



Article

# Analysis of The Economic Potential of Using Natural Tourist Resources in The Regions

Rabbimov Mukhridin Musoqul Ugli<sup>1</sup>

1. Basic doctoral student Department of Digital Economy, Samarkand State University named after sharaf Rashidov

\*Correspondence: [muhridinrabbimov@gmail.com](mailto:muhridinrabbimov@gmail.com)

**Abstract:** This article provides an in-depth analysis of the state of use of natural tourist resources in the Samarkand region and strategies for their effective development. The possibilities of developing ecotourism, health tourism and adventure tourism based on the existing ecological, geological, hydrological and landscape resources in the region are considered. Also, proposals are put forward based on strategic approaches developed on the basis of digital technologies, ecological balance and the principles of sustainable tourism. As a result of the analysis, it is necessary to create an econometric model necessary for predicting the tourist potential of the region and use the model to predict all indicators in the tourism sector of the region.

**Keywords:** Samarkand region, natural tourist resources, ecotourism, digital transformation, sustainable development, strategic planning, ecological tourism, tourism resources, natural objects, economic efficiency, tourist flow, regional development.

**Citation:** Ugli, R, M, M. Analysis of The Economic Potential of Using Natural Tourist Resources In The Regions. Central Asian Journal of Innovations on Tourism Management and Finance 2025, 6(4), 1268-1273.

Received: 15<sup>th</sup> Apr 2025

Revised: 29<sup>th</sup> May 2025

Accepted: 21<sup>st</sup> Jun 2025

Published: 17<sup>th</sup> July 2025



**Copyright:** © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)

## 1. Introduction

Today, the tourism sector is considered one of the most important sectors of the economy. In particular, the wealth of natural tourist resources available in the Samarkand region is an important factor in increasing the tourism potential of the region. However, as a result of the lack of a systematic approach to the use of existing resources, economic efficiency is insufficient. This article aims to find a solution to this problem and propose a scientifically based development strategy. Samarkand region is one of the regions of Uzbekistan with the highest historical, cultural and natural potential. Along with the golden historical monuments located in the region, natural recreational resources such as Zamin, Koratepa, Hisar Range, Oktepa create wide opportunities in the ecological, mountain, health and agro-tourism directions. However, at present, the level of utilization of these resources is low, and their economic value has not been sufficiently exploited. In particular, the possibilities of developing natural tourism potential in connection with population employment have not been sufficiently analyzed [1].

Currently, the organization of services for the development of recreation of the population using tourism services, maintaining the health of the population, improving their well-being and raising their culture are urgent issues of the state level. The initial solutions to such urgent issues are the implementation of projects to create modern tourism infrastructure, facilities, special activities and seasonal ecotourism-recreational recreation areas in tourism areas, providing the necessary conditions for servicing tourists, and attracting investments from foreign and domestic investors. The implementation of such projects, of course, requires us to prepare general lists of ecotourism and recreational tourism facilities and resources of our country. Similar issues

are stipulated in the Resolutions and Decrees of the Government of the Republic of Uzbekistan and the President of the Republic of Uzbekistan Shavkat Mirziyoyev [2].

#### **Relevance of the topic.**

The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On measures to develop ecotourism and improve the procedure for allocating land plots within the water protection zones of reservoirs" sets out: - the goal of developing ecotourism within the water protection zones of the country's reservoirs, and actively using water resources for recreation of the population and foreign guests.

The relevance of the topic is also indicated by the fact that the "Concept for the Development of the Tourism Sector in the Republic of Uzbekistan in 2019-2025" attached to the Decree of the President of the Republic of Uzbekistan "On Additional Measures for the Accelerated Development of Tourism in the Republic of Uzbekistan" stipulates the development and approval of a master plan for the placement of tourism infrastructure facilities in each region to meet the needs of visitors to the Republic and the population for tourism services [3].

Sh. Ibragimov, on the other hand, puts forward the need to modernize tourism infrastructure at the local level. According to him, it is through the organization of tourism in innovative ways (for example, "eco-tourism", "agro-tourism", "ethno-tourism") that employment among the rural population can be increased. This will help to solve the issues of social equality and efficient use of resources [4].

The analysis of the above points shows that the integrated use of resources in the development of tourism, innovative organizational approaches, ensuring the inextricable link between local infrastructure and social employment - remains an urgent issue not only from a scientific but also from a practical point of view. These aspects are especially important for regions with high tourism potential, such as the Samarkand region. In addition, the Concept for the Development of the Tourism Sector in the Republic of Uzbekistan in 2019-2025 stipulates "Development of new tourism programs, taking into account promising types of tourism, including through the creation of diverse and seasonally attractive and competitive tourism products of the Republic of Uzbekistan, including thematic tourist zones and clusters in the regions of the country" [5].

## **2. Materials and Methods**

The main goal of this scientific study was to identify, assess and improve the opportunities for increasing employment through the effective use of natural tourist resources of the Samarkand region. Therefore, the research methodology was developed based on complex and systematic approaches [6].

First of all, within the framework of the scientific-theoretical approach, the inextricable link between tourism and employment, the integration of natural resource potential with economic categories, and the role of tourism in the innovative development model were analyzed based on international and local literature. Through this approach, existing conceptual foundations, scientific views and regional strategies were comparatively evaluated.

Based on empirical analysis methods, indicators such as the existing natural tourist facilities in the Samarkand region, the level of their infrastructure, the number of annual tourists, and the share of the population employed in the tourism sector were collected and subjected to in-depth statistical analysis. In particular, indicators of dynamic changes were formed based on statistical data from recent years [7].

## **3. Results and Discussion**

Improving the methods for assessing the tourism potential of a region requires understanding the essence of a number of concepts and categories. In the case of classifying the tourist potential of a region, starting from the concept of economic potential, it is possible to give a definition based on process and resource approaches.

When defining the concepts of tourism potential, tourist potential of a destination, tourist potential of a region, it should be noted that the process approach determines the ability of a country, region and destination to receive tourists and provide them with

quality services. When viewed from a resource perspective, the tourist potential of a region represents the sum of natural, cultural, historical, economic and other resources that can attract tourists [8].

The presence of a certain tourist potential of regions should serve as the basis for the development of tourism in this region, while it is necessary to implement certain measures to effectively use this potential. Assessment of the tourist potential of a region makes it possible to develop effective mechanisms for managing tourism development, as well as to study the economic results of tourism activities, their impact on social life and the environment.

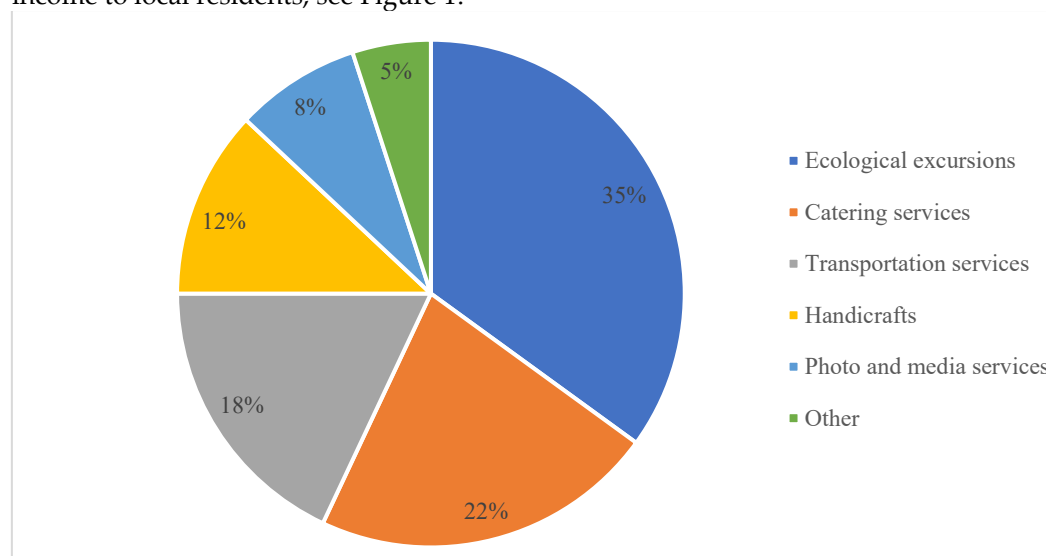
Assessment of the tourist potential of a region is important for developing a tourism development strategy, attracting investments and creating conditions for the sustainable development of the tourism sector. Polyakova states that "a comprehensive assessment of tourism potential should be carried out using economic methods". According to the author, a quantitative expression of potential can be the number of tourists accommodated in a given territory without harming the environment, population, cultural and historical monuments, quality of recreation, as well as the development of other sectors of the country's economy [9].

In our opinion, assessing the tourist potential of a region is a complex process, which involves analyzing various aspects that affect the attractiveness of the region for tourists. In particular, when assessing the tourist potential of a region, it is necessary to pay attention to the following:

1. natural conditions and resources of the region; when assessing these indicators, the following should be taken into account - the diversity of landscapes, the fauna and flora, the presence of healing sources with mineral waters, caves, rare wild fruits and berries, rivers and tributaries, reserves, national parks, botanical gardens, zoos, natural monuments, the level of organization of recreational activities in protected areas.
2. indicators for assessing cultural and historical resources include: monuments of urban planning and architecture, history, archeology, art, cultural heritage objects associated with the lives of prominent figures in the region, objects of traditional culture, practical centers.
3. when assessing the provision of tourist infrastructure, the following indicators should be taken into account: the availability of 3-5 star hotels, unclassified accommodation, catering establishments, the availability of sports facilities, entertainment facilities, medical and health resorts, shopping centers, airports, the availability of railway stations, bus stations, a variety of transport modes, the proximity of tourist centers to international airports, railway stations, bus stations, knowledge of foreign languages of tourism market participants and many other indicators.
4. when assessing the information provision and security of tourism, indicators such as the quality of services provided by mobile operators, the availability of mobile Internet, the availability of free Wi-Fi access points, the availability of websites developed for tourism companies, including websites adapted for tourism, the availability of mobile devices, payments with plastic cards, the availability of electronic guides and their accessibility to a wide range of users, the availability of tourist information centers, the availability of tourist signs are taken into account.
5. factors that threaten the safety and health of tourists in the region, including water quality in water bodies suitable for swimming, drinking water quality, air quality, the possibility of dangerous natural phenomena, the presence of dangerous and poisonous insects and animals, including carriers of dangerous diseases, and poisonous plants [10].

Of course, taking into account these factors, assessing the tourist potential of regions and destinations gives good results. At the same time, since it is impossible to obtain accurate numerical data when assessing some data in the tourism sector, the application of this method to assessing the resource potential of tourism also requires the use of expert assessment methods. The infrastructure of services formed around natural tourism resources in the Samarkand region is structurally diversified, which indicates that the tourist potential of the region depends not only on natural resources, but also on the

development of services created through their effective use. According to the results of the analysis, the largest share is occupied by ecological excursions, which make up 35 percent. This indicates an increasing need for sustainable and environmentally friendly forms of tourism. Ecotourism is a beneficial direction for tourists in many ways, such as not only recreation, but also the development of environmental awareness, and providing income to local residents, see Figure 1.



**Figure 1.** Composition of types of services in natural tourism facilities, %

Also, the high share of catering services (22%) and transport services (18%) indicates that the quality of services is being improved to create convenience for tourists. In particular, the development of gastronomic tourism creates new opportunities for agro-producers and private entrepreneurs in the local economy. The development of transport services expands access to tourist facilities and ensures the integration of regional tourism networks.

In addition, handicrafts (12%), photo and media services (8%) and other services (5%) further expand the opportunities for introducing innovations in the tourism sector and attracting local residents. In particular, products based on handicrafts serve to convey national culture to tourists, develop creative potential, and ensure employment, especially for women.

The issues of using expert assessments in assessing the tourist potential of a region were analyzed in the studies of Allayorov , Mamraeva, Tashenova , who, in their opinion, such an assessment allows taking into account qualitative indicators that are limited in their ability to be expressed numerically [11].

In the analyzed assessment method, when assessing the tourist potential of a region, experts assign points from one to five to the factors affecting it. Based on these points, the achieved potential of each region is assessed, and the overall assessment of the level of the region's tourism potential is carried out as follows:

1. Assessment of a specific criterion determined on the basis of assigning a specific point value to each criterion.
2. Assessment of tourism potential, calculated as the ratio of the total number of points received to the highest number of points according to the assessment criteria.
3. The tourist potential of the region is determined by the following formula:

$$T_b = \sum_{n=1}^n \frac{A_1 + A_2 + \dots + A_n}{n * 5}$$

**Here:**

$T_b$  - tourism potential assessment;

$A_1 \dots n$  - points received by the criterion;

$N$  – the number of criteria assessed.

Despite the widespread use of this method for assessing tourism potential, it should be noted that it is not perfect. In particular, some social and institutional aspects are not taken into account in this method. In connection with this, some authors divide it into several parts when defining the elements of tourism potential. In particular, tourism potential is divided into two groups - internal potential and external potential. Internal potential consists of the resource potential of the region (historical-cultural, recreational-natural, ecological); economic potential (the maximum possible volume of tourism services); administrative or organizational potential (state policy to ensure the development of tourism) [12].

External potential includes elements such as innovation potential, information potential, demographic potential, and social potential [13]. Thus, it can be concluded that tourism potential is both a resource and a reserve for the development of regional tourism [14]. In addition, it is impossible to assess the tourism potential of a region using a single method, since each region has its own potential and unique characteristics that are not found in any other direction, which is why it is necessary to use a separate system of indicators for each region [15].

#### 4. Conclusion

The article revealed that the reserve of natural tourist resources in the Samarkand region is sufficient, and the low level of their use is justified. If new strategies are not adopted, the opportunities for using the existing potential will be lost.

According to the results of the study, it was found that ecological excursions, catering, transport services and handicrafts sectors play a key role in increasing employment within the structure of tourism services. Especially at a time when the demand for ecological tourism is growing, it is possible to strengthen economic activity in the region through the systematic development of this direction.

The main proposals are as follows:

1. Development of an ecotourism passport for each district;
2. Creation of digital ecomaps based on GIS;
3. Implementation of AR/VR technologies (for example: Teshiktosh AR application);
4. Holding eco-festivals and international forums;
5. Strengthening programs for the employment of local residents in tourism;
6. Creation of the Samarkand EcoPlatform - a digital centralized system.

In general, by effectively using the existing natural tourist resources in the Samarkand region, developing them in terms of infrastructure, expanding modern services, and involving the local population in these processes, it is possible not only to increase employment, but also to diversify the regional economy. Such an approach will serve the economic stability and social well-being of the region.

#### REFERENCES

- [1] Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan, <https://www.madaniymeros.uz>
- [2] M. M. Rabbimov и D. K. Usmonova, «Artificial Intelligence Powered Strategies to Enhance the Competitiveness of Healthcare Institutions in Uzbekistan», в *ICONSTEM 2024*, 2024. doi: 10.1109/iconstem60960.2024.10568608.
- [3] Z. Karimova, «Digital Tools and Their Application in Promoting Sustainable Tourism in Uzbekistan», *Tour. Dev. Stud.*, cc. 15–23, 2024.
- [4] R. Hayitboev, *Ecological Tourism*. Tashkent: Science and Technology Publishing, 2021.
- [5] I. S. Tukhliev и R. Hayitboev, *Fundamentals of Tourism*. Tashkent, 2014.
- [6] President of the Republic of Uzbekistan, «On additional measures for the accelerated development of tourism in the Republic of Uzbekistan». Tashkent, 2019 r.

- 
- [7] Cabinet of Ministers of the Republic of Uzbekistan, «On measures to develop ecotourism and improve the procedure for allocating land plots within water protection zones of reservoirs». Tashkent, 2018.
  - [8] World Travel and Tourism Council (WTTC), «Reports». <https://www.wttc.org>
  - [9] UNESCO, *Sustainable Tourism and Cultural Heritage*. Paris: UNESCO Press, 2023.
  - [10] M. M. Rabbimov, Z. T. Bakayev, и B. Sh. Safarov, «The Impact of Cultural Heritage on Economic Growth in the Example of Museum Development in Uzbekistan», в *Handbook of Research on Economic and Social Development*, Springer, 2024. doi: 10.1007/978-3-031-65343-8\_25.
  - [11] Sh. Safarov, N. E. Ibadullaev, M. I. Daminov, и A. A. Karimov, *Tourism and transport services*. Tashkent: Science and Technology, 2019.
  - [12] A. Eshtayev, *Tourism Potential of the Republic of Uzbekistan and Prospects for its Development*. Samarkand: Silk Road Int. Univ. of Tourism and Cultural Heritage Publishing House, 2023.
  - [13] Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan, «Tourism Statistics of Uzbekistan». Tashkent, 2024.
  - [14] OECD, *Tourism Trends and Policies in Central Asia*. Paris: OECD Publishing, 2024.
  - [15] UzDaily, «Uzbekistan: Wine Tourism Cluster Development». <https://uzdaily.uz/enotourism>