



Volume: 02 Issue: 10 | Oct 2021 ISSN: 2660-454X

<http://cajitmf.centralasianstudies.org/index.php/CAJITMF>

Factors for Determining the Specialization of the Regions of the Republic of Uzbekistan in Tourism and the Assessment of Tourist Attractiveness

¹ R. S Amriddinova

² S. A Abdukhamidov

Abstract : In this article, we study the factors of determining the specialization of the regions of the Republic of Uzbekistan in the field of tourism and assessing tourist attractiveness

Keywords: Assessment, GIS (should be in the form of a geoportal), Northwest Tourism Region, Stages of assessment, Tourist areas

Received 10th Sep 2021,

Accepted 21st Sep 2021,

Online 20th Oct 2021

¹ Associate Professor of Tourism
Department, Samarkand Institute of
Economics and Service

² Senior Lecturer of Tourism
Department, Samarkand Institute of
Economics and Service

Introduction

Determining the region's specialization in tourism, creating thematic maps and applications is the result of the analysis of tourist resources and the technical implementation of geographic information systems. The status of resources in a particular group determines the specialization of regions in tourism (for example, favorable climatic conditions and rich natural resources, the development of medical and recreational tourism, the abundance of cultural resources in the region allow the development of dating tourism). Regions may be less specialized or multi-profile in terms of routes. Specialization in tourism activities is usually reflected in thematic cartographic materials.

Today, it is necessary to determine the specialization of tourist areas for certain types of tourism and, on this basis, to form attractive and tourist products that best meet the needs of tourists.

There are different types of tourism, which are formed mainly based on the needs and goals of tourists. If we pay attention to the historical development of tourism, we can see that the industry is constantly changing on the basis of supply and demand, new trends have emerged over a period of time, and this

process continues today. We can include historical monuments tourism, archeological tourism, recreational tourism, pilgrimage tourism, ecotourism, hunting tourism, gastronomic tourism, travel tourism and others.

Based on the research conducted on the topic and the above types of tourism, the specialization of tourist regions in tourism was identified (Table 1):

As can be seen from Table 1, there are opportunities for the development of almost all types of tourism in our country, especially in the tourist regions, which allows tourists in our country to form a comprehensive tour package. As a result, the uniformity in the development of tour routes and the situations of boredom that can occur in tourists are not allowed.

Each region should effectively use the available tourist and recreational resources to meet the demand of the population living in the region, as well as foreign tourists in other regions of the country, including tourist and recreational services.

Table 1: Specialization of tourist areas by types of tourism¹

	Tourist areas	Potential of tourist resources	Types of tourism
1	Northeast tourism region	Historical and architectural monuments, sacred places, recreational resources, reservoirs, specially protected areas, healing mineral waters, national cuisine	historical monument tourism, ecotourism, recreational tourism, ethnographic tourism
2	Central tourism region	Historical and architectural monuments, recreational resources, reservoirs, specially protected areas, healing mineral waters, sacred sites, unique customs and traditions, natural landscapes, caves, national cuisine, unique desert landscapes	historical monuments tourism, gastronomic tourism, recreational tourism, safari tourism, ethnographic tourism, speleotourism, ecotourism
3	Eastern tourism region	Historical and architectural monuments, national cuisine, recreational resources, reservoirs, specially protected areas, healing mineral waters, unique customs and traditions, national crafts, sacred sites	historical monuments tourism, gastronomic tourism, recreational tourism, ethnographic tourism,
4	Northwest Tourism Region	Historical and architectural monuments, national cuisine, reservoirs, specially protected areas, unique desert landscapes, unique customs and traditions, national costumes, sacred sites	historical monuments tourism, gastronomic tourism, recreational tourism, ethnographic tourism,
5	Southern tourism region	Historical and architectural monuments, national cuisine, specially protected areas, unique natural landscapes, unique customs and traditions, sacred sites, national folk games, national costumes	historical monuments tourism, gastronomic tourism, ethnographic tourism, speleotourism, ecotourism

¹Developed based on the authors' research

The tourist and recreational potential of tourism development in the region depends not only on the conditions of natural, cultural, historical, socio-economic development, but also on all the conditions that allow its resource potential and their effective use in the region and stimulate its socio-economic development.

Based on the above, it should be noted that it is necessary to create a cadastral system of tourist resources for the specialization of regions in tourism. With the support of the Government of Uzbekistan, tourist geographic information systems based on modern cartography serve as a platform for the creation of a cadastral system of tourist resources.

Systematic accounting of the state of tourist and recreational resources and determining the importance of tourism development in the region can be achieved through the maintenance of the tourist and recreational cadastre system of the GIS. Professor IS Tukhliev's glossary of tourism terms states that the cadastre of tourist resources is a score assessment of the consumption value of generalized economic or ecological tourist resources. He emphasizes² that the main purpose of the cadastre is to identify ways to more effectively use all the factors and conditions for the development of tourism in different regions.

To do this, the cadastre should consist of a comprehensive description of all tourism resources, it should include detailed accounting and classification of tourist and recreational resources, qualitative and quantitative assessment of the economic efficiency of development, analysis of its use and key prospects, as well as important measures for the protection of tourist and recreational resources. This includes a detailed description of the tourist and recreational resources, i.e. quantitative assessment of their attractiveness, viewing time, area, quality, conditions of development or launch, the number of tourists (vacationers) who use it per unit of time without depletion of tourist resources and ecological balance.

Assessment issues are of paramount importance in the development of tourist areas and the growth of the role of tourism and recreation. The process of assessment of tourist and recreational resources itself consists of the following stages (Figure 1):

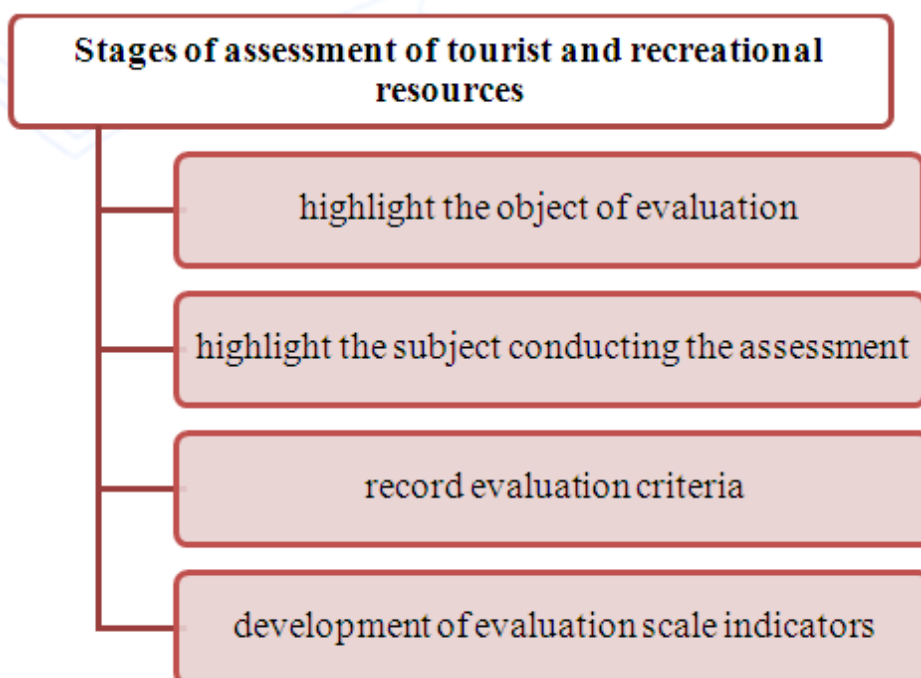


Figure 1. Stages of the process of assessment of tourist and recreational resources

²Dictionary of modern terms in the field of tourism: Reference and methodological manual / Ed. compiled by E.V. Golysheva, N.V. Ivonina, I.S. Tukhliev, A.P. Temirkhodzhaev. - Samarkand: _Zarofshon_, 2018. - _407_s

The regional tourism GIS (should be in the form of a geoportal) should be open and interactive to all, i.e. the applicable links should exchange information operatively and perform analytical functions. The interactive map of the regional GIS can reflect the priority tourist regions specializing in tourism development.

We believe that in order to model the tourist attractiveness of individual regions of the region, it is necessary to perform the following tasks:

1. Division of the region into a number of tourist zones, i.e. geographical delimitation.
2. Calculate the relative indicators as well to compare all the indicators considered.
3. Summarize all the coefficients of the integral indicator for each individual zone.

This approach will simplify the definition of the attractiveness of the tourism region, improve the analysis and research in each of the selected areas, the development of proposals for the formation of the market of tourist services in the tourist regions.

This model reflects the existing infrastructure of the tourism market, as well as identifies potential opportunities for its development and attractiveness of tourism in individual regions. These parameters are programmable in entering the market of tourism services and serve as the main mechanism for tourism development programs by the state. In many ways, this is reflected in the investment attractiveness of the region. The final stage of such an analysis will be to identify the weaknesses of the tourism regions and develop appropriate proposals and recommendations for the future. Based on the results of the calculation, it will be possible to choose the most attractive for the tourist region and its individual places with great confidence.

It should be noted that for such an assessment it is necessary to take into account the following random factors (Figure 2):

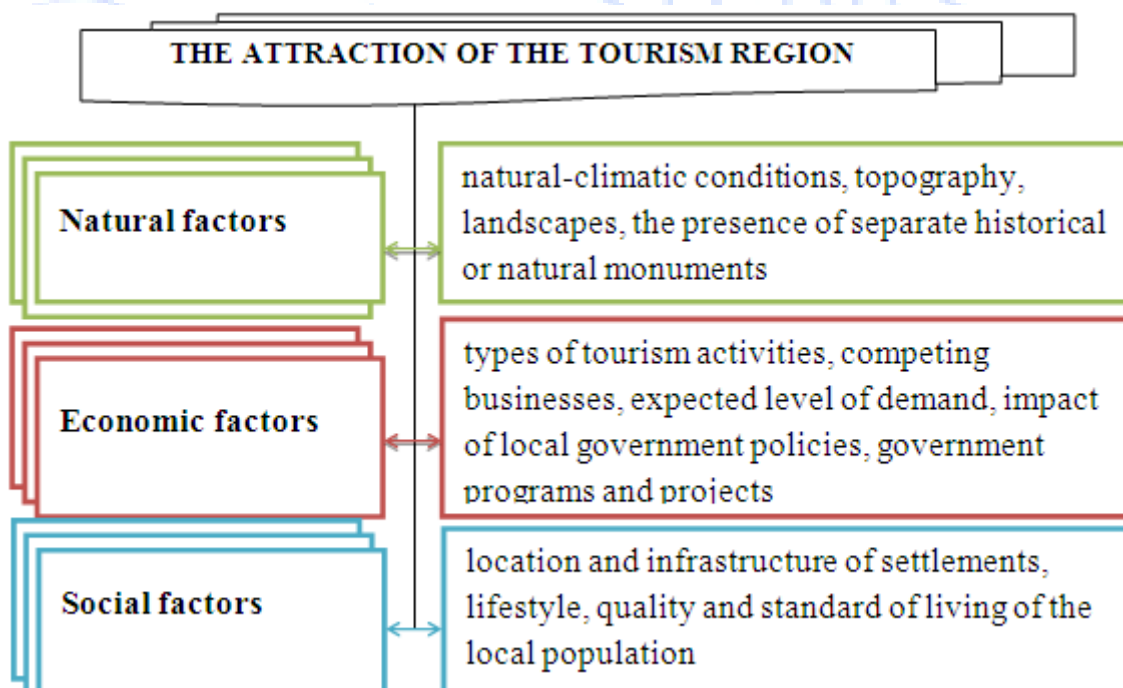


Figure 2. Random factors to consider when evaluating the attractiveness of a tourism region³

³Developed based on the authors' research

At the current stage of sustainable development of the tourism sector, the assessment of the tourist and recreational potential of Uzbekistan, including all regions, remains one of the important areas of development. By ensuring the profitability of tourist and recreational activities and increasing its competitiveness, it is desirable to attract as many tourists as possible not only from these regions, but also from the whole country, as well as from other countries.

In summary, the process of determining the region's specialization in tourism marketing analysis of tourism development assessment identifies relatively profitable and attractive sectors and target markets of the tourism services market, chaining of regions and zones on the criteria of the level of tourism development, decision-making on the development of tourism entrepreneurship, development of socio-economic development programs of the country and regions.

References:

1. Tuxliev I.S. va b. Turizm: nazariya va amaliyot. Darslik. T.: Fan vatehnologiya 2018 y.
2. Тухлиев И.С.. Амриддинова Р.С. Экскурсия хизматини ташкил қилиш. Ўқув қўлланма. Т.: Fan vatehnologiya 2018 y.
3. Амриддинова Р.С. ва б. Туризм геоахборот тизимида янги туристик маршрутлар ишлаб чиқиш технологияси. Монография. Самарканд- 2021 й.
4. Ҳайитбоев Р., Амриддинова Р.С. Туризмнинг махсус турлари. Ўқув-услубий қўлланма. Самарканд- 2008 й.
5. Тухлиев И.С. ва б. Ўзбекистон туристик-рекреацион салоҳиятини ривожлантиришда минтақавий геоахборот тизимини шакллантиришнинг методологик асослари. Монография. Самарканд-2021й.
6. Тухлиев И.С. ва б. Туризм соҳасининг таснифланиши ва турлари. Ўқув-услубий қўлланма. Самарканд- 2018 й.
7. Словарь современных терминов в сфере туризма: Справочно-методическое пособие / Авт. сост.Е.В.Голышева, Н.В.Ивонина, И.С. Тухлиев, А.П. Темирходжаев. – Самарканд: _Зарафшон_, 2018.
8. www.lex.uz
9. www.uzbektourism.uz
10. www.unwto.org