



THE ROLE OF HISTORICAL-CULTURAL TOURISM SERVICES IN REGIONAL ECONOMIC DEVELOPMENT

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Abstract. *This article analyzes the role of historical and cultural tourism services in regional economic development using the example of the Kashkadarya region. The study examines the economic efficiency of tourism services, their role in increasing employment, their impact on the export of services, and their importance in forming regional competitiveness.*

Keywords. *economic development, tourism services, historical and cultural tourism, service sector, employment, tourism exports, regional economy, competitiveness.*

In the modern economy, the service sector occupies a leading position in the structure of gross domestic product and is becoming one of the main drivers of economic growth. In this process, tourism services, especially historical and cultural tourism services, are of particular importance as a sector that creates high added value and has a multiplicative economic effect [1]. Today, many countries are achieving accelerated regional development through the effective management of historical heritage sites as an economic resource.

Historical and cultural tourism services have a direct and indirect impact on the economy. While the direct impact is manifested through the expenses of tourists on accommodation, catering, transport and excursion services, the indirect impact creates additional economic activity in other sectors through the service chain. This enhances the multiplicative effect of tourism and serves to diversify the regional economy [2].

International experience shows that historical and cultural tourism services are not only a source of income, but also a strategic factor shaping regional competitiveness. In particular, in developed countries, the tourism sector has become one of the main pillars of the national economy through the improvement of tourism services infrastructure, innovative services and effective marketing strategies [3]. At the same time, the cluster approach, digital technologies and service quality management systems play an important role in the development of tourism services [4].

In the Republic of Uzbekistan, the development of tourism services is also identified as one of the priority areas of economic policy, and great attention is paid to increasing the export of services and ensuring regional economic development through the development





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of historical and cultural tourism services. The country's rich historical heritage, ancient cities and cultural sites create a solid economic base for the development of tourism services [5].

In this regard, the Kashkadarya region is a region worthy of special attention. Despite the rich historical and cultural heritage of the region, the level of economically efficient use of these resources is still insufficient. The underdevelopment of the tourism services infrastructure, low quality of services and weak investment activity in the region prevent the full use of existing economic potential.

In this context, a deep analysis of historical and cultural tourism services from an economic point of view, an assessment of their impact on the regional economy, and the development of mechanisms for their effective development are of great scientific and practical importance. Therefore, this study analyzes the economic significance and development prospects of historical and cultural tourism services using the example of the Kashkadarya region.

The Kashkadarya region is a region with great economic potential for the development of historical and cultural tourism services. The historical monuments, archaeological sites, pilgrimage sites, and national traditions existing in the region constitute an important resource base that can be converted into economic value through tourism services. However, due to the insufficient level of utilization of these resources, the region is not fully formed in the tourism services market and economic efficiency remains low.

Historical and cultural tourism services have a multifaceted impact on the regional economy. First of all, these services are an important source of employment growth. Through the hotel industry, transport, catering, guide and trade services, new jobs are created and the income of the population increases [3]. This creates positive changes in the regional labor market.

Secondly, tourism services create a multiplier effect in the economy. The funds spent by tourists are distributed to other sectors, expanding economic activity. For example, income from hotel services is transferred to food suppliers, transport companies and local manufacturers. This process forms an added value chain in the regional economy [4].

Thirdly, historical and cultural tourism services increase foreign exchange earnings for the regional economy by developing the export of services. Expenditures made by foreign tourists are considered export services and activate foreign economic activity [5]. This strengthens the international economic integration of the region.

Fourthly, tourism services ensure the diversification of the regional economy. That is, the economy will not be tied only to industry or agriculture, but will have the opportunity to develop sustainably through the service sector [6]. This reduces economic risks and increases stability. At the same time, there are a number of economic problems in the development of historical and cultural tourism services in the Kashkadarya region. In particular, the insufficient development of tourism infrastructure, low quality of services, weak mechanisms for attracting investments, and the low level of use of digital





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technologies hinder the development of this sector. As a result, the existing tourism potential is not fully converted into economic results.

To solve these problems and increase the economic efficiency of historical and cultural tourism services, an integrated approach is required. First of all, it is necessary to attract investments in tourism infrastructure and widely introduce public-private partnership mechanisms [7]. At the same time, it is possible to expand the opportunities for integrating the service chain and creating added value by forming tourism clusters.

In addition, it is important to increase the efficiency of managing and promoting tourism services through the introduction of digital technologies. Regional tourism services can be promoted on the international market using online booking systems, digital marketing and mobile applications. This will increase the export of services and strengthen the competitiveness of the region.

In general, the development of historical and cultural tourism services from an economic point of view is an important factor in ensuring regional economic growth, creating new jobs and expanding the service sector. By effectively using these opportunities in the Kashkadarya region, the region can be transformed into an economically sustainable and competitive tourist center in the future.

In conclusion, historical and cultural tourism services are one of the important drivers of regional economic development. The analysis conducted on the example of the Kashkadarya region shows that, despite the fact that the region has rich historical and cultural resources, the level of use of these resources is insufficient and their economic efficiency is not fully manifested. This indicates the need for a systematic economic approach to the development of tourism services. This situation indicates that the economic development of historical and cultural tourism services is an important factor in transforming the Kashkadarya region into a region with sustainable economic growth, attractive for investment and competitive in the future. Therefore, it is appropriate to define the development of this sector as one of the priority areas of regional economic policy.

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