

Improving The Processes Of Using Tourist Potential In Conditions Of Innovative Development

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Abstract: The article examines the impact of changes occurring in the conditions of innovative development of tourism on the potential of tourism, assessment issues based on the quality of service, as well as the mechanism for assessing tourism activities in tourism. In the context of economic modernization, attention is paid to the optimal development of tourism based on the innovative characteristics of the tourism industry

1 INTRODUCTION

In the coming years, our country will be implementing large-scale reforms aimed at raising the tourism industry to a new level, both in terms of quality and quantity. The development of this sector means that the country's economy can have a multiplier effect on other sectors, and also has a strong positive influence on the growth rates of all macroeconomic indicators. This, in turn, determines the relevance of the task of accelerated development of the tourism industry, increasing its role and share in the economy, diversifying and improving the quality of tourist services, and expanding tourism infrastructure. The effective implementation of these tasks will contribute to strengthening the competitiveness of the national economy. In this regard, it is important to deepen scientific research on such issues as the innovative development of national tourism and strengthening its position in the global market, the rapid development of tourism based on our ancient history and rich cultural heritage, and the specific characteristics of regions, zoning of regions based on specific historical and tourist features.

2 Materials and Methods

The sustainable development of our republic's economy is of great importance, including the main directions of development and improvement of the tourism industry, as well as ways to further improve and expand the use of existing economic opportunities, which affect social, economic, cultural, and other spheres of activity. Some aspects of optimal tourism development and organization of its market, taking into account the innovative features of the tourism industry in the conditions of Uzbekistan, are discussed by scientists N. Tukhliev, D. Kh. Aslanova, B. Sh. Safarov, M. T. Alimova, A. A. Eshtaeva, and others. However, ensuring the social and economic efficiency

and effective functioning of the tourist potential in the conditions of innovative development has not been studied in scientific works, and attention to the study of this problem arises from the requirements of today. Research methodology. The methodology of the article analyzes the importance and role of investments in our national economy, including the mechanisms of development of the tourism industry and the use of its potential, starting from the analysis of scientific and increasingly popular sources. The methods of analyzing the processes of using the potential of tourism in the conditions of innovative development, work programs and guides for the development of tourism, generalization of economic experience in using modern web tools as one of the means of increasing investment efficiency, as well as methods of interviewing investors on this research problem were used. Based on this, the main ideas and results of the article can be considered as a methodological basis for the development of a guide aimed at improving the tourism industry, and the author's recommendations as a theoretical and practical guide for improving the tourism industry. The development of the tourism industry based on modern marketing principles and other market tools.

2.1 Methods of analyzing

The tourism industry is one of the fastest growing sectors in the world due to the deepening process of globalization and the expansion of international cultural ties. According to the World Tourism Organization (WTO), "tourism ranks fourth in the world export of goods and services and third in profitability. In 2020, its share in the world GDP was 11.3% (\$8.8 trillion). In the modernization of the economy, the tourism sector is considered a high-income sector of the economy, it serves to accelerate the global market for goods and services, provide employment for the population, and develop organic connections between different countries and regions of

the world. Today, the creation and implementation of innovative technologies in the efficient organization of economic activities in the tourism sector remains one of the important conditions for the formation of an innovative economy.

“Currently, the widely used definition in international practice was developed at the International Conference on Travel and Tourism Statistics (Ottawa, 1991) and approved by the WTO and the United Nations Statistical Commission. According to this definition, a tourist is a visitor, meaning a person who travels and stays there for a period of no more than 12 months for any purpose other than engaging in paid activities using the resources of the place located outside its territory”.[1]

The main criteria for tourism are:

A change of location outside of the usual place of residence.

People migrating for a relatively short period of time. According to statistics, the majority of tourism is day trips (2-3 days), followed by tourist trips (6-7 days), and the smallest portion is accounted for by trips lasting 8-12 days.

The visited place should not be a permanent or long-term place of residence.

The primary purpose of the trip should not be engaging in paid activities based on the visited place.

The tourism industry's significant feature is that the rapid growth of the industry is occurring on a global scale, particularly in countries and regions with lower income levels. This is mainly due to the affordability of tourist services in such countries and regions, where resources for tourism are often underutilized or sustainably used. Additionally, the influx of tourists is influenced by market conditions and regional economic policy measures in some countries, which can lead to the redirection of tourists to less developed or remote areas, thereby contributing to their development.

The successful development of the tourism industry in a country is considered to depend on the establishment of essential legal and regulatory frameworks. In the Republic of Uzbekistan, active measures are being taken to expand the list of tourism types. For example, the decree of the President of the Republic of Uzbekistan on "Measures to Ensure the Rapid Development of the Tourism Industry in the Republic of Uzbekistan" includes the rapid development of traditional cultural and historical tourism together with the rapid development of tourism in various other promising areas such as sightseeing, ecological, educational, ethnographic, gastronomic, sports, health and wellness, rural tourism, industry, and business tourism.[2]

In general, the main goals and priorities of state tourism policy are formed in all countries based on mutual cooperation, and their main goals are determined taking into account medium-term and long-term, as well as economic, social and environmental sectors. The main goals of state tourism policy are cooperative development, giving tourism the status of a strategic sector of the economy, structural transformation and diversification, rapid

comprehensive development of related industries, increasing the contribution of tourism to gross domestic product, improving the level and quality of life of the population, ensuring employment, increasing the contribution of tourism to local budgets and implementing systemic measures.

The priorities of state policy for tourism development ultimately show several important points. These include the formation of a tourism development concept, giving tourism the status of a strategic sector of the economy, structural transformation and diversification, intensive and comprehensive development of related industries, increasing the contribution of tourism to gross domestic product, improving the level and quality of life of the population, ensuring employment, increasing the contribution of tourism to local budgets, and implementing systemic measures.[3].

Over the past few years, the material and technical base and infrastructure of the tourist network have significantly strengthened. As of 2021, Uzbekistan had 615 hotels and similar accommodation facilities. Their simultaneous capacity for reception is 17,779 rooms and 34,898 beds. The highest indicator for this is in the city of Tashkent (19.8%), Samarkand (16.4%), and Bukhara (15.4%) regions, and the lowest is in the Jizzakh (2.8%), Namangan (2.8%), and Syrdarya (1.6%) regions. Compared to 2015, by the beginning of 2020, the number of hotels and alternative accommodation facilities had increased to 1,224 units and 42,745 places. At the end of 2020, the largest number of accommodation facilities was sent to the cities of Tashkent (20.5%), Bukhara (17.1%), and Samarkand (14.5%), and the least - to Syrdarya (1.5%), Andijan (3.1%), and Namangan (3.2%) regions. Assessment of the tourist potential of the republic is the main factor in determining the priority directions for the development of the tourism industry in a specific region and the country as a whole. The correctness of determining the potential of tourism directly depends on the significance of the factors for the development of the chosen industry and the reliability of statistical data.

The data analysis of the table shows that the city of Tashkent, Samarkand and Tashkent regions are the leaders in terms of tourist potential. Despite the fact that the lowest indicators are recorded in the Syrdarya and Jizzakh regions, in our view, these regions have wide opportunities for the development of agro-ethnographic tourism.

Table
Travel and Tourism Market Size, Million USD ^[4]

	2019	2020	2021	2022 estimated
Total Local Production	N/A	N/A	N/A	N/A
Total Exports*	1,413	261	422	N/A
Total Imports**	N/A	443	888	N/A

Imports from the US	N/A	N/A	N/A	N/A
Total Market Size	N/A	N/A	N/A	N/A
Exchange Rates***	8,839	10,056	10,610	11,100

*Earnings of Uzbekistan from incoming tourists.

**Spending of Uzbekistan citizens on foreign trips.

*** Exchange Rates = Uzbek soums per \$1.

Units: \$ millions

Source: The State Statistics Committee of Uzbekistan.

Today, despite active regional shifts in all sectors of the economy, including tourism development, there are the following problems and untapped opportunities in the development of tourism in Uzbekistan: I. Opportunities to stimulate tourist demand:

I. Strategy to activate the development of domestic tourism. This is largely due to the emergence of a habit of traveling, which most of the population does not yet have.

II. The need to reduce the gap between the incomes of urban and rural residents. This increases the potential number of tourists among rural residents.

III. Opportunities to increase employment in the regions.

IV. The expediency of increasing the currently insufficient level of knowledge about the rich historical and cultural heritage. Problems and opportunities for modernizing the tourist cluster, ensuring an increase in the quantity and quality of tourist service products and related industries:

V. The quality of services does not sufficiently meet international standards.

VI. The need to improve the qualifications of personnel in the tourism industry.

VII. Underdeveloped road and transport infrastructure. 3a. Lack of camping sites for the development of car tourism. 3b. Cost of air tickets to Uzbekistan.

VIII. High prices in the hotel business.

IX. Underdeveloped engineering and communication infrastructure.

X. The need to organize the production of local buses and other tourist-class vehicles, for example, caravans.

XI. Expansion or organization of the production of various types of clothing, sports equipment (e.g. mountaineering gear), bedding, furniture, hotel equipment, and other products that are in high demand among tourists in Uzbekistan (if they are not available).

XII. The quality of the goods does not correspond to the high price.

XIII. Lack of statistical data in the section on types of services. This complicates the management of the development of the tourist cluster.

Problems hindering the growth of demand and supply of tourist services:

1. Low awareness of potential buyers and suppliers of tourist services about new types of tourism.

2. Uneven development of the tourism industry in the regions.

3. Inability to promote and advertise regional tourism. XV. Degradation of ecology and pollution of the environment. XVI. Contradictory influence of globalization on the spiritual development of people. When combining agrarian and ethnographic tourism, we get an agro-ethnographic type of tourism. This type of tourism involves living in rural areas, participating in rural work, getting to know the history, culture and art of the local people, customs and traditions, national songs and dances, as well as participating in national holidays and celebrations.

The impact of agro-ethnographic tourism on the development of rural areas:

1. Increased production within tourist clusters;

2. Increased employment levels for rural population;

3. Increased income and living standards for the population;

4. Improvement in living conditions;

5. Increased investment attractiveness of the region;

6. Increased self-esteem of villagers;

7. Promotion and advertising of national cultural traditions;

8. People acquire new knowledge and improve their skills;

9. Effect of cultural and spiritual enrichment through interaction between rural and urban residents;

10. Acceleration of economic growth in the regions and regions of Uzbekistan with a large rural population. The next priority for tourism development in the regions of Uzbekistan is the development of caravans. The word "caravan" comes from the English word "caravan" - a van, a wagon. Caravanning is a journey involving moving and living in a house on wheels. Such traveling individuals are called caravanners. [5]

Expected results:

1. Caravanning contributes to the development of various types of tourism, namely sports tourism, ecological tourism, cultural-educational tourism, agrotourism, ethnographic tourism, etc.

2. A caravan can be used as a means of accommodation for tourists.

3. Stimulates the growth of domestic tourism in Carava.

4. Caravans will help expand private entrepreneurship in the regions and increase the level of employment.

The population of the village of Caravan contributes to the improvement of the standard and quality of life. As a third priority for the development of tourism in the regions of Uzbekistan, we propose to organize thematic hotels called "House of Culture", that is, "Culture Hotel". Expected results from the

implementation of this innovative scientific project, which makes it possible to solve the following tasks:

1. Increasing the investment attractiveness of Uzbekistan for domestic and foreign investors;
2. Increasing the level of employment of the population;
3. Creating favorable economic conditions in the regions;
4. Development of food, medical, cultural, and ethnographic tourism;
5. Improving the standard and quality of life of the population.

CONCLUSION

Summing up the above, it should be noted that: The measures presented in connection with the formation of forecast indicators for the development of the tourism industry of the Republic of Uzbekistan for the period up to 2025, including priority and strategic directions of advanced development of the tourism industry, are based on the importance of creating legislative, economic, financial and organizational conditions for the development of the tourism industry; In the medium term, tourism development factors will ensure rapid growth of all tourism industry indicators through diversification of types of tour products, increasing foreign and domestic investments, improving tourist infrastructure, deepening international cooperation, and increasing the tourism position on the international arena; The concept of tourism development in the Republic of Uzbekistan for 2019-2025 is aimed at increasing the efficiency of reforms carried out, creating favorable economic conditions and factors, determining priority

goals and tasks for accelerated development of the tourism industry, increasing its role and share in the economy, diversifying services and improving their quality, as well as improving tourist infrastructure. Thus, the presented innovative proposals contribute to the acceleration of the development of the tourism industry in the regions of Uzbekistan in the conditions of modernization of the economy. The formation of a tourism cluster will serve as a strong foundation for the economic growth of the country's regions and will help to successfully implement economic reforms.

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- [4] It was compiled by the author based on the information of the State Committee "Tourism in Uzbekistan in 2019".
- [5] <http://svastour.ru>