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CHARACTERISTICS OF INCREASING AND EVALUATING THE EFFICIENCY OF TOURIST RESOURCES

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ABSTRACT

In these tourist areas, the tourist flow will increase after the creation of tourist routes. Uzbekistan is a country rich in tourist resources and has significant potential for the development of tourism. However, most of the entities that serve tourism, i.e. the cost of tourism resources, are not taken into account when evaluating the activities of tourism firms. These

include indirect costs associated with the restoration and maintenance of historical, religious, architectural and cultural monuments. In general, taking into account the natural conditions of the region and their ecological status, the study and identification of tourist facilities, the definition of tourist routes, the establishment of the service sector based on their serviceability is important today.

KEYWORDS: *Restoration, Architectural, Evaluating*

INTRODUCTION

Tourist resources are used to develop the tourism industry. This is because the development of international tourism in the world is not evenly distributed across the regions. It depends on the availability of tourist and recreational resources in the region, as well as the favorable conditions for the formation of tourism infrastructure and industry. This is due to various factors that affect the development of tourism. Uzbekistan has all the conditions to make tourism one of the most important components of the socio-economic complex [1]. The sector plays an important role in creating new jobs, improving the welfare of the population, increasing foreign exchange and tax revenues. To achieve this goal, it is necessary to identify and effectively use tourist resources. Because the tourism resources of Uzbekistan reflect the current state of various historical monuments, buildings, structures and other places.

The number of objects of historical, cultural and archeological significance in the country alone exceeds 4.0 thousand. Of these, 545 are architectural, 575 are historical, 1457 are art and 550 are archeological monuments. In particular, there are 310 tourist facilities in Khiva, 221 in Bukhara, 144 in Tashkent, 118 in Samarkand and 372 in Jizzakh region. Also, 12 nature reserves, 16 orders and 2 national parks, unique nature, fauna and flora are huge tourist resources in the development of ecotourism. In these tourist areas, the tourist flow will increase after the creation of tourist routes. Uzbekistan is a country rich in tourist resources and has significant potential for the development of tourism. It is characterized by the presence of many unique natural objects, such as lakes and mountain peaks, as well as a rich cultural and historical heritage. To this end, a system of indicators should be used to assess the effectiveness of tourism resources in the development of tourism. In world practice, the issue of economic evaluation of efficiency has been studied in more depth. However, due to the specific nature of the methods of evaluating the effectiveness of tourism, this issue has not been fully resolved.

Currently, the direct costs associated with the commercial activities of tourism enterprises serving tourists are taken into account. However, most of the entities that serve tourism, i.e. the cost of tourism resources, are not taken into account when evaluating the activities of tourism firms. These include indirect costs associated with the restoration and maintenance of historical, religious, architectural and cultural monuments. These are not taken into account in the calculation of tourism efficiency. However, their costs are covered by the local or state budget and should be completely eliminated. Because repairing and maintaining such tourist resources is very expensive.

TABLE 1. DEMAND AND USE OF TOURIST RESOURCES IN UZBEKISTAN [5]

Resources	Demand from local travelers	Demand of foreign travelers	Resource potential	Level of use
Recreation and eco-tourism resources	low	high	average	low
Cultural and ethnographic tourism resources	average	high	High	low
Historical, architectural and archeological resources	average	high	high	average
Religious tourism resources	high	average	high	average
Exotic environment and various adventure resources	low	average	average	low
Service quality	low	high	low	low

The table above shows that the demand for tourist resources in the country is high. This is because the influx of tourists will increase significantly once they are ready to enter. As a result, travel companies will earn more. The economic efficiency of tourism depends not only on the activities of travel agencies, but also on a number of external factors. Thus, the efficiency of tourism is the ratio of the financial results achieved and the costs incurred as a result of the use of tourist resources necessary for its operation and development.

In order to provide scientific clarity in determining the efficiency of the formation and use of tourist resources necessary for the development of tourism, it is necessary to classify efficiency indicators. Therefore, the efficiency of tourism resources is divided into economic and social efficiency indicators. Based on these indicators, the use of tourism resources will be considered, discussed and opportunities for future tourism development will be created.

Efficiency is manifested by a number of other types of efficiency. In particular, budget efficiency is the amount of tax paid to state or local budgets for the use of tourism resources, the ratio of cash and foreign exchange earnings to expenditures on these tourist resources. This is because with the use of tourist resources through tourism firms, the costs of maintaining tourist resources are covered by the state budget.

In the process of determining the efficiency of the use of tourist resources is calculated as the ratio of all revenues received to the sum of all expenditures on it. In this regard, the region with a well-developed tourist resource is characterized by the fact that the Khorezm region has long been located in the center of the Great Silk Road, laid the foundation for its economic and social development, as well as rich tourist resources. Today, the tourist resources of the area are divided into natural, cultural, historical and socio-economic objects. The assessment of the tourist resources used in the formation of tourism in the region is the basis for determining the prospects for its development.

The economic value and value of tourist resources, in turn, depends on the type of tourist resource, its quality, location, technology of use and the state of the environment. In this case, it is important to quantitatively and qualitatively assess the tourist resources of the region.

Quantitative assessment of tourist resources takes into account the tourist resources that can be used in tourism activities, while qualitative assessment takes into account the sensitivity, grandeur, ease of location, environmental conditions and the attractiveness of natural and recreational resources.

TABLE 2. QUALITATIVE ASSESSMENT OF THE POTENTIAL OF TOURIST RESOURCES IN URBAN AREAS OF KHOREZM REGION (0-10 POINTS) [6]

No	Districts	Natural tourist resources	Cultural and historical tourist resources	Socio-economic tourist resources	The average size of the potential of tourist resources
1	Bagatdistrict	4	6	2	4
2	Gurlan district	3	1	4	2,7
3	Urgench district	3	1	6	3,3
4	Urgenchcity	3	3	10	5,3
5	Khiva city	6	10	10	8,7
6	Khanka district	8	1	5	4,7
7	Shovot district	7	3	4	4,7
8	Yangibazar district	3	1	4	2,7
9	Yangiariq district	3	2	3	2,7
10	Koshkopir district	3	3	3	3,0
11	Hazorasp district	5	7	8	6,7

As shown in the table, the analysis showed that 10,8 points - very high, 7,6 points - high, 5,3 points - medium, 2,1 points - low. The analysis also showed that Khanka, Khiva and Hazarasp districts have a high potential for natural tourism resources. There are opportunities for tourism development in Koshkopir, Shavat and Urgench districts of the region. This is explained by the fact that the tourism infrastructure in the surrounding areas is relatively well formed. Therefore, the districts that are relatively close to the city of Khiva, which is the basis of tourism, are distinguished by the ease of use of tourist resources.

TABLE 3. OPPORTUNITIES FOR THE DEVELOPMENT OF TOURISM IN THE DISTRICTS OF KHOREZM REGION (0-10 POINTS) [4]

No	District names	Historical, architectural, archeological acquaintance tourism	Recreational and ecological tourism Jami	Rural tourism	Religions, pilgrimage tourism	Cultural and ethnographic tourism	Overall
1	Bagatdistrict	2	2	2	0	1	7
2	Gurlan district	0	1	2	0	1	4
3	Urgench district	1	2	2	0	1	6
4	Urgenchcity	1	2	0	1	2	6

5	Khiva city	3	2	0	3	2	10
6	Khanka district	0	3	2	0	1	6
7	Shovot district	1	3	3	1	1	9
8	Yangibazar district	0	1	2	0	1	4
9	Yangiariq district	0	1	2	1	1	5
10	Koshkopir district	1	1	1	1	1	5
11	Hazorasp district	2	1	1	1	1	6

As shown in the table, 3 - high level of opportunity, 2 - medium level of opportunity, 1 - low level of opportunity, 0 - no opportunity at all. Some of the historical sites and beautiful natural areas in the districts will lose their tourist attractiveness if special attention is not paid. Therefore, these areas should be recognized as a historical and cultural heritage or recreational resource, and should be specially protected, that is, specially registered and protected under ecological and architectural control. It is necessary to create economic conditions for the use and protection of these areas. At the same time, it is expedient to implement economic and political assistance of the state, effective tax policy and financing program.

It is important to know how to study and evaluate tourism resources in order to use them in the development of the tourism industry. According to the analysis, the potential for the development of eco-tourism in the region can be considered as a direction for assessing the use of tourist resources. In this regard, the direction of tourism in the world is ecotourism.

Our republic is rich in historical, archeological, architectural, art, music and other tourist resources. In addition, the unique nature of the country, mountains and plains, rivers, deserts and oases, many and varied landscapes are the main recreational resources [3].

In other words, the exotic nature, diverse landscapes, flora and fauna of Uzbekistan, which are not found in other countries, are the main factors that determine the high potential of the entire tourist region.

Uzbekistan has sufficient resources for the development of eco-tourism. However, the potential and cost of using these resources have not yet been fully explored. Without solving this problem, it is impossible to determine the strategy for the future development of this type of tourism.

Areas where eco-tourism can be developed have been explored. However, an assessment of the extent to which these resources can be used needs to be made. Therefore, in assessing the potential of ecological and tourist resources in our country, it is necessary to pay attention to the following aspects [3]:

- Natural and cultural landscapes, ie the potential of available resources for the development of eco-tourism;
- Means of travel in eco-tourism;
- The extent to which the conditions are conducive to travel.

Facilities for the organization and development of eco-tourism include national parks, government orders, natural monuments, botanical gardens, health resorts, health resorts and nature reserves. An important object of ecotourism is an ecologically clean area, beautiful nature and other recreational resources, and our country is rich in these resources.

Uzbekistan has rich opportunities and unique features for the development of ecotourism and its types of adventure, such as rafting, mountaineering, agritourism, mountaineering and other sports. Objects of interest to ecotourists as various natural and cultural landscapes within specially protected areas, flora and fauna resources, gene pool of rare and endangered organisms, magnificent natural complexes, natural monuments are considered as an important basis for the development of ecotourism.

The presence of the remains of ancient cities such as Afrosiyab, Ayozkala, Kampirkala, Tuprakkala, Pop and Nasaf is an available resource for the development of ecotourism of historical monuments. And mountain ecotourism is directly related to how nature and man interact. This situation is also important in the region, as the region has natural areas that serve as recreation and health for tourists. However, the beauty of the mountains attracts foreign tourists. It is only by being able to attract them that every tourist can relax in the bosom of nature and restore their health, that the possibilities of ecotourism will be further expanded. However, this will require improving the environmental situation and tourism services.

Equipment for ecotourism trips includes transportation, eco-friendly products, specialized guides and all kinds of information. By the way, the use of not only modern transport networks, but also horses, camels and donkeys in ecotourism trips is very effective. Our sunny country has a variety of sweet fruits. The uniqueness of different national dishes attracts tourists. Because nowadays the demand for environmentally friendly products is growing. However, the lack of information about these opportunities is a major problem. The main task today is to accelerate the propaganda work about the unique nature of our country. The level of travel conditions is determined by factors such as the ecological and sanitary-epidemiological condition of the area, the clearance process and travel safety.

In general, taking into account the natural conditions of the region and their ecological status, the study and identification of tourist facilities, the definition of tourist routes, the establishment of the service sector based on their serviceability is important today. In this regard, tourist and recreational resources are of paramount importance for tourism, which are the basis for the successful development of the tourism business. Tourist-recreational resources are defined as a set of natural or man-made artificial objects ready to create a tourist product. Also, tourism resources determine the specifics of tourism development in the region, are the basis for the production of tourism products, in planning the priorities of investment policy in the region. It is important to pay attention to the large set and complexity of the components required to assess the resource and reception potential of a tourist area and their regional differences.

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