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MODERN FACTORS IN THE DEVELOPMENT OF REGIONAL TOURISM

Annotation. In the article great attention is paid to all the aspects that serve to increase the potential of regional tourism in our republic and its implementation. The conceptual directions of innovative development of regional tourism, in particular, the strategic prospects of effective development of regional tourism of Kashkadarya region, increase of socio-economic efficiency of regional tourism development based on innovative approach are forecasted in the article.

Annotatsiya. Maqolada respublikamizda mintaqaviy turizm salohiyatini oshirish va uni hayotga tatbiq etishga xizmat qiladigan barcha jihatlariga katta e'tibor qaratilgan. Shuningdek, mintaqaviy turizmni innovatsion rivojlantirishning konseptual yo'nalishlari, xususan, Qashqadaryo viloyatining mintaqaviy turizmini samarali rivojlantirishning strategik istiqbollari, innovatsion yondashuv asosida hududiy turizmni rivojlantirishning ijtimoiy-iqtisodiy samaradorligini oshirish tahlil qilingan.

Аннотация. В статье большое внимание уделено всем аспектам, служащим повышению потенциала регионального туризма в нашей республике и его реализации. Помимо этого, в статье прогнозируются концептуальные направления инновационного развития регионального туризма, в частности, стратегические перспективы эффективного развития регионального туризма Кашкадарьинской области, повышения социально-экономической эффективности развития регионального туризма на основе инновационного подхода.

Keywords: *regional tourism, innovative approach, Kashkadarya region, new technologies, forecast, tourist activity, tourist infrastructure, tourist potential.*

Tayanch soʻzlar: *mintaqaviy turizm, innovatsion yondashuv, Qashqadaryo viloyati, yangi texnologiyalar, prognoz, turistik faoliyat, turistik infratuzilma, turistik salohiyat.*

Ключевые слова: *региональный туризм, инновационный подход, Кашкардарьинская область, новые технологии, прогноз, туристская деятельность, туристская инфраструктура, туристский потенциал.*

Introduction. To the implementation of technological innovations in the organization of regional tourism activities in the world, the level of political goodwill, the potential of specialists, the formation of appropriate infrastructure and the establishment of various quality services, researches on the spatial differentiation and driving forces of the eco-efficiency of regional tourism, the development of tourism on a legal basis, its share in the gross domestic product special attention is paid, as well as to the scientific researches dedicated to increasing and providing new jobs to the population in regions.

In this regard, based on the tourism potential of the region, it is one of the priorities to carry out scientific research on its improvement based on the introduction of technologies that digitize as much as possible, especially in the sphere of activity.

Main part. In the article great attention is paid to all the aspects that serve to increase the potential of regional tourism in our republic and its implementation. In particular, regional tourism is brought to the level of state policy as a modern industry.

Based on this, it is necessary to focus on the development of the tourism industry in Kashkadarya region as well as in all regions of our country, to full yuse all potential, to develop the infrastructure system, to establish constant control of the quality of services and to attrac of foreign investments directed to technological modernization on a larger scale. The only way to successfully solve these tasks is to conduct special research, focusing on the processes of development of the regional tourism market based on an innovative approach.

Today, in all regions of Kashkadarya, the stage of development of promising industries with the possibility of creating competitive tools for the domestic and international market is underway. As a result, the possibilities of ensuring the development of the local innovation system and accelerating its integration into the international scientific-technician system are expanding. This situation directly serves the economic development of our country for the implementation of a new innovation model.

At the same time, the activity of modern economic entities requires the introduction of new and improved production tools and methods, the reduction of production costs, the creation of products that conform to ecological standards, and the continuous improvement of their consumption and quality characteristics. This can be achieved only by using innovations.

In the Strategy of Actions, which sets the priorities for the development of the Republic of Uzbekistan in 2017–2021, special emphasis is placed on the issues of wide use, support and encouragement of scientific achievements and innovative developments to ensure economic stability. The large-scale implementation of innovative activities in the production and service sectors ensures the introduction of new products and services into these sectors, as well as an increase in the quality of consumer goods. Therefore, innovative activity subjects are supported by the state. Article 10 of the Law of the Republic of Uzbekistan “On Innovative Activity” defines the implementation of the following tasks as ways of state support and encouragement of innovative activity [Law of the Republic of Uzbekistan “On Innovative Activity”. 24.07.2020].

In this regard, it is necessary to develop tourism in Kashkadarya region on the basis of innovations and to research the factors affecting it using econometric methods in addition to traditional methods. In such studies, especially, the construction of a multifactor econometric model based on the factors affecting tourism activity helps to study the quantitative impact of a number of factors on the resulting factor from the point of view of tourism activity.

Leading scientists of the world who have conducted scientific research in the field of tourism in foreign countries and innovative development of tourism in general P.Keller, G.Crouch, J.Ricci, N.Morgan, I.V.Zorin, V.A.Kvartalnov, A.S.Kuskov, I.T.Balabanov, A.I.Balabanov. It is covered in the scientific researches of Karpova, L.V. Khoreva, Y.S. Putrik, M.B. Birzhakov and others [2].

Among the economists of our country in the scientific research and works of K.Kh.Abdurakhmonov, A.M.Abduvohidov, O.Kh.Khamidov, B.N.Navroz-Zoda, B.V.Golysheva, M.T.Alimova, D.I.Abidova, Z.I.Usmanova and others, the theoretical and methodological issues of the development of the tourism sector and important issues related to the territorial characteristics were studied [3].

At the same time, many aspects of the development of regional tourism, innovative technologies, index approach, improvement based on the introduction of the digitization system remain unexplored. This situation requires the need to carry out scientific research aimed at

At the same time, the activity of modern economic entities requires the introduction of new and improved production tools and methods, the reduction of production costs, the creation of products that conform to ecological standards, and the continuous improvement of their consumption and quality characteristics. This can be achieved only by using innovations

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improvement based on innovative approaches in various regions of Uzbekistan.

Data and Methodology. The article includes systematic approach, “office” and “field” studies, retrospective analysis, causal analysis methods, statistical observation and grouping, SWOT-analysis, expert assessment, focus grouping, comparative advantage, selective observation, correlation-regression analysis and used forecasting methods.

Conceptual directions of innovative development of regional tourism, effective development of regional tourism based on innovative approach, strategic prospects of increasing socio-economic efficiency of regional tourism development are predicted in the article.

The analysis were carried out mainly on the example of the Kashkadarya region of our country, and the rich history of the Uzbek people formed on the basis of ancient villages in the region, the material and spiritual heritage of our great ancestors, revives our historical memory and becomes a source of inspiration for the new generation.

As part of the analysis, the effective development of regional tourism was assessed using the index approach. Today, the indicators of the structures evaluating the state of innovative development are justified by the fact that the indicators of the society’s social development do not rely only on economic indicators.

Because the indicators of social development reflect changes as a result of the country’s economic development, and through these indicators it will be possible to assess its general state of development. Based on this, the economic index indicators of the region were developed.

Today, the list of indicators representing the state of the region’s tourism sector through innovative processes includes:

- ease of transportation;
- condition of tourist infrastructure;
- ecological comfort;
- existence of a tourist activity facility;
- offer of food products.

When choosing indicators, it is necessary to determine the relative importance of each of them, which is acceptable in solving economic tasks. However, it may not be sufficient as a result of various effects of selected factors. Therefore, it is necessary to use coefficients for different indicators or levels of significance in the assessment. For this purpose, the coefficient of significance is used for indicators in each block. The coefficient of importance was determined by the expert survey method based on the level of importance of the selected indicator in the area to be compared.

Management staff of the Ministry of Tourism and Sports of Kashkadarya region and specialists of the department on tourism development of the regional government participated as experts. The results of expert evaluation are presented in Table 1.

Taking into account the formula of the region-specific significance coefficient, the determination of the integral indicator of the region's tourist industry status potential assessment (O) was carried out in the following way:

$$O = T + \sum_{n=1}^n I_n + E + TO + TT, \quad (1)$$

Calculations are made for each indicator based on the mentioned formula (1). However, regional districts are characterized by two indicators based on the state of transport convenience (T):

- distance from the center of the region;
- length of international highways.

Table #1

Necessity of indicators of comparison in the area coefficient estimation options

Number of experts	Indicators					
	Convenience of transport	State of tourist infrastructure	Eco-friendly	Availability of the object of tourist activity	Offer of food products	The sum is O=1
	T	I	E	TO	TT	
1	0,15	0,15	0,05	0,55	0,1	1
2	0,05	0,35	0,05	0,5	0,05	1
3	0,05	0,2	0,05	0,55	0,15	1
4	0,2	0,3	0,05	0,4	0,05	1
5	0,05	0,25	0,05	0,5	0,15	1
6	0,05	0,35	0,05	0,5	0,05	1
7	0,05	0,1	0,1	0,6	0,15	1
8	0,1	0,3	0,15	0,4	0,05	1
9	0,1	0,2	0,15	0,5	0,05	1
10	0,1	0,1	0,1	0,6	0,1	1
Average value	0,09	0,23	0,08	0,51	0,09	1

Based on the results of the assessment, the length of public highways of international importance in the area is represented by the indicator that tourists have the opportunity to visit tourist objects.

It was shown that innovative activity in the Kashkadarya region requires the introduction of new and improved production, the minimization of production costs, the creation of products that meet ecological standards, and the constant improvement of their consumption and quality characteristics.

Table #2

**Tourist innovation potential of Kashkadarya region
grouping by level**

According to the table, innovative activities in the Kashkadarya region require the introduction of new and improved production into practice, the minimization of production costs, the creation of products that meet ecological standards and are produced, and the continuous improvement of their consumption and quality characteristics

District (city)	The final evaluation indicator of innovative potential
Group 1 is an area with high potential	
Karshi city.	0,921
Shakhrisabz city.	0,882
Yakkabog district	0,781
Kitab district	0,767
Kamashi district	0,688
Group 2 – area with medium potential	
Shakhrisabz city.	0,686
Karshi city.	0,684
Guzor district	0,546
Dekhkonoobod district	0,544
Chirokechi district	0,541
Group 3 is an area with lower potential	
Muborak district	0,424
Koson district	0,388
Kasbi district	0,386
Nishon district	0,384
Mirishkor district	0,366

According to the table, innovative activities in the Kashkadarya region require the introduction of new and improved production into practice, the minimization of production costs, the creation of products that meet ecological standards and are produced, and the continuous improvement of their consumption and quality characteristics.

According to the results of the research, the effective development of regional tourism was evaluated based on the index approach, that is, 3 - a high level of opportunity, 2 - a medium level of opportunity, 1 - a low level of opportunity, 0 - no opportunity at all. On this basis, it was shown

that the tourist attraction of the region will be lost if special attention is not paid to some historical places and natural areas in the districts and cities. The development of the concept of tourism development, which envisages the general directions of these changes and the implementation mechanisms, ensures the development of the industry based on the trends of modern development in the world.

Results and Discussion. Strategic prospects for increasing the socio-economic efficiency of regional tourism development were determined. In order to increase the potential of the economic subjects of Kashkadarya region, it was based on the need to create conditions similar to the strategic goals of bold implementation of innovative developments, modernization, technical and technological renewal.

The analytical view of the multifactor econometric model on the volume of innovative products, works, services produced in Kashkadarya region is as follows:

$$\ln \hat{Y} = -4,4581 + 1,0525 \ln X_1 + 1,5996 \ln X_2 + 0,4896 \ln X_3,$$

The calculated multifactor econometric model shows that the number of enterprises and organizations that produced innovative products, works, services in the region ($\ln X_1$) increased by one percent on average, and the volume of innovative products, works, services produced in the region ($\ln Y$) increased by 1.0525 percent on average. In the region, the expenses allocated to innovations ($\ln X_2$) increased by an average of one percent, while the volume of innovative products, works, services produced in the region ($\ln Y$) increased by an average of 1.5996 percent. A one percent increase in technological innovations introduced in the region ($\ln X_3$) led to an average increase of 0.4896 percent in the volume of innovative products, works, and services produced in the region ($\ln Y$).

Therefore, it is necessary to evaluate the impact of the development of innovations in Kashkadarya region on the development of tourism in the region and forecast for the future periods. For this purpose, in the dissertation, the effect of the creation of astronomical tourist destinations, museum-monuments, festivals, and family guest houses on the innovative development of Kashkadarya region was studied, and forecast indicators until 2026 were developed.

Strategic prospects for increasing the socio-economic efficiency of regional tourism development were determined. In order to increase the potential of the economic subjects of Kashkadarya region, it was based on the need to create conditions similar to the strategic goals of bold implementation of innovative developments, modernization, technical and technological renewal

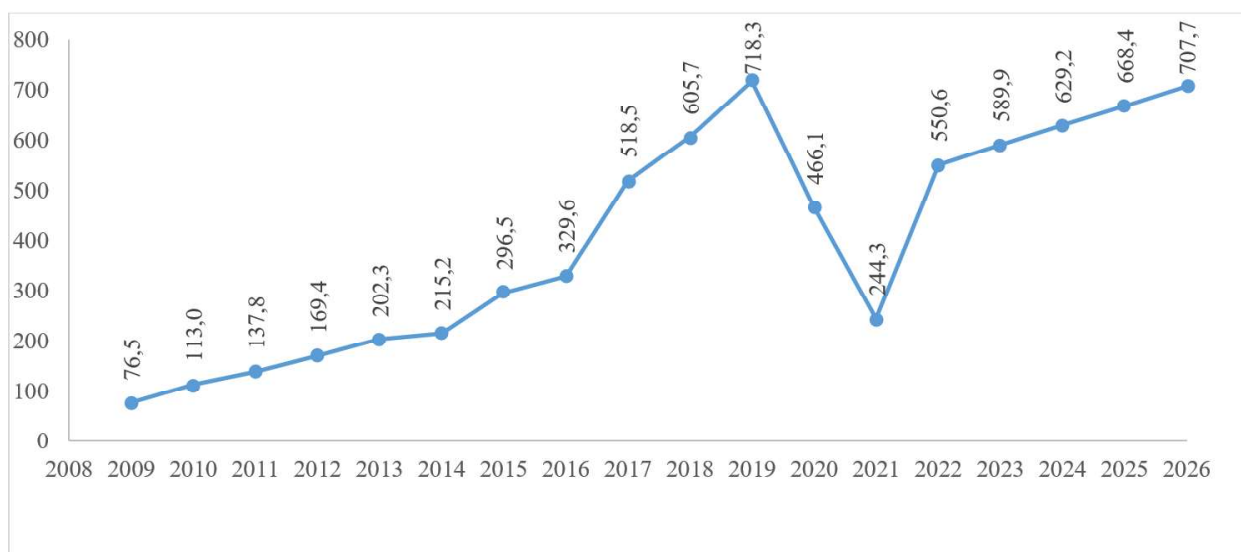


Figure 1. Dynamics of export of tourism services in Kashkadarya region in 2010-2021 and forecast indicators for 2022-2026, (thousand dollars)

During the pandemic, we can see a decrease in the export of tourism services in Kashkadarya region in 2020 and 2021. However, compared to 2021, in 2022, the volume of export of tourism services was forecast to increase by 2.3 times. This indicator has a tendency to increase in the following years. Therefore, the development of innovations in the region, the effective use of tourism potential, especially investments in the tourism sector, will lead to the potential development of tourism.

Conclusion. In conclusion, it can be noted that in order to widen innovative activities in regional tourism and to further strengthen their position, to develop innovative strategies aimed at the effective development of tourism and its wide application in practical activities, to ensure the increase of the allocation of financial resources for the creation and implementation of innovations, to increase the allocation of financial resources to the creation of innovative products. emphasizes the need to implement measures such as improving their knowledge and, in this regard, organizing training abroad, constantly encouraging specialists and employees who create innovative products.

Based on an innovative approach, it is possible to evaluate the effective development of regional tourism as the newest direction using a number of indicators. In particular, it was proposed to improve the composition of the regional innovation index. Based on this, the tourism potential of all regions in Kashkadarya region was classified and the possibilities of development of tourism types were evaluated.

In order to do this, a map of cultural-heritage objects, monumental, archeological and architectural monuments, as well as mountain tourism, eco-ethno, agro-tourism of each district has been developed. Also, the integral indicator of the assessment of the conditions of the tourism potential in the area allowed to estimate the coefficient of necessity as a comparison indicator.

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**OILA, XOTIN-QIZLAR VA
IJTIMOIY HAYOT**
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