

Evaluation of the Effectiveness of the use of Historical and Cultural Tourist Potential

Makhmudov Sobir Khudoyberdievich

*Associate Professor of the Department of Tourism, Samarkand Institute of Economics and
Service*

Mirzaev Shahjakhon Khurshedovich

SamIES, "Management of human resources" department, part-time student of the group 122

Abstract: In the article, the need to improve the evaluation of the effectiveness of the use of historical and cultural tourist potential is justified.

Keywords: tourist, tourist object, tourist resource, efficiency, tourist infrastructure, income, employment, standard of living of the population, tourist service.

The rapid development of tourism and becoming one of the main factors of socio-economic development is a global trend. Increasing attention and trust in the field of tourism is determined not only by the fact that it shows high growth rates, but also by the fact that this field has a strong influence on the functioning of other sectors and sectors of the economy, that is, the ability to have a multiplier effect. For this reason, every country strives to rapidly develop the tourism sector, making full use of its existing opportunities. Uzbekistan also has great opportunities to develop tourism and get significant socio-economic benefits from it. Its cities like Samarkand, Bukhara, and Khiva are famous all over the world. The history and culture of Uzbekistan play a key role in the development of tourism. Natural and climatic conditions in Uzbekistan make it possible to receive tourists in winter and summer. Among the countries of the world, Uzbekistan also has its long past and unique rich nature. Also, the history of Uzbekistan has made a worthy contribution to the treasure of the world science and culture of our great scholars - Muhammad Musa al-Khorazmi, Abu Nasr Farabi, Ahmad al-Farghani, Abu Ali ibn Sina, Abu Rayhan Beruni, Muhammad ibn Ismail al-Bukhari, Abu Isa al-Tirmizi, Bahauddin Naqshband, Amir Temur, Mirza Ulughbek, Alisher Navoi, Babur and hundreds of other grandfathers and great-grandfathers are worth being proud of. So, Uzbekistan has great potential in the development of foreign tourism and is among the countries that can ensure high competitiveness. This, in turn, requires the use of the huge tourism potential in the country and its effective use for the development of the country.

Development of historical and cultural tourism implies skillful and effective use of the potential of rich historical and cultural resources of our country, preservation and protection of historical and cultural heritage. Without knowing the potential of tourism, we cannot develop scientifically based conclusions and scientific-practical recommendations for the further development of historical-cultural tourism and make the right decisions.

A comprehensive approach to the development of historical and cultural tourism, the formation of modern tourist infrastructure facilities, and the full and effective use of the existing potential in the regions is considered one of the urgent issues of today. Therefore, it is important to

research the effectiveness of tourism, including the use of historical and cultural tourism potential.

Researchers E.S. Grinfeltd and N.O. Telpova proposed to use an integrated indicator consisting of 4 separate evaluation indicators expressed in indices to describe the historical and cultural potential of the region:

1. Material historical, cultural, and natural heritage;
2. Intangible cultural heritage;
3. Aesthetic appeal of the area;
4. Provision of cultural institutions.

In addition to tangible constructions formed in various historical monuments of the past heritage and its intangible forms (cultural heritage that was practiced in the past, but is preserved and supported in the present time), the integrated indicator includes the indices of the aesthetic appeal of the area and the provision of cultural institutions. remarkable. In our opinion, the high aesthetic quality and attractiveness of landscapes greatly contribute to the improvement of the historical and cultural tourist potential and increase the efficiency of its use, and have a stimulating effect on the increase of tourist flows. The level of development of modern cultural institutions serves to stage the material and cultural heritage of the past in the language of the present day, to harmonize culture in the language of the past and the present day, and thus to develop tourism.

It is impossible to change the potential of the historical and cultural resources, which occupy the main place in the structure of the historical and cultural resources and have the leading importance in the formation of the tourist product, in accordance with the consumer's demand, to meet his taste. We will have to accept these resources as much as possible and fully reflect them in the value of the product.

From this point of view, touristic potential is an opportunity embodied in a historical object created several centuries ago, its ability to respond to consumer demand. In such a situation, the promotion of historical and cultural products to a wide audience of consumers based on the attraction of cultural and historical resources created by the intelligence and labor of the past generation, strengthening advertising, eliminating the consequences of physical damage to historical architectural monuments under the influence of climate, providing tourist services for travelers to increase the quality, to create facilities for foreign tourists visiting our country from foreign countries, it will be possible to make a certain contribution to increasing the potential of historical and cultural resources utilizing strengthening security guarantees, removing bureaucratic obstacles and applying other important measures.

However, in our opinion, the methods proposed by the above-mentioned scientists are not enough to determine the effectiveness of using the potential of historical and cultural objects. Determining the effectiveness of using the potential of historical and cultural objects is a complex socio-economic phenomenon. When calculating it, it is necessary to take into account the factors affecting the increase of the potential of historical and cultural tourism. For example, the potential of tourist enterprises (personnel potential, financial potential, technical potential), hotels and their number of seats, used and unused parts of historical-cultural objects (active and inactive), levels of identification and non-identification of historical-cultural resources, the condition of historical-cultural monuments (renewable and non-renewable) should also be taken into account.

Also, the main approach to determining the effectiveness of using the potential of historical and cultural tourism should be to compare the number of tourists who visited the object with the possibilities of receiving tourists from this object. Based on these, the number of tourists per historical-cultural monument area, as well as seasonal visits of tourists, the number of tourists per population, the number and activities of tourist companies, and the time of tourists' visits are

analyzed as methods of determining the effectiveness of using the potential of historical-cultural tourism. and its results should be taken into account.

References:

1. Sobir Khudoyberdievich Makhmudov. Unconventional assessment methods to evaluate the potential of historical-cultural tourist sites
2. Sobir Khudoyberdievich Makhmudov. METHODOLOGY OF HISTORICAL ARTIFACTS COST'S CALCULATION
3. Amriddinova R.S. Organization of safari tours in the regions of Uzbekistan. EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION VOL. 4 NO. 5 (2024): <https://inovatus.es/index.php/ejine/article/view/3140>.
4. Amriddinova R.S. Opportunities for the Development of Halal Tourism in Uzbekistan. AMERICAN Journal of Science on Integration and Human Development Volume 2, Issue 3, 2024 ISSN (E): 2993-2750