialized information technologies designed for its processing, which will ensure the effective functioning of the tourism business at all levels of tourism management.

First of all, we are talking about such information processes as travel agent - tour operator - host tour operator. So, modern conditions require a comprehensive assessment of tourism resources, which will become an objective basis for the development of tourism potential. In addition, a competent and comprehensive analysis can and should become the basis for the development and implementation of an effective mechanism for the use of tourism resources, the opportunity for the justified use of the principle of payment for environmental management. Without an appropriate assessment system, it becomes much more difficult to develop effective and efficient mechanisms for managing tourism development, as well as monitoring all the consequences of tourism activities - from social to environmental and economic.

Before talking about the development of tourism potential, it is necessary to define the concepts on which we will rely in our research. The main concept and object of this study is tourism potential, which has already been studied and analyzed quite fully in the scientific and educational literature. However, the issues of assessing the use of tourism potential, including in conditions of limited resources, remain poorly studied, which determined the relevance and purpose of this study.

First of all, we note the multidimensional nature of tourism potential, which is reflected in its identification with such concepts as: “tourist resource”, “tourist ability”, “tourist attractiveness”, “tourist facilities”, etc. In addition, when talking about tourism potential, it is necessary to clearly understand what level of entity (mega-, macro-, meso-, micro-) we are talking about. Since we have identified the tourism potential of the region as the object of study, we will focus on this level (the level of the region, destination), as well as at the level of clusters - associations of institutional, geographically close, informationally homogeneous, value-oriented or grouped according to consumer characteristics of tourism products.

Let us note that these are, first of all, the following resources:

- tools for management influence;
- resource-saving technologies;
- economic relations;
- mechanisms for supporting subjects of the tourism industry, including intellectual, communication, reputational and others.

To solve this problem, we propose to conduct a systematic analysis of the components of tourism potential, which includes a number of logically organized actions:

- selection of evaluation indicators and methods for their calculation;
- selection of criteria for assessing the level of tourism potential of a particular subject
- region, territory, etc.;
- determination of the form of implementation of the identified potential and the object of influence.

The final stage is to establish a procedure for making management decisions that ensure the development of a certain tourism potential. This approach to assessing the use and development of tourism potential takes into account not only the resource component, but also the process and content components of the region’s tourism

potential. Note that for the tourism industry, whose main products are services, important resources that reflect potential are the region's reputation and experience in providing tourism services. This is especially important in conditions of instability, when market demand changes, tourist activity decreases, the scope of application of information and communication technologies in the tourism industry expands, the importance of reputation and the level of provision of services undertaken by individual industry entities increases.

At the same time, such an indicator as reputation and the fullness of the fulfillment of undertaken obligations form a criterion for the price of the image of a subject in the tourism industry, which has a significant impact on the choice of consumers when, other things being equal, the consumer gives preference to a particular region or subject of the tourism industry. To assess the use and development of the region's tourism potential, we propose a model that takes into account all factors and components:

- subject level; - forms of cooperation in the industry;
- objects of influence on potential development.

It is also necessary to take into account the need to assess the results of a number of other factors:

- tourism balance, the potential of the region at the destination level;
- scale of needs of guests of the region;
- reputational and intellectual potential of the region (destination);
- level of trust in the tourism product (Fig. 1).

One of the indicators for assessing the tourism potential of a region is the tourist balance indicator, which is calculated as the difference between incoming and outgoing tourists - calculation of tourist flows.

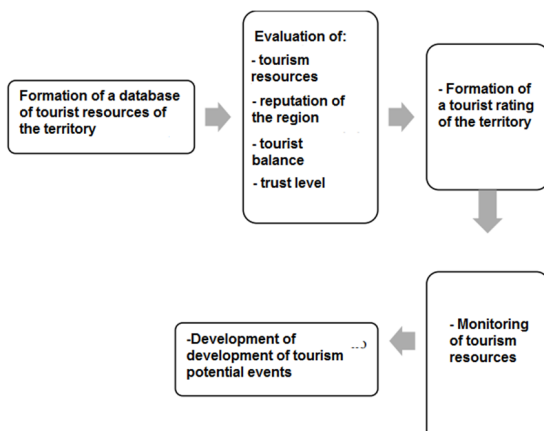


Figure 2. Model for a comprehensive assessment of the region's tourism potential

Despite the fact that assessing tourism potential using this methodology is used quite widely, it should be noted that it is not perfect. Recently, variants of an improved methodology have appeared, supplemented by tools called "social physics". This approach makes it possible to calculate not only quantitative subjective indicators of genetic analysis, but also to take into account the factors of "points of attraction" for tourists, which can be quite diverse - from value pricing and the value of tourism resources for tourists to the communicative activity of the region.

Researchers and practitioners positively evaluate, for example, a methodology that allows assessing the balanced use of a region's tourism resources based on gravity modeling with forecasting the region's tourist activity.

Thus, the author of the work [9] quite convincingly proved that gravity models are based on the following assumption: the volumes of tourist flows between regions are directly proportional and inversely proportional to the distance between them.

$$E_{ij} = k \frac{M_j m_i}{D_{ij}^2}$$

where M_j is the degree of attractiveness of the region for tourists (the degree of concentration of tourists on the objects of the region that are used for tourism and recreation); D – distance between regions, expressed in units of geodetic distance, time or cost equivalent; k – proportionality coefficient. As for the resource endowment (R), this indicator is a constant for a specific region. However, such indicators as the degree of attractiveness of a region (territory) and their place in the system of advantages for tourists from different countries and regions are characterized by the parameter σ . Another component of the tourist "mass" is the quantitative and qualitative characteristics of the room stock of accommodation facilities (W) located in the region, which are an integral part of the regional tourism product. Note that the parameter under consideration is an important element of the tourism supply, derived from demand and directly influences it. Considering that prices for similar services in other regions may differ significantly, it is necessary to introduce a coefficient reflecting the degree of difference in prices - β , which is defined as the ratio between prices for similar tourism products in the territory of the i -th and j -th regions.

Conclusions. Thus, we come to the conclusion that tourism potential is both a resource and a reserve for the development of regional tourism. In addition, the tourism potential of different territories/regions has its own price, which can be manipulated in the direction of increasing the value and significance of certain tourist and recreational resources of the region.

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