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Theoretical Issues of the Assessment of Touristic and Recreational Potential in our Country

Kobilova Zebo Babakulovna
Teacher of the Department of Business Administration and Statistics of Termiz State University

Annotation: In the development of the market of tourist and recreational services in Uzbekistan, the differentiation of regional units and the concentration of demand for the development of the activities of sanatorium-resort institutions and recreation organizations are largely expressed.
Keywords: tourism potential, recreational services, tourist attraction, recreant, demand concentration, supply differentiation.

I. INTRODUCTION

One of the main features of the development of international tourism today is the uneven distribution of the international tourist flow across countries and regions. Their character is primarily interregional. Currently, the following ratio can be traced: the number of mass tourists is 70-80% of the total number of those traveling abroad, the remaining 20-30% traveling to neighboring countries are either so-called "individual" tourists.

The type of tourist and recreational activity and the functions of the recreational system, as a rule, are included in its name, for example, a sanatorium and resort institution; various tourist organizations and fitness clubs, as well as specially equipped recreational facilities at enterprises (for example, psychological relief rooms). The totality of the above institutions constitute the recreational environment, by which we mean not only the complex of its institutions and institutions, but also the integrity of the unity of values and means that act as a sphere for the implementation of the social functions of recreation. The development of recreational activities in the region, in the absence of proper planning and management, leads to degradation of the natural environment and loss of income in the industry, which requires the development of environmentally sound plans for the territorial organization.

Of the majority of legislative acts adopted in the republic, the Decree of the President of the Republic of Uzbekistan dated February 3, 2018 UP-5326 "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan", as well as the Decree of the President of the Republic of Uzbekistan, dated 05.01 2019 under No. UP-5611 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan" are the most important prerequisites for the further development and improvement of recreational services in the country.

It is well known that only an integrated approach to the management of resort and recreational areas will allow stabilizing and improving the ecological situation, which is decisive in giving areas a recreational status. The creation of a dynamically developing balanced system that coordinates the interaction between resort areas, agro-technopolises and recreational complexes will significantly expand the scope of recreational activities by involving uncovered territories with powerful landscape-climatic and recreational potential.

Large recreational complexes of the regions are, in essence, a kind of grid nodes of the territorial economy. They draw the attention of the authorities to solving the problems of the development of the recreational industry, the placement of its facilities in accordance with the specialization of the region.

An important prerequisite for creating a recreational complex of a particular region is the knowledge of natural and climatic conditions and the established traditions of recreational practice. In addition, it is necessary to determine the volume of investments, the corresponding resources and qualified personnel, which form the core of the enterprise's personnel. The formation of the labor potential of the recreational complex is also a multifaceted problem. Along with carrying out purposeful work to improve the professional competence of the staff, this requires maintaining a certain stability of the staff and its self-improvement. Practice shows that the low provision of this process is one of the reasons for the qualification backwardness of sanatorium-resort complexes in the periphery. Organizations that gravitate towards large centers for the training and retraining of personnel in the recreation industry are in a more favorable relationship.

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Here, specialized enterprises of the sanatorium and resort sector act as producers of recreational services: sanatoriums, boarding houses, rest houses, tourist camps, etc. From this point of view, recreational services act as one type of tourist services. Having a complex composition, the tourist and recreational sphere is a complex of objects of the industrial and non-industrial sectors. The basis of tourist and recreational services is the services of sanatorium and resort institutions, boarding houses. rest houses, children's health institutions, recreation centers, in addition, accommodation facilities that are not an integral part of the sanatorium and resort sector, for business purposes, tourist and sports, tourist excursion and specialized enterprises, other private hotels.

Uzbekistan has unique historical monuments and natural conditions that have retained their original appearance, which is extremely rare in previously developed areas with a high population density, and represents ample opportunities for the development of tourism, recreation and health improvement. Having unique monuments and diverse nature, more than 200 types of natural healing springs of mineral waters and mud springs have been discovered on the territory of Uzbekistan. The chemical composition, medical-biological and other properties of these underground sources are priceless. On the basis of these sources, sanatoria-resorts, physiotherapy institutions and other health institutions were created. Of these, such as the Zaamin sanatorium, Chimgan zone, Ak-tash clinics, Chartak sanatoriums, Sitorai Mokhi Khosa, Turon, Chinabod are of world importance. Currently, there are special sanatoriums, dispensaries and rest houses in the republic, the number of rooms of which is 56,348 beds.

In Uzbekistan, active types of tourism are rapidly developing, which are in demand not only in summer, but in winter and autumn. The winter sports complex in Chimgan is a confirmation of this. Here, at an altitude of 1800-2000 m, there are opportunities from autumn to spring to engage in winter sports and sports games. Samarkand, Kashkadarya and Surkhandarya regions have unique natural conditions for creating sports camps of the same type.

In the development of the market of tourist and recreational services in Uzbekistan, the differentiation of regional units and the concentration of demand for the development of activities of sanatorium and resort institutions and recreation organizations are largely expressed. Analyzing the current state of development of recreational tourism, an integral part of which is sanatorium-resort institutions and recreation organizations in the context of the regions of Uzbekistan, specific features of the regions were identified. In confirmation of this, let us consider the data of the table on the activities of sanatorium-resort institutions, presented by the State Statistics Committee of the Republic of Uzbekistan.

According to the analysis of the data in the table, the following groups were grouped according to the services provided, and it was found out to what extent the differentiation of regional units and the concentration of demand for the development of the activities of sanatorium-resort institutions and recreation organizations in the regions of the Republic are expressed.

Thus, the group of the most developed regions includes: Tashkent, Ferghana, Samarkand, Namangan regions and the city of Tashkent.

The developed groups are represented by Jizzakh, Kashkadarya and Andijan regions. In the group of moderately developed regions: Navoi, Surkhandarya regions. And in the group of underdeveloped Bukhara, Khorezm and Sirdarya regions and the Republic of Karakalpakstan. Hence, according to the data of the table on the provision of health services in sanatoriums and resorts by regions of Uzbekistan, the concentration of regional units is expressed in large cities with a developed level of tourism, and the differentiation of supply falls on underdeveloped cities, such as Bukhara and Khorezm.

This means that the concentration of regional units for the provision of health improvement services by sanatorium and resort organizations located in the regions is unevenly developed. In terms of the number of places in the number fund of sanatorium-resort organizations, Tashkent, Fergana, Namangan and Samarkand regions take the leading place among the regions. In turn, they are ahead in terms of the number of sanatorium organizations in the region. Here, Samarkand region ranks fourth with 2837 beds.

Thus, according to the data of the table, the concentration of regional units and the differentiation of supply and demand for services provided by sanatoriums and recreation enterprises of the Republic are expressed to a high degree. This is especially evident in the example of Tashkent, Ferghana, Namangan and Samarkand regions, since they contain the majority - 63.7% of all health resorts, the remaining 9 regions account for 36.3% of these institutions. A high degree of concentration of regional units for the development of holiday homes can be traced in the Tashkent, Khorezm, Kashkadarya regions and the city of Tashkent. In the above areas, 70% of all holiday homes are located, the remaining 10 regions account for only 30% of holiday homes.

It follows from the above studies that despite the fact that there are a large number of tourist and recreational facilities on the territory of Uzbekistan, rapidly increasing the population growth rate, and an increase in the flow of tourists coming to the country for the purpose of recreation and recreation, the existing facilities cannot fully satisfy the demand of all recreants. In particular, it was found that in such regions as Surkhandarya, Navoi, Andijan, Bukhara, as well as Samarkand and Jizzakh regions, they have great opportunities for the provision of services by sanatoriums, resorts, children's hospitals, etc. If the condition of the infrastructure of recreational tourism is improved in the above areas, this will make it possible to increase the flow of foreign

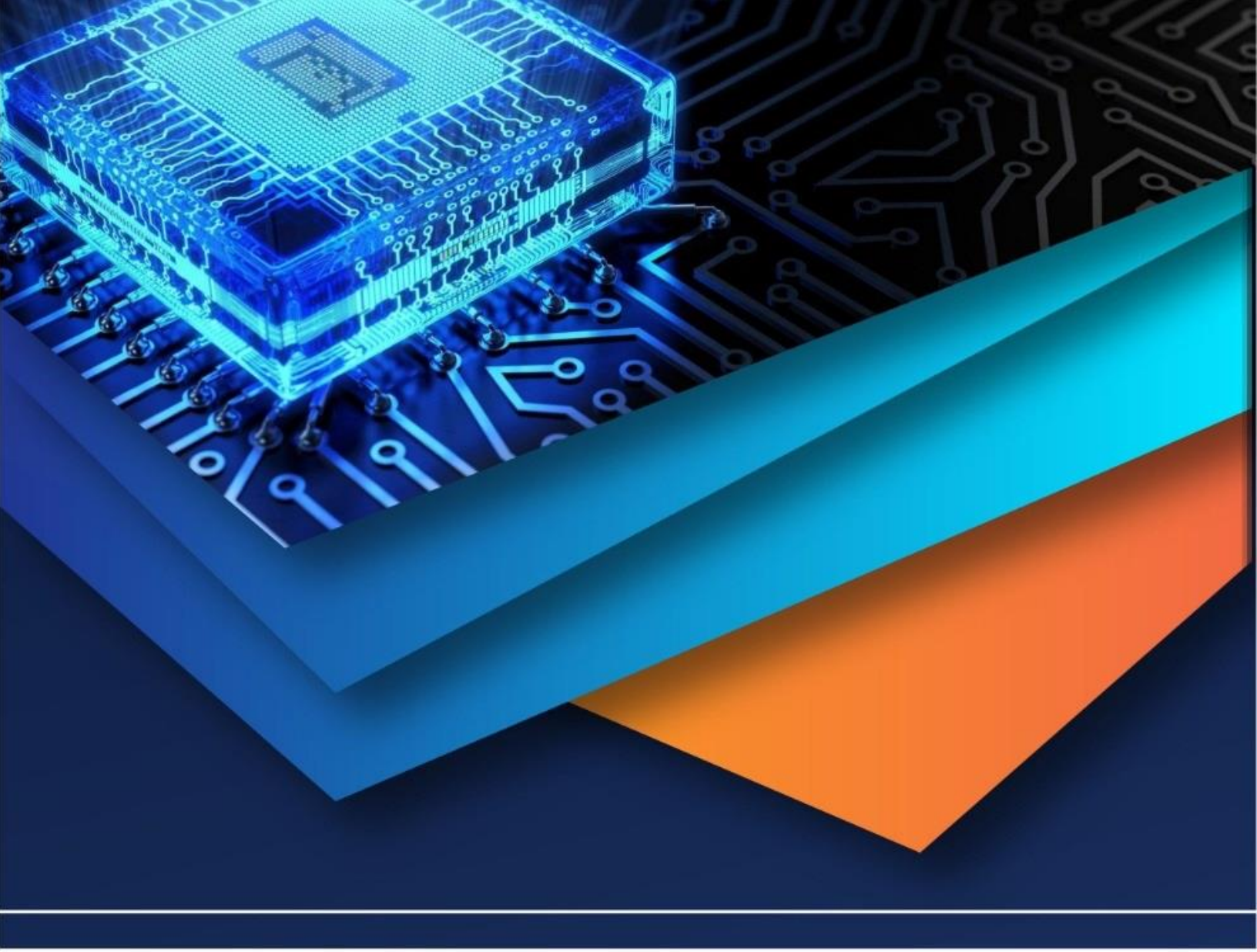
tourists and the possibility of improving the health of the indigenous population. It is also necessary to increase the efficiency of travel companies when using the services of sanatorium organizations and rest houses.

The task of creating conditions for the improvement of foreign tourists in sanatoriums and rest houses directly on the vouchers of travel companies, which has become urgent, requires a solution from both an economic and a legal point of view. This problem is also relevant for the citizens of Uzbekistan, since most of the population does not use the services of existing boarding houses, sanatoriums, rest houses and other health organizations. We believe that in solving this problem, it is necessary to develop an improved system of incentive measures and innovations in the activities of recreational tourism, which will increase the interest of both foreign tourists and the local population in existing sanatoriums and recreational institutions, which will eventually lead to sustainable development of the tourism and recreational services.

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