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**THEME: ORGANISATIONAL-ECONOMIC FACTORS OF INCREASING
TOURISTIC POTENTIAL IN KHOREZM REGION**

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MASTERS DISSERTATION

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ANNOTATSIYA

Mavzu: Xorazm viloyatida turistik salohiyatni oshirishning tashkiliy-iqtisodiy omillari

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Magistrlik dissertatsiyasi ishning asosiy maqsadi Xorazm viloyatida turistik salohiyatni oshirishning tashkiliy iqtisodiy omillarini o`rganish va tadqiq qilishdan iboratdir. Ushbu dissertatsiya Xorazm viloyatining mavjud turistik salohiyatini, ushbu salohiyatdan oqilona foydalanish va viloyat turizm iqtisodiyotini yanada oshirish yo`llari mohiyatini ochib beradi.

Ishning birinchi bobida turizm sohasini rivojlantirishda turistik salohiyatni tadqiq qilishning nazariy-uslubiy asoslari o`rganilgan hamda u o`z ichiga turistik salohiyat tushunchasi va uning ijtimoiy-iqtisodiy mohiyati, turistik salohiyat shakllari, ko`rinishlari va uni tashkil etish tamoyillari hamda turistik salohiyatni oshirishni tashkil etishning xorij tajribalarini oladi.

Ishning ikkinchi bobida O`zbekistonda turizm salohiyatini oshirishning xususiyatlari va imkoniyatlari mavzusi doirasida O`zbekistonda turistik salohiyatni oshirishning davlat siyosati va mexanizmlari, turistik salohiyatni oshirishga ta'sir etuvchi omillar va vositalar hamda Xorazm viloyatida turistik salohiyatni oshirish mexanizmlari va ulardan foydalanish yoritilgan.

Ishning uchinchi bobida Xorazm viloyatida turistik salohiyatni oshirishning tashkiliy-iqtisodiy omillari mavzusi doirasida Xorazm viloyati turistik salohiyatini oshirish va infratuzilmani rivojlantirishda tashkiliy iqtisodiy omillar ta'siri bayon qilingan, shuningdek, viloyat turistik salohiyatni oshirishda ijtimoiy-iqtisodiy omillardan samarali foydalanish yo`llari hamda Xorazm viloyatida turistik salohiyatni oshirishga doir dasturlar, innovatsion loyihalar va viloyat turistik katalogini yaratish imkoniyatlari ko`rsatib berilgan.

Dissertatsiya ishining natijalari Xorazm viloyatini turistik maskan sifatida rivojlantirish uchun viloyatda yetarlicha salohiyat mavjud ekanligini ko'rsatadi. Biroq, sayyohlik sohasida turistik maskan bozorining yaxshi o'rganilmaganligi ko'rsatib beriladi. Kutilgan taxminlar o'z natijalarini berishi uchun Xorazm viloyatini sayyohlik maskani sifatida rivojlantirish, milliy turistik mahsulotni targ'ib qilish va xorijiy sayyohlarni yanada ko'proq jalb etish maqsadida mavjud salohiyatdan yanada kengroq foydalanish yo'llarini izlash kerak degan xulosaga kelinadi.

АННОТАЦИЯ

Тема: Организационно-экономические факторы повышения туристического потенциала в Хорезмской области.

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Основной целью магистерской работы является изучение и изучение организационно-экономических факторов туристического потенциала Хорезмской области. Данная диссертация представляет сущность современного туристического потенциала Хорезмской области, рациональное использование этого потенциала и дальнейшее развитие туристической экономики региона.

В первой части исследования были изучены теоретико-методологические основы изучения туристического потенциала, в том числе понятие туристического потенциала и его социально-экономическое значение, формы, формы и принципы организации туристического потенциала, взять зарубежный опыт.

Во второй части статьи рассматриваются особенности и возможности туристического потенциала Узбекистана в контексте государственной политики и механизмов продвижения туристского потенциала в Узбекистане,

факторы и инструменты, влияющие на туристический потенциал, а также механизмы развития туризма в Хорезмской области.

В третьей части работы рассматриваются организационные и экономические факторы повышения туристического потенциала Хорезмской области, эффективность организационных и экономических факторов в развитии инфраструктуры в Хорезмской области, а также эффективное использование социально-экономических факторов в повышении туристического потенциала региона, программы по наращиванию потенциала, инновационные проекты и региональные туристические каталоги.

Результаты диссертации показывают, что в регионе имеется достаточный потенциал для развития Хорезма как туристического направления. Тем не менее, туристическая индустрия не очень хорошо обучена в сфере туризма. Сделан вывод о том, что следует ожидать ожидаемых ожиданий более широкого использования существующего потенциала для развития Хорезмской области как туристического направления, для повышения производительности национального туризма и привлечения иностранных туристов.

ANNOTATION

Title: Organisational-economic factors of increasing touristic potensial in Khorezm region

Academic supervisor: Umid Matyakubov

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Department: Tourism and Economics Faculty, UrgenchStateUniversity

Course: Master of Science (MSc) in Tourism (International and domestic)

The main purpose of the master's thesis is to study and study the organizational and economic factors of the tourist potential of Khorezm region. This dissertation represents the essence of the current tourism potential of Khorezm region, the rational use of this potential and the further enhancement of the region's tourism economy.

In the first part of the study, theoretical-methodological foundations for the study of tourism potential have been studied, including the concept of tourist potential and its socio-economic significance, the types and the shapes of touristic potential, foreign experiences of increasing touristic potential.

The second part of the work covered the state policy and mechanisms of tourist potential development in Uzbekistan, the factors and tools that contribute to the increase of tourism potential, effective factors and means of increasing touristic potential in Uzbekistan; mechanisms of increasing tourism potential in Khorazm region and using them;

The third part of the work is Organizational-economic factors of increasing touristic potential and touristic infrastructure of Khorezm region in the context of organizational and economic factors of tourist potential in Khorezm region, as well as the ways importance of innovation projects of increasing touristic potential as an organizational-economic factor in the region and the possibility of creating a tourist catalogue.

The results of the dissertation show that there is sufficient potential in the region to develop Khorezm as a tourist destination. However, the tourist industry is not well trained in tourism. It is concluded that the expected expectations should be sought for the wider use of the existing potential in order to develop Khorezm region as a tourist destination, to promote national tourism productivity and to attract foreign tourists.

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I wish to express my sincere gratitude to my supervisor, Dilshod Khudayberganov and adviser Umidjan Matyakubov for reading, criticizing and contributing to this work constructively.

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THEME: ORGANISATIONAL-ECONOMIC FACTORS OF INCREASING TOURISTIC POTENTIAL IN KHOREZM REGION

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INTRODUCTION

The importance of research. Tourism plays a major role in most economies in the world. Even though this role varies from country to country, there are various factors, which affect the performance of the tourism industry. In this dissertation, we shall discuss in details different organizational-economic factors, which affect the performance of tourism.

According to the World Tourism Organization, the average annual growth of travelers is 1.2 billion. The number of tourists registered ten years ago is estimated at 576 million people. only a few. There are many factors in this area that are rapidly developing. The most important of them is knowledge of the world, education and health, it is the embodiment of the symbolism. In addition, it provides a great deal of money for organizers of such services. Current while the share of global tourism in the world's gross domestic product is 10 percent, exports of services - 30 percent, trade - 6 percent, and 8 percent of able-bodied population.

First of all, it should be noted that in the years of independence in our country new legal and economic foundations based on market relations of tourism have been created. modern facilities of the infrastructure have been built and new directions of tourism at the level of world standards have been introduced. Along with the restoration of existing historical and cultural monuments, they were widely promoted. Taking into account such systematic measures, the tourism potential of our country is increasing. recently, the UK has become the world's mesh This is an example of an article published in the Financial Times newspaper.

The point is that in 2017, the list of the most interesting destinations for those traveling around the world has been announced. Uzbekistan ranks second in the list of nine most prominent tourist destinations in the world.

That is not casual. Because, Uzbekistan is one of the world's leading countries in terms of tourism and many historical monuments. There are more than 7 thousand unique historical monuments and unique architectural samples in our country, nature reserves, and many centuries of national culture, arts and crafts. the careful attitude of the foreigners to our country.

At the enlarged meeting of the Cabinet of Ministers dedicated to the main results of socio-economic development of the country in 2016 and the most important priorities of the economic program for 2017, tourism, as well as the development of profitable industry, its contribution to the development of Uzbekistan's economy, our historical and cultural values. as well as concrete measures on replenishment of foreign exchange reserves.

According to the State Statistics Committee, the share of tourism in the country's GDP is very low - at just 2%. The number of firms and organizations carrying out tourism activities is about 400, the majority of which are in Tashkent city (73.4%), Samarkand (13.1%), Bukhara (4.5%) and Khorezm (1%) the proportion of In other words, 92% of firms and organizations specializing in tourist services in Uzbekistan, 93.1% of tourists account for these four regions.

Presidential Decree of December 2, 2016 "On Measures for Ensuring Rapid Development of the Tourism Industry of the Republic of Uzbekistan"¹The Decree of the Cabinet of Ministers of the Republic of Uzbekistan drew attention to the fact that it is aimed at eliminating the mistakes and shortcomings in the sphere. Hence, this document is intended to create favorable economic, organizational and legal conditions for the development of tourism as a strategic area of the country's economy, more fully and effectively utilize its potential in this area, the creation of national tourism products and their promotion on world markets, and the shaping of Uzbekistan's positive tourism image. Their consistent implementation making our country one of the most important centers of world tourism.

Old Silk Road or many countries we can develop all kinds of tourism in our country, which is located at international crossroads of tourism routes. Among them, ecotourism is the most promising direction. For this purpose, we have a wide variety of landscapes, natural ecosystems and resources, a great recreational and tourism potential. In addition, the dry subtropical climate of our country, the

¹ Presidential Decree of December 2, 2016 "On Measures for Ensuring Rapid Development of the Tourism Industry of the Republic of Uzbekistan" www.lex.uz

seasonal exchange of seasons, will provide seasonal and affordable ecological tourism services.

Already, at present in many countries around the world, the use of protected natural areas (PNA) plays an important role in the development of ecological tourism through the aesthetic natural landscapes, cultural and ethnographic heritage, and eco-resource potentials that are crucial for economic activity. Thus, in our republic, there are many unique objects that are the basis of ecotourism. For example, there are 36 PNA and their total area 2604.2 thousand hectares. There are also mysterious caves, incredible shapes, rocks, openings of the Earth's crust, waterfalls, healing springs, huge trees, subtle landscapes, and glaciers. Only inventory and classification for their use in tourism, as well as medical and biological, tourism and economic assessment of existing potential is required.

It should be noted that in the development of tourism, especially in the industry management structure plays an important role. According to the Decree of the President of the Republic of Uzbekistan of December 2, 2016, the activities of the newly established State Committee for Tourism Development are primarily aimed at enhancing entrepreneurial activity in tourism, rather than on supervisory and administrative tasks. It was entrusted to create favorable business environment, eradicate barriers which are barriers to tourism development, to develop competition in the market, licensing, certification and other permits.

In its turn, the Decree provides for the concept of the development of tourism in the medium term in Uzbekistan in the medium term to develop a program of concrete measures for the implementation of the concept from 2017 to 2021 - improvement of the structure of enterprises, additional privileges and preferences for industry enterprises as well as the implementation of actual measures for the provision of services. According to him, foreign investment in the near future with wide involvement of all our republic modern objects of tourism infrastructures, first of all, hotels, transport and logistics structures, engineering and communication objects will be constructed. In this process, new objects are fully

compliant with international standards and requirements of tourists the response will be taken into account.

In the third direction of the development Strategy "Priorities of economic development and liberalization" in the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, the program tasks on the accelerated development of the tourism industry are defined.²

Due to the serious attention being paid to the prospects of the sector, new tourism centers are created. Tashkent region can be included here without hesitation.

The fact is that, taking into consideration the natural potential of the region and the study of foreign experience, concrete measures are being taken to increase the tourist potential of the region. For example, More than 700 objects of cultural heritage are used in the development of tourist destinations, while unique natural monuments, lush woods and landscapes provide ecological and perverted mountains to the prospect of extreme tourism. ³At the same time, ethnotourism is developing steadily. Therefore, more than 200 projects will be implemented in the area from 2017 to 2021. They include the construction of new infrastructure facilities, in particular, 40 hotels. It is worth noting that the new hotels will be built in Parkent, Bostanlik and Zangiota districts, Angren and Chirchik, where the flow of tourists is relatively high.

In 2017 alone, only one hotel in Parkent district, a family-run hotel complex with 80 seats, is continuing rapidly. In total, over 400 billion sums will be attracted for these purposes over the last five years and almost 2,000 jobs will be created. As a result, the volume of tourism services in the region will increase by 2.5 times.

Development Strategy and the consistent implementation of other relevant documents will undoubtedly create a solid foundation for Uzbekistan to soon

² The strategy for the further development of the Republic of Uzbekistan 2017-2021.

³ I.S. Tukhliev, R.Hayitboev, N.E.Ibodullaev, R.S.Amriddinova Tourism Basics: Tutorial - S.: SamESI, 2010

become one of the largest and attractive tourist centers, and tourism to the leading branch of the economy.

Degree of scrutiny of the problem. Tourism is the phenomenon of twenty first century. Many scientists and researchers have studied sustainable tourism development and its directions, territorial tourism potential of regions.

In particular, UNWTO general secretaries Robert Lonati, Willibald Pahr, Antonio Enrique Savignac, Francesco Frangialli, Taleb Rifai, Zurab Pololikashvili⁴, WTTC presidents Geoffrey Lipman, Jean-Claude Baumgarten, David Scowsill⁵, moreover, marketing scientists and professionals Philip Kotler, Kaplan, Buhalis, from CIS countries M.B.Birzhakov⁶, V.S.Bogolyubov, V.P.Orlovskaya⁷, A.Durovich⁸, N.I.Kabushkin⁹, S.L. Sychev, N.I. Panov, A.V. Darinsky, A.M.Sarancha¹⁰, A.M.Sazykin¹¹, V.A.Rubtsov¹² and also our scientists M.Q.Pardaev, I.S.Tukhliev, N.Tukhliev, T.Abdullaeva¹³, M.R.Usmonov¹⁴, M.M.Mukhamedov¹⁵, D.K.Usmanova¹⁶, M.Hoshimov¹⁷, A.Norchaev¹⁸,

⁴ <https://www.unwto.org>

⁵ <https://www.wttc.org>

⁶ M.B.Birzhakov. Introduction to Tourism. St. Petersburg: Publishing Trade House "Gerda", 2008. – 576p.

⁷ V.S.Bogolyubov, V.P.Orlovskaya. Tourism Economics. Moscow: Publishing Centre "Academy", 2005. – 151p.

⁸ A.P.Durovich. Marketing Research in Tourism: Textbook. – St. Petersburg: Peter, 2008. – 384p, Organization of tourism. St. Petersburg: Peter, 2009. – 320p, Manager of travel agency. – Minsk: Contemporary School, 2010. – 320p.

⁹ N.I.Kabushkin. Tourism Management. Minsk: New knowledge, 2002. – 407p.

¹⁰ Sarancha M.A." Tourism potential of the territory: problems of determining the essence and structure" // Bulletin of Udmurt university 2015. №. 25.

¹¹ Sazykin A.M. The geographer's polemical notes on terminology problems in recreational geography and tourism // Tourism in the Far East: business, investment strategies, education and ecology: materials region. scientific-practical conf. Daltour-2001. Vladivostok, 2002. p. 306-310.

¹² Rubtsov V.A. Conceptual bases of the balanced development of territorial systems: dis. ... Dr. Geograph. sciences. Kazan, 2003.377 p.

¹³ N.Tukhliev, T.Abdullaeva. Management and organization of tourism business. – Tashkent: State scientific research centre "Uzbekistan national encyclopedia", 2006. – 386p, Ecotourism: essence, trends and development strategy. Tashkent: State scientific research centre "Uzbekistan national encyclopedia", 2006. – 416p, National model of tourism development. – Tashkent: State scientific research centre "Uzbekistan national encyclopedia", 2006. – 386p.

¹⁴ A.S.Soliev, M.R.Usmanov. Tourism Geography. Samarkand: Samarkand State University, – 2005. – 131p.

¹⁵ M.M.Mukhamedov, F.Rakhmatov. The formation of market relations in the field of tourism and its impact on network performance indices. //Service and tourism: Management and development issues. International scientific-practical conference materials. Samarkand, 4-7 September, 2007.

¹⁶ D.K.Usmanova. Features of the formation of a tourist product and perspective directions of its development. PhD dissertation in economics books. – Samarkand: Samarkand Economic and Service Institute, 2009. – 25p.

¹⁷ M.A.Hoshimov. Ecotourism of Uzbekistan. Monography. Samarkand: "Zarafshon" Publishing centre, 2009. – 220p.

¹⁸ A.N.Norchaev. The effect of economic growth on the development of international tourism.PhD dissertation. Tashkent State Economic University, 2004. – 120p.

B.Turaev¹⁹, O.X.Xamidov²⁰, and also teachers and professors of Urgench State University T.Duschanov, A.Sadullaev, S.Salaev, U.Matyakubov, F.Abdullaev, D.Khudayberganov conducted scientific investigation for tourism development.

The results of the research work are based on the international scientific-practical conference "The role of cultural heritage in the sustainable development of international tourism along the Great Silk Road" (Hiva, September 9, 2017), "Strategies for development in the Five Priorities of the Republic of Uzbekistan in 2017-2021: Strategy and Practice" (Urgench, September 10, 2017), Republican Scientific-Practical Conference on "Economy of the region: Innovative Technologies, Investments and Ecology" (Tashkent, 2017) November 24, 2017), Republican scientific-practical conference "Priorities of further liberalization of the economy in the Strategy for the development of the Republic of Uzbekistan in 2017-2021" (Urgench, November 24, 2017), Republican traditional scientific conference on "Ways of improving the service sector in the conditions of strategic economic development" - Samarkand, February 17-18, 2018, "Priority directions of development of cooperation and partnership relations in farms: problem, experience and other innovative solutions republican scientific-practical conference on the theme "(Bukhara, April 20, 2018)," tourism services and international experience in the development and application in Uzbekistan " international scientifically-practical (Nukus, May 15-16, 2018), " Complex Development of Tourism Capacity in the Regions 2017-2021" (Samarkand, May 25, 2018), "Problems and Perspectives of Complex Geographical Surveys in the Aral Sea Region and Neighboring Regions" priority directions "(Urgench, November 23 , 2017) and " Priority directions of complex development of tourism potential in the regions for 2017-2021 " (Urgench, November 24, 2018) scientifically-practical and delivered at the conference also appropriately scientific research works by the professors of Urgench State University.

The aim of research. The purpose of the dissertation includes developing and promoting rich cultural and historical heritage, traditions and customs, and tourism potential in Khorezm region as most visited tourist destination not only in Uzbekistan, but also in the world.

¹⁹ B.H.Turaev. Theoretical and methodological bases of tourism development. Tashkent: "Fan" Publishing centre, 2008. – 166p.

²⁰ O.X.Xamidov. Selection of the competitive strategy of the enterprise in the market of tourist services of Uzbekistan. PhD Economy Dissertation, Samarkand, 2006. – 25p.

Object of the research. The object of the research includes implementing regional and state tourism projects and programs to develop Khorezm region as a tourist destination in the world.

Theoretical-methodological basics of the research. This study adopts an inductive approach seeking to explore the degree of the effective usage of organizational-economic factors of tourist destinations. A comparative approach is adopted to understand touristic factors use in a tourism sphere. Comparative studies allow the subjects being researched to transfer experiences and learn from others'. While quantitative research allows for statistical analysis, qualitative research allows for the collection of relatively detailed information about relatively few cases'. By practicing both quantitative and qualitative methods, this research seeks to gain a well-rounded analysis and understanding of the organizational-economic factors of tourism of the region. Quantitative research chosen as the primary research method for this study to classify measure and analyse how regional tourism resources make touristic flow more.

Subject of the research. The subject of the research comprises tourism industry, natural, cultural and historical resources, private tourism organizations (hotels and tour operators) of Khorezm region. In order to achieve the target of the research, the following tasks are selected:

- Definition of touristic potential and it's social-economic essence;
- The types and the shapes of touristic potential;
- Foreign experiences of increasing touristic potential;
- Government policy and mechanisms of increasing touristic potential in Uzbekistan;
- Effective factors and means of increasing touristic potential in Uzbekistan;
- Mechanisms of increasing tourism potential in Khorazm region and using them;
- Organizational-economic factors of increasing touristic potential and touristic infrastructure of Khorezm region;

- Importance of innovation projects of increasing touristic potential as an organizational-economic factor in the region;
- Making of touristic catalogue of the region.

The level of academic novelty of the research's results.

The **scientific** outcomes of the **research are as** follows:

- The potential of tourism development in Khorezm and Khiva has been scientifically substantiated and a methodological approach has been developed;
- Developed scientific recommendations and practical recommendations to ensure the development of tourist infrastructure as a result of a comprehensive study of the tourist infrastructure formed in the region ;
- Stages, trends and strategies for tourism development in Khorezm have been identified and a system of measures to monitor the quality of tourist services in hotels in the region has been developed;
- A sociological survey was conducted with domestic and foreign tourists visiting Khorezm region to study their satisfaction with tourist services in the region.

The research results can be used in updating educational programs and literatures such as “Tourism Economy”, “Tourism Foundations”, “Tourism management”, “Tourism Marketing”, “Tourism Planning”, and “Ecotourism”.

Research methods include: monographic surveillance, SWOT analysis, structural analysis, observation, sociological survey, economic and mathematical methods, forecasting, comparative analysis, induction, deduction.

Main results of performed work. Four articles were published as a dissemination of the dissertation.

Structure and content of the work consist of introduction, three chapters, nine sections, overall conclusion, literature, citation of references and enclosures; overall size of the work consists of _____ pages. Tables and figures have been used in this research work.

CHAPTER 1. THEORETICAL-METHODICAL BASICS OF RESEARCHING TOURISM POTENTIAL IN INCREASING TOURISM SECTOR

1.1. Definition of touristic potential and it's social-economic essence

As a result of the activity of the territory as an environment, social and economic needs of people should be considered, including in the sphere of tourism (domestic and international). Their implementation relies on the use of available natural resources and conditions, established economic relations. The factors on which this result depends are numerous and multifaceted. For their integral expression, a generalizing indicator is necessary. In this capacity, the magnitude of the potential of the territory can act.

An important condition for the development of tourism is the availability of tourist potential. The word combinations, in which "potential" is used as a term-forming word (recreational, tourist), have become quite often used in tourist literature. However, to clarify the specific content that various authors load the term "potential", it often turns out to be very difficult, because the widely known and generally accepted professional interpretations of this term do not exist and are used more often as a common term, obvious. At the same time, the content of this term is far from being elementary, and in tourism it should be limited to a more or less distinct framework.

Tourist potential of any object (or territory) is a set of natural and man-made bodies and phenomena confined to a given object (territory), as well as conditions, possibilities and means suitable for the formation of a tourist product and the implementation of appropriate tours, excursions, programs. The concept of "tourist potential" in relation to the concept of "tourist resource" appears as a broader, in some sense as a collective.²¹

The tourist potential of a region is a combination of natural, historical and cultural objects and phenomena, as well as socio-economic and technological

²¹ Source: Sarancha M.A. "Tourism potential of the territory: problems of determining the essence and structure" // Bulletin of UDMURT university 2015. №. 25,

prerequisites for organizing tourist activities in a certain area. Tourist potential includes tourist resources, both the available part of the tourist offer and its probable part, which is not currently used for objective reasons, but which is likely to be used in the future.

The fundamental point in the study of the composition of the total tourist potential of the region is to consider it as a system. One of the theorists of the systems approach to the study of tourism, the Russian scientist I. V. Zorin believes that the tourism system is formed at the junction of three super-systems - nature, society, national economy - and contains the components of all these super-systems: natural tourist resources, tourists (a formal temporary group of society), tourist facilities (material and technical, energy and labor resources necessary to maintain the tourist system). To ensure the functioning and development of its tourism sector, the region uses not only its own resources, but also the potentials of a higher level - a country, a continent, and the world. On the other hand, the significance of many regional potentials within the framework of the aggregate tourist potential goes beyond the region itself. Considering the composition of the potentials of a region that are included in its total tourist potential, it is necessary to single out the key ones among them. The key ones are those whose formation and development is capable of ensuring the sustainable functioning and development of tourism in the region.

Under tourist potential also understand the whole set of natural, cultural, historical and socio-economic prerequisites for the organization of tourist activities in a certain territory. Tourist potential often referred to as the ratio between the actual and the maximum possible number of tourists, determined by the availability of tourist resources. But, according to some experts, this is an incorrect point of view. Potential - is the availability of a certain territory opportunities, reserves, which can be used under certain conditions to achieve the intended goal - the development of tourism.

Let us quote the opinion of the well-known geographer A.M. Sazykin, who believes that along with the appearance of terms that contradict the established

conceptual apparatus, publications appear that distort the theory of recreational geography. For example, the recreational potential is the ratio between the actual and the maximum possible number of tourists, determined on the basis of the availability of recreational resources. Potential can not be an "attitude", although its study allows us to estimate the maximum possible number of tourists.

Recreational potential - a combination of natural, cultural, historical and socio-economic prerequisites for organizing recreational activities in a certain territory, the main component of recreational potential are recreational resources.²²T.V. Nikolayenko under tourist potential understands the presence on the territory of certain unique or, at least, interesting objects not only for local residents. Although this is not a fully compulsory feature, it is only a desirable option. The tourist potential of the territory is very variable and depends on the features of the socio-cultural education within which it is located.

According to V.A.Rubtsov and S.A.Shabalina recreational potential represents the value of realizable and unrealizable opportunities for efficient and productive use of the territory's resources in the process of satisfying diverse social needs, including cultural, educational, business, religious, pilgrimage, sports, etc. In this case, not only the quantitative dynamics of recreational resources, but also qualitative characteristics through the structural and complex analysis of each element of the recreational resources.²³

One can also find the concept of "tourist values", which are understood as tourist resources or tourist and recreational potential of the territory. This point of view is not entirely correct, since tourist resources and tourist potential are concepts occupying different hierarchical levels. By their nature tourist values are heterogeneous, that is, they can have both a natural character and an artificial one. At the same time there are tourist values of a complex nature, which have

²² Source: Sazykin A.M. The geographer's polemical notes on terminology problems in recreational geography and tourism // Tourism in the Far East: business, investment strategies, education and ecology: materials region. scientific-practical conf. Daltour-2001. Vladivostok, 2002. p. 306-310.

²³ Source: Rubtsov V.A. Conceptual bases of the balanced development of territorial systems: dis. ... Dr. Geo graph. sciences. Kazan, 2003.377 p.

both natural and artificial origin (for example, beaches and reservoirs). We believe that this concept is synonymous with the concept of "tourist resources".

The structure of tourist potential is clearly shown in Figure 1.1.1.

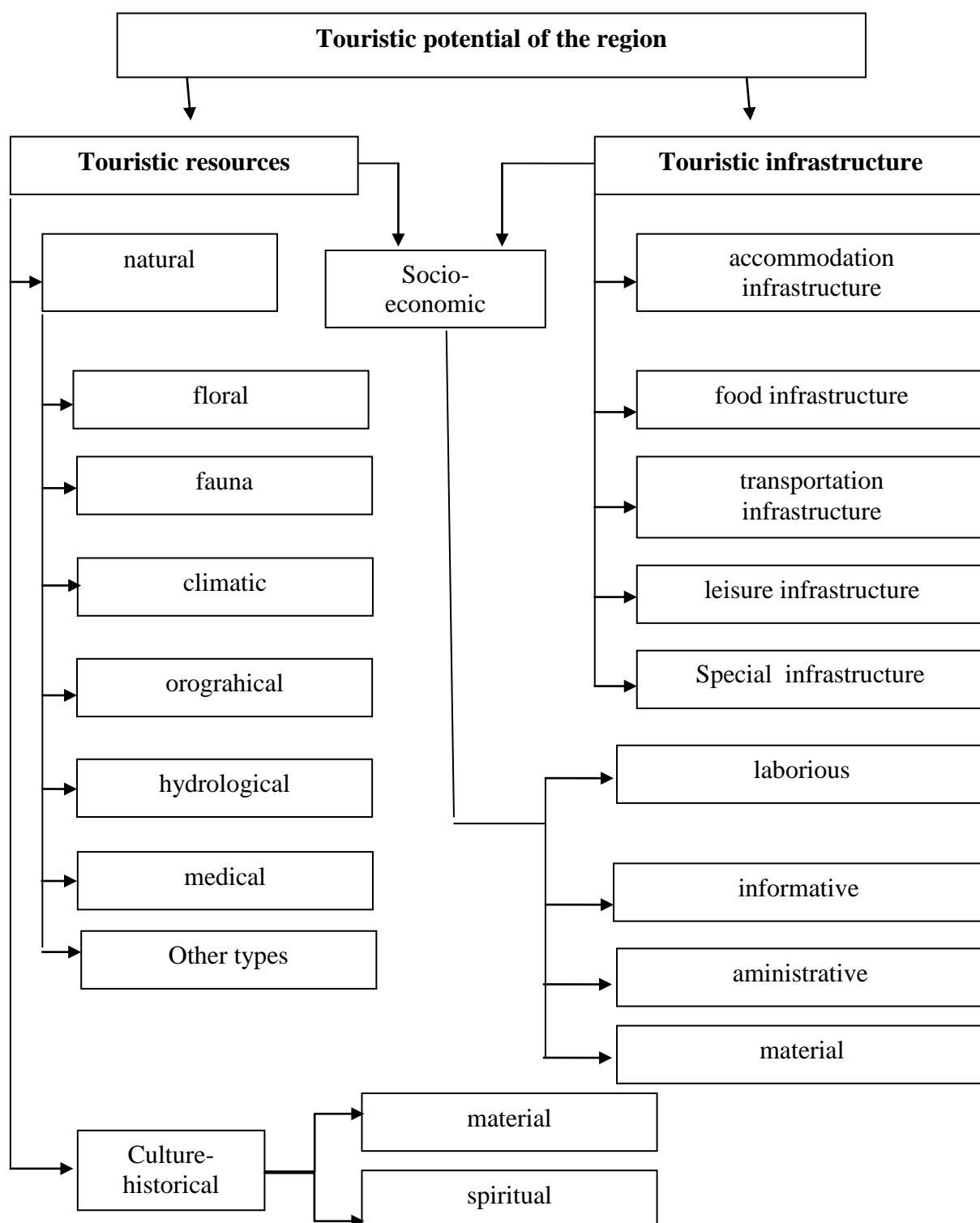


Figure – 1.1.1. Structure touristic potential of the region²⁴

²⁴Source: Sarancha M.A.” Tourism potential of the territory: problems of determining the essence and structure” // Bulletin of Udmurt university 2015. №. 25.

It follows from the figure that the tourist potential includes tourist resources and tourist infrastructure. Tourist resources are divided into three main groups - natural, cultural, historical and socio-economic. Many authors go further, highlighting five groups of tourist resources: natural, cultural and historical, infrastructure, personnel and information.

Social and economic resources include elements of the tourist infrastructure, as well as labor, information, material and technical, financial resources, management elements, etc. Here we will focus on the duality of socio-economic resources. There are two main approaches to their definition.

The first approach involves the allocation of socio-economic resources as a separate group, including labor, material and information resources. A number of authors include in the socio-economic and tourism infrastructure. Then it becomes meaningless to allocate tourist infrastructure as part of the tourist potential.

The second approach based on the independence of the tourist infrastructure and the allocation in the structure of socio-economic resources of their four groups: personnel, material, management and information. When drawing up the picture, the author took into account both approaches.

S.L. Sychev operates with the concept of "recreational potential" and represents its structure as follows (Figure 1.1.2.), Highlighting in the structure of the recreational potential two groups of resources - recreational and socio-economic. Recreational resources include natural and anthropogenic (material and spiritual), and socio-economic resources include infrastructure, financial, legal, educational and demographic resources.

N.I. Panov introduces the concept of " **tourist and recreational resources** ", by which he understands natural-climatic, socio-cultural, historical, archaeological, architectural, scientific-industrial, spectacular, cultic and other objects and phenomena capable of satisfying a person's needs in the process and for the purpose of tourism and creating an organizational, economic and material

basis for the development of tourism. He refers to tourism and recreation resources natural, historical, socio-cultural, material and labor.

A number of works use the concept of " **capacity potential** " (ecological, tourist, social, household), which shows the capabilities of any tourist facility in the form of capacity, that is, the maximum load that a tourist site can have without serious damage to local resources from travel of tourists and the emergence of socio-economic problems among the population.

A. V. Darinsky defines **tourist potential** as a combination of tourist resources, tourism industry and tourism infrastructure. But with such an expanded point of view it is very difficult to agree, since the tourist industry owes its existence to the tourist potential - tourism resources and infrastructure. It is the tourist potential that determines the directions and prospects for the development of the tourism industry in this or that region.

So, in order to determine the directions and prospects for the development of tourism potential in a particular region, it is necessary:

- a) identify the potential;
- b) capacity assessment;
- c) evaluation of the current state of its use;
- d) assessment of the possibilities of intensification of its use;
- e) assessment of the factors hindering the development of tourism in the region;
- f) preparation and implementation of a perspective model of the territorial organization of the tourist sphere of the region.

One more terminological problem should be mentioned. In scientific usage, the concepts of "tourist-recreational potential", "tourist-recreational resources", "tourist-recreational sphere" are often used.

The use of these concepts is not entirely methodologically correct. Note that recreational activities include a tourist. Therefore, the use of the wording "tourist-recreational" is not justified, since it certainly contains duplication.

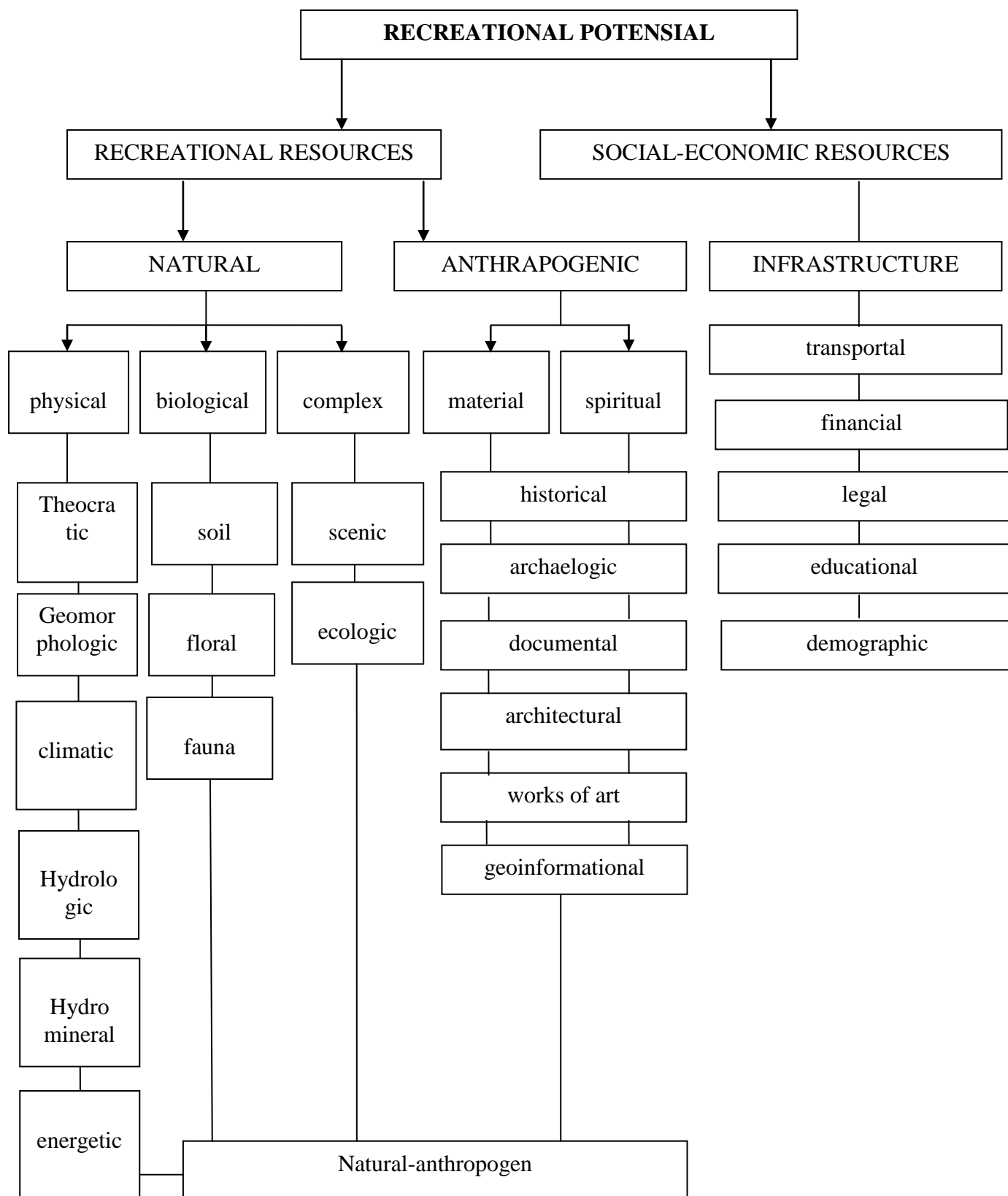


Figure-1.1.2. Structure of recreational potential²⁵

²⁵ Source: Sarancha M.A. "Tourism potential of the territory: problems of determining the essence and structure" // Bulletin of Udmurt State university 2015. №. 25.

Due to the fact that the tourist potential of the region is a system, it can be stated the following:

1. The tourist potential of a region can be viewed as a combination of relatively autonomous elements (potentials) with a set of inherent properties that form with each other an endless chain of interconnections and interdependencies within the system.

2. Each potential in the composition of the tourist potential should be subject to human control.

3. The controlling influence on the part of the management subject transforms according to the specified goals not only a certain potential (or potentials), but also a tourist potential in general.

4. The potentials within the tourist potential of the region and, accordingly, the tourist potential in general, function and develop not only according to the objective laws inherent in them, but also according to the program settings of the society. It is important that there are no intractable contradictions between them.

5. The tourist potential of the region is hierarchical. No matter what place in the hierarchy the potential holds, without it the planned development of tourism in the region is impossible. The systemic nature of tourism is precisely the fact that the disappearance or deterioration of the quality of any of its potentials can lead to a serious change in the quality of the tourist system itself.

6. All potentials within the tourist potential of the region are capable of decomposition and synthesis, transformation and inversion. Thus, the information potential is accumulated and synthesized as a result of human activity. Useful information from necessary and sufficient (for example, advertising tours) can be inverted into redundant and useless, which will carry a certain potential threat (it is known that an excess of information negatively affects the human psyche).

7. Potentials within the framework of the aggregate tourist potential of a region are interconnected, that is, the development of one potential stimulates the development of others.

8. The tourist potential of the region and its constituent elements, being a systemic entity, have both a natural essence and an artificial (anthropogenic) nature. The value of the ratio of natural and anthropogenic factors in each of the potentials is different, which, apparently, determines the need to develop appropriate mechanisms for managing them. The formation and use of anthropogenic potentials should not violate natural, objectively existing and existing laws.

9. Each potential within the tourist potential of the region initially contains the prerequisites for the development of certain types of tourist activities.

1.2. The types and the shapes of touristic potential

Sustainable tourism development in the region is closely intertwined, including the potential elements of a complex hierarchy that include smaller systems that include a large number of elements. In most cases, the official definition of tourism potential of the region is taken into account, not deeply analyzing the essence of the phenomenon and taking into account the peculiarity of the relationship between different quality potentials. As a result, when analyzing the tourism potential, considerable quantities of all critical components are missing, which will ignore its quantitative assessment and will lose quality evaluation of non-material resources.

It is important to describe the economic potential of the region's tourism potential and its features as a system because it provides:

- Firstly, to identify the potential of the overall tourism potential;
- Secondly, to define its value more accurately;
- Third, to overcome the total approach, which is the sum total of potential tourism potential;
- Fourthly, to explore the potential for integration of potential tourism potential.

Tourism - the non-production area, its enterprises and organizations satisfy the needs of tourists for material and non-material services, and their main task is to provide a full and reasonable rest. An important condition for the development of

tourism is the availability of tourism potential. Prior to quantitative and qualitative assessment of the tourism potential, it is important to determine which components. Touristic potential is distinguished by natural and historical-cultural objects and phenomena, as well as socio-economic and technological conditions for organizing touristic activities in a particular area and this activity should be reduced to meet the basic principles of tourists. Touristic potential includes all abstract content: resource, material and technical, staff, law, information, organizational, scientific and technical ²⁶.

The tourist potential is determined by the amount of resources used, their structure and the feasibility of implementation. Natural and climatic resources (resource potential) are characterized by the number of qualified personnel, the quality of their training, the quantity and quality of the required information and the level of technical equipment. Formation of tourist potential is a result of spontaneous development of society. It is an integral part of the economic potential and is designed to ensure the effective development of the national economy and its sustainable growth. Based on the above, tourism potential should be considered as the source and the factor of national wealth and economic power of the country.

It is important to describe the tourist potential, to analyze its structure, to identify its components, and the nature of subordination. The level of tourism potential is the level of development of the tourism system, if all its reserves and capabilities are fully utilized.

Touristic potential is influenced by a number of factors:

- development of tourist theory and methodology;
- Formation and development of market relations;
- innovation in technology and tourism management;
- development of information and technical support system; Creativity and professionalism.

²⁶ Gulyayev V.G. "Organization tourism activity".-M.: "Knowledge", 1996. P-320

As shown in Figure 1, the tourism potential includes all abstract content: resource, material, personnel, law and legal, information, organizational, scientific and technical potential. The transition to a qualitatively new level of development, significantly enhancing the efficiency of tourism requires the accelerated and balanced development of organizational, technical, scientific, methodological and human potential of tourism. Such changes will not result in the desired result until the qualifications and responsibilities of the staff are substantially improved.

The tourism resource base is a combination of natural and humanitarian facilities suitable for the creation of tourist products, including tourist and recreational resources. Tourist resources are complemented by a variety of natural, cultural, historical, socio-economic facilities and tourist services we take information from following figure:

Figure-1.2.1. Touristic resources²⁷

Resources	Short description
Environmental Resources	Combination of components forming an environmentally friendly balance in the biosphere and its subdivisions
Cultural and historical sources	Objects and complexes of objects providing information on the origin and development of society
Natural resources	Natural resources and events used for direct and indirect consumption contribute to the development of material wealth, rehabilitation of labor resources, preserving human life and raising the standard of living.
Aesthetic resources	A combination of natural factors that have a positive effect on human emotions
Anthropological Resources	Facts, circumstances and factors that are necessary for human existence
Recreationresources	Part of the natural and cultural resources rests as a means of protecting and retaining human and human health

²⁷ Uaxitova G.B. "Touristic potential of Kazakhstan" Bulletin Euro-Asian humanitarian institute, 2007. № 1. p.79-88

Tourist resources have the following features:

- climatic conditions;
- availability and attractiveness;
- potential promotions;
- knowledge level;
- landscape and ecological features;
- socio-demographic characteristics;
- importance of excursion.

In practice, there are two types of tourist resources:

- The quantitative assessment of tourist resources includes: 1) the amount of reserve necessary for identification of capabilities of territorial recreational systems, optimization of cargo; 2) indicators of the distribution of resources suitable for recreational purposes; a convenient season of enjoyment of tourism resources and recreational resources determining seasonal development;

- Quality assurance involves the identification of certain types of activities or recreational activities. In our opinion, the value of tourist resources should be determined as the value of the country's national wealth.

Tourist resources are the most important element of the tourist potential. The key element of the tourist potential, its level and its efficiency, is the potential of the human resources. Personnel potential is characterized by the present and future perspective, the number of managerial staff, their professional and educational level, the qualifications and skills of management personnel to ensure the effective functioning of the tourist complex. When reaching an acceptable level of human resources, the number and structure of the staff will be determined by the complexity of the tasks to be addressed taking into account the needs of the rational organizational structure of tourism management, the qualitative and professional skills of the staff, and the physical data and personal psychological characteristics of the staff events. The level of personnel training for the tourist complex ensures that they have a responsible and responsible attitude to their functional responsibilities. Thus, human resource management includes all levels

of management and manages the managerial and professional level of the managers to improve the quality of their decisions.

Increasing tourist potential and tourist resources determine the basic conditions of the region's tourist offers. Tourist type touristic resources are required in the form of various tourist services. Some species of touristic species require natural resources, other natural and artificially created human resources, and another part of cultural heritage sites and is the fourth aggregate of all listed resources. In other words, it is necessary to have tourist resources in this region to start tourism development in any region.

Tourist resources - natural, climatic, socio-cultural, historical, architectural, archaeological, scientific and industrial, recreational, religious and other objects or events corresponding to the diverse needs of tourists will help to restore and develop their physical strength.

Touristic potential includes the tourist resources, including the part of the tourist offerings and the part that is currently not used for objective reasons but is likely to be used in the future.

The tourist industry's resource potential is complex, multidimensional. The tourism potential of the tourism sector can be defined as the synthesis of the quantitative and qualitative indicators of availability and the availability of all types of resources available in the tourist sector of the country, region and enterprises required for providing quality tourist services.

Tourist resources can be divided into the following main groups:

1. Natural and geographical;
2. Cultural-Historical;
3. Socio-economic;
4. Material and technical equipment.

The first group included touristic zones, natural monuments, water and air resources, flora and fauna.

The second group of resources includes cultural and historical heritage sites, museums, historical and architectural monuments, and so on. The Group of Social

and Economic Resources include tools and conditions for the implementation of tourism activities, including financial resources. Resources include transportation, including infrastructure, accommodation, food and entertainment, retail and more. Employment resources include the most important and essential requirement for the tourism industry and the employees working in the field of tourism and the capacity to train them.

The first bases for tourism development are natural and geographical conditions. It is not accidental that tourists are in the early stages of tourism development in countries with a favorable environment and therapeutic springs. Historical and cultural resources are becoming more and more important with the growing level of education and the educational needs of the population. Employment resources provide the opportunity to provide tourist needs for service personnel. Organization of tourism development in our country will be based on favorable development of tourist types and forms, making it more efficient and full use of available tourist resources.

Tourism resources have dynamic and qualitative characteristics through the advancement of tourism organizers to organize them and adapt them to new types of tourism. The more tourists are available, the more tourists they can afford and the longer they are to stay. It should be noted that the consumption of tourist resources occurs at the place of their direct placement, so issues of preservation and retention of tourist resources play an important role.

The main issue in studying the overall tourism potential of the region is to count it as a system. As you know, the system is a set of interrelated elements and interrelated elements that form the global education.

There are three super-systems - the combination of nature, society, and national economy, - include the components of these super-systems:

- natural tourist resources;
- tourists (official temporary group of society);
- tourist objects (material and technical, energy and labor resources needed to provide the tourist system).

While modeling touristic systems, it can be used as a "tourists" block facing the "support" block of "subsystems."

A small subsidy combines the features of natural-cultural complexes, technical systems and support personnel determines the choice of tourist attractions. There is a subsystem of technical infrastructure (three main tools: excursion and cultural services, accommodation and transport) of technical facilities and facilities to ensure the targeted function of tourism. A subsystem of human resources needed for technical and organizational services.

Well known Russian researcher V.V. Drozdov suggested setting out two main groups as part of the overall tourism potential of the region:²⁸

1. Natural and cultural landscapes and their components;
2. Tours (programs, excursions) means and conditions for implementation.

To ensure the functioning and development of the tourism sector, the region has not only its own resources but also a high potential of the country, continents and the world. On the other hand, within the framework of the overall tourism potential of many regional potential, the value exceeds the region's periphery (for example, the use of the cultural potential of some regions through the life of the world's population). Structural aspects of tourism in the region should be presented as a complex of interrelated and interconnected natural resources, historical, cultural, economic and social spheres.

The natural resource potential of the tourism sector is the ability of natural systems to deliver the necessary products to humanity or to harm them (and, ultimately, to the people), in order to carry out useful activities within the context of a specific historical economy; Opportunities for the use of natural resources in the tourism industry of the region.

Historical and cultural potential is the opportunity to develop tourism based on historical and cultural values in the region.

²⁸ Source: Nesterova I .BUT. Tourist potential // Nesterov Encyclopedia -<http://odiplom.ru/lab/turisticheskii-potencial.html>

The economic potential of the tourism sector is an integral part of the region's economic development. This is the ability to recreate the region's tourist product, that is, the power and tools needed to restore the regional tourist product (material, natural, labor, etc.) is defined.) Economic potential includes:

Infrastructure potential - balanced with the production needs of tourist products, recreation, meals, transportation and others to meet the needs of tourists and tourists;

Financial potential - determines the amount of funds available to the region for tourist activity;

Informational potential - gathering organizational, technical and information capacities to develop and adopt the characteristics of tourism products by means of collection, storage, processing and dissemination of information resources;

Investment potential - opportunity to invest in tourism in the region;

The potential of management is the ability and capabilities of the leadership of all levels of management in creating, organizing and creating appropriate conditions for tourism in the region.

The social potential of the tourism sector is tourism not only because of the use of material resources, the production, distribution, exchange and consumption of regional tourism products, tourism activities needed to implement cadre reproduction capability. Specialist qualified personnel capable of carrying out touristic activities to achieve its functional goals.

The list of potential tourist potential of the region is final and not final, because their numerical goals depend on the stated goals, the way they are achieved and the resources needed for it.

As the region's tourism potential is a system, we can say the following:

The tourism potential of the region can be considered as a collection of autonomous (potential) components with a set of specific features that form an infinite chain of interconnection and interconnection in the system. Any potential within the tourism potential of the region should be under human control.

The influence controlled by the subject matter of the control becomes not only a potential (or potential), but also the tourism potential in general.

The tourism potential of the region works not only based on its own proprietary laws, but also in line with the community's programming structures. It is important that there is no contradiction between them. The tourism potential of the region is hierarchical. No matter where the hierarchy is located, it is impossible to design tourism that is impossible. The structural nature of tourism is that its loss or deterioration in its potential can lead to a serious change in the quality of the tourist system. All potentials within the region's tourism potential are fragmented, synthesized, convertible, and inverse. Thus, the potential of human activity is collected and synthesized. Potential in the scope of the giant tourist potential is interconnected - the development of one potential stimulates the development of others.

The tourism potential of the region and its components are a systemic organization that has natural origin and artificial anthropogenic nature. In each potential, the ratio of natural and anthropogenic factors is different and determines the need for appropriate mechanisms for their management. Formation and use of anthropogenic potential should be natural, objective and do not violate existing laws. Each region of the tourism potential of the region primarily includes the necessary conditions for the development of certain types of tourism activities.

The subjective factor in management leads to the emergence of unique problems, and its solution requires a high professional and creative approach. Therefore, it is necessary to develop two aspects of the management of tourism, including its potential, to improve both scientific and practical activities and the development of management as art.

Based on the research, the following conclusions can be drawn. The main issue in studying the tourist potential is to look at it as a system. Regular approach to the tourism potential of the region tourist sites (tourists) accounting structure. Tourism potential needs, subjective and varied nature, and tourist attributes that are objective features are the basis for the overall tourist potential.

Structural general potential is interrelated and interacting with each other: natural resources, historical, cultural, economic and social.

The tourism potential of the region is a system, its main features can be: dynamism, hierarchy, transformation, inversion, development, and so on others.

At the present stage, due to the complexity of tourism potential management issues, the region's tourism development leadership, including its potential, must be synthesized in two aspects: improving the scientific and practical work and developing the management culture. Presence of natural, historical, cultural and socio-economic tourist resources is not only a quality tourist product but also a strategy for the development of tourism in the international tourism market.

Therefore, it is important for tourism development planning not only to identify tourism and recreational capacities, but also to undertake a comprehensive assessment of natural and climatic conditions, tourism infrastructure, industrial development in the region, as well as the ecological situation and a number of other factors.

Typical tourism resources are used for specific groups of tourist resources. For example, technological evaluation methods can be applied in terms of technical development of the area relative to natural tourism resources. Aesthetic assessment of natural resources is based on determining the impact of tourist resources on people, and the presence of contrast and unique tourist resources. Aesthetic assessment defines the level of attraction of tourist objects, if the region is ready for tourism development and uses it to create tourist product as a result of technological evaluation.

Therefore, the development of the integrated methodology, taking into account the integral indicators of tourism resources, is not only relevant, but also important scientific and practical value.

The cartographic method is used explore the area and, if already existing maps, are used to initialize tourist resources. This method is also suitable for the assessment of tourist resources and geographic information systems for the tourism development of the regions.

Quantitative methods provide statistical materials for other evaluation methods. The main sources of information are natural, historical and cultural, tourism infrastructure objects and federal, regional and city registrations of tourist destinations.

A set of quality assurance methods incorporates such biomedicine, aesthetic, economic and environmental assessment methods, and is also widely used UNESCO, United Nations Educational, Scientific and Cultural Organization (UNESCO), methodology for evaluating natural and cultural tourism sites of international importance. It should be noted that it is an important economic assessment of its tourist resources to determine the attractiveness of any tourist area. Unfortunately, this aspect of the methodological assessment of tourism resources is poorly developed. But it is investment priority areas in the tourism industry that can be the basis for economic evaluation of tourism resources and the basis for comparing tourism potential in individual regions. In other words, the cost estimation should be important for an integrated assessment of tourist resources in the region. The cadastre of tourist resources is based on the natural resources cadastre and specially protected natural areas.

The development of a single cadastre of tourist resources includes the collection of information on the existence of natural, historical, cultural resources and infrastructure in the region. The process of creating a single cadastre of tourist resources is critical, but requires time-consuming and costly financing.

Part of the problem of collecting information about tourist resources is finding a solution to the problem. Municipal administrations and governments are starting to create databases for the availability and availability of tourist resources. Regional tourism development programs covering the tourism and recreational capacities of the regions are being developed. In parallel with the formation of the tourist resource cadastre, geo information systems (tourist geoportals) of tourism development of the regions are formed. These systems can serve as an information base for users to evaluate their tourist resources (travel agencies, travel agencies and individual tourists).

The tourism potential includes all conditions for the creation of tourism in the region, the available resources and conditions for the reception and service of tourists. Thus, tourist potential is assessed according to the most common forms of tourism (healthcare, education, sports, etc.). The potential of tourism potential means the maximum possible volume of production and sales of tourist services, the availability of available tourist resources and the fullest possible use of them. It is needed to determine the optimal efficiency of existing and emerging tourist destinations.

The quantitative expression of tourist potential can serve as a specific number of tourists in a certain area, without damaging the environment, historical and cultural sites, the local population, the quality of recreation and other sectors of the economy. The assessment of tourism potential (economic assessment) requires, first of all, the assessment of the main component-tourist resources, which confirms the importance of the issue under consideration.

1.3. Foreign experiences of increasing touristic potential

In Uzbekistan, the development of the tourism sector and transformation into a strategic area of the economy is one of the top priorities for our country and the region. Especially it is necessary to study advanced foreign experience in the development of tourism potential and to use them effectively in the conditions of our country.

Therefore, we focus on the experiences of Egypt and Turkey on the development of tourism, which are closely related to our religion, culture and climatic conditions. Tourism in Egypt is a key source of revenue, and since the 70s of the 20th century, the government paid great attention to the development of this sector, and the major share of investments was accounted for by German entrepreneurs. As a result, in the early nineties, tourism revenues exceeded the Suez Canal's revenue and exceeded \$ 2 billion. The tourism development strategy developed by the Egyptian Tourism Ministry focuses on environmental issues. It is important that this strategy, along with the unique monuments of Egypt, also protects the resources of ecotourism. Priority areas of tourism development include

the Gulf Coast, from Horgada to the Red Sea, Safaga, Nile Coast from Sokh to Aswan, and yacht tourism.

There are 1280 km coral rocks in Egypt , and most of them are located in the Red Sea and the area has a large biodiversity. For example, only q at Jurgen area every year around 600,000 tourists visit down to the bottom of the water. The sea-shore coral reef is considered as a means for diving areas. For this reason, Arjo rocks and places related to conservation , recreational activities, there was a need for the effective management of environmental policy .

Currently, 9 % of Egypt's land area contains natural reserves covering 23 protected areas, or more than 17 natural sites are expected to be established annually. In recent years, several national parks and protected areas have been discovered in a number of historical monuments and dug up areas. Many local tour operators offer a wide range of natural products, adventure and sporting tourism, fishing and hunting.

In the last 20 years, the tourism industry in the Turkish economy is one of the most important sectors. More than 2 million people are engaged in this field and occupy the 6th place in terms of popularity among the world's tourists. The countries of the international tourism community of the world are becoming one of the most incomes of the national economy. This is because the international tourism tourist product is the most important feature of exports. To do this, the country should pursue a policy of peace and stability.

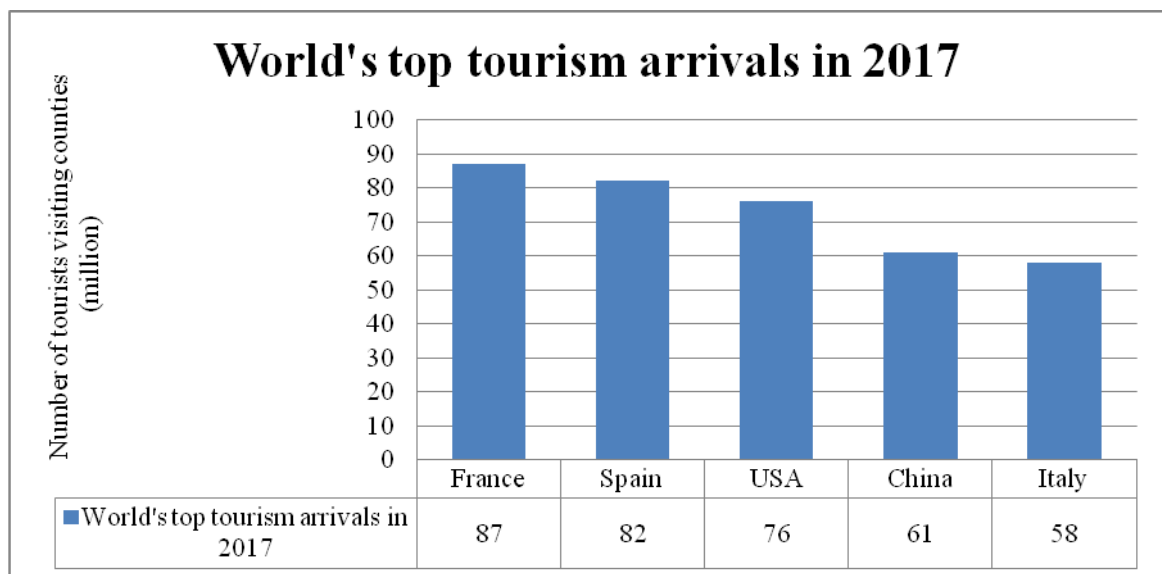
It is the first issue in the development of domestic and international tourism, primarily to study the experience of developed countries and to supply qualified personnel. That is why it is important today to train young talented tourists, to attract them to solve problems that arise due to the market economy and thus transform Uzbekistan into an internationally recognized and internationally recognized country. Turkish tourism has the following aspects:

- Similar culture;
- Islam places;
- Rich in historic sites;

- The presence of a tense situation in neighboring countries;
- Deep economic and social co-operation.

In general, tourism in Turkey is largely known all over the world, with the diversity of historical sites and beaches along the seaside. Its beaches are located on the Black Sea and the Mediterranean coasts. Tourists mainly visit Turkey from Germany, Russia, Great Britain, France, Arab countries, Caucasus and Japan. Partly tourists from North America, Georgia and Scandinavia are also visiting. British tourists visit the Bosphorus or the Marmara Sea in some of Aeglan's sights. Russian tourists visit Turkey's southern Mediterranean and Antalya. Arabian Japanese and German tourists mainly visit historic sites in Ephesus and Istanbul.

We saw two countries tourism and now we look at other countries tourism development. First of all we pay attention following diagram.



1.3.1-diagram World's top tourism arrivals in 2017²⁹

The diagram gives us information about World's top tourism arrivals in 2017. We can see that France was the top of tourist flows in 2017. The number of tourists visited France was more than 87 million people. Spain 82 million, USA 76 million, China 61 million, Italy-58 million tourists received.

²⁹Source: UNWTO Tourism Highlights 2018-World Tourism Organization, August, 2018

Tourism Economy of the United States . United States states are located on the North American continent and the size of the area the fourth largest in the world after Russia, Canada and China. Less than three thousand miles east of the West, less than three thousand miles north of the South Canada, Mexico, the North East Atlantic and the West is surrounded by the Pacific Ocean. Alaska and the Aleutian Islands. 16, 0% of the national territory The Alaska borders the Northwestern part of Canada. The Hawaiian Islands consists of 24 islands arxepelag, held on the territory of the country, 0, 2%, respectively. The U.S. geographical location is history facilitates the development of the country's tourism industry at all stages created by First of all, this is a great natural harbor on the sea boundaries.

Tourism is developed mostly Florida, California, and Nevada Developed in the North East part of U.S. Their climate is advantageous for summer recreation and winter sports. Although the North American Territory is not rich in historical monuments, but some of them located in this area. Some streets in the cities related to eighteenth century, which remained in that position, that's why, of course, they attract foreign tourists. However, this region, first of all , is known all over the world as the city of New York, a modern center of culture and business. The northern part of the beach system starts from Cape Coded and continues to the South - West Cape - Hatteras, and the coasts are composed of sandstones. Long-Aylend north shore is easy to deal with parus sports.

There are elite villas in the north of the Palm Beach, and on the western coast there are high-quality beaches between FortMayers and Saint Pete. The state's most prominent places are the Disneyland and Space Research Center. Florida has a large road system. That is why most of the autotrands come here. Florida's transit tourism is not so great. Miami Beach is the American Cruise passenger's gateway and about a million tourists pass here a year . Among the US states, California is a leader tourist destination in the field. More than 90% of the population leave on the Pacific coast that's why inbound

tourism developed here and California is one big centers international tourism of the U.S. California's coasts are diverse with scenic views. There are sandy beaches and rocks here. In the state of the city , many beautiful places have been built for relaxation and travel. The national park of the country, YosemitePark, has been built here, with around three million visitors a year .

Los Angeles is the state's main tourist center. Here are the world-famous Hollywood Film Studio and Children's Disneyland situated. California's other major tourist destinations include San Diego and San Francisco. Other major U.S.tourist destinations are near California includes Las Vegas, Nevada, and Grand Canon, Arizona, with 73 million domestic and international tourists visiting each year. They earn about \$ 30 billion a year.

Each year, the United States invests heavily in hotel business in these cities. Large hotels in the world are located in New York and MGM. Grand Cano is located in the valley along the Colorado River. He is known as a national park 5 million visitors a year, making. in other states also visible tourist monuments and the rich. For example, in Texas, there are many beautiful beaches, and there is a center for space research in Houston. Wyoming, Colorado, Montana, and Utah are very rich tourist resources.

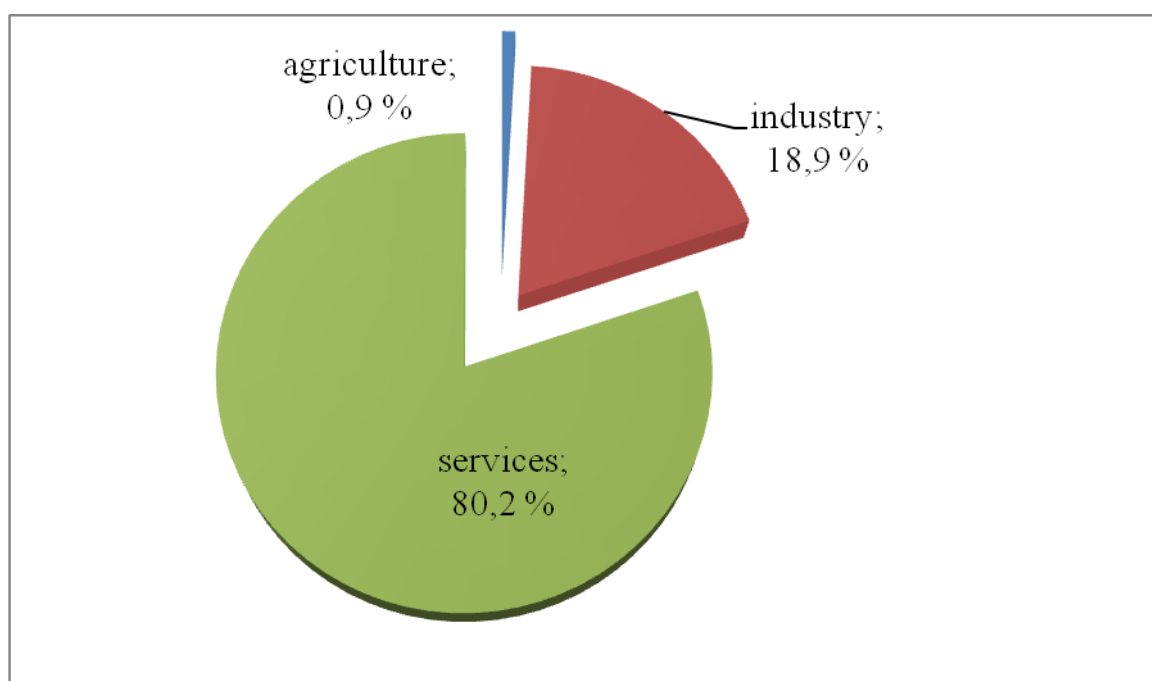
Foreigners are divided into two main groups: neighboring countries Guests from Mexico and Canada and across the ocean guests coming from countries. General Group visit 50-52% of respondents. However, the New York islands Hawaii and California is also an important tourist destination for them.

Intercontinental guests visit the Silicon Valley, near San Francisco, during their trip throughout the country because Silicon Valley is the main center for high technology development. That is why it attracts more Japanese tourists. Not with standing the large number of US citizens, very few people travel abroad. For example, every year, 50-70 million people travel abroad, most of them visiting neighboring countries in Mexico and Canada.Outbound tourism account for 25% of the European countries, 17% in the Far East and 10% in the Caribbean. 51% of Americans' short holidays are two or fewer days. The number of visits to resorts

and recreation zones across the lake and coastline is rising. The United States state of economic analysis of international tourism shows that 6.4% of all world touristic visits come from the United States.

The United States established diplomatic relations with the Republic of Uzbekistan on February 19, 1992, and opened embassies in both countries. The United States is the most important economic partner of Uzbekistan. As the current stage of Uzbekistan's efforts to boost political, economic, and humanitarian reform, the experience of American partners helps us. There are a lot of things that we can learn from America because this country has a great deal of experience in the development of a market economy for a long historical period, and we can not comprehend its positive lessons without compromising America" and, most importantly, to implement it.

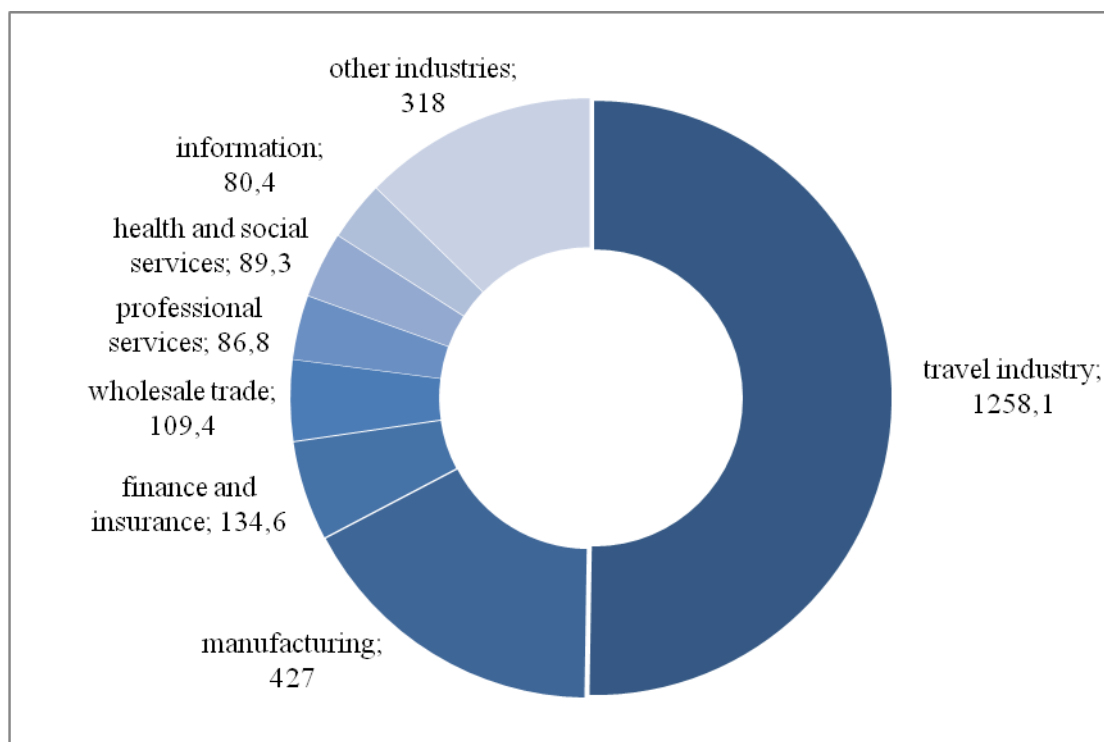
Through this diagram, we can see that today's service in the US economy is much higher than in industry and agriculture. In developed countries, we can see that today's service is relatively high. In the United States, this indicator is about 80%.



1.3.2 - diagram. USA GDP - composition by sector, 2017³⁰

³⁰ Source: [CIA World Factbook](https://www.indexmundi.com/united_states/gdp_composition_by_sector.html) - This page was last updated on January 20, 2018 https://www.indexmundi.com/united_states/gdp_composition_by_sector.html

This entry shows where production takes place in an economy. The distribution gives the percentage contribution of agriculture, industry, and services to total GDP, and will total 100 percent of GDP if the data are complete. Agriculture includes farming, fishing, and forestry.. Industry includes mining, manufacturing, energy production, and construction. Services cover government activities, communications, transportation, finance, and all other private economic activities that do not produce material goods. This diagram illustrates USA GDP - composition by sector. According to this agriculture: 0.9% ,industry: 18.9%, services: 80.2%. Share of services is much higher than other sectors.



1.3.3 diagram. USA services breakdown by sectors³¹

This diagram illustrates the dynamics of the number of tourists visiting the US over the years . This figure was the lowest in 2001. In 2018 Travel Impact and the U.S.A. economy. Travel is serious business, generating \$2.5 trillion in economic output and supporting 15.7 million American jobs across all U.S. industries. Travel impacts commerce and jobs throughout the whole economy, well

³¹Source U.S.Travel association. 2018 travel impact and the U.S. economy

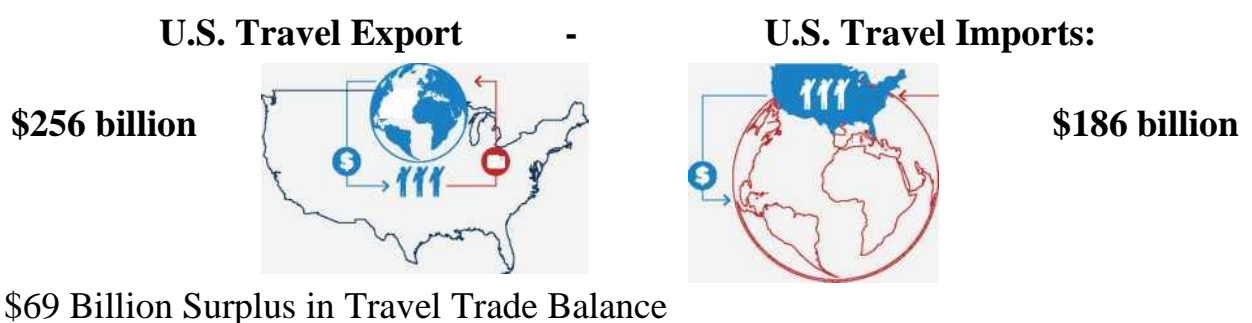
beyond the industry itself. When travel thrives, so does America. In 2018 traveller spending in the U.S. generated a total of \$2.5 trillion in output.

If travel spending increased by just 1% that would mean an additional \$25B in economic output and 156,800 new jobs. And 15.7 million American jobs across industries.

A vibrant travel industry is the key to American's economic growth and prosperity, fueling job growth across the United States.³²

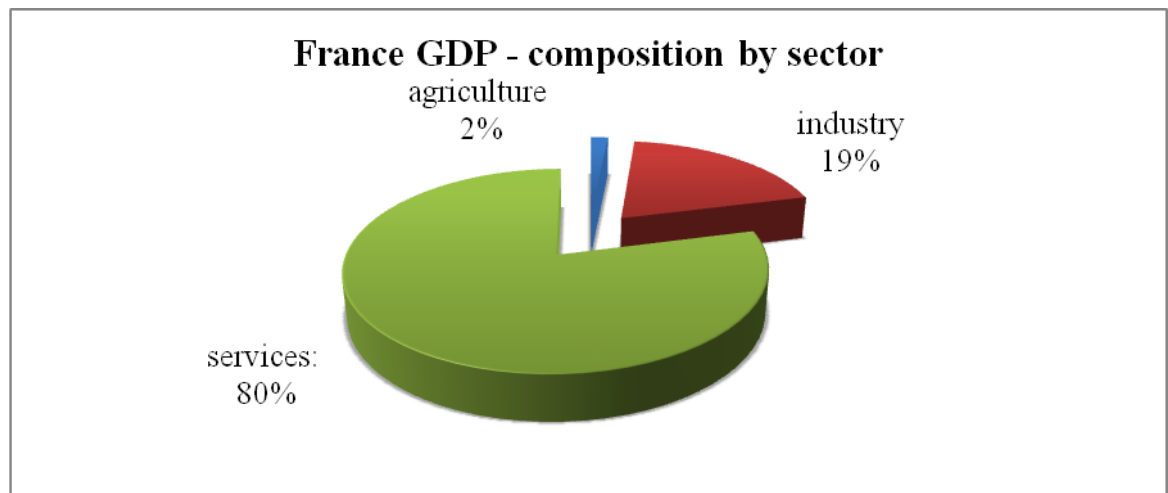
Travel is essential to the American economy, providing an indispensable source of job creation. The travel industry is unique: it is highly dependent on human labor, generally immune to outsourcing and plays a key role in international trade. Given travel's critical role in job creation across the country, lawmakers at all levels should prioritize policies that are pro-connectivity, pro-growth and pro-traveler. Travel is a major employer across America, 8.9 million American jobs directly supported by domestic and international travelers in the United States. Travel is the seventh largest employer in the private sector. 15.7 million total number of American jobs supported by travel 1 in 10 American jobs (private sector) supported by travel 8 number of travel jobs supported by \$1 million travel spending—compared to 5 jobs supported by \$1 million in the overall private sector. Travel jobs growing across America

From 2010-2018 travel jobs increased 22 percent compared to 17 percent in the rest of the private sector.



³² Source U.S.Travel association. 2018 travel impact and the U.S. economy

Tourism model of the French state. France is a highly developed industrial agrarian country. Looking at French, it can be seen that the share of services is higher than other sectors. We can see this following diagram.



1.34. - diagram. France GDP - composition by sector, 2017³³

According to this diagram the share of services 80%, industry-19% and agriculture 2%. Tourism and service of France most developed sectors in the world. France is a source of rich and ancient culture. Tourism is one of the most important spheres in the French economy. Precious resorts and hotels offering great Lazur coast of the country and foreign entrepreneurs spend their money here. At the same time, there are a lot of recreational facilities, which are quite cheap for the public. Apart from these Mediterranean resorts, tourism has developed around the South West Coast of the Atlantic and around the North Sea. The French Alps attract tourists throughout the year. The service (service) offered to the guests is at a very high level and brings a huge profit per year. France is visited by more than 80 million tourists annually in recent years, and generates more than \$ 56 billion. The domestic tourism market of France is fundamentally different from the domestic tourism market of other Western European countries. First, a very small number of French people spend their holidays in other countries, which is 18% per year. Secondly, there are a lot of vacations in summer vacation: in July and August, holiday breaks, short Christmas holidays, and in February,

³³ Source: [CIA World Factbook](https://www.indexmundi.com/france/gdp_composition_by_sector.html) - This page was last updated on January 20, 2018 https://www.indexmundi.com/france/gdp_composition_by_sector.html

the holidays begin at Easter . Third, the French people prefer to travel by car , which is 81%. About 50% of French people spend their holidays in the summer on the sea, 25% in rural areas and 17% in mountain resorts.

As for traveling abroad , 5% of French travelers are traveling by types, and 6% travel in airports .

Nowadays, French people prefer to travel to remote areas such as the US and Asia. The major market for France is Germany. It is home to about 25% of tourists coming to visit, with 20 to 21 million visitors a year. Germany is followed by England, Belgium, Italy, Switzerland, the Netherlands and other countries.

In order to develop a regional economy with a balance of the French state, the Government pays great attention to the development of rural areas on a regular basis . These efforts, first of all, focused on the development of domestic tourism, not foreign tourism.

Uzbekistan recognized France in 1992 and established diplomatic relations at the embassy level . Uzbek and French scientists are working hard to re-study Afrosiyob in Samarkand. Mutual cooperation in cultural and educational spheres is developing. There is a direct flight between Tashkent and Paris.

Using the experience of both countries above in the development of tourism industry in our country helps us. By implementing France's experience in developing domestic tourism, we can achieve a greater share of domestic tourism as well.

Features of Tourism in Malaysia. First of all, the legal basis for the development of economic relations was signed, during the visit of the first President of the Republic of Uzbekistan I.A.Karimov to Malaysia in June 1992 agreements on "Cultural and Scientific Cooperation" and "Economic and Technical Cooperation" were signed. In March-April 1993, several documents were received at the end of the Malaysian Prime Minister's visit to Uzbekistan. As a result, trade turnover between the two countries began.

Significant work has been done in the development of international tourism in our country. As a result of these efforts, certain achievements in international

tourism have been achieved. It was once again pointed out in a speech at the opening ceremony of the 99th session of the UNWTO Executive Council, which was held in Samarkand by the first President I. Karimov. It says:

"Today, the existing tourist companies are serving 110 international travel destinations, covering the majority of historical buildings, architectural and town-planning monuments in our country. Of these routes, 65 are ecological routes, including sites of historical and cultural heritage, 30 natural recreation and 15 health tourism elements. More than 500 hotels, motels and camping sites with more than 50 thousand locations in our country serve international travelers on international standards." (Karimov, 2014).³⁴ It is important to further improve these indicators and to benefit from the experience of developing countries with a leading position in the world and internationally accelerated tourism in transforming Uzbekistan into one of the world's tourism centers. This experience has gained great experience in Malaysia from Malaysia.

The government also intends to use tourism as a tool for sustainable rural development.

This country has a great positive impact on the development of the international tourism industry by attracting investments in the tourism industry infrastructure improvement and simplification of visa procedures. In addition, it is important to note the existing facilities in Malaysia. In particular, it has attractive geographical location, attractiveness of local landscapes, wealth of flora and fauna in the region, good ecological conditions, dry zones on coastal areas, numerous historical, cultural and architectural the presence of monuments, the diversity of the ethnic composition of the Malaysian state (the opportunity to get acquainted with the different cultures, traditions and customs of tourists).

In accordance with the Action Plan for Sustainable Development of Tourism in the Asia-Pacific region, Malaysia carries out the following activities:

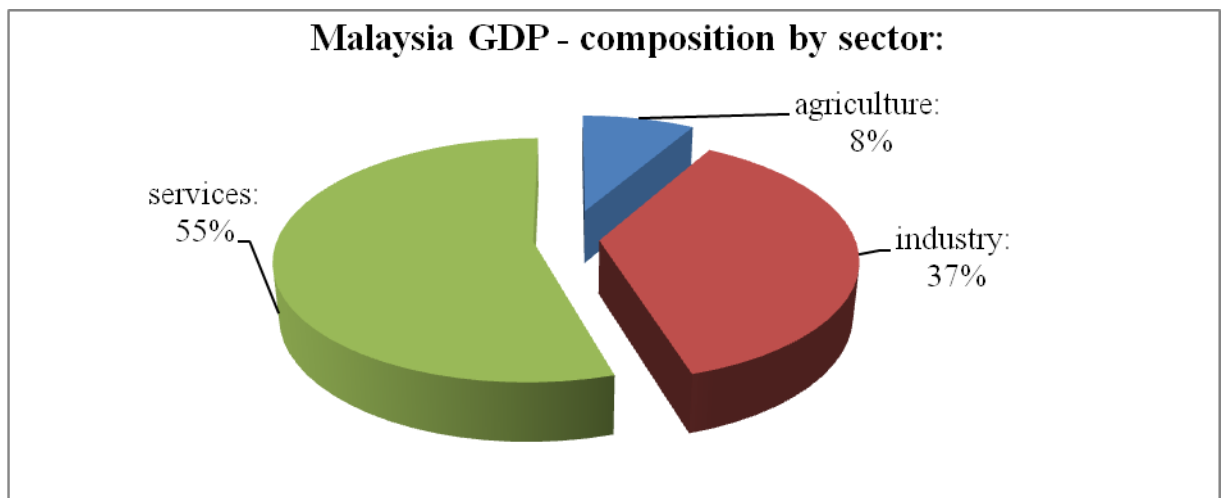
- Increasing the role of tourism in combating social and economic development and poverty;

³⁴ I.A. Karimov work collection 1991-2016

- Improvement of transport services, development of transport and other tourism related infrastructure;
- development of tourism, taking into account socio- cultural and ecological factors;
- regulation of crisis situations and risk management in the field of tourism ;
- human resources development in the field of tourism.

Factors for the development of tourism industry in Malaysia.

Malaysia for attracting more foreign tourists to the introduction of new trends in tourism. The ecological tourism, horticultural tourism and medical tourism are among them. The Government of Malaysia is planning to open private clinics for patients with outpatient treatment for the development of medical tourism and to support the reconstruction of general medical facilities, simplification of visa procedures, support. In addition, the cost of medical services in India and Thailand, which is the main competitor in this regard, has been reduced by 30%.



1.3.5 - diagram. Malaysia GDP - composition by sector, 2017 ³⁵

The Malaysian government's policy of diversifying economy, in particular the country's export-oriented exports and production, will push the development of tourism. In the recent years, tourism has become the second major source of foreign currency flow to the Malaysian economy. At the initial stage of the tourism

³⁵ Source: [CIA World Factbook](https://www.indexmundi.com/malaysia/gdp_composition_by_sector.html) - This page was last updated on January 20, 2018 https://www.indexmundi.com/malaysia/gdp_composition_by_sector.html

industry, a special committee on tourism development under the Cabinet of Ministers was established to oversee the implementation of the national tourism development strategy in Malaysia, and its chairman was prime minister. Nowadays, the main body of the state in tourism development and coordination is the Ministry of Tourism and Culture. The government has been instrumental in transforming Malaysia into a global tourism center through its ministry. These include:

- Simplified visa regime, which allows citizens of more than 120 countries to visit Malaysia within two weeks to one month; some citizens of the country may travel for three months and more;

- new built hotels have been exempt from all types of taxes for the first five years of operation;

- The well-being of hospitality, ie tourism professionals, should have specific knowledge in this area and encourage hospitality for foreign visitors to Malaysia. should be provided.

Summary

The analysis of the potentials of the functioning and development of tourism in the region gives reason to present its tourist potential as a combination of potentials, and also to single out the subject of tourism management. It should be noted that at the present stage the problems of managing the potentials that are part of the tourist potential of the region become more complex due to the existence of serious inter-regional differences, as well as due to the subjectivity of the views and goals implemented in the management.

The subjective factor in management leads, in particular, to the emergence of extraordinary problems, the solution of which requires a highly professional and creative approach. Therefore, the management of the region in the field of tourism development, including its potential, should be developed as a synthesis of two aspects: the improvement of scientific and practical activities and the development of management as an art. Science and art in the management of the region are not opposed, but act as complementary practices.

CHAPTER 2. THE FEATURES OF INCREASING TOURISTIC POTENTIAL AND THE FACTORS THAT AFFECTED IT

2.1. Government policy and mechanisms of increasing touristic potential in Uzbekistan

In our country, tourism has been viewed as a major state policy since the very first days of independence. All necessary organizational and legal mechanisms have been created for the development of the sector, and important normative acts have been adopted, and this work is still going on. It was necessary to create a legal basis for the development of tourism in our country, raising it to new levels and turning our country into one of the world's tourist centers. This is due to the fact that the laws and codes of the Oliy Majlis of the Republic of Uzbekistan relating to this direction, the Decrees of the President of the Republic of Uzbekistan on tourism, decisions of the Cabinet of Ministers, the instructions, guidelines and procedures of the Ministry of Justice and other competent government agencies developed and put into practice.

The state's tourism policy is one of the manifestations of the state socio-economic policy.

State tourism policy is the state activity on the development of the tourism industry and subjects of the tourism market (tour operators and tourists), improving the forms of tourism services to citizens, and on this basis strengthening political, economic and social capacity.

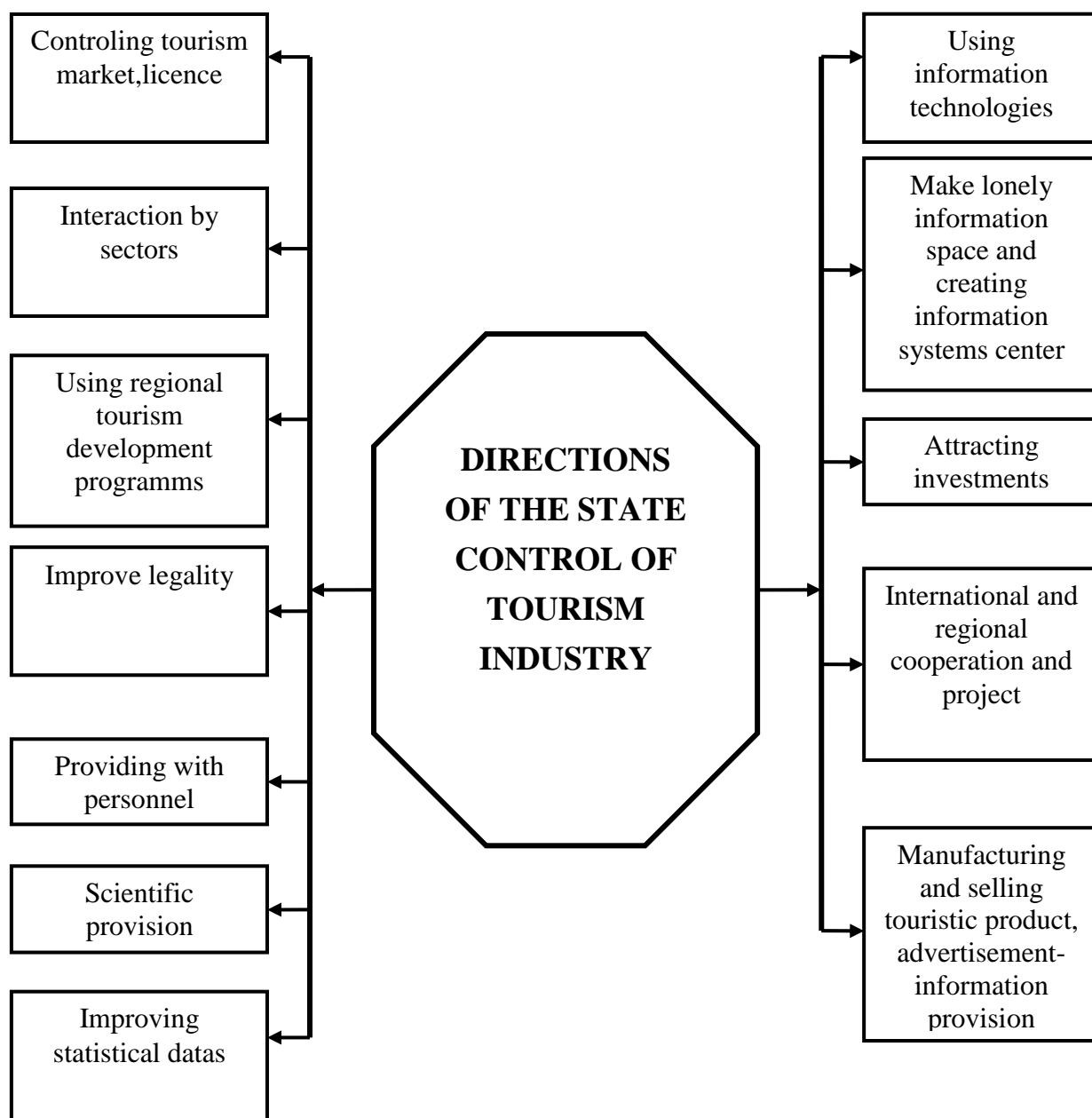
The state regulation of tourism in the Republic of Uzbekistan shall be provided by the Cabinet of Ministers of the Republic of Uzbekistan as well as within the competence of the competent public authority in the field of tourism.

Tourism policy is carried out all over the territory of the Republic of Uzbekistan, primarily in order to eliminate conflict between existing tourism and regional economy at the level of individual subjects. The state tourism policy is a combination of forms, methods and directions of influence of the state influence on the activity of the tourism sector for the development of the national economy and achievement of concrete goals. It can be achieved through the use of complex

measures to increase the effectiveness of the strategic management system in tourism development (Figure 2.1.1).

Figure 2.1.1

Directions of the state control of tourism industry³⁶



Main directions of the state policy in the sphere of tourism are:

- development of tourism and tourism industry;

ensuring rights of citizens to rest, freedom of movement and other rights while traveling;

³⁶I.S.Tuxliev, R.Hayitboev, N.E.Ibodullaev, R.S.Amriddinova "Basics of tourism" educational supplies – S. Sam ESI, 2010 107-p.

rational use and conservation of tourist resources;
improvement of regulatory framework in the field of tourism;
creation of conditions for tourism (excursions) of children, youth, disabled people and low-income strata of the population;
attraction of investment in development of the tourist industry;
creation of equal opportunities in the market of tourist services for subjects of entrepreneurial activities;
ensuring a safety of tourists, protecting their rights, legitimate interests and property;
organization and development of scientific support for tourism industry;
training, retraining and advanced training of the personnel;
development of cooperation with foreign countries and international organizations³⁷

The mechanism of the state's tourism policy implementation includes:

- development of tourism development concept;
- development of targeted tourism development programs at the regional and national levels;
- development of concrete measures to achieve the goals;
- state regulation of tourism activities.

The main areas of tourism policy are the protection of the rights of tourists, the promotion of domestic tourism producers and the comprehensive support for domestic and indigenous tourism.

These supports will change according to forming touristic infrastructure, directing investments, expenditures of teaching and preparing personnel, expenditures for improve inbound and outbound tourism and others. The state tourism policy is based on strategy and tactics. Strategy means the means of achieving the goal set out and the general direction. It allows you to put together

³⁷ Law of the Republic of Uzbekistan "On Tourism" Article 4. Main directions of the state policy in the field of tourism. www.lex.uz

all the other options, which do not deny the strategy, and to combine efforts to solve the problem.

Tourism strategy defines state activities in the field of tourism development and reorganization. These activities are primarily aimed at developing a common agenda for development programs and programs that need time and large financial resources. A tactic is a way of achieving a certain goal and means the chosen path of action.

Tourism tactics are methods of achieving the target and specific activities (eg licensing of international tourism, tourism formation, taxation, etc.). The purpose of the tourism strategy at the present economic situation more acceptable to choosing the solution.

The main purpose of the concept is to create a modern, highly productive and competitive tourism complex providing the broadest opportunities for Uzbek and foreign citizens to meet the needs of tourism services, while on the other hand contributes significantly to the development of the country's economy, , due to the increase in the number of jobs, tax revenues to the state budget with the cultural and natural heritage conservation and rational use of am with a herd.

To achieve these purposes, followings are meant:

- To add the tourism industry to the list of structural reorganization of the economy of Uzbekistan;
- To carry out of the program “Tourism development of Republic of Uzbekistan”
 - creation of normative-legal basis for development of tourism, corresponding to international legal practice;
 - protection of domestic tourism market by forming economic mechanisms that encourage the development of domestic and foreign tourism, attracting investment in this sector and providing state guarantees with tax and customs preferences and other forms of government support;
 - Carry out a strict system of licensing (licensing) and certification of tourism activities;

- Developing of material and technical base of the industry and the tourism structure in order to form part of the high-tech complexes, tourism, banking, transport, hotel and insurance companies to create favorable conditions for cooperation.

The main purpose of state regulation of tourism activity. The main objectives of state regulation of tourism activities are as follows:

- ensuring citizens' freedom, traveling and other rights;
- environmental protection;
- creating conditions for activities recreating, educating and teaching tourists;
- developing tourism industry, creating new jobs, developing international relations, preserving the objects of tourism, rational use of our natural and cultural heritage.

Priority directions of state regulation of tourism are the support and development of domestic, inbound, inbound and initiative tourism.

The main functions and methods of government management of tourism are shown in Table 2.1.1.

- creating normative-legal documents aimed at improving relations in the sphere of tourism industry;
- protecting the rights and interests of tourists, ensuring their safety;
- standardization, licensing, certification of tourism products in the tourism industry;

Establishing procedures for entry into the Republic of Uzbekistan, departure from the Republic of Uzbekistan and visiting the territory of the Republic of Uzbekistan taking into account the interests of tourism development;

- Direct budget allocation for the development and implementation of the Republican Targeted Development Program;
- creation of favorable conditions for investment in the tourism industry;
- Regulation of the systems of taxation and customs;

Table. 2.1.1**Functions and methods of government management of tourism**³⁸

Functions	Methods
1. General organization and legal norms of tourist activity	<ul style="list-style-type: none"> - definitions of terms and identifying descriptions - collaboration and the process of buying and selling contracts - getting a visa - Rules of connection with the transfer of border procedures
2. Determining tourism development	<ul style="list-style-type: none"> - to create general strategy and concept of tourism development - manage of tourism objects and their regional distribution - planning of infrastructure development
3. Management of separate types of activity	<ul style="list-style-type: none"> - licencing - standardization - certificating
4. Providing security on tourism	<ul style="list-style-type: none"> - licencing - standardization - certificating - creating special manuals for tourists - insurance
5. The provision of tourism with personnel	<ul style="list-style-type: none"> - preparation of state standards and programs for the purpose of formation of a continuous system of training, - promote skills development of touristic organization's staff
6. Provision of scientific research on the market of tourism services	<ul style="list-style-type: none"> - researching of tourism marketing research of the market , - To create national research centers - Providing tourism organizations with information.
7. Supporting the foreign economic activity of the tour organizations	<ul style="list-style-type: none"> - to open foreign offices and representative offices abroad, - concluding international treaty - creating advertising and touristic brand of national tour product
8. Preservation of historical monuments and the environment	<ul style="list-style-type: none"> - creating legal basics of restoring and saving natural resources - restoration historical objects - distribution of touristic rent
9. Establishing a significant and high profile of the country and region	<ul style="list-style-type: none"> - marketing, - advertisement, the process of information analysis - taxation - investment
10. Controlling and monitoring	<ul style="list-style-type: none"> - the current control, - audit, - international monitoring, - the national touristic product

³⁸ I.S.Tuxliev, Khayitboev, N.E.Ibodullaev, R.S.Amriddinova "Basics of tourism" educational supplies – S. Sam ESI, 2010

State regulation of tourism activities is carried out in the following ways:³⁹

- Provision of preferential loans to tour operators and tourists engaged in tourism activities in the Republic of Uzbekistan and attracting foreigners for tourism in the territory of the Republic of Uzbekistan, providing tax and customs privileges;
- Cooperating in preparing cadres on tourism activity;
- Developing scientific researches in the field of tourism industry;
- Co-operative participation of tourists, tour operators, tourists and their associations of Uzbekistan in international tourism programs;
- Provision cartographic products;
- Other methods applied in accordance with the procedure established by the legislation of the Republic of Uzbekistan.

2.2. Effective factors and means of increasing touristic potential in Uzbekistan

With the independence of our country, the development of tourism has become a priority issue. In general, the development of tourism infrastructure in the Republic of Uzbekistan can be divided into five stages.

The first stage (covers the year 1992). This stage is characterized by the first formation of national tourism in our Republic. At this stage the National Company "Uzbektourism" was founded which was the leader in tourism infrastructure.

The second stage (1993-1995). The national model of tourism development has been developed at this stage. This step is accompanied by an increase in the volume of tourist services, along with a range of tourism related activities such as developing new tourist destinations, improving service, expanding the logistics of tourism, improving the organizational structure of management, and so on. which created problems that could not only be solved within Uzbektourism National Company. In order to communicate directly with the tour operators, the company founded consular offices in many countries such as Germany (Frankfurt), Great

³⁹I.S.Tuxliev, Khayitboev, N.E.Ibodullaev, R.S.Amriddinova "Basics of tourism" educational supplies – S. Sam ESI, 2010

Britain (London), USA (New York), United Arab Emirates (Sharja)) and Russia (Moscow) .

The third stage (1995-1997). The process of privatization in tourist services has begun at this stage. At the beginning of 1996 about 90% of the total amount of tourist objects in the structure of the national company "Uzbektourism" was officially privatized.

The fourth stage (includes 1998 year). Many experts estimate that at this stage, there are many opportunities were created to increase export potential, to provide stable flow of currency, tourists, private and international economic investments. The formation of the national tourism at the level of world standards, the infrastructure of the service that is indirectly relevant to tourism, in particular, restructuring of border, customs and airport services were organized.

Fifth stage (from 1999 to now). At this stage, the Decree of the President of the Republic of Uzbekistan " On the State Program for the Development of Tourism " created not only for a political basis for strengthening the position of national and international tourism in the country, but also strengthened its economic foundations.

The law of the Republic of Uzbekistan "On tourism" is a basic in tourism field. In the article 1 of this law the main mean of object was opened. Article 1. Objective of the Law "Objective of the present Law is a legal regulation of relations in the sphere of tourism, development of the tourist services market and protection of the rights and legitimate interests of tourists and subjects of tourist activities"⁴⁰.

At last years, Uzbekistan has made significant progress in the field of tourism: new decrees and resolutions were adopted at tourism development and many accesses were happened international and local events, establishment of new educational institutions, increase of flow of tourists, new trends, infrastructure improvements, attraction of foreign investors, visits by media representatives, and the rise of Uzbekistan in many international ratings and so on.

⁴⁰ Source: The law of the Republic of Uzbekistan "On tourism" article 1.

In 2018, the President of Uzbekistan Shavkat Mirziyoyev signed 11 documents aimed at the development of tourism in the country and 25 ministerial documents were signed by the Cabinet of Ministers.

All of these measures will open the way to the future of tourism sector. Under the all sector development there are legal foundation. Legal foundation is the first step of increasing tourism.

The State Committee for Tourism Development is final according to the report, 5.3 million tourists visited Uzbekistan in 2018. In 2017, their number has dropped to 2.69 million, meaning that the number of tourists has doubled to 97 percent a year. In 2016, their number is estimated at 2.07 million. 5,020,392 tourists visited to Uzbekistan in 2018. 5,346,219 of them from CIS countries - 325 827 people from foreign countries. The largest among tourists visiting Uzbekistan the number of residents of neighboring Kazakhstan is 2 293 077. Next comes Tajikistan with 1 095 505 citizens and 1 055 688 citizens with a citizen from Kyrgyzstan.



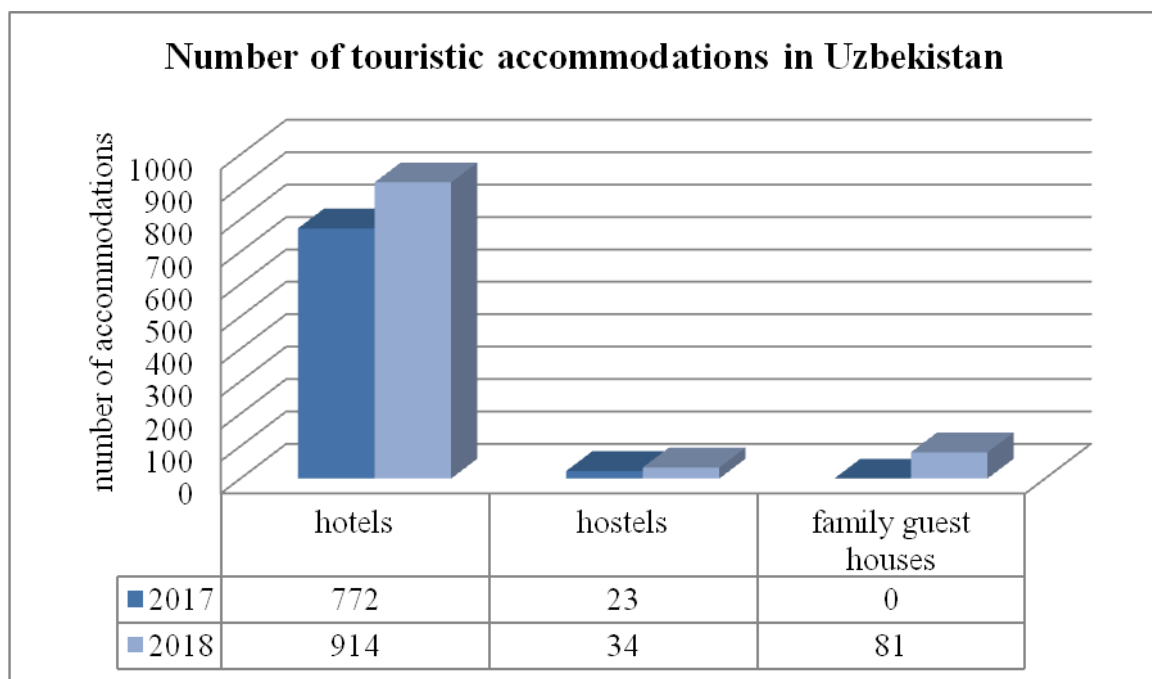
2.2.1-diagram. Number of tourists visited Uzbekistan in 2016-2018
years⁴¹

⁴¹ Created by author according to information of tourism committee of the republic

Among foreign tourists, 41,299 are Turkish citizens. The next place is occupied by China with 32,444 visitors and South Korea with 27,269 tourists.

In order to develop the tourism infrastructure in Uzbekistan, location-related conveniences have been created. For example, the requirements for web hosts have been simplified, with 22 claims against them being revoked. In addition, the procedure for the organization of family guest houses has been simplified. According to data provided by the State Committee for Tourism Development, the number of hostels in Uzbekistan in 2017 is 23, and by 2018 this number has reached 34. The number of family guest houses in 2017 - 0, and in 2018 - 81. The number of hotels has reached 914 (2018) in 772 (2017).

Licensing process was handed over to the regional offices and departments of the State Services Centers and the State Committee for Tourism Development. The term of consideration of documents has been reduced from 15 days to 10 days. Also, the number of submitted documents has also been reduced.



2.2.2-diagram number of touristic accommodations in Uzbekistan⁴²

The number of tour operators has reached 234 (2018) from 127 (2017). In 2018, the number of certified guides in Uzbekistan reached 660. By 2017 their number was 369.

⁴² Created by author according to information of tourism committee of the republic

Over the past years a number of works have been done to develop the country's transport infrastructure. In particular, tourist buses were exempted from observation duties in case of meeting safety requirements. The ban on travel buses was canceled at night. At the same time, the obligation to carry out a technical inspection of the vehicle carried out by the territorial subdivisions of the bodies of internal affairs was abolished prior to transportation of local touristic groups. Certification of tourist vehicles for the transportation of 8 or more people to Uzbekistan has been simplified.

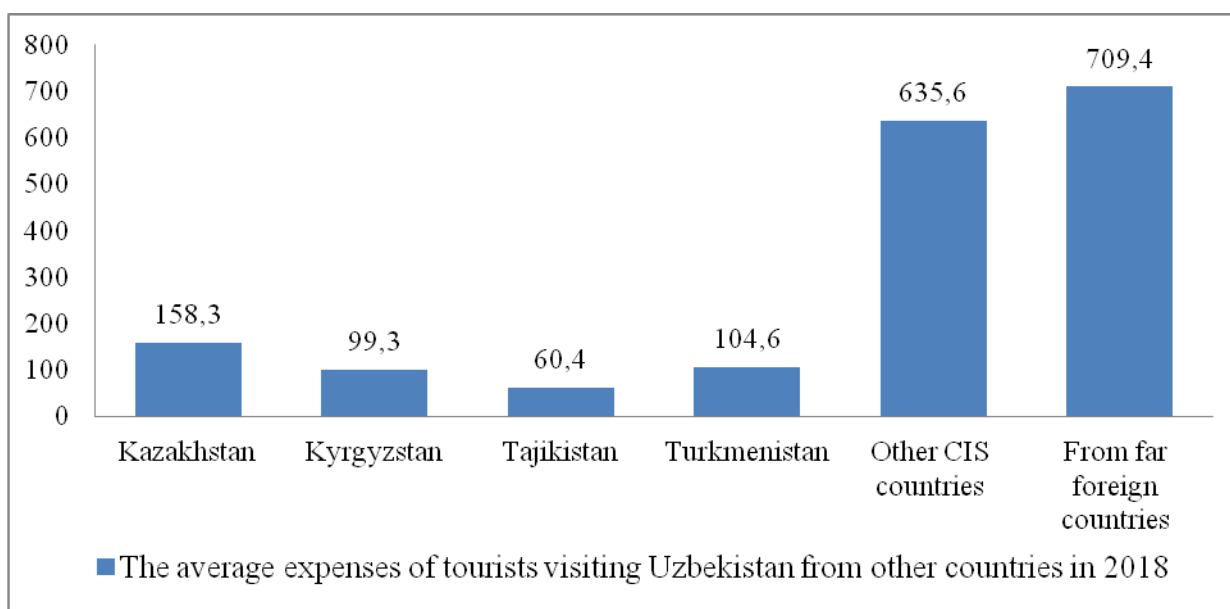
In 2018, the number of touristic transportations has reached 133. They consist of 48 buses, 85 minibuses.

The total number of WC points was 4,747 in 2018 and this number in 2017 was 4,285. As a result of the incentives granted to stimulate the construction of Sanitary Hygienic Points (WCs), a total of 462 WCs have been created last year. About 50 of them were created through a widespread propagation of the incentives for those who organized the WC.

The Decree № 5326 of the President of the Republic of Uzbekistan of 3 February 2018 "On additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan" business entities were granted privileges. According to this, the business entities created free Wi-Fi zone on their territory purchased equipment (Internet access and distribution equipment, in particular router-modems, communication cables) and Internet traffic for expanding this area (creating multiple Wi-Fi hotspots, expanding their coverage area) the expenditures for obtaining a tax shall be deducted from the taxable base of the undertakings, including the single tax base, the remaining amount shall be taxed in the prescribed manner.

According to created privileges, the number of free Wi-Fi zones in Uzbekistan has increased from 230 (2018) to 38 in 2017.

The average expenses of tourists visiting Uzbekistan from other countries in 2018 is as follows:



2.2.3-diagram average expenses of tourists visiting Uzbekistan from other countries in 2018.⁴³

The diagram gives us information about average expenses of tourists visiting Uzbekistan from other countries in 2018. We take following information from this.

Kazakhstan - \$ 158,3;

Kyrgyzstan - \$ 99,3;

Tajikistan - \$ 60,4;

Turkmenistan - \$ 104,6;

Other CIS countries - \$ 635,6;

From far foreign countries - \$ 709,4.

According to "Tourism Development Concept for 2019-2025 " it is planned to increase the share of tourism in the GDP of Uzbekistan - from 2.3 percent (2017) to 5 percent and foreign tourists to 9-10 million, including foreign countries it is expected to increase the number of tourists to 2 million. Also the volume of tourism exports will be grown from \$ 950 to \$ 2.2 billion, and the number of vehicles will be increased from 850 to 3000. The number of tour operators will grow by almost 860 caught for next six years.

The document also includes the creation of a modern transport infrastructure, including logistics. It is air, railway, automobile and water transport. Special

⁴³ Created by author according to information of tourism committee of the republic

attention is being paid to creation of favorable conditions for crossing the border in Central Asia.

It envisages expanding the range of offered tourist goods and diversifying them. First of all, attention is paid to pilgrimage tourism, ecotourism, agritourism, ethnotourism, sports tourism, MICE tourism.

In addition, foreign tourists are planning to stay in Uzbekistan for at least 8 days, every city - at least 3 days, and now they are 1.5-2 days in most cities.

Also, it is reported that within the framework of the program aimed at the development of domestic tourism "Travel around Uzbekistan", it is planned to increase the number of local tourists to almost double - from 14 million to 25 million. We have seen the effect of tourism to republic economy and it's legal basics. And now we will turn to Khorezm region's tourism sector. There are many organizational-economic measures have been taken for to develop region tourism potential at last years.

The Decree of the President of the Republic of Uzbekistan of February 7, 2018 "On Measures for Ensuring Rapid Development of Domestic Tourism"

PD-3514 was adopted. Within the framework of this Decree, a plan of practical measures to implement the domestic tourism developing program "Travel around Uzbekistan!" was approved.

In addition, regional tourism development department, the Regional Council of the Youth Union, the Regional Council of Trade Unions, Women's Fund, Mahalla Charity Fund and regional offices of the Fund "Nuroniy" to support the veterans' social activities of Uzbekistan and regional governments, scale tours and organization of excursions were approved.

Within the framework of the "Travel around Uzbekistan" program more than 10 thousand tourists travel to tourist destinations such as "Sultan Uvaysbobo", "Mizdakxon", "Savitskiy" museum and "Ayozkala", "Yonbashkala", "Tuprakkala" located in the Republic of Karakalpakstan have been agreed with the State Committee for Tourism Development and in the 11 months of the current year, more than 9,5 thousand people traveled to the region.

Also within the framework of the "Travel around Uzbekistan" program in 2018, all regions of the country, the Republic of Karakalpakstan and Tashkent city, it was organized 1 132 818 local tourists visit. For information: Decree of the President of the Republic of Uzbekistan of December 28, 2018

According to the Decree of the President of the Republic of Uzbekistan №5290 "On the days off and days off in the celebration of official dates in 2018", JSC "UzbekistonTemir Yullari" established a discount of 50% of the tariff on official holidays. "Uzbekistan Havo Yullari" operated the Urgench International Airport on January 23, 2018, 1.11-166-48, starting from June 2017 in the tourist group Tashkent-Urgench-Tashkent for air travelers less than 10 tourists, the air ticket costs € 92 up to 85 euros.

130 promotional advertising banners propagating regional touristic potential have been installed on the central streets of the Republic of Karakalpakstan, regions and Tashkent city to increase the number of local tourists from other parts of the country to the Khorezm region by the State Committee for Tourism Development according to the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated April 28, 2018

In 2018, a calendar of cultural, entertainment, sports, exhibitions and other public events has been developed with the statement No. 5. In 2018, 12 cultural and entertainment events and outdoor events were organized to make tourists more productive.

In order to attract more foreign and local tourists to the region, the region carries out a number of international and cultural competitions involving foreign and local tourists. In particular, On April 20-30, 2011 in Urgench, Khorezm region, the Asian Championship on Junior Athletics was held. For the participants of the competitions, sightseeing tours were organized.

For the purpose of promoting and promoting the image of Pahlavon Mahmud, widely known and respected by the people as "Piriyorvali", in the city of Urgench, Khorezm region, on the initiative of the President of the Republic of Uzbekistan and the Cabinet of Ministers of the Republic of Uzbekistan 2018 the first

international tournament dedicated to the memory of Pakhlavan Mahmud for the prize of the President of the Republic of Uzbekistan "will be held in accordance with the order of 498-f of June 16, More than 20 countries are participating in the international tournament.

More than 100 athletes and coaches will take part in the competition and the competitions were held at Kuhna Ark Square in Ichan-Qa'la Complex in Khiva.

In accordance with paragraph 33 of the Resolution of the President of the Republic of Uzbekistan dated May 4, 2017 "On the Program of Comprehensive Development of Tourism Potential of Khorezm Region and Khiva for 2017-2021", approved by the Resolution of the President of the Republic of Uzbekistan No. PR-2953, Khiva city "Ichan-Kala "State Museum Reserve is in front of Kuhna Ark.

A major trade fair "Gurvak-Khorezm's Role symbolism" was held. The area of Ichan-Kala is decorated with colorful flags banners. The folklore groups, performances of folklore groups from all cities and districts of the region, decorative folk art and handicraft fair, national games were demonstrated at the designated sites.

On the 14th -15th of september, 2018 in Khiva was held the traditional festival "The Magic of Dance". The festival program has been enriched with a variety of entertaining events to make it more fun for foreign guests and tourists. The program included various folklore ethnographic ensembles, performances by the actors on different theatrical performances, exhibitions of fine and applied art, master classes, national contests, national costumes and chefs' cooking and master classes, as well as craftsmen's exhibitions. .

The festival was attended by guests from Italy, Japan, Iran, USA, Canada, India, Indonesia, Kuwait, Israel, Germany, Bangladesh, Czech Republic and other countries.

In order to implement the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated November 23, 2017 "On Measures to Ensure Safe and Secured Tourism in Bukhara, Samarkand, Khiva and Shakhrisabz", resolution

of the Khorezm Region governor of November 28, 2017 was adopted Resolution 882 K. The resolution approved the working group on the implementation of the Concept on ensuring safe travel in Khiva.

Currently, a number of activities are underway to ensure the implementation of this concept. In particular, the Department of Internal Security of Khorezm region has established a Department for Safe Tourism. The staff was hired to work in a foreign language.

At the same time, the necessary conditions have been created for the effective organization of the activity of this department. The 144-hour training course was organized by the staff of the Department at the Urgench State University.

In addition, the Chairman of the Working Group on the implementation of the Concept of the Safe Tourism Concept on the implementation of the Concept of Safer Tourism in Khiva on 2017-2018, The "Road Map" has been approved. Currently, the Ministry of the Interior and the Ministry of Information Technologies and Communications have launched video surveillance cameras and other technical equipment in the framework of the Safe Harbor Project on the concept of "Safe Tourism". Based on the approved "Road Map", additional studies on public safety and fire safety were conducted on the territory of Khiva.

2.3. Mechanisms of increasing tourism potential in Khorazm region and using them

It is well-known that the importance of tourism potential of Khorazm region and the city of Khiva in the development of tourism in our country, and the government's attention to the development of tourism in the region. This allows us to expand the tourism potential of the region and on the basis of the evaluation will be based on attention to the issues of increasing the number of tourists visiting. In this regard, the city has a rich historical and cultural potential and has over 300 historical and cultural monuments dating back to its 3000th anniversary.

Today the number of cultural heritage is 239. These objects include 17 archaeological objects, 134 architectural objects, 80 monumental art heritages, 2

museums and 6 sights⁴⁴. In addition, The natural and climatic conditions of the region provide permanent tourist season at a certain time of the year.

At the same time, ecotouristic potential, medical tourism, desert tourism, horse and camel rides, hunting tourism, and agro-tourism potential can be used optimally. In order to implement these tasks, the implementation of state programs and resolutions on the development of tourism in Khorazm region and Khiva, the formation of tourism infrastructure, stages and trends of tourism services development, the number of domestic and foreign tourists visiting the region and their satisfaction with tourist services in the region should be avoided. For this purpose, the tourist attraction of Khorazm region and Khiva city should be used effectively .

In order to accelerate the development of the tourism industry in the region, it is necessary to involve investments, to apply innovative ideas and technologies to the sphere, as well as to enjoy the rich natural, cultural and historical heritage, resources and abilities of the country. For this reason, the wide-ranging tourism and tourism industry in our country is a key factor in further advancement in the future. Because one of the most important ways of achieving socio-economic development is directly connected with the effective use of tourist potential of the country⁴⁵ .

Tourism potential is a factor and category that determines the development of tourism, and it is manifested in different ways. In particular, the existing tourism potential for the ecotourism network of the region plays an important role in environmental protection, involvement of ecotourists in nature, solving the problems of preserving and reproducing the unique flora and fauna, improving socio-economic conditions and providing the population with new jobs.

Legal mechanisms that enhance the tourism potential of the Khorazm region in the consistent implementation of these tasks are reflected in the form of

⁴⁴Source:Ruzmetov B., MatyakubovU., Khudoyberganov D. Prospects of tourism development in Khorezm region.: "Actualnyeproblemyturizm - 2009"

⁴⁵Source: Professors M. Pardaev and H.M Musaev. Development of services and tourism: problems and their solutions. Monographs. - T., 2008. - 87 p.

normative-legal acts.. This mechanism will serve to ensure the development of tourism in the region. It is also seen as one of the important directions in the development of services, services and tourism, unemployment, increasing incomes, living standards and increasing the role of services in the region's exports . At the same time, it will ensure rapid development of the tourism industry, increase its role and share in the economy, diversification and quality of tourist services, and expansion of tourism infrastructure .

Resolutions, decrees and programs are aimed at raising tourism potential have been developed by the government, including the Law "On Tourism", Decree of the President of the Republic of Uzbekistan dated December 2, 2016 PF-4861 "On measures to ensure the rapid development of the tourism industry of the Republic of Uzbekistan", 2017 Resolution of the President of the Republic of Uzbekistan "On the Program of Complex Development of the Tourism Potential of the Khorazm Region and Khiva City for 2017-2021" dated May 4, 2017⁴⁶ .

In particular, on the basis of the Decree of the President of the Republic of Uzbekistan on 4 May 2017-2021 the Complex Development Program of Tourism Potential of Khorezm Region and Khiva City was adopted. Adoption of this document is to strengthen the influence of this sector on the development of the regions on the basis of sustainable development of tourism in Khorezm region and further enhancement of tourism potential. First of all, it is necessary to study and improve the tourism potential in order to fully address these opportunities. The Decree adopted by the President of the Republic of Uzbekistan creates favorable conditions for the development of the tourism sector by attraction of investments, the introduction of innovative ideas and technologies, and the effective use of the rich natural, cultural and historical heritage of the country.⁴⁷

Starting from February 10 , 2018 citizens of Israel, Indonesia, Korea, Malaysia, Singapore, Turkey and Japan, as well as foreign airline companies

⁴⁶ Source: Resolution of the President of the Republic of Uzbekistan "On the Program of Complex Development of the Tourism Potential of the Khorazm Region and Khiva City for 2017-2021" dated May 4, 2017 www.lex.uz

⁴⁷Source: Resolution of the President of the Republic of Uzbekistan dated February 6, 2018 "On Measures for the Development of Access Tourism" No. PP-3509

regularly arriving to Uzbekistan, have been granted a visa-free regime for 30 days from the date of entry into the territory of the Republic of Uzbekistan for air crew members; a simplified order of registration of tourist visas for citizens of other 39 states has been introduced. Directly from these countries, Khorezm region has attracted a large number of tourists and took an important place in improving tourism .

In order to further simplify tourism formalities and enhance tourism potential, from May 1, 2018, 72-hour entry visas for foreign passengers on transit have been introduced in Uzbekistan. The occurrence of this opportunity is also an important area for tourism potential of the region , primarily for the types of tourist information, with the exit of tourists out of the border area of the airport. In this case, passengers must have air tickets and visas to third countries and pay consular fees. In addition , the Decree of the President of the Republic of Uzbekistan on attracting direct foreign investments to the development of the hotel economy was adopted⁴⁸. This decree is directly aimed at improving the hotel industry in the region.

As a result of the implemented reforms, the region is gradually developing tourism and is divided into the following stages:

- ***first stage (1992-1995)***. At this stage , it is planned to create a new system of management in the tourism sector, create additional business types that will facilitate tourist business, create banking, auditing, advisory services, create regional branches of tourism network in the region, advertise tourism products internationally, licensing privatized touristic enterprises a special attention was paid.

- ***second stage (1995-1999)***. The changes that have been made at this stage have intensified the way in which the tourism industry accepts. In 1995, the President of the Republic of Uzbekistan, entitled "Restoration of the Great Silk Road and Development of International Tourism," had a strategic significance in

⁴⁸Source:Decree of the President of the Republic of Uzbekistan from January 5, 2019 "About additional measures on accelerated development of tourism in the Republic of Uzbekistan" PF -5611

the recovery of the Great Silk Road tourism product. This led to the second stage of the reform of tourism .

- ***third stage (1999-2005)***. At this stage of tourism reform , the Decree of the President of the Republic of Uzbekistan "On State Program for the Development of Tourism of Uzbekistan for 2005" was published on April 15, 1999. Based on this, the market relations in the tourism industry have been settled and the competitive tourism market around the world has begun, and the centralization of tourism management has been eliminated. And in 2003 Urganch Airport was converted to Urgench International Airport.

- ***fourth stage (2005-2016)***. At this stage of tourism reform, the Association of Private Tourist Organizations and other tourist associations have been established, and economic relations between them and tourist enterprises have been realized. Reforms in the field deepened and the "Tourism Development Program for 2013-2015 in Khorezm region" was adopted on 20 March 2013.

- ***fifth stage (starting from 2016)***. At this stage, the reform of the tourism sector has been fundamentally improved and the committee has been set up to improve the efficiency of tourism services in the country. The issues of accelerated development of tourism have been solved, and the most important one is the five-year program aimed at raising tourism potential in Khorezm region and Khiva.

During the years 2019-2021 within the framework of the program of the visit cultural-historical, archaeological, environmental, cultural, gastronomic, youth, entertainment, sports, business, travel, agro, family, adventure, extremal remain, such as children and rural tourism grows steadily⁴⁹.

In order to fully utilize the tourism potential of these areas, it is necessary to organize various public and leisure activities, as well as to further the implementation and implementation of the set tasks. At the same time, legal mechanisms increasing the tourism potential in Khorazm region are influenced by the following trends (Figure 1):

⁴⁹source: Datas of tourism committee www.uzbektourism.uz



**Figure 1. Important directions of legal mechanism of developing tourism
potensial in Khorazm region⁵⁰**

Summary

In our country, tourism has been viewed as a major state policy since the very first days of independence. All necessary organizational and legal mechanisms have been created for the development of the sector, and important normative acts have been adopted, and this work is still going on. It was necessary to create a legal basis for the development of tourism in our country, raising it to new levels and turning our country into one of the world's tourist centers.

The state's tourism policy is one of the manifestations of the state socio-economic policy. State tourism policy is the state activity on the development of the tourism industry and subjects of the tourism market (tour operators and tourists), improving the forms of tourism services to citizens, and on this basis strengthening political, economic and social capacity.

⁵⁰source: Datas of Khorezm Region Tourism Development Department

At last years, Uzbekistan has made significant progress in the field of tourism: new decrees and resolutions were adopted at tourism development and many accesses were happened international and local events, establishment of new educational institutions, increase of flow of tourists, new trends, infrastructure improvements, attraction of foreign investors, visits by media representatives, and the rise of Uzbekistan in many international ratings and so on.

Tourism potential is a factor and category that determines the development of tourism, and it is manifested in different ways. In particular, the existing tourism potential for the ecotourism network of the region plays an important role in environmental protection, involvement of ecotourists in nature, solving the problems of preserving and reproducing the unique flora and fauna, improving socio-economic conditions and providing the population with new jobs.

CHAPTER 3. ORGANISATIONAL-ECONOMIC FACTORS OF INCREASING TOURISTIC PATENTIAL IN KHOREZM REGION

3.1. Organisational-economic factors of increasing touristic potential and touristic infrastructure of Khorezm region.

Khorezm is a golden oasis which is unique architectures say about remote history, work of arts shows great aesthetic views, wonderful examples of handicrafts amazed you, unforgettable rare tastes attracts you here and hospitality conquers hearts. According to statistical data, in 2017, 60,700 foreign tourists from 78 countries visited to Khorezm region. Regional economy accounts for 0,85 percent of gross regional product and 1,3 percent of exports.

Given the fact that 10% of the world's GDP and 30% of the export of services are being created in the world, it is clear that the region has a lot of unused opportunities for the development of the tourism industry. Therefore, the implementation of the adopted regional programs on tourism development is a prerequisite for raising the responsibility of competent authorities. For to developing tourism sector in the region first of all we must to analyze the factors which effected tourism in Khorezm region. According to research materials we can divide effective factors of tourism of the region following groups (Table 3.1.1).

In this dissertation we focus the third group factors that are organizational-economic factors of Khorezm region. The table illustrates the main conditions of the factors. Organizational and economic factors include state protection of tourism development; organization of tourist infrastructure; presence of a sufficient number and range of tourist products and projects in the field of tourism; availability of organizational opportunities for the development of various types of tourism in the region; interest of economic entities in the development of tourism; availability of organizational and economic opportunities for the orientation of social production to serve tourists; opportunities to accommodate a larger number of tourists; competent personnel in the field of tourism management and tourist services; good transport infrastructure; the formation of unique system of information field in the field of tourism, the creation of a regional information and tourist center.

Table 3.1.1- Effective factors of tourism of the region⁵¹

1. Natural and recreational factors	inimitable environmental conditions;
	the presence of interesting natural sites and monuments;
	ecological characteristics of landscapes;
	availability of resorts and sanatoriums;
	the presence of rare species of flora and fauna;
	availability of opportunities for hunting and fishing;
	features of the hydrological regime in the territory;
	presence of specially protected natural areas.
2. Cultural and historical factors	the presence of historical and cultural monuments;
	the presence of architectural and archaeological monuments;
	the presence of places of famous historical events;
	holding famous cultural events;
	holding music and folk festivals;
	organization and holding of famous fairs, exhibitions;
	the functioning of museums, museum complexes;
	the presence and preservation of traditional folk crafts;
	the presence of objects of religious pilgrimage;
	carrying out religious and cultural events
3. Organizational and economic factors	the state protection of tourism development;
	organization of tourist infrastructure;
	the presence of a sufficient number and range of tourist products and projects in the field of tourism;
	availability of organizational opportunities for the development of various types of tourism in the region;
	interest of economic entities in the development of tourism;
	availability of organizational and economic opportunities for the orientation of social production to serve tourists;
	opportunities to accommodate a larger number of tourists;
	competent personnel in the field of tourism management and tourist services;
	good transport infrastructure;
	the formation of unique system of information field in the field of tourism, the creation of a regional information and tourist center.
4. Socio-psychological factors	stable political and socio-economic situation;
	presence of a sufficient number of tourist products, differentiated by various social characteristics;
	presence of specific national-cultural foundations and goodwill of the local population;
	guarantee of safety and comfort.

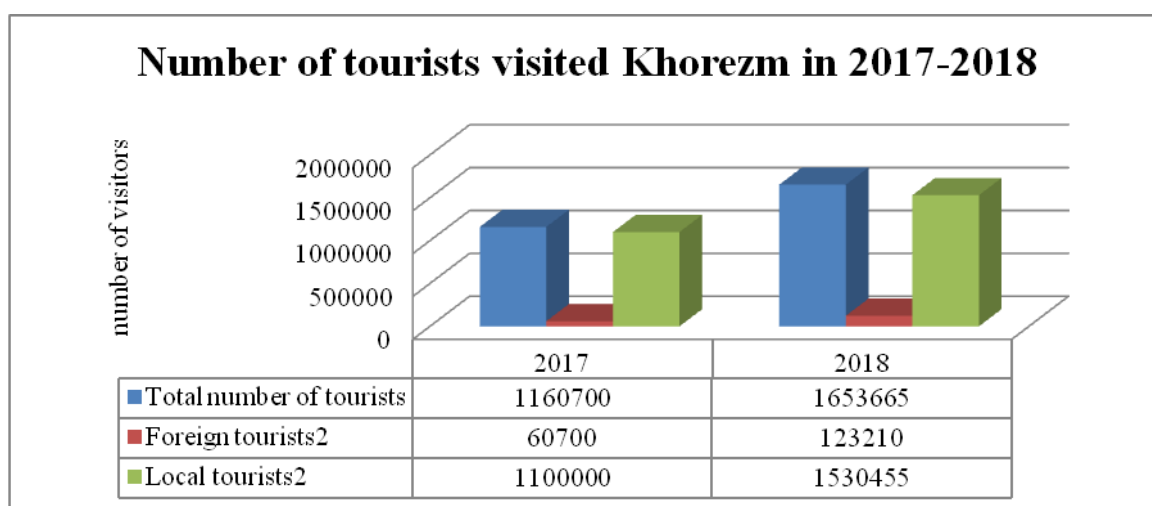
⁵¹Source. Sarancha M.A. "Tourism potential of the territory: problems of determining the essence and structure" // Bulletin of Udmurt university 2015. №. 25.

There many measures are being taken for to increase tourism potential of the region by organizational–economic factors.

Today Khorezm region's tourism development department, The government of Khorezm region and other institutions and organizations are working together for to develop the tourism industry, attracting foreign and local tourists to the region, improving the quality and scope of services provided in the tourism industry, to prepare qualified personnel.

In the Khorezm region, there are cultural heritage sites ranging from the Neolithic to the XIX century, and these unique tourist resources are mostly found in Khiva and Urgench, as well as in other cities and towns of the region. Today, the region has the necessary tourist resources for cultural and historical tourism, archeological tourism, ecological tourism, gastronomic tourism, cultural and entertainment tourism, agro tourism and travel tourism.

Regional Tourism Development Department and other agencies and organizations in cooperation with the tourism industry in the province as a result of the work done during the year 2018, total 1 653 665 tourists visited to the region. It included 123 210 foreign tourists and 1 530 455 local tourists. In 2017 year totally 1 160 700 tourists visited and it consisted of 60 700 foreign and 1 100 000 local tourists.







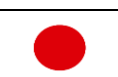





3.1.1-diagram number of tourists visited Khorezm in 2017-2018⁵²

⁵² Source: datas of tourism development department of Khorezm region.

By this diagram we see that the number of tourists increased significantly. The total number of visitors grow to 492965 tourists. The percentage of foreign tourists increased by 203 %, the number of them grew to 62510 and the number of local people also rise to 430455 tourists.

In January-November 2018, tourists from 136 foreign countries visited the region. Follow we can see the most tourists visited to Khorezm from this countries.

Tabel -3.1.1. Tourist flows to Khorezm by countries⁵³

The national flags of counties	Countries	Number of visitors (thousand people)
	Turkmenistan	29,699
	Italy	10,032
	France	9,211
	Germany	8,447
	Japan	6,911
	Spain	5,827
	Russia	5,128
	United Kingdom	3,195
	US	3,058
	China	1,846

The most visited to the region from these countries. These countries are Turkmenistan - 29,699 (694 percent), Italy - 10,032 (174 percent), France - 9,211 (119 percent), Germany - 8,447 (130 percent), Japan - 6,911 (by 169 percent),

⁵³ Source: report of tourism development department of Khorezm region.

Spain - 5,827 (154 percent), Russia - 5,128 (171 percent), United Kingdom 3,195 (121 percent), US 3,058 (223 percent), 1,846 (434 percent) the visitor visited.

Today the number of cultural heritage is 239. These objects include 17 archaeological objects, 134 architectural objects, 80 monumental art heritages, 2 museums and 6 sights.

Tabel-3.1.2. Touristic resources of Khorezm region⁵⁴

Tourism trends	Touristic resources	Districts of region
Cultural – historical tourism	"Ichan Kal'a "Museum Reserve, "The objects of cultural heritage in the area of "Deshon Kal'a" also another historical monuments	Khiva, Shovot, Bogot, Khazarasp, Yangiariq districts
Archaeological Tourism	The ruins of old Khorezm, ancient castle, archeological findings	Khiva, Urgench , Shovot , Khazarasp and Kushko'pir districts
Ecological tourism	Bank of Amu darya, forests on the bank, flora and fauna of the region.	Gurlan, Yangibazar , Bagat Khonqa , Urgench and Khazarasp districts
Gastronomictourism	"Tuxumbarak", "Shivitoshi", "Khivaijoni", and other Khorezm national dishes	All districts of the region
Cultural-entertaining tourism	National holidays are celebrated in the region. Traditional festival of "Dance magic"	Khiva city and other districts of the region
Agritourism	The festival of "The Gurvak is the symbol of Khorezm melon"	Khiva city and other districts of the region
Pilgrimage tourism	Pahlavon Mahmud, Sayyid Mohi Ruyi Jahon, Said Alovuddin, Abdol Bobo, Shohimardon , Sheikh Mavlon Bobo, Sheikh Mukhtor Wali , Said Ota, Yusuf Hamadani, Said Odina Eshon shrine and other of pilgrimage shrines	Khiva, Urgench , Bagat, Yangiariq and another districts

According to above information we can see that which region has how much touristic potential.

Nowadays 69 accommodations are working for tourists and guests in the region. The number of rooms is 1356 and The number of seats is 2646.

⁵⁴ Source: datas of tourism development department of Khorezm region.

Tabel-3.1.3 Number of accommodations in Khorezm⁵⁵

№	Districts of Khorezm region	Number of accommodations
1	Urgench city	16
2	Khiva	45
3	Khazarasp district	4
4	Urgench district	3
5	Gurlan district	1
Total		69

We can see from this information: Number of settlements 16 in Urgench, 45 in Khiva, 4 in Khazarasp district, 3 in Urgench district and 1 in Gurlan district. There 13 accommodations constructed in 2018 and 80 rooms and 201 seats were created.

During 2019-2020 years it is planned to build 53 accommodations with 1650 rooms and 3 316 seats by local and foreign investment. As a result the number of accommodations will grow 222%, from 1356 to 3006 and the number of seats will grow from 2646 to 5962. For information 47 hotels are located in Urgench - 22, in Khiva city - 18, in Urgench district - 3, in Khiva, Bagat, Khazarasp and Gurlan districts from one each of them. And 4 family hotel –in Yangiariq district and 2 campings in Khonqa district.

Tabel-3.1.3 Number of touristic organizations in Khorezm

№	Districts of Khorezm	Number of touristic organizations
1	Urgench city	17
2	Khiva city	11
3	Khiva district	2
4	Urgench	1
5	Khozarasp	1
6	Khonqa	1
7	Bagat	1
total		34

Number of touristic organizations is total 34 in Khorezm region. By the district number of touristic organization is 17 in Urgench city, 11 in Khiva city, 2 in Khiva district, from one each of these districts-Urgench, Khozarasp, Khonqa

⁵⁵ Source: datas of tourism department of Khorezm region

and Bagat. There are 11 touristic organizations were organized in 2018. It is planned to create 26 new tour operators in 2019. As a result the number of tour operators will increase by 178%, and the number of them will grow from 33 to 59.

Indicators	2017	2018	2019 (forecast)	2020 (forecast)	2021 (forecast)	2022 (forecast)	2023 (forecast)	2024 (forecast)
Number of tourists								
Total	920 076	1 653 665	2 104 200	2 345 040	2 585 880	2 826 720	3 067 560	3 308 400
Foreign tourists	60 660	123 210	304 200	365 040	425 880	486 720	547 560	608 400
Local tourists	859 416	1 530 455	1 800 000	1 980 000	2 160 000	2 340 000	2 520 000	2 700 000
Number of touristic objects								
Total	239	239	241	242	243	244	245	246
architectural objects	134	134	134	134	134	134	134	134
archaeological objects	17	17	17	17	17	17	17	17
Monumental objects	80	80	80	80	80	80	80	80
Museums	2	2	4	5	6	7	8	9
Sights	6	6	6	6	6	6	6	6
Objects of pilgrimage tourism								
Objects of pilgrimage tourism	5	5	5	5	5	5	5	5
Eco-agritourism objects								
Total	9	9	15	16	16	18	19	20
Forestry	3	3	3	3	3	3	3	3
Reserves	2	2	2	2	2	2	2	2
Eco-agritourism objects	4	4	9	10	10	11	12	13
Eco parks			1	1	1	2	2	2
Touristic service objects								
Total	124	141	177	198	215	235	254	279
Handicraft workshops	35	48	55	66	73	80	90	105
Souvenir workshops	75	78	90	99	108	117	126	135
Entertainment parks	13	13	15	15	15	16	16	16
Thematic parks		1	12	12	13	13	13	13
Aquaparks			2	2	2	3	3	3
Water attractions	1	1	2	3	3	4	4	5
Tasting halls			1	1	1	2	2	2
Total	105	168	227	248	270	292	306	320
Touropers	22	34	60	75	85	100	105	110
Guide-excursion	54	103	130	130	135	140	145	150
Touristic transportation organizations	4	6	12	15	20	22	24	28
folklore ensembles	25	25	25	28	30	30	32	32
Accommodations								
Hotels	38	69	107	112	117	118	123	128
Hotel houses	16	23	45	50	55	60	65	70
Wi-Fi zones								
Organized Wi-Fi zones	2	4	25	30	35	40	45	50
Touristic transportations								
Total	5	26	62	74	84	96	107	119
Buses	2	10	30	35	40	45	50	55
Micro buses	3	12	25	30	35	40	45	50
electromobile		4	6	8	8	10	10	12
Double-deckers			1	1	1	1	2	2
Touristic information centres (infokiosks)								
Touristic information centres	1	4	12	15	18	18	20	25
Touristic Road indicators								
Touristic Road indicators	3	17	35	45	55	65	75	85
sanitary-hygienic zones								
sanitary-hygienic zones	152	230	270	280	290	300	310	320

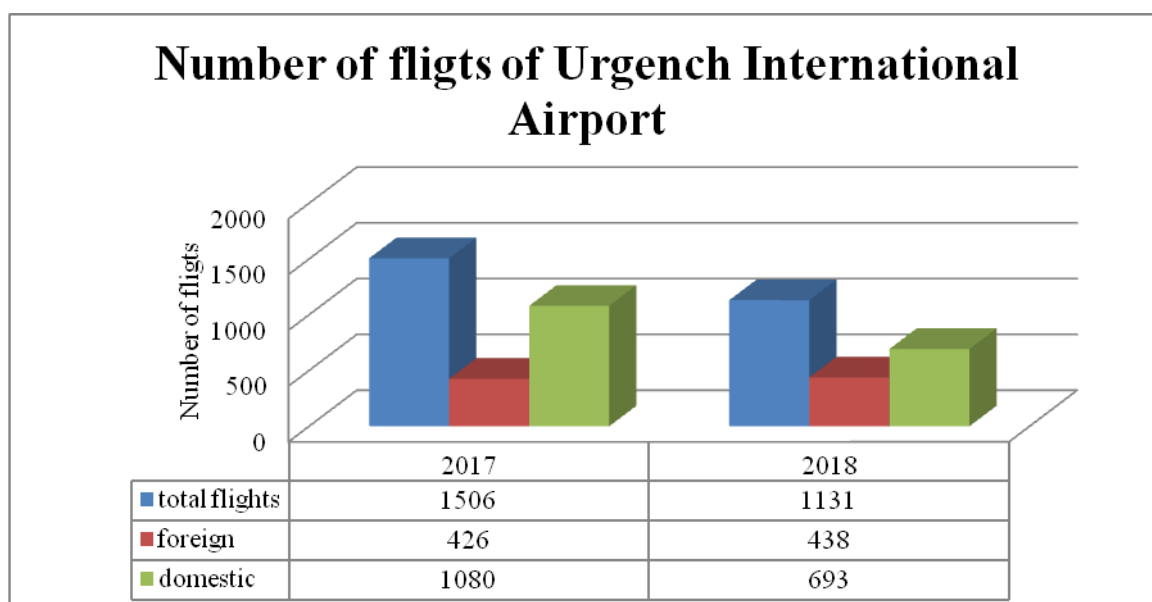
Khorezm Region Tourism Development Target parameters for 2019-2024⁵⁶

Today 26 modern touristic transportations are working for tourists in Khorezm region. These touristic transportations consist of 8 buses, 14 micro-bus

⁵⁶ Source: datas of tourism department of Khorezm region

and 4 electromobiles. There are 21 modern transportation concern to tourism were bought by touristic subjects.

In 2019 it is planned to buy 30 modern touristic buses to improve transportation infrastructure and logistics, as a result percentage of touristic concern transportations will grow 215 % , number of them will grow to 56 from 26. It is planned to buy 12 buses and 18 minibuses. Increasing the number of international flights has a significant impact on the increase in the flow of foreign tourists to the region. In 2017, the Urgench International Airport made 1 506 flights (including 1 080 domestic and 426 foreign), through 23,352 foreign tourists and in 2018 the total 31,506 foreign tourists visited 1,131 (693 domestic and 438 foreign) flights.



3.1.2-diagram. Number of flights of Urgench International Airport in 2017-2018

Specifically, In 2018, Paris-Urgench route has made 2,931 tourists on 20 flights, and this figure has increased by 3 percent compared to last year (25 flights, 2,831).

In 2018, Milan-Urgench has made 3,446 tourists using 21 flights, up 30 percent from last year (12 flights, 2,663). In 2018, Rome-Urgench route has made 1,578 tourists using 14 flights.

For the reference: On March 28, the first commercial flight of the Uzbekistan Airways, Rome-Urganch-Tashkent, was launched. Currently, regular flights are operated every Wednesday on Wednesday. In the direction of Moscow-Urgench, in 2018 there were 346 tourists on 232 flights, which is 4.4 times higher than last year (78). In 2018, St.Petersburg-Urgench route has been visited with 358 tourists on 114 flights, which is 4,5 times more than last year (85).

Also, in January-November 2018, Tashkent-Urgench-Tashkent route made 693 flights, of which 22,512 tourists visited, and this indicator increased 1.3 times year-on-year (17,690).

In 2018, several charter flights have been launched through Urgench International Airport. In particular, in Incheon-Urgench-Tashkent (122), Er-Riyadh-Urgench-Tashkent (5), Astana-Urgench-Tashkent (7), Alma-Ata-Urganch-Tashkent (7), Dubai-Urgench -Dubay (6), Geneva-Urgench-Tashkent (10), Urgench-Aktau-Urgench (146), Vnukova-Urganch-Vnukova (26).

In 2019, it is planned to open the flights to Frankfurt-Urgench-Tashkent, Istanbul-Urgench-Tashkent, Futszyan-Urganch-Tashkent, and other big cities, such as Delhi-Urganch-Tashkent and Volgograd-Urgench-Tashkent, through these the number of foreign tourists visiting our region will increase by 2,7 times.

At present there are 103 guides are servicing tourists with available certificates. In 2018 there are 14 guides took certificates and began their occupations. It is planned to teach and prepare 27 guides with high quality in 2019. As a result the percentage of guides will rise 126% and number of them will grow to 130 from 103.

If we analyse statistics we can see that the number of tourists coming from Italy was 10032 in 2018, but we have only one translator who knows Italian. The number of tourists coming from France is 9211 and the number of translators according to this 13. There are 8474 tourists came from Germany to the region. Nowadays 14 translators servicing to visitors who knows German. There were 6911 tourists came from Japan and 5827 from Spain according to these 2 translators service tourists in Japanese and 2 translators in Spanish languages.

This indicates the need for Italian, French, German, Japanese and Spanish languages.

3.2. Importance of innovation projects of increasing touristic potential as an organizational-economic factor in the region

Taking into account the foreign experience, it is necessary to allocate considerable funds to regulate the tourism infrastructure in the Khorezm region to meet world standards. Because tourism infrastructure is an integral part of the economic or political general structure and has an auxiliary and subordinate character and serves to ensure a uniform functioning of the overall structure.

However, the key points of sufficient types of infrastructure include the provision of regional handicrafts and necessary means, lubricating systems, drinking water supply, sewerage, telecommunications, provision of adequate quantities of food, availability of healthcare systems, transports of essential resources, ports, reliable railroads, protection of historical monuments and traditions, environmental protection, order of cultural programs and places of study, library, museum Theater, private and state-owned cultural centers, construction noise, dust and pedestrians development of anti-flood events, construction of green spaces and beautiful gardens, pedestrian and cycling roads, buildings, benches and rest areas, garbage disposal, training of tourism professionals and self-development opportunities, avoiding natural disasters and firefighting services.

For the last 10-20 years, the average annual growth rate of foreign tourists around the world was 5.1 and the average annual growth rate of foreign exchange earnings was around 7%. According to experts, tourism development will continue to grow. In particular, according to scientists, international tourism development is based on the following factors:

- economic growth and social process;

- development of vehicles;
- an increase in the number of workers and workers in developed countries and an increase in their material and cultural levels;
- labor intensification and prolongation of working hours;
- development of interstate relations and cultural relations at the regional and inter-regional level of inter-personal relations;
- development of services;
- development of the technology stack ;
- Reducing border barriers, currency exchange and export barriers, and decreasing bankruptcy.

As a result of these factors, the importance of tourism in the world is constantly increasing. This affects regional tourism. This is due to the direct impact of tourism on the region's economy, which, in its turn, is based on the tourism infrastructure. Therefore, tourism infrastructure performs the following important tasks in the economy of some countries:

Table 3.2.1. Tourism Infrastructure in Regional Economy

Solution of problem of currency supply and employment and payment balance
Growth of Gross Domestic Product Performance
Diversification of the economy and impact on the emergence of new areas of tourism.
Increasing the income of the population and the wealth of the nation by the growth of employment in the tourism sector

Infrastructure is a factor influencing tourism. In this regard, studies are continuing to expand all spheres of tourist activity, the level of public sector, the emergence of tourist business, the new proposal for expansion and speculation.

First of all, travel agencies, marketing, hotel, transport, food, retail stores and many other services, are part of the tourism infrastructure. Therefore, the tourism infrastructure in the region is a profitable sector for the tourism industry. Based on this feature, tourism infrastructure is a major source of investment and profit. However, the tourism infrastructure also serves other areas:

- a sphere of profitable economy for the states;
- the creation of jobs for countries with insufficient jobs and turning into a major obstacle to the growth of unemployment;
- Being a hospitality industry between countries and regions as well as mediating between ecological and cultural dialogue;
- able to reflect the nature of the industry, which can destroy its own sources of creativity.

Because the main purpose of these tasks is not to destroy the natural and social resources of tourism, but to develop an effective policy of these resources. At the same time, the industry, which includes the tourism infrastructure of the region's economy, is a separate industry. Accordingly, tourism infrastructure is not produced and serviced only through physical labor. In this regard, tourism infrastructure is the following factors. These factors are key factors that are crucial for tourism :

- Transportation. It is well known that changing space and space is one of the main features of tourism. For tourists, etc. Tourism is not at the present situation . As a result , the transport of acacia realize you change q performance , creating a major factor in the emergence and development of tourism industry .

Indeed, the importance of transport in the region 's tourism sector is divided into the following groups:

- Transportation allows convenient access to tourist centers in one country. The development of tourism infrastructure in raising the tourism potential of Khorezm region depends on the development of vehicles. The development of tourism also affects the means of transportation. Because, as tourism infrastructure develops, vehicles will be developed to meet the current needs. As a result, there is a close link between tourism and transport.

- The vehicle is a source of international currency for foreign currency to the Treasury of the country.

- Development of vehicles will result in the use of tools for rapid public transport, the participation of people with a high financial and time status in

tourism activities. Transportation types are classified by groups such as railway, waterway, airline and motor transport.

- Hospitality. First of all, hotel management plays an important role in the tourism industry, and it is a means of organizing the infrastructure. Because the hotel business is a place that welcomes the social needs of tourists such as temporary lunches, dining, watching and entertainment. Hotel facilities are divided into luxury, mid-price and low-cost hotels, city, mountain, sanatorium, and beach hotels, as well as hotels operating throughout the year and used for commercial and social purposes.

The facilities of the hotel are characterized by the following features:

- More than 80% of the total investments in the hotel's economy are spent on facilities that are built on durable applications, such as buildings, carpets, furniture and the like;

- have employees' outlook on the ground, because they are obliged to serve customers who are different from their religion, language, income, world outlook, traditions and nationalities;

- Services provided to tourists in hotels will be shown in different sections.

- Animation. First of all, it is not enough to have travel, luncheon, and meals available to tourists in order to show animation. Because tourists are traveling to make certain goals, that is, to use the tourist resources and to see some activities. Therefore, it is necessary to prepare the possibilities for the realization of these dreams of tourists. This is done by making some adjustments to the tourist product and preparing the surrounding environment.

In this regard, and watch animated environment - entertain and travel companies to create additional income. As a result, the tourist area and the enterprise are enjoyed. First of all, the animation is broadly represented in the following forms:

- Social factors. These are activities that facilitate the exchange of views between tourists through regular or personal touristic programs, including banquet, dance, cocktail party, public holidays, etc.;

- The factors of directions character. These include tourists with factors such as physical activity, sports, and so on;

- organizational cultural and entertainment factors. These tourists have a similar kind of information, entertainment and other needs of purposes and tourists to participate in the activities of some of the factors .

Thus, animation activity forms the organizational structure of the tourism industry.

- Touristic organizations. Tourist organizations are a provider of tourist information, advice, and support on a variety of topics. However, tourist organizations gather in the following groups: ⁵⁷

- Financial institutions of tourism. Financial institutions in the tourism industry are the companies that provide investment in tourism.

- Travel agencies. Travel agencies are a commercial organization that plays a role of a mediator between the buyer and the owners of tourist products and services, and receives a certain percentage of the product sold. At present 75% of the volume of international tourism work is carried out by travel agencies. However, the importance of travel agencies in tourism is due to the following factors and factors:

- Language problems;
- Communication with other agencies;
- Continuous performance.

Travel agencies also provide information such as information, currency, passports, visa and car hire, assistance in arriving at tourists and customs control, group and personal travel arrangements, and sales of caretaker travel agents.

- Tour Operators. The tour operator is an organization established with the legal status of a travel agency. And until he returns back from traveling, sleeping, eating, entertainment, travel management services, and a cheaper price alone, "package - tour" and prepared this species directly or using a travel agency mediation organization.

⁵⁷ Bogolyubov V.S. "Tourism economy"-textbook. Academy of Moscow. M. 2005

Specifically, tourists play a major role in the development of public tourism, lack of conflict in tourism, and the availability of money on travel time.

In addition, the Khorezm region has established good cooperation with tourism companies, as well as educational and scientific cooperation with foreign countries. The scholars of the Urgench State University prepared projects in Uzbek, Russian and English and were presented to foreign experts. The projects were presented in the following topics and areas of tourism development:

- Introducing electronic maps and navigators. The main objective of this project is to identify route coordinates, create historical passports of Khorezm and create an electronic map and navigator, and develop a touristic tour of the Golden Ring. This is done in GIS laboratories equipped with the latest technology, and specialists working within the project will be required to have 10 years of qualification qualifications within the framework of the KRASS project for Cartography.

The coordinates of archeological objects are also determined, electronic maps are drawn up and updated regularly. At the same time, the collected data is placed on the navigators. Passports for historical sites are created and translated into many foreign languages and distributed in the form of booklets. In the future this practice will be widely used in various sectors of the economy. In particular, electronic maps of objects and roads in the region are created for users of various purposes and delivered to consumers by navigators.

Project expenses

№	The name of the main necessary equipment for the project implementation	Unit price (in thousands of soums)	Total number of devices	Total amount (in thousands of soums)	Total amount (in USD)
1	Tracker RS TRACK-102	1042,9	100	104298,6	24 833
2	Navigator goclever tab t76gps tv	1042,9	100	104298,6	24 833
3.	Station for GPS technologies	2100	1	210000	50 000
	TOTAL	4185,8	201	418597,2	99600

- Creation of encyclopedia of tourist potential of Khorezm region. This project includes topics such as historical, cultural, ecological, agro and gastronomic tourism, as well as touristic firms, national costumes and jewelry, flora and fauna, hotel and hostel and transport system.

Project novelty:

Through the creation of this comprehensive and systematic catalog of tourist potential of Khorezm region, the level of awareness of the regional tourism potential at the international and national levels will increase. All elements and resources of tourism potential are integrated into a single catalog. Visitors will be able to get full and detailed information on regional tourism quickly and comfortably.

Economic efficiency of the project:

The project is widely used by international organizations, embassies and consulates, foreign and national touristic organizations, hotels, businesses and individuals. As a result of the implementation of the project, tourism potential of Khorezm region will be promoted on a global and national scale and will increase the flow of tourists to 2-2.5 times.

Project expenses

№	Types of expenditures	Quantity	Sum(in thousands.)
1	Publishing	5000	$5000 \times 150000 = 7500000,0$
2	Data collecting experts	15	$15 \times 6 \text{ m} \times 1000000 = 42000,0$
3	Translators	6	$800\text{px} \times 6 \times 20000 = 960000,0$
4	Designer	2	16000,0
5	Transportation		20000,0
6	Others		15000,0
	Total		939000,0

- Creating mobile application "Calligraphy art of ancient Khiva". "Ichan - on the basis of this project, located in the castle," is written on the basis of architectural art of calligraphy motto that allows you to read and better understand the mobile app will be created. Mobile application is available in 7 languages - English, Russian, German, French, Spanish, Arabic and Chinese.

The main objective of the project - local and foreign tourists, meaning inscriptions on ancient monuments - and understand the contents of this to create

the opportunity to increase their interest in the ancient city of Khiva. Because there are no developments on the basis of systemic and modern information technologies, which are aimed at preserving and promoting the intangible cultural heritage of calligraphy art, which is constantly attracting the attention of tourists with a long history. Therefore, this project will include the promotion of the intangible cultural heritage and the creation of new opportunities for tourists. As a result, more and more foreign tourists will be attracted to the region, and will further increase the tourist attractiveness of the Khorezm region. help.

- Creating " Ichan-Qala " audio guides . The main objective of the project is the city of Khiva " Diarrhea is a n-castle " to get acquainted with the historical monuments of the Reserve name come from abroad tourists, which is designed for audio-guide mobile application to work.

As you know, au dio-guide - must be a rav and the countdown tourist weather multiagency If you are familiar with the phonogram , today, the Louvre, the United Kingdom and the Metropolitan Art Museum exhibits, audio-gidlardan used to introduce owns it . " Ichan-Karakalpakstan a mobile app " in the architectural monuments of the opportunity to get acquainted with 6 different languages and languages to' orange on the importance of finding b oli you can .

Internet application, there is an opportunity to mold without the use of IB, in particular it is very easy for the visitors. And i app for Android and IOS platforms will be created , and for this special audio-guide device is also useful work . As a result of this project will push the number of different languages, " Ichan Karakalpakstan a " State Museum Reserve in the health to' Calls For information on the individual excursion to the Board of h bowl to attract tourists and foreign audience to acquaint the tourist location of historical monuments ng to create the image is created.

- Conservation of archaeological monument " Ichan-Kala". The project is the foundation of the city of Khiva "Ichan-Kala" in the Khan residence in the territory of the ancient Ark remained unique archaeological excavations remains to carry out conservation work. Setting a thick blanket on an archaeological

site creates an opportunity for the historical object to be able to watch the original and the general situation, but also to protect against a variety of adverse natural effects.

At the initial stage of the project, the area of the Archaean archeological monument, discovered as a result of research, is limited to surrounding concrete walls. At the next stage, the whole area of the monument will be covered with glass-bottles. The implementation of this project will increase the interest and interest of the archeological site in the "Ichan Q al'a" area, the preservation of the archeological sites and the history of the foreign tourists' dynasty.

In general, state programs and solutions have been adopted to enhance the capacity of the local government in the region, with the ultimate goal of promoting tourism potential and thus improving tourism efficiency.

3.3.Making of touristic catalogue of the region

Many positive works have been done on these projects in the following areas:

I. Development of Tourism Infrastructure in Khorezm Region and Khiva. It is planned to build a railway linking main tourist destinations along the route Tashkent-Samarkand-Bukhara-Khiva and construction of a modern railway station in Khiva. The construction of the Urgench-Khiva line will cost \$ 35.9 million in 2017-2018. Design and estimate documentation has been developed. To date, 168 thousand cubic meters of cube earth works and 2200 meters of railroad tracks have been laid on the construction of the new Urgench-Khiva railway line .

II. Improving tourism trends and services. The main purpose of the event is to render assistance to tourists in the creation of new types of exotic tourism in Khiva district, in particular, camels, trips to desert areas, fishing in the lake, recreation in nature and other activities at the Echo Ravot Tour private enterprise tour guides have been set up for tourists. In the territory of "Khiva Karakul" farm there are also lake fishing areas.

III. Promotion of tourism potential of the region. Advertisement commercials on the tourism potential of Khiva and Khorezm have been prepared and distributed in English, French, German, Chinese and Russian for the broad coverage of the tourism potential of Khorezm region on foreign TV channels, including on the central Russian TV channels in Khorezm region and Khiva. .

IV. Improvement of the infrastructure of infrastructure for tourists. For the purpose of ensuring uninterrupted operation of the information centers providing the tourists with necessary information at the Urgench International Airport and organizing the information center in Urgench Railway Station , within the framework of Resolution of the President of the Republic of Uzbekistan № PP-1940 dated March 20, 2013, the Urgench International Airport office was established. In accordance with the reference of the regional department of Uzavtodyotrans agency dated June 9, 2017, an information office has been set up at the Urgench Motorway Station.

However, the further improvement of the system of tourism services is the development of a wide range of routes for archeological sites in Khorezm region. Because the regions with historical and archeological monuments have the following historical and geographical location:

- Historical-geographical and archaeological site of Khiva (Khiva district, Khiva city and Tuproqkala monuments);
- Yangiariq Historical-Geographical and Archeological Area (Tuproqkal, Almagin-1 and Almagont-2 monuments);
- Historical-geographical and archaeological site of Bagat district (monuments of Kalajik and Karatepa);
- Historical-geographical and archaeological site of Shavat district (Tuproqqal'a, Qatqal'a and Vayagan monuments);
- Historical and geographical and archaeological sites of Hazorasp district (Hazarasp, Kirkkizepa, Khushbuztepa, Chingiztepa, Doshqal, Uchochoq and Meshekly monuments);
- Historical-geographical and archaeological site of Koshkopyr district (Tuproqkal'a and Khojaqal'a memorials).

Among these archaeological monuments are well-known monuments of Khiva and Hazorasp today. The rest of the monuments have not been studied on historical level. Especially Hazarasp Castle, which is 3000 years old in the Hazarasp district, will create a big tourist flow in the future for domestic and international tourism. However, this requires the reconstruction of the road to the castle.

Indeed, in order to create new tourist services in Khorezm, it is necessary to properly select and develop tourist objects, for which it is necessary to use the most ancient fortress in our country to increase tourism efficiency. For this purpose, historical data on the world-famous children, history, rich history culture and statehood of the Uzbek people can be expected to be studied.

By the way, in Khorezm region it is planned to introduce new types of tourism in order to create new touristic routes for tourism development. In

particular, the following types of tourism will be organized in the region in 2017-2021 (Table 3.1).

According to this schedule, 8 types of tourism are created in 2017 in the region. However, it is planned to create 16 types of tourism types in the future in 2018 and 12 in 2019-2021. In order to create new tourist routes in the region by 2018, it is desirable to establish tourism types such as cultural-historical, archeological, ecological, travel, gastronomic, youth, cultural-entertaining, sports, business, travel, agro- tourism and art .

Figure 3.3.1 . Information on the development of new tourist types in the Khorezm region for 2017-2021

2017	2018	2019-2021
cultural-historical tourism archaeological tourism ecological tourism travel tourism gastronomic tourism youth tourism cultural-entertaining tourism art tourism	cultural-historical tourism archaeological tourism ecological tourism travel tourism gastronomic tourism youth tourism cultural entertaining tourism sport tourism business tourism travel tourism agroturizm art tourism	cultural-historical tourism archeological tourism ecological tourism tourism tourism tourism tourism gastronomic tourism youth tourism cultural tourism entertainment sports tourism business tourism touristic tourism agroturizm family tourism adventure tourism extreme tourism children 's tourism rural tourism

However, it is planned to expand these species in 2019-2021. They include cultural, historical, archeological, ecological, travel, gastronomic, youth, cultural-entertaining, sports, business, travel, agritourism, family, adventure, extreme, children's and rural tourism.

These species are currently available to foreign and local tourists. This is due to the fact that the number of hotels and touristic firms that have a great impact on the economy of the region is based on the creation of modern types of tourism, which in turn requires the development of new tourist routes. In order to provide

tourist services in the region, tourism resources should be used efficiently and depending on their types a targeted plan should be developed. For this purpose, additional services such as accommodation, catering, travel and transportation should be provided at the required level.

The use of new tourist routes in the Khorezm region will depend on the historical and cultural features of the region. That is, the use of archaeological sites located in the region can help to develop tourist routes. Because there are historical and archaeological monuments in the districts and cities of the region, and they have their own historic-geographical location. Therefore, the development of tourist and excursion routes to existing and used historic-cultural tourist objects in the Khorezm region will increase the flow of tourists. To make this more effective, shorter-term routes should be developed.

It's not just five-star resorts that need travel catalogue—nearly any business can be a travel destination, from museums to mom-and-pop shops. The final product can be printed and stocked just about anywhere: at a local rest stop, restaurant, travel agency, state park, or city tourism office. We can also share our catalogue online to spread the word in a low-cost way. Now we will go step by step to create final product.

1. We draw readers in with the right photo

Photos are probably the most important part of your travel catalogue. The photos will draw a reader in and help them picture themselves at the travel destination. We don't want to skimp here; if the photos look cheap, then the destination will look cheap. It's also important to know what to showcase.

Ask yourself what will speak to your customers and what kind of a vacation they're looking to have. For example, you could either show the luxurious interior of a mountain resort or a group of people around a campfire in the woods, depending on what would be most appealing to your target audience. We can use ancient views and our cultural and historical objects photos. Because the share of cultural and historical tourism potential is much more than other types of tourism.

We will try to find a few photos on unsplash that are good examples of the kinds of photos in our travel catalogue: they're sharp and beautiful, and they make you want to walk right into them. We must be sure to include a few photos of people having a good time so it's easier for customers to imagine themselves at our destination. For example, if you run a horseback riding service, you'll want photos that highlight the natural wonders of your tours. But we should also include shots of families enjoying themselves on a ride.

Our catalogue will sink or swim on the quality of our photographs, so we choose photos that look great while accurately representing our location. Our regions destinations are unusual and unique, so we consider paying a professional photographer to capture their charm. I am sure to attract visitors who are looking for something off the beaten path. We use a color scheme.

The colors of our travel catalogue play an important role in how it will be received. The color scheme will likely be the first thing about the catalogue that people notice, so it will help to be familiar with the psychological effects that colors have on us. We want to match the feel of our travel catalogue to the destination we're promoting.

For example, blue can communicate tranquility and peace as well as trust, and lighter blues are particularly calming. So if our destination is relaxing, and our target customer is looking for a peaceful vacation, light blues will probably send the right message. Also our ancestors used blue widely on our national architecture. So we can use from blue as a symbol color.

Also we consider how the colors we select blend with the photos in our travel catalogue. The color scheme and photographs should complement each other to achieve a unified feeling. We are trying to brand our historical destination as travel yet calm.

The colors of our travel catalogue and the photos could work together within this color scheme to help customers know what to expect.

The same color scheme can be transformed by giving it a little tint. We will use an online color wheel tool to find complementary colors and customize them.

Once we get our photos and our color scheme worked out, our travel catalogue will really start to take shape. There's one more crucial element: what our travel catalogue is going to say.

3. We write descriptive copy

Then it comes to the text, or copy, of our travel catalogue, being descriptive as a key. We want to paint a picture and make it clear that this is a place that our readers have to see. To illustrate this point, let's compare two bits of copy describing the city of Khiva:

A. Visit Khiva today! It's a really enjoyable place, and there is a lot to see. You can walk on the historical stone streets of Khiva! You're sure to enjoy your visit. Book your vacation today!

B. Book a vacation to the most ancient city in Uzbekistan! Khiva has so much to offer. Enjoy the amazing historical city as you walk in fairytale and experience delicious tastes. And that's just getting started. Contact us today to arrange your stay.

Which one made you want to visit Khiva? The second text is more polite and attractive. If we can transport someone to the destination with our copy, they'll want to book the next available flight.

We talked about general view and general text and now we will take shape of structure of our touristic catalogue. We also create this catalogue for online customers. Firstly, we write the name of our catalogue "Tourism potential of Khorezm region" with light letters. Our catalogue is consisted of some blogs which gathered information different directions of tourism. The first blog gives us information about general touristic resources of Khorezm region. Here touristic resources of the region are illustrated. Cultural and historical, natural and other types of them . This blog also consist of touristic portal, searching and booking tours, touristic clubs, guide and reference books, personal cabinet. Users take any information about this them by clicking title.

The second blog of our catalogue is "Types of tourism". This blog includes different types of tourism , they are

cultural-historical tourism, archaeological tourism, ecological tourism, travel tourism, gastronomic tourism, youth tourism, cultural entertaining tourism, sport tourism, business tourism, travel tourism, agritourism, art tourism and others. Khorezm region has great potential to increase these directions of tourism. Nowadays many organizational measures are being taken to develop the sector of tourism.

The third blog is International tourism. This blog is for foreign users. This blog illustrates divided by countries and cities as following:

- Countries and cities around the world
- Europe
- America
- Asia
- Africa

The fourth blog is indicated touristic organizations of the region. It includes touristic agents, excursion centres, taxi centres, transportation rent, airlines restaurants, cafes and bars. Each tourist try to find official information about service companies. It is important to create the information blog for tourists about region all touristic organizations, it is useful not only for tourists it also helps to any person who has an interest in this directions. In our region tourism development department of Khorezm is basic organization with giving this information and also there are many private organizations service tourists with their touristic product. For collecting all information about this we must to create lonely systems of touristic organizations.

The fifth blog is Tourism for CIS countries residents. The share of CIS countries tourists much more than other countries in Uzbekistan, we saw this at second chapter. So in our opinion we must to create separate blog for these countries visitors. This blog is also useful for inbound and outbound tourists, because Russian, Ukraine, Belarus, Caucase, Asia and Kazakhstan and other CIS countries strong collaborators of our country.

Figure 3.3.2 Scheme of touristic catalogue of Khorezm region⁵⁸

Tourism catalogue of tourism potential of Khorezm region	
General touristic resources Touristic resources of the region Touristic portal Searching and booking tours Touristic clubs Guide and reference books Personal cabinet and blogs	Shapes of tourism cultural-historical tourism archaeological tourism ecological tourism travel tourism gastronomic tourism youth tourism cultural entertaining tourism sport tourism business tourism travel tourism agritourism art tourism
International tourism Countries and cities around the world Europe America Asia Africa	Touristic organizations Tour agents Excursion centres Taxi centres, transportation rent Airlines Restaurants, cafes, bars
Tourism to CIS countries Russian Ukraine Belarus Caucase Asia and Kazakhstan	Accommodation Health resorts Hotels Motels Sanatoriums Camping sites Private sectors
Information for tourists Maps and diagrams Schedules News Publications Observations of tourists Touristic forums	Various information of tourism Touristic equipments Accompany products Education and labor on tourism Entertainments for tourists

Accommodation is a main part of tourism sector. We must give any information about accommodation to tourists. They should be acquainted about all facilities and conditions of accommodations, health resorts, hotels, motels, sanatoriums, campings, private sectors and others. At this catalogue tourists are

⁵⁸ Source: scheme created by author

known accommodations of Khorezm region, their facilities, opportunities, conditions main and additional services, rooms, costs and other information they want to take.

The blog of “Information for tourists” gives information tourists about maps and diagrams, schedules, news, publications, observations of tourists, touristic forums. All of us afraid from losing strange area. Maps and diagrams always helps us by the way. Various information of tourism also entered the catalogue and in this blog and touristic equipments, accompany products, education and labor on tourism field, entertainments for tourists are illustrated.

CONCLUSIONS AND RECOMMENDATIONS

Based on the above analysis and results, tourism potential in the Khorezm region provides for the broad development of modern tourism in the future. The tourism infrastructure of the Khorezm region and Khiva, as well as the tourism potential of the Khorezm region, will be further enhanced, the tourism potential and services will be improved, the tourism potential of the region will be promoted, and the quality of advertising will be improved, the infrastructure of tourist infrastructure will be improved, The choice of touristic routes provides effective utilization of tourist resources. At the same time, the state programs and decisions are taken to increase the tourism potential of the region are the creation of an effective mechanism for the sustainable development of tourism as a result of the tourism potential.

Based on the findings of the research, the findings of the research have been summarized as follows:

1. In the context of modernization and diversification of the country, it is seen as one of the key promising areas in the Khorezm region with high tourist potential. The above-mentioned special decisions and programs have been developed and put into practice by the government for the development of tourism in this region .

2. Projects aimed at promoting tourism potential will serve as a boost to the tourism potential of the Khorezm region in the future, which will further increase the flow of tourists in the Khorezm region, turning it into one of the most important sectors of the national economy, as well as promoting the cultural and historical heritage of the region.

3. Tourism infrastructure is one of the most important issues for the tourism industry management and the organization and management of tourism infrastructure to enhance the regional tourism potential as a network covering the activities of tourism organizers and brokers . Tools that make up the core of this infrastructure fully meet the travel needs of tourists. This infrastructure also positively influences the tourism potential of the region and provides foreign

exchange income to the country. To do this, Egypt, which has been studied, should take full advantage of Turkish experience.

4. Developing routes for historical topics, focusing on the biodiversity of the region, creating exciting excursions to various places, especially for natural reservations and orchards, and creating complex routes for the development and development of specific areas for the provision of new tourism services in the region .

In general, the development of rural tourism in the region is widespread in the future due to the potential for tourism. it is desirable to organize rural tourism to make it more efficient. For this purpose it is necessary to involve the subjects of family business and graduate youth in the sphere of service development and services in rural areas.

Based on the above, we believe that the following new directions should be developed in Khorezm region to provide tourism services:

- Khorezm ceramics excursion to implement them ;
- Development of routes for carpentry and palace development factories ;
- National musiqasozlik and national Fortune chloride , xorazmbaxshichiligi, the national dance center travel ;
- metal-painting, pottery and carpentry shops arranged ;
- People's National Games , cock fighting and ram ur build a new route for the organization of events and they create them ;
- Organization of tourist - excursion routes to small religious sites and holy sites in Urgench, Khiva and district centers .

5. The quality of services to improve the effectiveness of reforms guests, ensuring a decent living because of the quality of hotel services should be considered to improve the economic and social point of view. However, taking into account that the quality of hotel services differs from other sectors , different assessment methods and indicators should be used, depending on their type and specificity .

Khorezm region must ensure the quality of services at the main features of the concept and the content of the services provided, as well as essential elements of quality and should be the main features of the approach. This will serve as an important factor in raising tourism potential.

Based on the above, the existing hotel in the region should be widely used in the following directions to improve the quality and effectiveness of services:

- Wide introduction of quality management concepts in hotels and their further enhancement of quality;
- Implementation of the position of the manager on quality in coordination of the hotel management system, further strengthening of their business activity and their personal stimulation;
- Improvement of the hotel management system based on the on-going analysis of the current state of the hotel management system and the wide and efficient use of the hotel's economic activity;
- Improve the management system based on clearly defined strategy and tactics and broadly introduce them into the management process.

As a result of those measures Khiva in Khorezm region's tourism potential and the effective use of it in the near future to further enhance the development of the strategy.

Issue 1. In the region The number of tourist vehicles (buses, bus and taxi route) is not enough, and the quality of their service.

Suggestion:

1. Introducing buses for 2 (for the duration of the flight) from Urgench Airport to Khiva;
2. Purchase of additional 74 modern vehicles for tourists;
3. Establishment of direct air flights to Khorezm region with 20 foreign countries;
4. Delivery of train routes to Khorezm region up to 14 times per week;
5. Introduction of guiding and guide services on routing buses;
6. Continuous training of drivers for short-term courses

Issue 2. The number of public baths in Khorezm is insufficient and the sanitary condition of the existing ones does not meet the requirements.

Suggestion:

1. Construction of a camping with 1 modern toilet on the way to Urgench-Khiva route;
2. Construction and reconstruction of existing 10 modern toilets in tourist objects;
3. Introduction of modern sewerage system;

Issue 3. Number of hotels and services in the area level does not fully meet the demand.

Suggestion:

1. Construction of 10 four star hotels, 20 triple hotels in Khorezm region and 50 home-based guest houses;
2. Systematic introduction of short-term courses for hotel management and all staff;
3. Introduce a quality assessment system for hotel services in the region;
4. Preparing specific guides for hotel guides and staff;

Issue 4. Conditions for disabled people in Khorezm region are not sufficiently created at tourist sites (hotels, restaurants and monuments).

Suggestion:

1. Design of infrastructure for tourists with restricted access to touristic facilities and adaptation of 10 tourist destinations
2. Establishment of one specialized bus for the limited number of tourists
3. Prepare special guitars for tourists with limited mobility

Issue 5. Wi-Fi internet and its speed are not risky at tourist sites in Khorezm

Suggestion:

1. Take measures to increase the speed of the Internet;
2. Wi-Fi access to all hotel and tourist sites;
3. Turn Ichan Qal'a into a Wi-Fi zone;

Issue 6. In the region there is not enough food for the tourists and their services.

Suggestion:

1. Adding Khorezmian food to Khiva food menu menus and translating appetizers into several languages;
2. Development and infrastructure improvement of tourism routes;
3. Establishment of a system of training of food managers and staff in short-term courses;
4. Setting up a night club within the framework of our national culture for foreign tourists in Ichan-Qal'a.

Issue 7. The system of modern knowledge and skills at the UrSU Faculty of Economics and Tourism and tourism colleges is not organized at the current level

Suggestion:

1. State Committee for Tourism Development Khorezm Department in cooperation with UrSU, Department of Economics and Tourism, introduces short-term courses involving foreign specialists for tourism;
2. Organization of short-term courses for tourism marketing;
3. Issue guides for Tour Operator, hotel, restaurant and guides;
4. Reviewing curricula for tourism and improving the qualification of professors and teachers in this area;
5. Improving the system of linking 4th course students with tourism;

Issue 8. There is no high level of consulting services for entrepreneurs who want to start a new business in the region.

Suggestion:

1. Establishment of the Center for Tourism Support in cooperation with the Khorezm regional government, the Khorezm Department of the State Committee for Tourism Development, the Chamber of Commerce and Industry, the UrSU Faculty of Economics and Tourism and the Center for Regional Economic Development.

Issue 9. Active promotion of Khorezm art and culture to tourists has not been systematized

Suggestion:

1. Establishment of a master class in Khorezm arts (traction instruments, dance, ceramics, embroidery, embroidery, etc.);
2. Creating a culinary street in Khiva and bringing souvenirs to Khorezm culture up to 35;
3. Holding a fair of Khorezm souvenirs once a year;
4. Performing "Khorezmian dishes" festival once a year;
5. Establishment of "Khorezm Racers" and "Khorezm songs" festivals once per year;
6. Preparation of video and print advertising materials promoting Khorezm art.

Issue 10. There are not enough routes for tourists in Horezm Region except for Ichan-Qala

Suggestion:

1. State Committee for Tourism Development Khorezm Department Establishment of "Tourism Research Center" for the development of new tourist routes in cooperation with UrSU Faculty of Economics and Tourism;
2. Transforming the territory of the "Kalajik" lake in Bogot district into a modern tourism complex (for domestic and foreign tourists)
3. Establishment of a specialized complex on the territory of Korakum in Khiva district.
4. Establishing a comprehensive tourism network;
5. Establishing "tour routes" for hunting tourism.

Issue 11. In Khorezm, banking services for tourists are not sufficiently established

Suggestion:

1. Establishment of VISA, MASTER CARD payment systems;
2. Increasing the number of ATMs in tourism facilities by 50.

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