



THE CONCEPT OF “TOURIST POTENTIAL OF A REGION”: ITS CHARACTERISTICS AND ROLE IN THE SOCIO-ECONOMIC DEVELOPMENT OF DESTINATIONS

Ochilov Akram Odilovich

Karshi State University

Doctor of Economics, Professor

Usmanova Aziza Bakhadirovna

Bukhara State University

Doctor of Philology and Economics, PhD

Turakulov Oybek Odil o'gli

Karshi State University

scientific researcher

Abstract: *This article examines the conceptual differences in defining "tourist potential of a region," analyzes the approaches of various authors to this concept, presents the author's interpretation based on the studied material, and provides a structured outline.*

Аннотация: *В данной статье рассматривается понятийные различие в определении “туристический потенциал региона”, анализируются подходы различных авторов к данному понятию, на основе изученного материала высказывается авторская трактовка и даётся структура.*

Keywords: *region, tourist potential of a region, recreational potential, tourist resources, recreation.*

Ключевые слова: *регион, туристический потенциал региона, рекреационный потенциал, туристический ресурс, рекреация.*



Currently, an important condition for living in a certain territory is the availability of social and economic benefits. These same factors are necessary for the successful development of tourism activities. Effective implementation of tourism potential requires competent resource management and the establishment of economic ties. The tourism potential of the region is a complex of factors that determine the development of tourism and is closely related to the socio-economic growth of the territory.

There is no single definition of the term “tourist potential” in the scientific literature. Various concepts are used, such as “tourist and recreational potential” and “recreational resources,” which creates methodological differences and complicates research.

The purpose of this study is to analyze existing approaches to determining the tourism potential of the region, its structure and possibilities of use for the socio-economic development of the territory.

To analyze the tourism potential of the region, the method of content analysis of scientific publications was used. The study included the works of scientists such as A. Antinazi, A. M. Sazykin, T. V. Nikolaenko, E. A. Dzhandzhugazov and others, who considered various aspects of the concept of “tourist potential” and its component elements.

For a more scientific definition of the concept of “recreation”, we present the formulation of the Italian economist A. Antinasi, who in his work “Encyclopedia of Sociology” characterizes the concept of “recreation” as follows: Recreation - from lat. recreatio - restoration, - English. Recreation, -German. - Recreation/Erholung.

1. Rest, restoration of human strength expended in the labor process; activities during non-working hours, carried out for pleasure (sports, hobbies, etc.).



2. A system of activities related to the use of free time for cultural, educational, health, gastronomic and sports activities of people.¹

The application of these concepts, as stated above: “tourist and recreational resource”, “tourist and recreational activity”, “tourist and recreational potential” carry with them methodological unevenness. “Recreational activities include tourism. Therefore, the use of the wording “tourist and recreational” is not justified, since it obviously contains duplication”². Taking into account this pattern, this study will examine the interpretations of scientists regarding such concepts as “tourist potential” and “recreational potential of territories” for a comprehensive assessment and analysis of the concept of “tourism potential of the region.”

The field of research in the field of tourism is diverse, and therefore the term “tourism potential of a region” can refer to any territory or object to which public interest is attached. The aspect of the concept of “tourist potential” is more extensive compared to the concept of “tourist resource”, since it includes all the potential foundations, cultural, historical, natural and socio-economic, for organizing tourism activities in a given territory.

The term "tourist potential" is also considered as the correspondence between the maximum possible and actual number of tourists, determined by the available tourism resources. However, a number of researchers have now identified contradictions regarding these judgments. Their views correspond to the statement that potential is the presence of reserves and opportunities in a specific territory that can be used to achieve the goal of developing tourism activities.

Let's consider the statement of the recreational potential by the Russian scientist A.M. Sazykin, who studied the existing ones - “this is a set of cultural-historical, socio-

¹ А. Антипази, Энциклопедия социологии, 2009

² Кусков А. С. Туристское ресурсоведение: Учебник для студ. высш. учеб. заведений / Алексей Сергеевич Кусков. – М.: Издательский центр «Академия», 2008. – с.35



economic and natural foundations for the creation of recreational activities in a specific territory, the main component of the recreational potential is recreational resources”.³

T.V. Nikolaenko understands tourism potential as “the existence on the territory of specific unique or, at least, attractive objects not only for local residents”⁴. It is worth considering that the tourism potential of the region has a characteristic feature of instability, as it depends on changing sociocultural factors.

From the point of view of S.A. Shabalina and V.A. Rubtsov, “recreational potential implies the size of the realized and unrealized opportunities for productive and efficient use of the territory’s resources in the process of satisfying various social needs, including business, cultural and educational, religious, sports, pilgrimage etc. In this case, not only the change in the quantity of recreational resources over time is studied, but also their qualitative characteristics. This is done by conducting a structural and comprehensive analysis of each component that is part of the recreational resources”⁵.

Результаты проведенного нами анализа позволяют сделать некоторые частные выводы, относительно выявления вектора и возможностей продвижения туристского потенциала региона на определенной территории. Для этого требуется (Рис. 1):

³ Сазыкин, А.М. Полемиические заметки географа о проблемах терминологии в рекреационной географии и туризме/ А.М. Сазыкин И Туризм на Дальнем Востоке: Бизнес, инвестиционные стратегии, образование и экология. Материалы региональной научно-практической конференции. -Владивосток, 2002. - С.306-310.

⁴ Николаенко, Дмитрий Васильевич. Рекреационная география: учеб. Пособие для вузов - Москва: Гуманит. изд. центр ВЛАДОС, 2003 - 17 с.

⁵ Шабалина С.А., Рубцов В.А. Оценка рекреационного потенциала и развитие внутреннего туризма в Республике Татарстан // Туризм и региональное развитие. Вып.3. Сб.научных статей. Под ред. Л.Ю.Мажар. – Смоленск: изд-во «Универсум», 2004. – С. 376-377

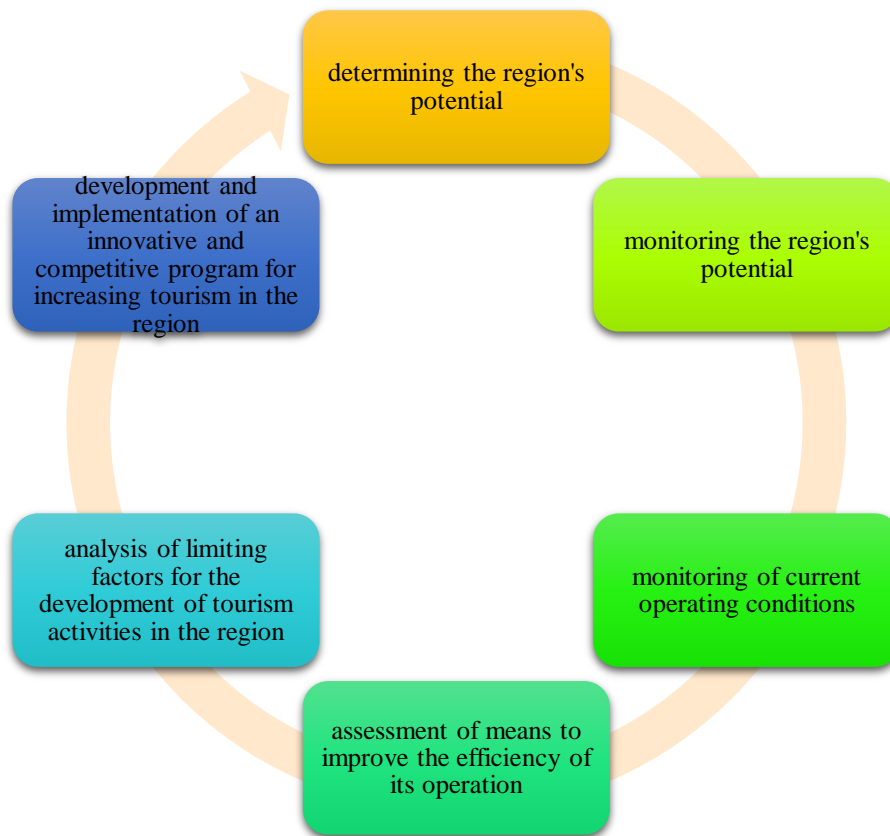


Fig. 1. Tourist potential of the region in a certain area

From the above, it becomes obvious that the tourism potential of a region should be understood as the complexity of generalized types of resources that can be used in the social production process. Consequently, the development opportunities of a certain region can be expanded by finding sources of development: identifying untapped resources, as well as through the actual use of elements of natural resource potential (for example, the use of natural resources for the development of agro- and rural tourism).

Having studied all possible interpretations and concepts, the author took as a basis such formulations as “tourist potential”, “tourist potential of territories”, “recreational potential” of scientists such as E.A. Dzhanzhugazova, M. Sazykin, T. V. Nikolaenko, S. A. Shabalina and V. A. Rubtsova, S. L. Sychev, N. I. Panova. The author has supplemented and improved the existing definitions and formulations of the



“tourist potential of the region” of the above authors. The tourism potential of a region is the totality of the region’s tourism resources, which include both historical, cultural and natural-climatic potential, as well as the totality of the hospitality industry, where the author means the entire tourism infrastructure and service sector, the totality of the carrying capacity, which in turn shows what flow of tourists a given region can receive without damaging the visited sites and the social life of the population.

The peculiarity of the definition of “tourist potential of the region” proposed by the author is the combination of all factors that determine the attractiveness of the region from the point of view of tourism.

We believe that the assessment of the region's tourism potential is currently developing in a new direction, taking into account global challenges and the needs of humanity. New approaches allow us to consider the resource potential of tourism from the perspective of solving global problems such as climate change and biodiversity conservation. In addition, the assessment of a region's tourism potential should take into account social and economic aspects, promoting the development of sustainable and responsible tourism.

List of used literature:

1. Усманова А. Б. ИССЛЕДОВАНИЕ ПРОБЛЕМАТИКИ ОПРЕДЕЛЕНИЯ ТУРИСТИЧЕСКОГО ПОТЕНЦИАЛА РЕГИОНА: ПРИЧИНЫ, МЕТОДОЛОГИЯ И АВТОРСКОЕ КОНЦЕПТУАЛЬНОЕ ОПРЕДЕЛЕНИЕ //Gospodarka i Innowacje. – 2024. – Т. 47. – С. 22-26.
2. Bakhodirovna U. A. DEVELOPMENT PROSPECTS AND POSSIBILITIES OF TOURISM IN UZBEKISTAN //" ENGLAND" MODERN PSYCHOLOGY AND PEDAGOGY: PROBLEMS AND SOLUTION. – 2023. – Т. 10. – №. 1.
3. УСМАНОВА А. Analysis Of Methods For Assessing The Volume Of The Region's Tourism Potential //Центр Научных Публикаций (Vuxdu. Uz). – 2023. – Т. 27. – №. 27.



4. Usmanova Aziza Bakhodirovna Analysis of the tourism development potential of the Bukhara region//The Seybold report. 2023. №10 (2023). URL: https://www.seyboldreport.org/article_overview?id=MTAyMDIzMDkxMzUxMDQyNTEy
5. Bakhodirovna U. A. et al. Impact Of Tourism On The National And World Economy //Scientific Approach To The Modern Education System. – 2023. – Т. 1. – №. 3.
6. Bakhodirovna U. A. et al. Impact Of Tourism On The National And World Economy //Scientific Approach To The Modern Education System. – 2023. – Т. 1. – №. 3.
7. УСМАНОВА А. Tourist Potential Of The Bukhara Region //Центр Научных Публикаций (Buxdu. Uz). – 2021. – Т. 6. – №. 6.
8. Usmanova A. B. The Current State and Analysis of the Tourist Potential of the Bukhara Region //Barqarorlik Va Yetakchi Tadqiqotlar Onlayn Ilmiy Jurnal. – 2021. – Т. 1. – №. 6. – С. 801-805.
9. УСМАНОВА, Азиза. "Prospects For Development Of Rural Tourism In Uzbekistan." *Центр Научных Публикаций (Buxdu. Uz)* 4.4 (2020).