

INNOVATIVE DIRECTIONS OF INCREASING THE TOURISM CAPACITY OF NAVAI REGION**Toshpulatov Firdavs Khusniddinovich,**

Student of the Samarkand Institute of Economics and Service

Scientific supervisor: **Turayev Abduvohid**

Abstract. This article studies innovative directions for increasing the tourism potential of Navoi region based on scientific analysis. The possibilities of tourism development based on the natural, historical and economic resources of the region are assessed. The main trends in the development of regional tourism in recent years are analyzed based on regulatory and legal documents aimed at developing the tourism sector in the Republic of Uzbekistan and official statistical data.

Keywords: tourism potential, innovative development, regional tourism, digital tourism, ecological tourism, tourism infrastructure, tourism clusters.

Annotatsiya. Mazkur maqolada Navoiy viloyatining turizm salohiyatini oshirishning innovatsion yo'nalishlari ilmiy tahlil asosida o'rganilgan. Hududning tabiiy, tarixiy va iqtisodiy resurslari asosida turizmni rivojlantirish imkoniyatlari baholangan. So'nggi yillarda O'zbekiston Respublikasida turizm sohasini rivojlantirishga qaratilgan normativ-huquqiy hujjatlar hamda rasmiy statistik ma'lumotlar asosida hududiy turizm rivojlanishining asosiy tendensiyalari tahlil qilingan.

Kalit so'zlar: turizm salohiyati, innovatsion rivojlanish, hududiy turizm, raqamli turizm, ekologik turizm, turizm infratuzilmasi, turizm klasterlari.

Аннотация. В данной статье на основе научного анализа изучаются инновационные направления повышения туристического потенциала Навоийской области. Оцениваются возможности развития туризма на основе природных, исторических и экономических ресурсов региона. Анализируются основные тенденции развития регионального туризма в последние годы на основе нормативно-правовых документов, направленных на развитие туристического сектора в Республике Узбекистан, и официальных статистических данных.

Ключевые слова: туристический потенциал, инновационное развитие, региональный туризм, цифровой туризм, экологический туризм, туристическая инфраструктура, туристические кластеры.

INTRODUCTION

The tourism sector is one of the fastest growing sectors in the world economy. Tourism is recognized not only as an important component of the service sector, but also as an effective tool for regional economic development, job creation, and cultural exchange. The innovative development of tourism plays an important role in increasing the competitiveness of regions.

In recent years, the Republic of Uzbekistan has paid special attention to the development of tourism as one of the priority sectors of the economy. As part of state policy, large-scale reforms are being implemented to modernize tourism infrastructure, create new tourist destinations, and improve the quality of services. A number of regulatory and legal documents aimed at the development of tourism have been adopted, and new mechanisms have been introduced to liberalize the tourism services market, attract investors, and comprehensively develop tourist areas.

Navoi region is of particular strategic importance in the process of regional tourism development. Geographically, the region is located in the central part of Uzbekistan and is distinguished by its ancient historical heritage, unique natural landscapes, and developed industrial infrastructure. Therefore, the development of the tourism potential of Navoi region on an innovative basis is one of the important directions of the country's tourism strategy.

MAIN SECTION

Navoi region is one of the promising regions of Uzbekistan in terms of tourism resources. There are natural, historical and cultural heritage sites on the territory of the region, which create an important basis for the development of various areas of tourism. Among the natural tourism resources of the region, the Nurota mountain system, the unique landscapes of the Kyzylkum desert, and nature reserves are of particular importance. The Nurota Mountains region has favorable opportunities for the development of ecological tourism, trekking and mountain tourism, and the formation of ecological tourism areas in this region can significantly increase the tourist attractiveness of the region.

The region also has historical and cultural tourism resources. In particular, ancient architectural monuments, historical monuments and archaeological sites in the territory of the city of Nurota are an important cultural heritage for the development of tourism. There are opportunities for the development of historical and pilgrimage tourism on the basis of these objects. The level of economic development of the region also has a positive impact on the development of tourism. Navoi region is one of the largest industrial centers of the republic. The development of the mining, metallurgical and energy sectors creates new opportunities for the formation of industrial tourism. The development of the industrial tourism direction through excursions to industrial enterprises serves to diversify regional tourism.

According to statistical data, in recent years the volume of the service sector in the region has been showing a steady growth trend. This creates important economic conditions for the development of tourism infrastructure. The increase in the number of business entities in the field of hotel services, transport services and catering indicates the expansion of the tourism services market. Navoi region is one of the important regions of the republic with its geographical location, natural resources and economic infrastructure. The region has the Nurata Mountains, the Kyzylkum Desert, ancient archaeological monuments and ecological landscapes, which are important resources for the development of various types of tourism.

The economic development indicators of the region also create an important basis for the development of tourism. According to statistics, in 2025, the growth of the gross regional product in the region amounted to 107.7%, which indicates the stable development of the regional economy. The service sector is also developing rapidly in the region. In particular, the volume of services increased by 113.7% in 2025, which indicates the formation of a favorable economic environment for the expansion of tourism infrastructure. In addition, the increase in the number of business entities operating in the region also contributes to the expansion of the tourism services market. In 2024, more than 18 thousand business entities operated in the region.

In recent years, the Republic of Uzbekistan has been implementing comprehensive institutional reforms aimed at developing the tourism sector. In particular, state programs for the development of tourism have been adopted, and specific mechanisms have been established for the modernization of tourism infrastructure, the development of new tourist areas, and improving the quality of tourism services.

Presidential decrees and government resolutions pay special attention to the development of tourism as an important factor in regional development. Within the framework of these documents, comprehensive measures have been established to attract investments in the tourism sector, form tourism clusters, and digitize tourism services. Within the framework of the state policy aimed at the development of tourism, economic incentive mechanisms have been introduced to support the activities of tour operators, stimulate domestic tourism, and increase the flow of foreign tourists. These reforms are creating new opportunities for the development of regional tourism.

Innovative approaches are of great importance in the modern tourism economy. The use of innovative technologies, new tourist products, and marketing strategies in the development of tourism increases the competitiveness of the region. One of the important innovative directions for increasing the tourism potential of Navoi region is the introduction of digital tourism technologies. Virtual tours, digital maps, mobile applications and online booking systems

increase the convenience of services for tourists. The possibility of promoting the region's tourism resources in the international tourism market through digital marketing platforms is expanding. The development of ecological tourism in the region is also an important innovative direction. Ecotourism is one of the most promising directions of modern tourism, which serves to protect natural resources and ensure employment of the local population. The development of ecological tourism destinations in the Nurota Mountains can significantly increase the tourism attractiveness of the region. The development of industrial tourism is also one of the promising directions for Navoi region. Large mining and metallurgical enterprises located in the region are an important resource for the development of industrial tourism. Industrial tourism not only ensures the diversification of tourism services, but also widely promotes the industrial potential of the region.

Modernization of tourism infrastructure is also one of the important conditions for tourism development. Development of transport infrastructure, construction of modern hotel complexes and improvement of service quality play an important role in increasing the flow of tourists. Formation of regional tourism clusters is also an important mechanism of innovative development. Tourism clusters strengthen the integration between hotel business, transport, trade, cultural services and handicraft activities. As a result, tourism services develop comprehensively and the tourism attractiveness of the region increases.

CONCLUSION

Navoi region is a region with large natural, historical and economic resources for tourism development. Effective use of the region's tourism potential is directly related to the introduction of innovative approaches. Introduction of digital tourism technologies, development of ecological tourism, expansion of industrial tourism areas and modernization of tourism infrastructure are the main innovative directions for increasing the tourism attractiveness of Navoi region.

The development of tourism in the region on an innovative basis will stimulate economic growth, create new jobs and ensure regional development. Therefore, it is important to direct the state policy on tourism development in the future to the effective use of regional tourism resources.

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