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<https://doi.org/10.61796/ejlhss.v1i4.464>**RECOMMENDATIONS ON THE ASSESSMENT OF HISTORICAL AND CULTURAL TOURISTIC POTENTIAL****Makhmudov Sobir Khudoyberdievich, Satorov Rizamat**

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**Abstract:** The article provides recommendations on diversification of tourism in the national economy, rapid development of regions, creation of new jobs, increase of income and standard of living of the population, increase of investment attractiveness of the country, assessment of historical and cultural tourism potential..

**Keywords:** Assessment of tourist potential, production, population income, tourist services, tourist resources, national economy.

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In the country, complex measures to develop tourism as one of the strategic sectors that ensure the diversification of the national economy, the rapid development of regions, the creation of new jobs, the increase of incomes and living standards of the population, and the increase of the country's investment attractiveness are being implemented step by step. In the concept of tourism development in the Republic of Uzbekistan in 2019-2025, the share of tourism in the country's GDP is set to reach 5%, the number of tourists to 9 million, including the number of foreign tourists to 2 million. To achieve these goals, the following two important tasks must be performed:

The first is effective use of the potential of tourism, including the potential of historical and cultural heritage sites; The second is the effective use of historical objects for the purpose of income; We want to touch on them in detail.

Russian economist E.A. Reanovich proposed to approach the essence of the concept of "Power" from three points of view: resource, reserve and opportunity. As a "resource" is a set of all accumulated characteristics that determine the ability to perform an activity with it and achieve a goal. Potential as a "reserve" refers to the application of the existing abilities of the object in practical activities and its use today. As an "opportunity", it represents the ability of the object to develop in the future.

If we use this approach to reveal the essence of tourism potential, the tourism potential of the country (region) represents the ability and opportunity of the national economy and its sectors and industries, all social and production infrastructures, enterprises and organizations to form the necessary products to meet the needs of domestic and foreign tourists. .

Based on the above, we propose to form the historical and cultural tourism potential of the region based on the following sources:

1. the material and cultural wealth accumulated by the labor of the ancestors during a long historical period and presented to travelers as a family product;
2. the region's natural resources, climatic conditions, attractiveness of the tourist area and suitability to consumer demand;
3. social and production infrastructure of the region;
4. enterprises and organizations providing direct tourist services to tourists (travel agencies, tour operators, guide-interpreters, hotels, vehicles directly serving tourists, restaurants, cafes and bars);
5. all sectors and industries involved in meeting the needs of tourists (communication, transport, all economic entities producing food and non-food goods and services).

In researching the problems of tourism potential, we combine it with the tourism resources inherited from the past and the natural resources of today, more precisely, we combine our current economic activities with amenities suitable for meeting the needs of travelers (that is, an assortment of goods and services suitable for the needs of consumers), and its it is to turn everything into a future opportunity, that is, to create additional new value from it, to get income.

Touristic resources and tourist resources are added together and allow to organize and implement touristic activities in the region and become a source of income. Tourist resources tourist resources (results of today's economic activity of people) are added together and create a new result. All three of them together become the source of formation of the country's gross domestic product. In turn, the gross domestic product covers all investment costs and serves as a source of income for market entities (state, entrepreneurs and hired labor).

Tourism resources play a key role in the formation of the gross domestic product. Because it is the tourist resources that ensure the attractiveness of the tourist destination. Forms its consumption value, attracts tourists. But in order to realize the tourist potential, more precisely, it is necessary to bring the region to the level where it can attract tourists, that is, to carry out activities related to tourist travel (organization of advertising and marketing, reception and accommodation of guests, feeding and sightseeing, ensuring their safety, communication and providing transportation services, etc.).

The higher the share of the value created as a result of the economic activity of the previous generation in the GDP (national income) created in the tourism sector and, accordingly, the lower the share of the results of the current economic activity, the higher the amount of income and the level of profitability from tourism activity.

Based on the above opinions, when evaluating the tourist potential, it should be divided into parts: the first is the material and spiritual wealth created by the economic activities of previous generations, as well as underground and surface resources, climate and weather conditions, that is, tourist resources and the second is the amenities created in modern times as a result of human economic activity in order to meet the needs of tourists (that is, tourist reserves). When evaluating the tourist potential, it is of great scientific importance to divide it into separate components.

Its scientific importance lies in the fact that the ambiguities in the interpretation of the concept of tourist potential, which are currently available in the sources, will be eliminated. The practical significance is that it will be possible to determine the effectiveness of the results of economic activity in tourism. Calculating tourist reserves does not cause great difficulties. Based on the available statistical and accounting reports, it is possible to determine the amount of economic costs in tourist activities.

But there are great difficulties in assessing the value of tourist resources. First, only a part of the indicators used in the evaluation of the value of tourist objects are quantitative indicators, and the second part are indicators of a qualitative nature. Secondly, the objects used as a tourist resource were created several centuries ago, and now it is not possible to describe their value with quantities.

In the process of using the tourist potential, a new added value is created. The added value created is distributed in 2 directions. Part of it is distributed among participants of the market economy (state, business entity and hired workers) in the form of net income. The second part will become a fund and will be used to expand tourist activities. The accumulated part of the added value is added to touristic resources and touristic reserves, and forms the economic basis for the increase of touristic potential, expanded reproduction in the field of tourism.

But according to our opinion, in raising the historical and cultural tourism potential, one should not be limited only to the cumulative added value. It is desirable to actively attract other sources of financing to increase the economic potential of tourism. In particular, foreign investments, state budget funds, attracted credit resources, population savings should be actively involved as much as possible.

The essence of this proposal is that in the formation of added value in tourism, the labor of previous generations and the bounty of nature have a significant contribution, and they provide free net income to society. We tried to calculate the income brought by them on the example of some historical and cultural objects in Samarkand. Tourist potential is a complex and complex concept, and many indicators are involved in its formation. This requirement creates certain difficulties in assessing potential. Because it is not possible to measure some of the potential indicators. Therefore, many researchers believe that it is appropriate to use chain methods in the assessment of tourism potential, and suggest the use of integrated assessment methods.

We have developed an integrated index to assess the historical and cultural tourist potential of Samarkand region and its districts. For this, we used the rating scale (Table 1).

**The scale for determining the integral indicators of the tourism potential of the districts of Samarkand region**

Level of qualitative description of competence	Integral potential of historical and cultural tourism			
	Low	Medium	High	Very high
Low (L)	Low	Low	Medium	High
Medium (M)	Low	Medium	High	Very high

High (H)	Medium	High	Very high	Very high
Very high(VH)	Very high	Very high	Very high	Very high

We divided the touristic potential of districts into 4 types: low, medium, high, very high. Districts were registered based on their scores (Table 2).

We must pay particular attention to the fact that tourism has become a lucrative, high-profitability industry because of the tourism resources inherited from the past, which generate net income without any costs. As the economic potential of the industry increases, the result obtained from tourist resources, that is, the efficiency of using tourist potential, also increases. Tourism reserves, costs, expenses should be used until the capacity of tourist resources to receive tourists is full. No branch of the economy can compare with tourism in terms of the ability to generate income and the level of profitability.

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