

## **The Concept of Tourism Authority**

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**Abstract:** In the article, the historical cities in our country are becoming modern tourist centers, the reason for this is the development of the tourism sector, which suggests that this sector plays an important role in the development of economic sectors, attracting foreign currency, creating additional jobs and strengthening international relations. given.

**Keywords:** Tourism potential, economy, tourist resources, network, enterprise, historical heritage, investment.

Nowadays, the historical cities of our country, which have amazed many people with their high culture and science, architectural monuments, have become modern tourist centers. The implementation of these tasks is related to the development of the tourism sector, which plays an important role in the development of economic sectors, attracting foreign currency, creating additional jobs, and strengthening international relations. In this regard, for the development of the tourism sector, it is necessary to attract investments, widely introduce innovative ideas and technologies in the field, and make full use of the country's rich natural, cultural, and historical heritage, resources, and opportunities. Therefore, the widely developing field of tourism and tourism in the country is considered a factor in achieving high development in the future. One of the important ways to achieve socio-economic development is directly related to the effective use of the tourism potential of our country.

Tourism potential plays an important role in the effective development of economic sectors. This potential can take different forms and apply to different regions. In particular, the resource potential of the region is a complex of all resources involved in the processes of social reproduction and can be involved. At the same time, the involvement of all types of resource potential in the comprehensive development of regions serves as an important factor in the socio-economic development of tourist resource potential. The concept of "resource potential" is considered a general economic category, which is a necessary condition for economic development and at the same time a limiting factor of development. This term is widely used with various objects, that is, world and national economy, region, sector, enterprise, etc.

In a broad sense, the term "authority" comes from the Latin "potentia", which means "power" and means "a tool that can be mobilized and used to achieve an existing and specific goal, to implement a plan, to perform a task, is considered as a reserve and source. The concept of competence is broadly interpreted in terms of the set of available and available tools and the

possibility of their use or realization. At the same time, potential is interpreted in the following directions:

- potential is a set of accumulated features that determine the ability to perform an activity and achieve a goal, in this respect, it means the past, and potential includes the essence of "resource";
- potential refers to the present day in terms of practical application and use of existing abilities, and potential includes the essence of "reserve";
- as development potential or future, new abilities are formed in this process, and potential includes the essence of "opportunity".

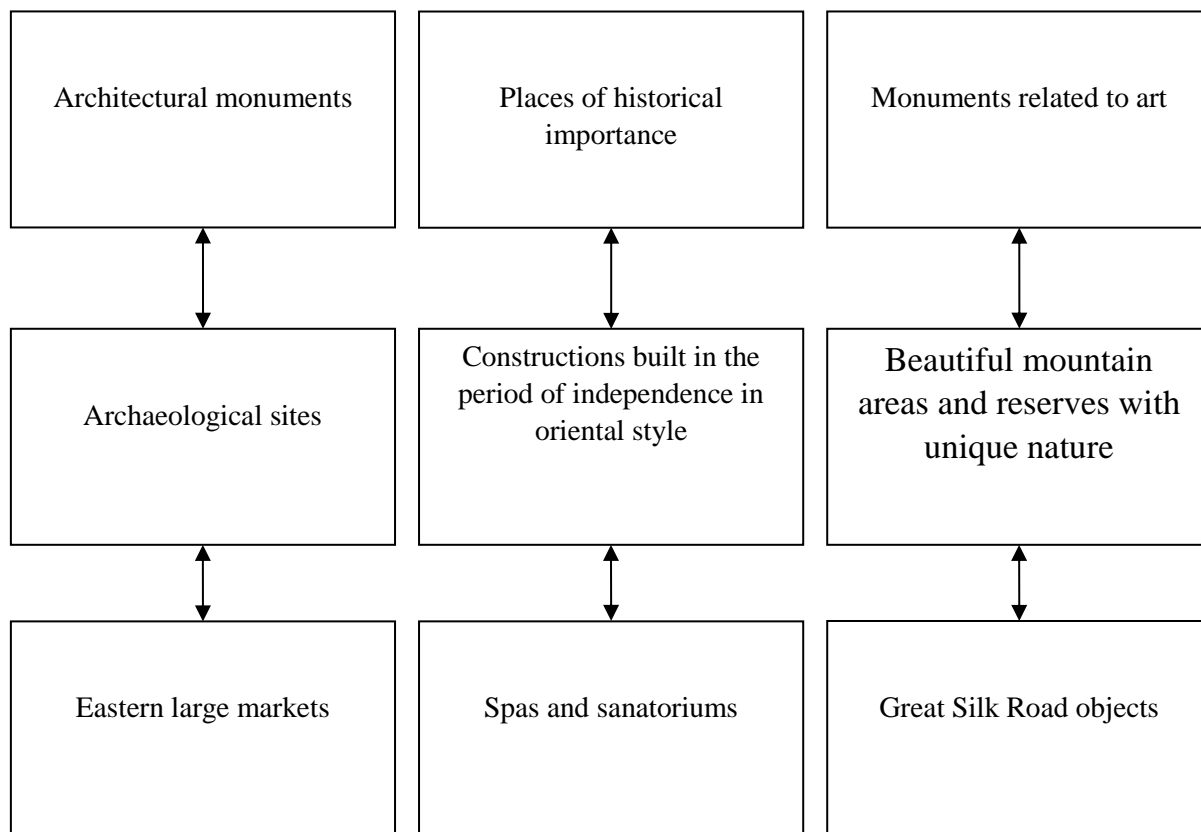
Based on this, the potential of tourism is determined by the ability of the economy, its branches, enterprises, and organizations to form tourist products and satisfy the needs of the population of countries for touristic products. To understand the essence of the concept of tourism potential or potential, there are several definitions of the concept of tourist resources, which are explained in the following directions:

- touristic resources are socio-cultural factors that include natural and historical factors and objects of demonstration and study, which can satisfy the touristic needs of people and lead to the recovery of physical and spiritual forces;
- is a set of natural-climatic, social-cultural, and infrastructural factors of the region used in the production of tourist products.

Tourism potential is a set of opportunities for economic entities to use tourist resources to create tourist products that can attract the maximum number of consumers or tourists. Based on this, the "resource potential of tourism" is a set of general and special resources, their gathering in one place ensures the possibility of tourism activities in a specific area.

The potential of tourism is considered a factor and category that determines the development of the tourism industry and is manifested in various forms and manifestations. In particular, the existing tourism potential for the ecotourism network of tourism is to protect nature, attract ecotourists to mother nature, solve the problems of preservation and reproduction of unique flora and fauna, further improve social and economic conditions, and provide the population with new jobs. performs important tasks such as providing

Tourism potential reflects the current state of various historical monuments, buildings, structures, and other places.



**Figure 1. Composition of tourism potential**

Taking these circumstances into account, the state should create sufficient conditions to increase the potential of tourism. In this regard, the state policy has been developed and its main priorities have been adopted. That is, the influence and role of the state is important, in which the use of tourism potential is regulated by performing the following functions:

- creation of the regulatory and legal framework for the organization and regulation of tourist activities;
- determination of tourism development prospects;
- optimal regulation of tourist activities;
- ensuring security in the field of tourism;
- effective implementation of tourism personnel supply;
- ensuring scientific research and implementation of the tourism market;
- supporting foreign economic activities of tourist companies;
- environmental protection and preservation of historical monuments;
- creating a strong image of the region;
- full implementation of reporting and control functions.

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