

Issues of Improving the Management of Regional Tourism Potential

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Abstract:

This article highlights the methodological issues of managing the potential of regional tourism. Methodologically, various methods and means have been identified by which the mechanism for managing the potential of regional tourism works effectively with the support of the public and private sectors, including constant monitoring of the tourism industry

Keywords: potential, economic potential, quality, horizontal integration, economic efficiency, tool, method, system.

Introduction

In the development of the world tourism sector, scientific research aimed at improving the efficiency of development of the tourism industry and infrastructure, taking into account the economic potential of tourist areas, is carried out at a priority level. The development of tourism infrastructure is now becoming important for increasing the competitiveness of tourism destinations, tourism affects the volume of flows and the economic indicators not only of the tourism sector, but also of the entire region. The growth of tourism activity in the regions makes it necessary to make changes to the development of tourism infrastructure, improve its quality components.

The results of a comprehensive analysis of the management of regional tourism potential determine the need to move to a fundamentally new level of management of the processes of formation and use of economic potential. In the process of implementing economic reforms in our country, there is a wide emphasis on ensuring the economic growth of the country due to the effective use of existing potential in the field of Tourism. Approved by the decree of the president of the Republic of Uzbekistan No. 60 "on the development strategy of New Uzbekistan for 2022-2026" dated January 28, 2022 — The 35th goal of the new Uzbekistan development strategy for 2026 to increase the

number of domestic tourists from 12 million people and increase the number of foreign tourists visiting the Republic to 9 million people under the “travel across Uzbekistan” program in the third priority direction “accelerated development of the national economy and ensuring high growth rates” was set [2]. From this point of view, the improvement of the management and development strategy of today's territorial tourism potential is an urgent issue.

The degree of study of the subject of the study. According to the law of the Republic of Uzbekistan “on tourism ” adopted on July 18, 2019, [1] the main directions of the tourism sector are as follows:

- development of this sphere as a strategic branch of the country's economy;
- to ensure the rights and other rights of citizens to rest, free movement during the implementation of travel;
- rational use of tourist resources and their storage;
- improvement of the regulatory framework;
- within the framework of the development of domestic tourism, including the development of social tourism, the creation of the necessary conditions for the organization of Tourism and excursions for children, young people, the elderly, as well as persons with disabilities and low-income segments of the population;
- create favorable conditions for attracting investments and making investments in the tourism sector;
- development of Public-Private Partnership in this area;
- to create equal opportunities in the market of tourist services for business entities;
- incentives to the subjects of the tourism industry by establishing tax and Customs benefits;
- ensuring the safety of tourists and excavators, their rights, freedoms and legal interests and property are protected;
- organization and development of scientific research;
- preparation, retraining and training of personnel;
- development of international cooperation;
- Increasing the prestige of the Republic of Uzbekistan as an attractive country for tourism;
- state support of the subjects of the tourism industry in the promotion of national tourist products in tourist markets;
- promote the introduction of advanced innovation and ICT;

promote the development of tourist zones and tourist clusters.

Scientific ideas and conceptual foundations of the activities of the tourism industry many local K. Kh. Abdurakhmanov [6], N. T. Tukhliyev [12], M. Q. Pardayev [9], I. S. Tukhliyev [10], A. A. Eshtayev [13], M. T. Aliyeva [7], A. N. Norchayev [8], B. Sh. Safarov [11] Economist scientists such as are conducting research.

The Oxford Dictionary defines economic potential as the level of power and opportunity that ensures competitiveness, while another source explains economic potential as “the complex of capabilities of the national economic sectors to carry out capital construction, transport goods and serve the population during a certain period.” A number of scientific researchers have different interpretations on economic potential. Including A.Yu.Chalenko:”characterized economic potential as the result of a set of available resources, as well as economic activities and economic relations of enterprises and

organizations" [14]. N. According to Batirova, "the volume of economic potential indicates the development of productive forces, the competitiveness of the country, the level of capitalization of enterprises" [3].

The resource potential of the tourism sector is essential for the development of this sector. Of urgent importance is the study of the main theoretical approaches to determining the essence of the resource potential of the tourism industry and its role in economic growth.

Most Economist scientists say that from the point of view of the resource, economic potential is considered as a totality of the amount and quality of resources available to the economic system. Economic potential is classified as a component of material, intangible, labor and information resources. Let's cite some of them.

A. Abduvohidov noted: "in order to show the potential of tourism in our country to the world, to stabilize international tourist flows, to make it free of seasonality characteristics, it is necessary to change the web pages showing our tourist potential through the internet on the basis of international experiences" [5].

From the point of view of the resource approach, D. Sh. Odinaev noted: "economic potential is the ability and capacity of the region to effectively and rationally use the set of resources, the features of the existing and future economic system (management), geographical location and nature in order to improve the standard of living of the population" [4].

"Local scientists consider the recreational network to be a set of enterprises, organizations and institutions (such as recreation zones, recreational parks, medical institutions, tourist firms, artificial water bodies, hunters, fishermen's houses, sanatoriums and resorts) designed to provide services aimed at restoring the physical, mental and spiritual strength of the vacationer and the ability to work, raising his intellectual potential. And the recreational system is a set of all subjects used in the implementation of recreational activities (such as wellness, treatment, recreational facilities, tourism and related entities, infrastructure serving tourism)" [18] it expresses thoughts.

T. G. In his observations on the methodology of research, Khramsova expresses the opinion that "potential is not only the amount of resources, but also the possibility of developing a system in a certain direction in them, for example, in mechanics, potential energy is converted into kinetic energy, and in the economy, the implementation of potential is embodied in the results of activities" [15].

K. M. Misko reflects on the Reserve capabilities of territories, in his opinion, "capacity is the limit of opportunities about the internal, hidden capabilities of the effective use of the object under study, which can be quantified and ultimately implemented in optimal conditions of practical activity" [16] gives a comment that says.

Such opinions are expressed by the authors of the "Explanatory Dictionary of the Russian language" S. I. Ojegov and N. Yu. Shvedovas: "capacity is the level of power in some respects, some means, the totality of opportunities" [17] as they interpret.

Research methodology. This paper used comparative analysis as well as induction and deduction estimation techniques. Using the comparative method, scientific conclusions were made based on the data on economic potential in the field of foreign tourism, forming them on the basis of forecast indicators.

Analysis and results. The strategic task of the activities of the economic potential of tourist enterprises in the conditions of an innovative economy is to provide productive resources for production and economic activities for a long time. From this point of view, the conditions for the

development of the regional tourism sector are important in the management of the territorial tourism potential. Below are the conditions for the development of the potential of territorial tourism in Figure 1.

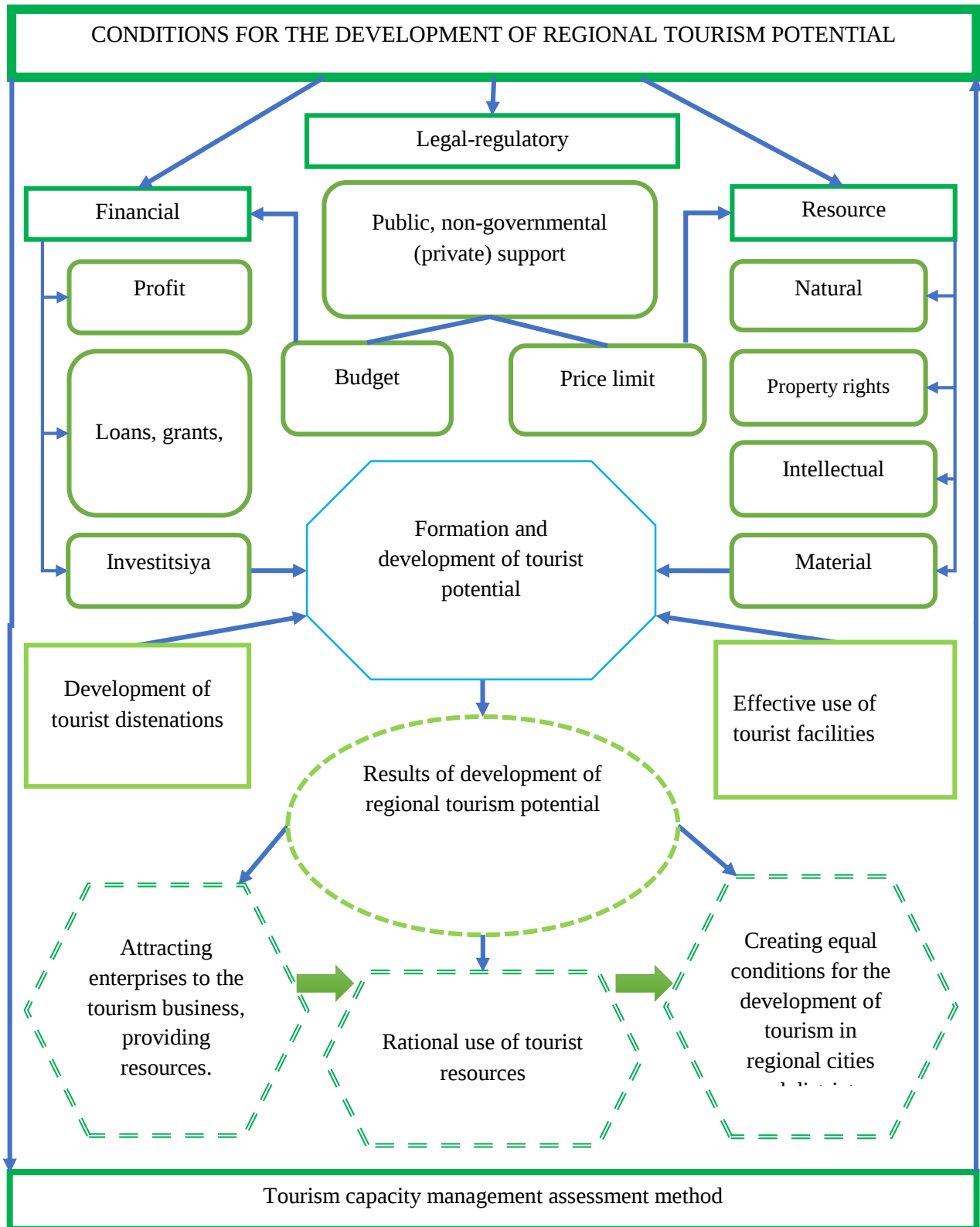


Figure 1. Regional tourism capacity development conditions

The conditions for the realization of the regional tourism potential are divided into 3 parts, namely financial, legal and resource conditions, based on the results of the generalization of the necessary conditions for the development of Tourism.

To ensure compliance between the conditions for the development of Tourism and the conditions for the implementation of tourist potential, it is proposed to use the assessment method, which allows you to quantify the state and results of the development of tourist potential, as well as substantiate uniform quality standards for the provision of services.

The study of the problems of developing tourism potential in the regions made it possible to identify the main elements that make up the system in the mechanism of Tourism Management (Figure 2).

The mechanism of management of the regional tourism potential is carried out through various means that effectively work with the support of the public and private sectors, including constant monitoring of the tourism sector. It allows you to timely identify and eliminate the shortcomings and problems that arise in the operation of the mechanism, as well as use innovative technologies in the management of tourist potential in accordance with the changing needs of tourists, using the necessary tools for each specific case. It also assumes the implementation of the following processes:

effective management of state property in the field of tourism in the regions;

creating the necessary conditions for the successful development of residential buildings and other tourist infrastructure;

to create a favorable investment environment for domestic and foreign companies that invest in the development of tourism infrastructure. It is also advisable to strengthen the influence of the state in order to create a competitive tourist product.

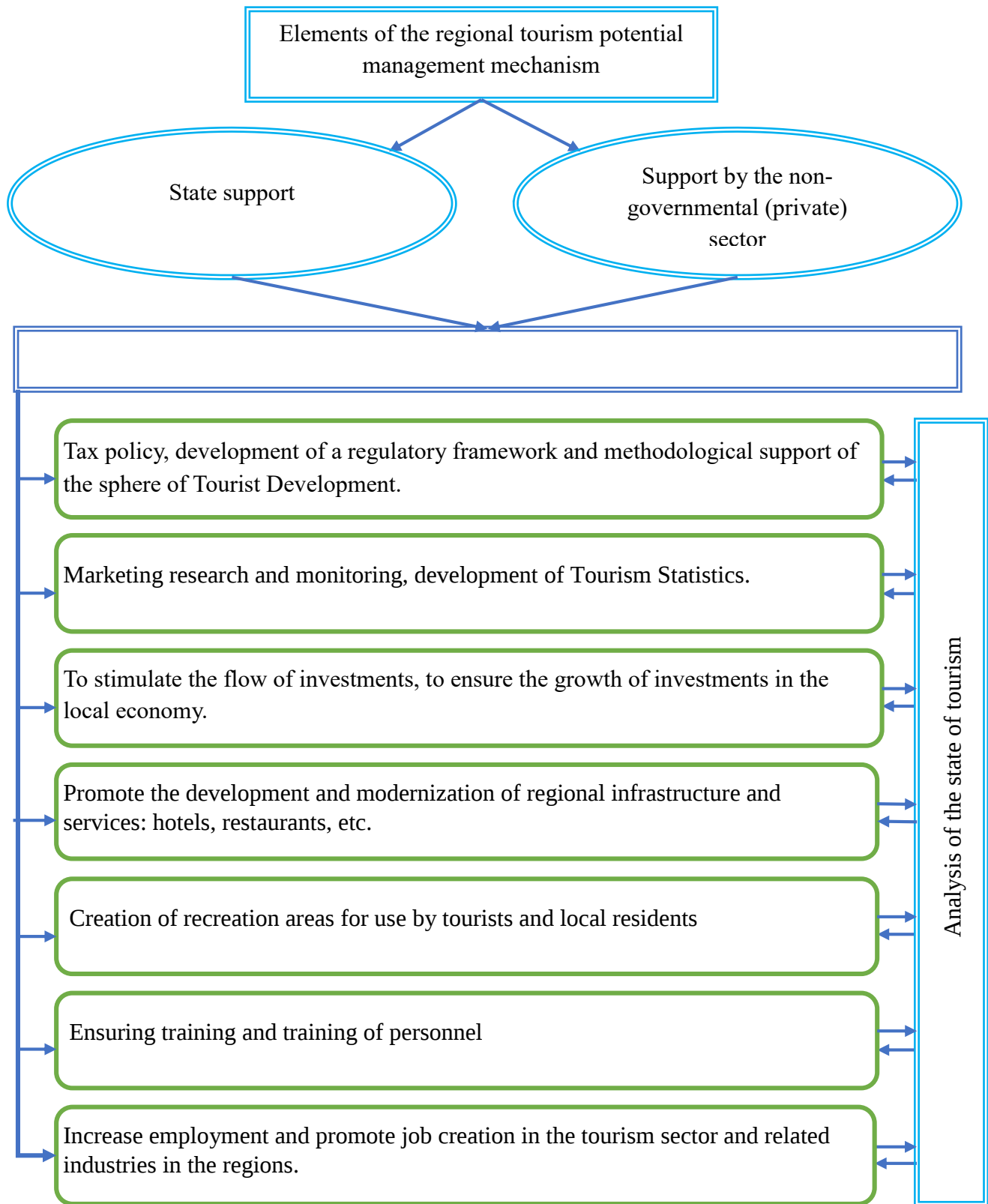


Figure 2. Key elements of the regional tourism capacity management mechanism

Conclusion. The problems of the development of regional tourism are based on the contradictions between the constantly changing and constantly increasing needs of tourists, the provision of limited resources available in the territories and the normative values of the allowed anthropogenic and recreational load on the territories. In this regard, scientific support of the tourism sector, result-

oriented legal – it is advisable to develop norms, increase resource capacity, increase the chances of meeting tourist needs, expand the effective use of territorial tourism potential, that is, establish the use of previously unused tourism development resources in the regions, strategically develop tourism, as well as provide the necessary advertising and information resources, and introduce modern methods of promoting tourist products in domestic and foreign markets. This in turn necessitates the improvement of mechanisms for managing the potential of territorial tourism.

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