



ACADEMICIA
**An International
 Multidisciplinary
 Research Journal**
 (Double Blind Refereed & Peer Reviewed Journal)



DOI: 10.5958/2249-7137.2021.00608.X

**THE EFFECTIVE USE OF TOURIST POTENTIAL OF DESTINATIONS
 (IN CASE OF NURABAD DISTRICT, SAMARKAND REGION)**

Rakhmonov Shukhrat Shavkatovich*; Rakhimov Abror Zafarovich**

*Master Degree Student of “Silk Road”,
 International University of Tourism,
 UZBEKISTAN

**Master degree student of “Silk Road”,
 International University of Tourism,
 UZBEKISTAN

ABSTRACT

This article analyzes tourism potential of Nurabad district that is located in the western site of Samarkand region. The SWOT analyses are used to determine and identify tourism potential of the destination. Moreover, the economic situation of the district and its tourism resources has been analyzed and golden opportunities to develop tourism industry with the base of tourism resources have been studied. Furthermore, article highlights that except cultural, historical and ecological tourism, the district has potential to develop other niche tourism market and attract various tourist segments.

KEYWORDS: *Tourist destination, Tourism potential, SWOT analyses, Samarkand region, Nurabad district, Tourism opportunities.*

REFERENCES

1. The decree of the Cabinet of the Ministers of the Republic of Uzbekistan on “About measures for accelerated development of tourism potential of Samarkand city and Samarkand region in 2017-2019”. June 30, 2017. Available: <https://lex.uz/docs/4532217?query=%D1%81%D0%BE%D2%93%D0%BB%D0%BE%D0%BC>
2. The decree of the Cabinet of the Ministers of the Republic of Uzbekistan on “About additional measures for the effective use and development of tourism potential of Samarkand region”. September 30, 2019. Available: <https://lex.uz/uz/docs/-3255464>

3. Medlik, S. (1993). *Dictionary of Travel, Tourism and Hospitality*. London: Butterworth-Heinemann. p.165. Available:http://www.mu.edu.et/iphc/images/Tourism/Dictionary_of_Travel_Tourism__Hospitality.pdf
4. Dickman, S. (1999). *Tourism, an Introduction Text*. East Victoria, Australia: Edward. p.118
5. Morachat, C. (2003). A Study of Destination Attractiveness through Tourists' Perspectives: A Focus on Chiang Mai, Thailand. Page 42, Available: <https://ro.ecu.edu.au/theses/1504>
6. Barbu, I. (2014). Possibilities to Increase the Leverage the Tourism Potential in Historical Regions Crisana. *Annals of the „ConstantinBrâncuși” University of Târgu Jiu, Economy Series*, Band 6, pp. 50-54.
7. Dincu, A. (2015). Tourism Potential and its Role in the Development of Tourist Activity. *ScientificPapers: AnimalScienceandBiotechnologies*, 48(2), pp. 183-186.
8. Aslanova, D., Sattarova, Z. and Alimova, M. (2016). Regional tourist cluster as an instrument of increasing the efficiency of economy of the region. *Research result. №1(7)*, p.22. Available: DOI: 10.18413/2409-1634-2016-2-1-18-25 [URL: <http://rreconomic.ru/journal/annotation/72/>].
9. Gaibnazarova, Z. (2018). Prospects for the development of tourism potential of Uzbekistan. *Scientific research of the Faculty of Economics, Electronic Journal*, Volume 10, Issue I, page 95. Available: <https://archive.econ.msu.ru/sys/raw.php?o=3905&p=attachment>
10. Samarkand regional government (2019). *Nurabad district. Investment opportunities*.Page 5. Available:https://samarkand.uz/en/about_region/samarqand-viloyatiga-investor-boling/samarqand-viloyati-nurobod-tumani-investitsiya-imkoniyatlari
11. Stancioiu, A., Arsene, O., Teodorescu, N., Mazilu, M., Cosmescu, I., &Marinescu, R.C. (2009). The SWOT analysis of the tourism destination – Conceptual-methodological aspects. Case study: The Northern Oltenia or Oltenia Beneath the Mountain. Available: <https://www.semanticscholar.org/paper/THE-SWOT-ANALYSIS-OF-THE-TOURISM-DESTINATION-%E2%80%93-%E2%80%93-AURELIAN-CIOIU/7cd06e1d0a9f0c5b3fe0416aaf26552f0c9c5fcd>
12. Samarkand regional government (2019). *Nurabad district. Investment opportunities*. Page 7. Available: https://samarkand.uz/en/about_region/samarqand-viloyatiga-investor-boling/samarqand-viloyati-nurobod-tumani-investitsiya-imkoniyatlari
13. Samarkand regional government (2019). *Nurabad district. Investment opportunities*.Page 11. Available: https://samarkand.uz/en/about_region/samarqand-viloyatiga-investor-boling/samarqand-viloyati-nurobod-tumani-investitsiya-imkoniyatlari
14. UNESCO, World Heritage List. Available: <https://whc.unesco.org/en/tentativelists/5290/>
15. Samarkand regional government (2019). *Nurabad district. Investment opportunities*. Page 7. Available:https://samarkand.uz/en/about_region/samarqand-viloyatiga-investor-boling/samarqand-viloyati-nurobod-tumani-investitsiya-imkoniyatlari

-
16. Julien, M.(2017), Stargazing keeps tourism looking up. March 12, 2017. Available: <https://phys.org/news/2017-03-stargazing-tourism.html>
 17. Trend,N. (2019), 10 of the world's most scenic stargazing holidays. April3, 2019. Available: <https://www.telegraph.co.uk/travel/lists/worlds-best-stargazing-holidays/>