

CONCEPT OF TOURISM SALO BOARD

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Abstract. The article suggests that today, historical cities in our country are becoming modern tourist centers, the reason for this is the development of the tourism industry, which plays an important role in the development of economic sectors, attracting foreign currency, creating additional jobs, and strengthening international relations.

Keywords: Tourism potential, economy, tourist resources, industry, enterprise, historical heritage, investment.

Nowadays, the historical cities of our country, which have long amazed many with their high culture and science, architectural monuments, have become modern tourist centers. The implementation of these tasks is associated with the development of the tourism industry, which plays an important role in the development of economic sectors, attracting foreign currency, creating additional jobs and strengthening international relations. In this regard, for the development of the tourism industry, it is necessary to widely attract investments, widely introduce innovative ideas and technologies into the industry, and make full use of the country's rich natural, cultural and historical heritage, resources and opportunities. Therefore, the tourism and tourism industry, which is widely developing in the country, is considered a factor in achieving high progress in the future. One of the important ways to achieve socio-economic development is directly related to the effective use of the tourist potential of our country.

Tourism potential plays an important role in the effective development of economic sectors. This potential can take various forms and belong to different regions. In particular, the resource potential of the region is a set of all resources that are and can be involved in the processes of social reproduction. Also, the involvement of all types of resource potential in the complex development of regions serves as an important factor in the socio-economic development of the potential of tourism resources. The concept of "resource potential" is considered as a general economic category, which is a necessary condition for economic development and at the same time a limiting factor for development. This term is widely used in relation to various objects, namely the world and national economy, region, industry, enterprise, etc.

In a broad sense, the term "power" comes from the Latin "potentia", which means "power", and is considered as "a means, reserve and resource that can be put into action and used to achieve an existing and specific goal, implement a plan, or perform a task." The concept of power is broadly interpreted in terms of the set of existing and available means and the possibility of using or realizing them. At the same time, potential is interpreted in the following directions:

- potential is a set of accumulated characteristics that determine the ability to carry out an activity and achieve a goal, in this respect it refers to the past, and potential contains the essence of a "resource";

- potential refers to the present day in terms of the practical application and use of existing capabilities, and potential includes the essence of a "reserve";



- as a development potential or future, new capabilities are formed in this process, and potential contains the essence of "opportunity".

Accordingly, tourism potential is determined by the ability of the economy, its sectors, enterprises and organizations to form a tourist product and satisfy the needs of the population of countries for tourist products. Also, in order to understand the essence of the concept of tourism potential or potential, there are several definitions of the concept of tourist resources, which are explained in the following directions:

- tourist resources are socio-cultural factors, including natural and historical factors, as well as objects of demonstration and study, that can satisfy people's tourist needs and lead to the restoration of physical and spiritual strength;

- a set of natural-climatic, socio-cultural and infrastructural factors of a region used in the production of a tourist product.

Tourism potential is considered to be a set of opportunities for economic entities to use tourism resources to form tourism products that can attract the maximum number of consumers or tourists. Based on this, the "resource potential of tourism" is a set of general and special resources, the collection of which in one place provides the possibility of conducting tourism activities in a specific area.

Indeed, tourism potential is considered a factor and category that determines the development of the tourism sector and is manifested in various forms and manifestations. In particular, the existing tourism potential for the ecotourism sector of tourism performs important tasks such as protecting nature, attracting ecotourists to mother nature, solving the problems of preserving and breeding unique flora and fauna, further improving socio-economic conditions, and providing the population with new jobs.

Tourism potential reflects the current condition of various historical monuments, buildings, structures, and other places.

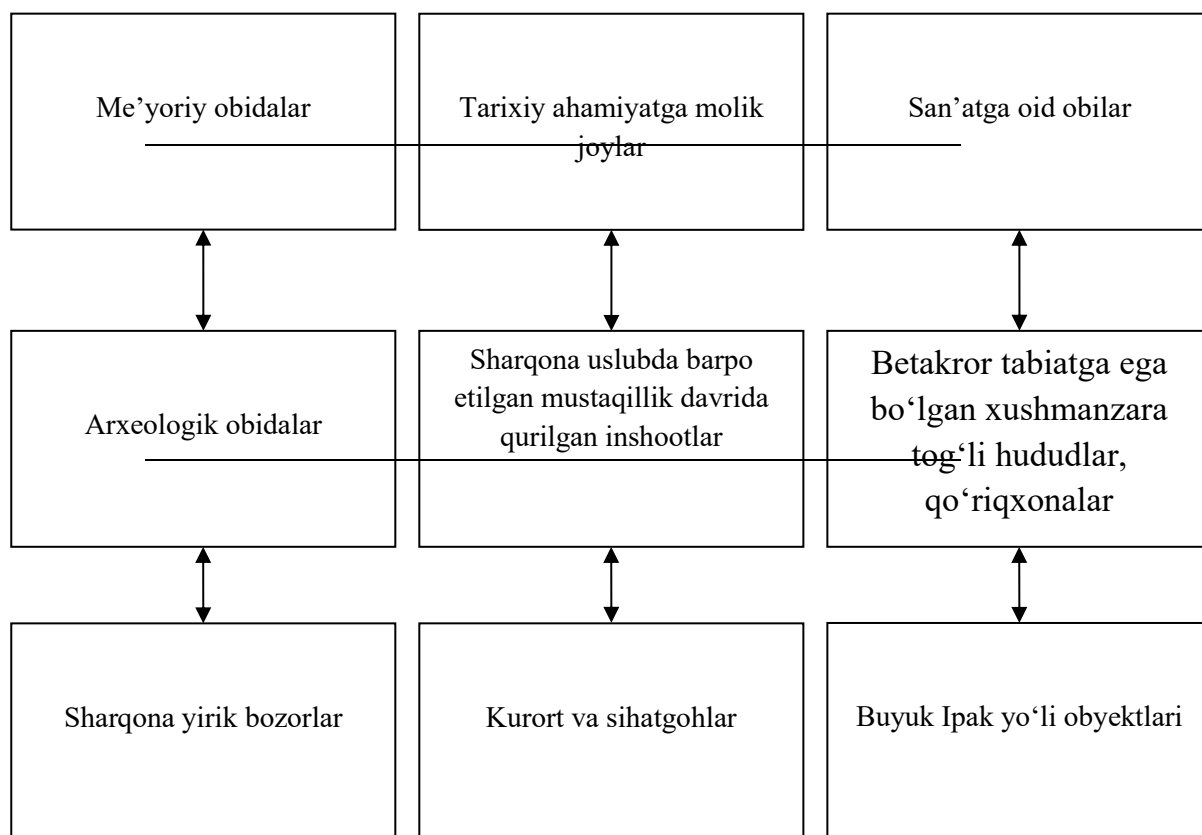


Figure 1. Structure of tourism potential

Given these circumstances, the state should create sufficient conditions for increasing tourism potential. A state policy has been developed in this regard and its main priorities have been adopted. That is, the influence and role of the state are of great importance, and the use of tourism potential is regulated by performing the following functions:

- creation of a regulatory and legal framework for the organization and regulation of tourist activities;
- determining the prospects for tourism development;
- optimal regulation of tourist activities;
- ensuring security in the tourism sector;
- effective implementation of tourism personnel supply;
- ensuring scientific research and implementation of the tourism market;
- support for the foreign economic activities of tourist companies;
- environmental protection and preservation of historical monuments;
- creating a strong image of the region;
- full implementation of reporting and control functions.

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