

The Interaction of the use of Economic Potential in the Field of Tourism with the Strategy of Territorial Socio-Economic Development

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ABSTRACT

The article describes the theoretical aspects of the use of economic potential in the field of tourism, the principles of resource potential management and the interaction of resource potential with the strategy of regional socio-economic development. It also develops proposals on improving the efficiency of using the economic potential in the sphere of sector.

KEY WORDS: *potential, resource potential, tourism potential, economic potential in the field of tourism, economic growth, economic development, strategy.*

Introduction

The goal of socio-economic development of society is fully meeting the needs of the population. Article 25 of the “Universal Declaration of Human Rights” states that everyone has a high standard of living, including a variety of intangible production services, including tourism. Thus, the role of the field of intangible production is explained by the nature and purpose of social production. A socially oriented economy is not possible without the proper development of material production, which is intangible production. In developed countries, especially when it comes to intellectual support of production readiness, its leading role is emphasized. Priorities of modern state policy of tourism development and policy in the field of tourism development are determined by a number of factors.

First, the social consequences of the scientific and technological world revolution, which subjugated the spiritual development of man and his attitude to the use of tourism services as a pragmatic need of the economy. In developed countries, the transition from the paradigm of supporting tourism services to the innovation paradigm is much clearer.

Second, there is a need to resolve the constant contradictions between the tendency to combine different tourism strategies and strategies for providing tourism services to the population on the basis of civic requirements and taking into account the development of tourism systems in Uzbekistan. Direct borrowing from the achievements of tourism services systems of a number of developed countries can not be accepted without taking into account the specifics of the Republic, both for financial reasons and without taking into account the centuries-old mentality, but the national culture of the system can not be limited. The innovative nature of the services can be used on the national soil of Uzbekistan.

Third, the peculiarities of the current stage in the development of tourism in Uzbekistan, the need to organize these areas and make them transparent.

The level of use of tourist services by the population is an important element in the development of cultural behavior of the population, a necessary condition for the development of the productive forces of society and the development of the nation. The factors that determine tourist interest and

intelligence have different characteristics.

Radical changes in the management of the tourism sector are a pressing issue at the current stage of reforming this service sector. The implementation of effective changes in Uzbekistan, in a situation significantly limited by the existing economic and financial opportunities, involves the formation of market relations in the social sphere, primarily the formation of a market for tourism services. They meet the needs of society as a whole and for the intellectual development of the individual.

The ultimate goal of the large-scale reforms being carried out in all spheres today is to further develop the country's economy and improve the living standards of the population. As the President of the Republic of Uzbekistan Sh.M.Mirziyoev noted: “ Tourism is one of the most important sectors of the economy. It is necessary to further improve this sector, making effective use of existing opportunities, as the time demands . ”¹

In the process of implementing economic reforms in our country, great attention is paid to ensuring economic growth through the effective use of existing potential in the field of tourism. The third “ Development of the national economy and ensuring high growth rates” of the New Development Strategy of Uzbekistan for 2022-2026, approved by the Decree of the President of the Republic of Uzbekistan PF-60 dated January 28, 2022 in the priority direction The number of local tourists within the "Travel around Uzbekistan" program is 12 to increase the number of foreign tourists visiting the country to 9 million ”and to increase the number of foreign tourists visiting the country to 9 million . [1].

Introduction of modern management mechanisms in the field of tourism, sports and cultural heritage, accelerated development of infrastructure in these areas based on best international practices, efficient use of facilities, creation of adequate conditions for the population, as well as the April 6, 2021 Decree No. PF-6199 "On measures to further improve the system of public administration in the field of tourism" [2], Resolution No. PD-5054 of April 6, 2021 "On the organization of the Ministry of Tourism and Sports" [3], 2022 Decree PD-52 "On creating additional conditions for further development of tourism, culture, cultural heritage and sports" [4] was adopted in January, the implementation of which is reflected as a factor of economic growth using the existing economic potential in the regions. In this regard, one of the factors of sustainable economic growth in today's tourism industry is the use of economic potential in tourism. Theoretical and scientific aspects of the use of economic potential in the field of tourism are also important.

Literature Review

The potential resource of the tourism sector is crucial for the development of this sector. In this regard, from our point of view, it is recommended to consider the main theoretical approaches to determining the nature of the resource potential of the tourism industry and its role in its development. There are different interpretations of it in the scientific and practical literature.

Many economists argue that in terms of resources, economic potential is seen as the sum of the quantity and quality of resources available to an economic system. It classifies economic potential as material, intangible, labor and information resources.

According to A.Abduvahidov, in order to show the tourism potential of our country to the world, to stabilize international tourist flows, to free it from seasonal features, it is necessary to change the websites that show our tourism potential through the Internet on the basis of international experience [5].

To explain the concept of ‘potential’, it is necessary to study the etymology of this definition. The

¹<https://sputniknews-uz.com/20171004/6451356.html>

essence of the potential is explained differently by different authors (Table 1).

Table 1. Definitions of the concept of "potential" by various well-known scientists [12]

№	Author	Definition
1 .	K.M. Misko	Potential - this "is the limit of human positions on the internal, hidden possibilities of effective use of the object under study, which can be quantified and ultimately realized in the ideal conditions of practical activity [6]. "
2 .	T.G. Khramtsova	Potential is not only the amount of resources, but also the ability to develop the system in a particular direction in them. Opportunities need to be realized. In mechanics, potential energy is converted into kinetic energy , and in economics, the realization of potential is concentrated in the results of activities [7].
3 .	Ojegov S.I., Shvedova N.Yu.	Potential is, in some respects, the level of power, in some respects, the generality of possibilities [8].
4 .	Efremov T.F.	Potential is the sum of all the opportunities, the means available in any field, in any field [9].

According to T.G. Vinokurova, tourism potential is a combination of all the tools and resources that can be used to develop tourism in the region, and tourist resources are a combination of climatic, socio-cultural and infrastructural factors of the region used in the production of tourism products [10]. "

According to M.N. Zabaeva, the tourist potential is "the potential of the region to form and meet the needs of tourists in the process of organizational and economic relations using available resources [11] ."

Research Methodology

This paper used comparative analysis as well as induction and deduction assessment methods. Using a comparative method, on the basis of data on the economic potential of foreign tourism, their analysis was carried out and scientific conclusions were made.

Results of the analysis

In the economic literature, the concept of 'potential' is often defined by the concept of 'resource', which precludes the correct use of the term 'resource potential'. In our view, "potential" and "resources" should be considered as relatively independent concepts.

Based on the differences described in these two terms in Table 2, the author argues that the fundamental difference between the concepts of "resource" and "potential" is:

- 1) Resources exist independently of the subjects of economic activity, and the potential of the region as a whole is inseparable from the subjects of activity;
- 2) The concept of "potential" includes not the entire stock of any resources available in nature, society, enterprise, but the part that can be obtained, taking into account the level of development achieved and the expediency of involvement in a particular type of activity.

An analysis of the above interpretations of the concept of 'potential' reveals two main aspects:

- 1) potential is interpreted as a set of existing and possible tools;

2) potential is interpreted as an opportunity to use (realize) it .

In the field of tourism, the resource potential can be used to a certain extent in the presence of certain conditions of social, economic, technical, ecological nature. It is possible to develop the tourism sector as an object of independent management in the conditions of effective management of the allocated resource potential.

Table 2. Difference between the categories " potential " and "resource" [12]

" Potential " category	" Resource " category
It is used individually, but always implies a set of features, objects, events .	It is part of the potential as a whole and forms a specific population point.
It is clearly related to a specific task and is defined to solve it. For example, the region's forest resources can be used by both tourists and industry. For example, when talking about the tourist and recreational potential of a region and assessing its forest component, it immediately refers to the features needed for their tourist use.	This is considered in terms of its purpose, but its relationship to a particular user is less well defined.
potential of an object , as a rule, it is also considered to evaluate this potential by comparing it with the potential of another object .	Valuation of resources means determining their value in the process of state production (services).

The process of strategic planning of the use of resource potential in the field of tourism of certain regions allows to create competitive tourism proposals to ensure the use of the most important factors of the attractiveness of tourist resources.

Figure 1 shows the scheme of interaction of resource potential of the tourism area with the socio-economic processes of strategic development of the region .

In solving the social problems of our country, it is important to develop activities in the field of tourism, which will create new jobs, create conditions for maintaining a decent standard of living and improving the balance of payments.

In our opinion, the developed sector of tourism has a great impact on the development and improvement of individual service systems, the introduction of opportunities and new media in this area. It also has a positive impact on the sustainable development of the economy in the regions.

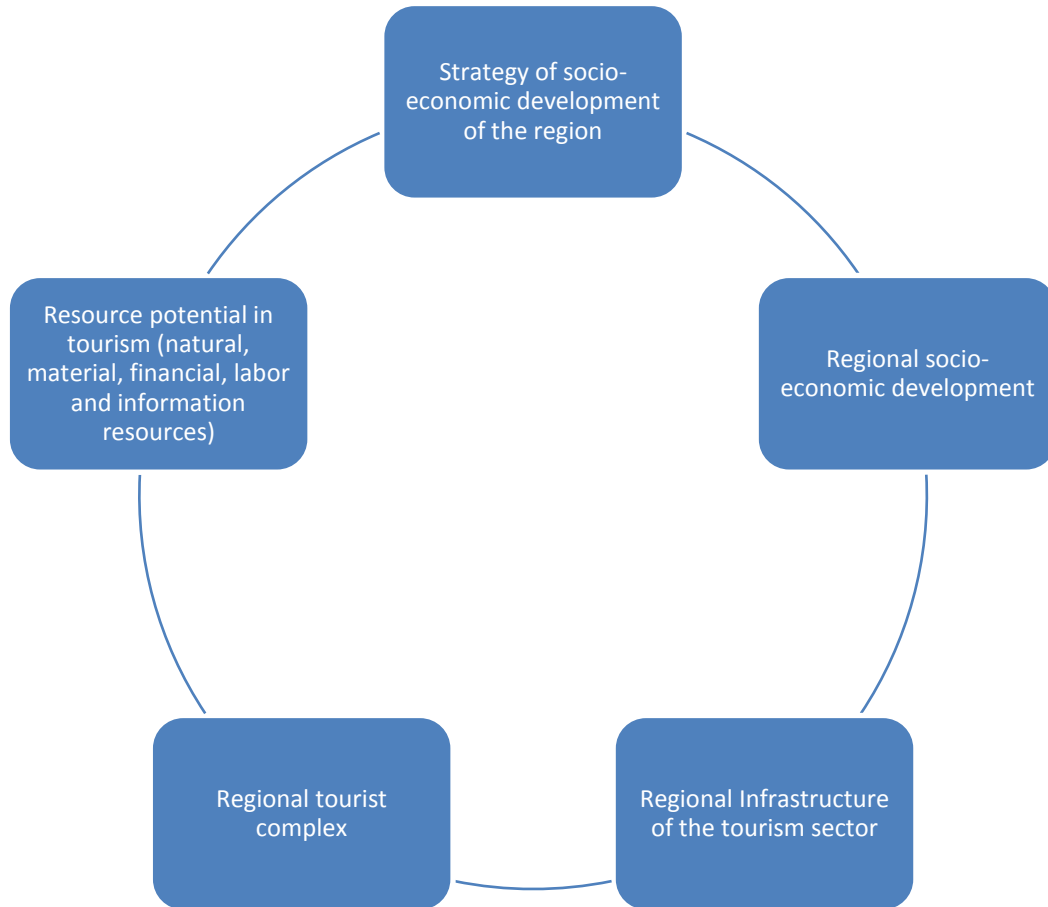


Figure 1 . Interrelation of resource potential in the field of tourism with the strategy of regional socio-economic development [12].

Under the influence of tourism, we understand the capabilities of regional governments and the individual assessments of enterprises engaged in the preservation and improvement of the environment, households, cultural and historical heritage, natural monuments. In other words, it will increase the efficiency of economic potential in the field of tourism by combining both modern and historical aspects of tourism facilities.

Conclusion and Recommendations

We consider it as important to implement the following measures for the regional socio-economic development of the use of economic potential in the field of tourism :

- Improving the quality and standards of tourism in the regions, such as hygiene, environment, medical prevention, cultural recreation;
- Development and implementation of a methodology for studying the interregional tourism market;
- expansion of public-private partnership in the development of tourism, as well as the development and implementation of interregional transformation platforms;
- Development and implementation of a special platform that provides advice, methodological support and practical advice to tourists and businesses in the field of tourism;
- Clear definition of the boundaries and subjects of the market of tourist services in determining the economic potential of tourism;

- Development of science-based methodological recommendations for effective management of economic potential of enterprises in the field of tourism;
- Establishment of a system of personal and professional development of human resources in the field of tourism;
- It is expedient to develop the Law "On the scientific basis of tourism" in connection with the establishment of scientific activity and management of tourism in our national legislation [12].

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