

SAMARKAND IN THE REGION VISITING TOURISM ISSUES OF EFFECTIVE USE OF FACILITIES**Shukurov Tohirjon Izzatullo o'g'li**

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Abstract: This article discusses the pilgrimage of scientists from around the world and our country. concept about thoughts studied, author by analysis done. With this one in line, in our republic, in particular, Samarkand in the province located The issues of effective use of pilgrimage tourism facilities were studied. Using the multiplicative model of economic analysis, the chain substitution method was used to analyze the efficiency of pilgrimage facilities in the region. Taking into account the analysis results, special attention is paid to such criteria as the development of scientifically based proposals and practical recommendations, and considerations are made on the development of pilgrimage tourism.

Key words : pilgrimage tourism , factor analysis , pilgrimage to tourism related objects , chained replacement method .

Introduction: According to the World Tourism Organization (UNWTO), in 2023, the number of international tourist arrivals will reach 1.3 billion, and industry revenues will reach 1.4 trillion US dollars. enough and this pandemic (COVID-19) from previous period indicators 88 percent and 93 percent respectively. The number of international tourists in 2023 is expected to be 2022 (960 million tourists) 35 percent, compared to tourism revenues and, 28 percentage growth record reached. Some to the calculations by 2025 come international tourists number 1.7 billion tourist organization to be able prophecy made .

Restoring safe tourism around the world, reorganizing pilgrimages, and removable income and this in the field work their places multiplication A number of significant efforts are being made by countries in this regard. According to reports from the International Council for Tourism and Travel, the total share of tourism in world GDP is 10.4% or 8.3 trillion US dollars (indirect and induced contribution to the economy). effects into account did not receive without tourism directly contribution-3.2%) and the world according to created work of places from ten one this sector to the extent Tourism is one of the largest objects of international trade in the non-food sector. According to UNWTO, tourism exports are the third largest in world exports, after chemicals and fuels , surpassing the automotive industry. Tourism is a leading export sector in most developed countries.

In recent years, efforts have been made to restore the tourism sector to its former status, create new tourism products based on the needs of the times, and ensure the safety of tourists and travelers. such as in the works and the field new, competitive, modern personnel to provide, scientific research take to go and him/her to practice implementation to, Special attention is paid to criteria such as the development of proposals and recommendations. In particular, significant work is being done in our country to ensure the stability of this sector, turn it into one of the locomotive sectors of the economy, increase the export of tourism services of the Republic of Uzbekistan and increase the share of the sector in the GDP of our country. In this context, improving the organizational and economic mechanisms for the development of pilgrimage tourism and related destinations is of great importance.

In our country, in the years after independence, the service sector, especially tourism, has grown significantly. attention much intensified. Latest in years in our country tourism services improving the quality of tourism, creating new jobs in the industry, further improving tourism legislation, tourist activity with practitioner physical and legal individuals by the state by support, tourism services export expansion and "comprehensive measures are being gradually implemented to develop it as one of the strategic sectors that will increase the income and living standards of the population and increase the country's investment attractiveness." This to the results to achieve, tourism field economy important networks from drivers to one to rotate, "pilgrimage" tourism through visit Increasing the flow of visitors requires scientific research to improve the organizational and economic mechanisms for the development of pilgrimage tourism destinations.

REFERENCES ANALYSIS

International scholar S.Yu. Zhitenev gives the following definition of a holy place: "Holy places are, according to various religious traditions, associated with divine acts, the deeds and lives of saints, various events of sacred history, miracles, and are also objects of worship for believers. pilgrimages to them are also obligatory, and they are also preserved and protected."

T. Hristov pilgrimage three in terms of according to to types will be.

- participants number and family belonging to according to: alone in order, group and family pilgrimage;
- to the duration according to: far and short term;
- location to the region according to: internal and external pilgrimage;

Among our country's scientists, M. Pardayev, I. Tukhliyev, A. Eshtayev, B. Safarov and others have conducted scientific research on tourism. In particular, M. Pardayev informed that in the economic analysis of the service sector, it is important to conduct factor analysis to determine efficiency and through this, it is possible to see the impact of each factor on the change in the result.

We also aimed to determine the effective use of pilgrimage tourism facilities in the Samarkand region. In our study, using a multiplicative model of economic analysis, using the chain substitution method, Samarkand in the province pilgrimage objects efficiency factorial analysis done.

METHODOLOGY

This article is one scientific the opinions of scientists such as research and To achieve the main goal, including the analysis of their reasoning, methods such as scientific abstraction, induction, deduction, systematic approach, and comparative analysis were used.

DISCUSSION AND RESULTS

First of all, when determining the efficiency indicator, the amount of money received from tourists visiting the shrine is divided by the number of tourists who visited:

$$Mm = Pm/Ts;$$

This on the ground, **Pm** - visit ordered from tourists proceeds ,

Ts - visit ordered tourists number

Research as a result, this indicator to change below It was found that the factors listed above affect.

1. Shrine to objects fallen average money of funds objects ratio to average time spent watching (Z1).

2. Shrine objects watch to do for expendable average The contribution of time to the average length of stay of foreign tourists in the region (Z2).
3. Foreign of tourists Samarkand in the province average stay of the term Ratio of average spending per 1 foreign tourist (Z3).
4. The share of the average expenditure of one foreign tourist in the region's tourism services exports (Z4)
5. Samarkand region services export to the province visit ordered ratio of foreign tourists (Z5).
6. The ratio of total foreign tourists visiting the region to tourists visiting pilgrimage sites (Z6).

To determine the interrelationship of the above factors, it is advisable to use a multiplicative model of economic analysis and we recommend using the following formula:

$$Mm = Z_1 \times Z_2 \times Z_3 \times Z_4 \times Z_5 \times Z_6;$$

The impact of the six factors affecting this outcome can be found using several methods of economic analysis. We found it appropriate to use the chain substitution method. When determining the impact of factors on the change in the outcome with this method result indicator this factor change with again calculating In this case, the actual amount of the factor whose influence on this indicator needs to be calculated is taken, and the actual amount of the factors preceding it and the planned amount of the factors following it are taken to calculate the result indicator.

Mutual dependency formula:

$$\Delta Mm = (Z_1 h * ZZZ h * ZZZ h * ZZZ h * ZZZ h * ZZZ h) - (Z_1 r * ZZZ r * ZZZ r * ZZZ r * ZZZ r * ZZZ r)$$

;

Result to change Factor 1 (Δ 1) impact as follows is:

$$\Delta Mm_{z1} = (Z_1 h * ZZZ r * ZZZ r * ZZZ r * ZZZ r * ZZZ r) - (Z_1 r * ZZZ r * ZZZ r * ZZZ r * ZZZ r * ZZZ r)$$

;

Result to change Factor 2 (Δ 2) impact as follows is:

$$\Delta Mm_{z2} = (Z_1 h * ZZZ h * ZZZ r * ZZZ r * ZZZ r * ZZZ r) - (Z_1 h * ZZZ r * ZZZ r * ZZZ r * ZZZ r * ZZZ r)$$

;

Result to change Factor 3 (Δ 3) impact as follows is:

$$\Delta Mm_{z3} = (Z_1 h * ZZZ h * ZZZ h * ZZZ r * ZZZ r * ZZZ r) - (Z_1 h * ZZZ h * ZZZ r * ZZZ r * ZZZ r * ZZZ r)$$

;

Result to change Factor 4 (Δ 4) impact as follows is:

$$\Delta Mm_{z4} = (Z_1 h * ZZZ h * ZZZ h * ZZZ h * ZZZ r * ZZZ r) - (Z_1 h * ZZZ h * ZZZ h * ZZZ r * ZZZ r * ZZZ r)$$

;

Result to change Factor 5 (Δ 5) impact as follows is:

$$\Delta Mm_{z5} = (Z_1 h * ZZZ h * ZZZ h * ZZZ h * ZZZ h * ZZZ r) - (Z_1 h * ZZZ h * ZZZ h * ZZZ h * ZZZ r * ZZZ r)$$

;

Result to change Factor 6 (Δ 6) impact as follows is:

$$\Delta\Delta Mm_{ZZZ} = (Z1_h * ZZZ_h * ZZZ_h * ZZZ_h * ZZZ_h * ZZZ_h) - (Z1_h * ZZZ_h * ZZZ_h * ZZZ_h * ZZZ_h * ZZZ_h);$$

The influence of all factors on the change in the result can be determined as follows.
 $\Delta\Delta Mm = \Delta\Delta Mm_{z1} \pm \Delta\Delta Mm_{ZZZ} \pm \Delta\Delta Mm_{ZZZ} \pm \Delta\Delta Mm_{ZZZ} \pm \Delta\Delta Mm_{ZZZ} \pm \Delta\Delta Mm_{ZZZ};$

The influence of factors on the change in the result indicator is equal to the total difference in the result will be. Practical information support issue solution for following Can I make a table 1?

Table 1

Account book of factors influencing the level of effective use of pilgrimage sites in Samarkand region and its changes for 2023-2024

No.	Indicators	2023 (r)	2024 (h)	Difference (+,-)	Growth rate, %
1	Average number of pilgrimage sites money income, thousand soums	58 574 805	65 420 150	+6 845 345	112
2	Expenses for visiting shrines average time, minute	372	372	0	100
3	Foreign tourists in the region average duration of stay, day	2.6	2.7	+0.1	104
4	In the region 1 of a foreign tourist average Cost in US dollars.	139	160	+21	115
5	The province tourist services export thousand dollars.	9,200	17 100	+7 900	186
6	Visit to Samarkand region ordered foreign tourists number, person	1 204 200	2,153,000	+948 800	179
7	Shrine total number of visitors to the facilities, person	2 796 786	2 985 018	+188 232	107
8	Visiting places of worship money funds spent on viewing objects average to time ratio (Z1)	157,459	175,861	+18,401	112
9	The average time spent visiting pilgrimage sites by foreign tourists in the region is stay share in the term (Z2)	143,077	137,778	-5,299	96
10	Average number of foreign tourists in Samarkand region Average length of stay of 10 foreign tourist expenses ratio (Z3)	0.019	0.017	-0.002	90

11	One foreign tourist on average The share of tourism expenditure in the region's tourism services exports (Z4)	0.015	0.009	-0.006	62
12	Samarkand province export of tourism services to the region visit foreign ordered to tourists ratio (Z5)	0.0076	0.0079	+0.0003	104
13	Total number of foreign tourists visiting the region visiting pilgrimage sites to tourists ratio (Z6)	0.431	0.721	+0.291	168
14	Shrine level of efficient use of facilities (Mm) thousand soum	20,944	21,916	+0.973	105

From the data in Table 1, the shrine in 2024 from objects effective use level every one visit to the ordering party For 973 soums increased our vision possible . This change by itself happened no . This result Samarkand of the province tourist services export and visit ordered foreign tourists number and their average expenses increase as a result face given by tourists in the province shrine objects watch to do for spent average time unchanged that acceptance we did . Of these change pace known one to the laws based to be This is necessary . situation of factors result to change how impact that he did defines and to them following factors our input possible :

- Shrine to objects fallen average money of funds objects ratio to average time spent watching (Z1);
- Shrine objects watch to do for expendable average the contribution of time to the average length of stay of foreign tourists in the region (Z2);
- Foreign tourists in Samarkand region average stay the ratio of duration to average expenditure per foreign tourist (Z3);
- The share of the average expenditure of one foreign tourist in the region's export of tourist services (Z4);
- Samarkand region services export to the province visit ordered ratio of foreign tourists (Z5);
- The ratio of total foreign tourists visiting the region to tourists visiting pilgrimage sites (Z6).

The factors listed above have had a certain impact on the change in the result. To determine the impact of these factors on the change in the level of effective use of pilgrimage sites, which is an indicator of the result, we recommend compiling the following table (Table 2).

Table 2

Analysis of the level of effective use of pilgrimage sites in Samarkand region in 2023-2024 and factors influencing its change

No.	Indicators	2023	2024	Chained substitutions
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		(r)	(h)	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
1	The average amount of money spent on visiting pilgrimage sites is to time ratio (Z1). (1p/2p)	157,459,153	175,860,618	175,860,618	175,860,618	175,860,618	175,860,618	175,860,618
2	Average time spent visiting pilgrimage sites The average number of foreign tourists in the region is 14. stay contribution to the term (Z2). (2q/3q)	3,077	137,778	143,077	137,778	137,778	137,778	137,778
3	The average length of stay of foreign tourists in Samarkand region 1 person ratio of average spending of a foreign tourist (Z3). (3q/4q)	0.019	0.017	0.019	0.019	0.017	0.017	0.017
4	One foreign tourist on average The share of tourism expenditure in the region's tourism services exports (Z4). (4q/5q)	0.015	0.009	0.015	0.015	0.015	0.009	0.009
5	Samarkand province export of tourism services to the region visit ratio of foreign tourists who ordered (Z5). (5q/6q)	0.0076	0.0079	0.0076	0.0076	0.0076	0.0076	0.0079
6	Total number of foreign tourists visiting the region visiting pilgrimage sites to tourists ratio (Z6)	0.431	0.721	0.431	0.431	0.431	0.431	0.431
7	Level of effective use of pilgrimage facilities (Mm) thousand soum. (1q*2q*3q*4q*5q*6q)	20,944	21,916	23.39	22.52	20.32	12.58	13.08

Factor 1 effect: $23.39 - 20,944 = +2,448$

1- factor effect: $22.52 - 23.39 = - 0.866$

Factor 2 effect : $20.32 - 22.52 = - 2.20$

Factor 3 effect : $12.58 - 20.32 = - 7.74$

Factor 4 effect : $13.08 - 12.58 = +0.50$

Factor 5 effect : $21,916 - 13.08 = +8,833$

All of factors general effect: $21,916 - 20,944 = +0.973$ thousand soum. This change should be equal to the total sum of the effects of all factors. This is calculated as follows [11]:

$$+2,448 - 0.866 - 2.20 - 7.74 + 0.50 + 8,833 = +0.973$$

The results of this analysis will allow for management decisions aimed at increasing the effective use of pilgrimage sites in the Samarkand region. To achieve this, it is appropriate to make the following recommendations .

CONCLUSION AND OFFERS

First, it is necessary to increase the average time spent by tourists visiting tourist attractions. If the value of this factor were at least at the same level as last year, the result indicator would have increased by another 866 soums per tourist. As a result of our research, the duration of tourists visiting tourist attractions would have increased from 372 minutes to 482 minutes in 2024. The impact of this factor on the result would have increased by 5,794 thousand soums. To achieve this situation, it is necessary to get tourists to spend more time visiting tourist attractions.

Secondly, by maintaining the ratio of the average length of stay of foreign tourists in the Samarkand region to the average expenses of one foreign tourist, that is, the average expenses of one tourist per day, at the 2023 level, it would be possible to obtain an additional 2.2 thousand soums of additional profit from each tourist.

Third, the factor causing the biggest losses is a foreigner. tourist average costs province tourist services in export The 40% decrease in the share of tourists in 2024 compared to the previous year is causing a decrease in revenue from each tourist by 7.74 thousand soums. It requires the development of measures to increase it.

Above our recommendations in practice application Samarkand It would serve to further increase the level of effective use of pilgrimage facilities in the region and develop pilgrimage tourism.

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