

THE IMPACT OF CULTURAL HERITAGE SITES ON REGIONAL ECONOMIC DEVELOPMENT THROUGH TOURISM: A STATISTICAL ANALYSIS

Samarkand State University of Architecture and
Civil Engineering named after Mirzo Ulugbek
Taught student of the 3rd year of the direction of preservation
of cultural heritage objects

Bakhriddinova Oltinoy Bobosher kizi
4th year student of the cadastral group
Akhmadov Azimjon Shukhratovich

Abstract: This article analyzes the impact of tourism on regional economic development through cultural heritage sites based on statistical indicators. Using the example of Uzbekistan, the level of development of the tourism sector in some regions, its positive impact on job creation, service sector and infrastructure are examined. The article draws a scientific conclusion through statistical data, graphical and tabular analysis.

Keywords: Tourism, economic development, investments, jobs, service sector, infrastructure, cultural heritage, tourism strategies, infrastructure, Presidential decrees, cultural heritage, international tourism, economic tourism, economic development, tourism statistics, UNWTO, development history, UN.

Introduction:

In recent years, the government of Uzbekistan has paid great attention to the development of the tourism sector. Increasing economic activity through the development of tourism, especially in areas located around cultural heritage sites, is of strategic importance. Cultural heritage has not only historical value, but also a source of economic benefit through tourism. This article highlights the role of tourism in economic development, especially the impact of tourism based on cultural sites at the regional level, based on statistical analysis.

Tourism potential of cultural heritage sites; Cultural heritage sites have a unique appeal and are a key factor in attracting domestic and foreign tourists. There are more than 8,000 cultural heritage sites in Uzbekistan, most of which are located in historical cities such as Bukhara, Samarkand, Khiva. Number of foreign tourists visiting Samarkand region: 1.2 million. 78% of foreign tourist visits fall on the cultural and historical direction. Revenue from tourism in Bukhara region: 240 billion soums. These figures show that cultural heritage sites play a key role in shaping tourist flows. The positive impact on regional economic development creates seasonal jobs. The tourism-related workforce includes the following sectors:

Hotels, hostels, resorts.

Guide services. Transport and passenger transportation

Restaurants, cafes and local cuisine

Souvenir trade and crafts

Number of jobs directly related to tourism: 85 thousand.

Number of newly established hotels: 310

Statistical analysis: the relationship between tourism and economic growth

A statistical analysis was conducted based on the following indicators to assess regional economic development:

As can be seen from the table above, as the flow of tourists increases, tourism income and the number of new jobs increase. This directly affects economic growth

The role of investment and state policy

Incentives and subsidies provided by the state play an important role in the development of cultural tourism. In particular:

Tax incentives for tourism facilities

Restoration of cultural facilities based on international grants

Budget allocations for tourism infrastructure

In 2023, the volume of foreign investments in tourism in Uzbekistan reached 480 million US dollars.

Problems and suggestions;

Problems;

1. The infrastructure of some cultural heritage sites does not meet the requirements
2. There is a lack of personnel to communicate with the local population
3. Marketing and advertising are underdeveloped

Suggestions;

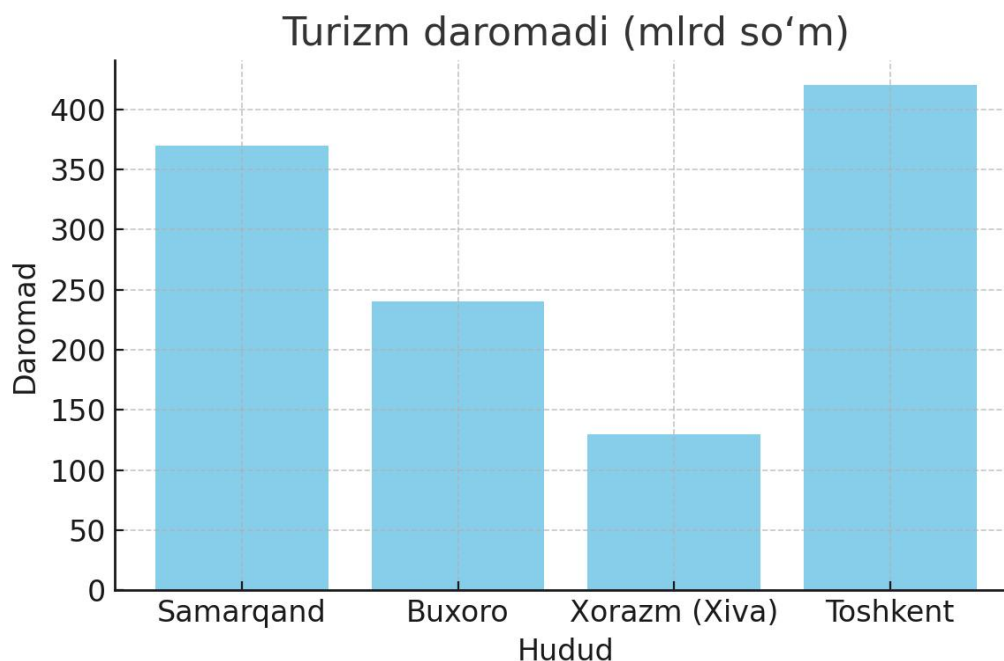
1. Expand information about local sites on digital platforms (Google Maps, TripAdvisor)
2. Create interactive maps for tourists
3. Increase the number of professional guides and translators

Region	Number of tourists (2023)	Tourism revenue(mlrd so'm)	Number of jobs	Economic growth (%)
Samarqand	1 200 000	370	18 000	6.4
Buxoro	950 000	240	13 500	5.8
Xorazm (Xiva)	520 000	130	7 800	5.2
Toshkent	1 500 000	420	20 000	6.8

Table 1. Tourism statistics by regions

As of 2023, Uzbekistan has achieved significant results in the tourism sector. The number of foreign tourists visiting the country amounted to 6.6 million. Exports of tourism services reached 1.83 billion US dollars. For 2024, it is planned to allocate 200 million US dollars in investments in the sector. During the year, 183 new hotels were launched, which resulted in the creation of 9,492 new jobs. In addition, several new tourism destinations were opened.

Tourism Revenue Comparison



Samarkand region is one of the most active tourist regions of Uzbekistan. In 2022, the volume of tourism services in the region amounted to 3 trillion soums. During this period, 1.5 million tourists visited Samarkand. The number of hotels in the region exceeded 200, which indicates the expansion of the local service infrastructure. As a result of activity in the tourism sector, more than 1,200 new jobs were created.

The Republic of Karakalpakstan is also contributing to the development of tourism. In 2022, the volume of tourism services in the region reached 3 trillion soums. According to the results of 2021, 6,853 tourists visited this region. More than 50 hotels operate in the republic. As a result of the development of tourism, more than 500 new jobs have also been created here.

Conclusion

Tourism, developing on the basis of cultural heritage sites, is emerging as one of the important factors of regional economic development. Statistical analysis shows that as tourist arrivals increase, the service sector expands and creates sources of income for the local population. The economic efficiency of this sector can be further increased through a comprehensive approach to public policy, infrastructure investments, and human resources training.

REFERENCES

1. Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan. (2024). Report on the development of the tourism sector. Tashkent: Official website of the Ministry of Tourism and Cultural Heritage. <https://uzbektourism.uz>

2. “The development of tourism in Uzbekistan - towards new opportunities.” (2024). UZA - National Information Agency of Uzbekistan. <https://uza.uz>
3. Toirov, M. M., & Karimova, Z. B. (2022). Tourism as a factor of economic development in the regions of Uzbekistan. *Journal of Economic Research*, 4(7), 34
<https://ijournal.uz/index.php/jartes/article/view/950>
4. Atabayeva, D. A. (2023). The Role of Tourism in the Socio-Economic Development of the Republic of Karakalpakstan Today. ResearchGate <https://www.researchgate.net/publication/376980153>
5. State Statistics Committee. (2023). Tourism statistics of the Republic of Uzbekistan - 2023 results. Tashkent: Official reports of the Statistics Committee. <https://stat.uz>
6. United Nations World Tourism Organization (UNWTO). (2023). Tourism and Cultural Heritage: Global Economic Impact. <https://www.unwto.org>
7. UNESCO. (2022). World Heritage and Tourism in a Changing Climate. Paris: UNESCO Publishing. <https://unesdoc.unesco.org>