

Article

Features of Management of The Development of Sustainable Tourism in The Regions

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Abstract: The article reveals cases of sustainable tourism in the regions bringing the same benefits (economic) as traditional tourism, more benefits for businesses operating in the industry, and opportunities for the region to use natural resources. Through the sustainable development of tourism, it is based on the creation of long-term conditions for both tourism itself and the potential of Natural Resources, the preservation of national and historical values of the population.

Keywords: sustainable tourism, social tourism, manila Declaration, International Organization of social tourism, tourist market segments, access to services, children and adolescents tourism, youth tourism, age-related tourism, disabled tourism, low-income population strata tourism.

1. Introduction

Tourism depends on a strong economy, but obtaining a tripartite balanced profit was often considered dependent on project developers (government, government bodies). For developing countries, however, economic benefits are characterized by their superiority over other factors. That is, developing countries are increasingly trying to use their potential in practice to attract more tourists, since the tourism sector accelerates foreign exchange revenue compared to other sectors. But the presence of negative impacts of tourism should also not be overlooked. After all, the main goal of sustainable tourism is characterized by the availability of sufficient resources to meet the demand of the future generation and develop.

In the world, a number of scientific studies are being carried out aimed at the sustainable development of the tourism sector, improving the mechanisms of Territorial Management in regions with tourist opportunities, creating new jobs and increasing the standard of living of local residents. From this point of view, it is one of the priority areas to improve the directions of sustainable development of tourism in regions, methodological approaches, ways of developing sustainable strategies of tourist enterprises, establish sustainable tourism observatories in sustainable tourism management, and carry out scientific research work on econometric modeling and forecasting indicators of the regional tourism sector.

Special attention was paid to the development of tourism in the new Uzbekistan, a number of tasks, such as structurally changing the national economy, increasing population employment and positively affecting its well-being, as well as the main priorities for their implementation were identified by transforming tourism into one of the strategic sectors of our economy. "It is more relevant than ever to adopt the program of international action for the development of" green" tourism in an era of increasing climate change." [1] indeed, it shows that there is a need for excellent scientific research,

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which will be based on an in-depth analysis of the possibilities of improving the mechanism of Sustainable Tourism Management in the regions and the development of appropriate programs. The effective implementation of these tasks requires improving the organizational and economic and methodological directions of Sustainable Tourism Management in regions, developing methodological recommendations for the sustainable development of tourist enterprises, improving the management model of tourism in regions, developing a "road map" in order to develop sustainable tourism, econometric modeling and forecasting of indicators of the tourism industry. Therefore, scientific research on theoretical and methodological aspects of determining the mechanism and prospects for the development of Regions is among the pressing issues.

2. Materials and Methods

Many In the context of globalization, the principles of sustainable development are penetrating into all sectors of the economy. In particular, the sustainable development of the tourism sector is also important.

Tourism is one of the most dynamically developing sectors in the world, closely related to the social, economic and environmental well-being of many countries, especially developing ones, and is an important source of foreign exchange revenue and employment [2].

The concept of "sustainable tourism "was developed by the World Tourism Organization (WTO) in the United Nations Sustainable Development process, and the concept of Sustainable Tourism means" leading to the management of all resources in a way that can meet economic, social and aesthetic needs, while maintaining cultural integrity, important environmental processes and life support systems." [3]

Swedish researcher Colin Michael Hall argues that sustainable tourism should be understood from a stable economic point of view. It clearly recognizes the dependence of economic development, including tourism, on natural capital reserves. Sustainable tourism is a tourism system that promotes quality development but does not provide quantitative growth that harms natural capital [4].

Often, Sustainable Development interpretations based on the tourism sector focus on the relationship between the economy and the environment. For Example, R.Harris and N.Leiper commented that" sustainable development is to encompass economic growth driven in an environment of environmental management that aims to deliver natural resources to future generations without making it less than the quality and quantity that the current generation inherits " [5]. The main emphasis was placed on the rational use of Natural Resources and leaving sufficient to the future generation, while linking economic growth to attainment in a state of undue harm to nature.

R.Payne, on the other hand, looked at sustainable tourism from a more ecological point of view: "tourism is obliged not to adversely affect the structure of economic activities open to humans and to increase the scope of opportunities. At the same time, tourism must respect the boundaries of an Ecological Society" [6], he claims.

B.Bramwell's concept of sustainable tourism is "tourism that does not harm the environment and at the same time does not disappear by itself. This is especially important for saturated areas, and sustainable tourism is responsible tourism" [7], he interprets. Meanwhile, B.Bramwell distinguishes seven units of sustainability measurement when considering the principles and practices of sustainable tourism management: environmental, cultural, political, economic, social, governance and government [8].

Different interpretations have been given to the concept of sustainable tourism by researchers in different fields. But critical opinions about this term can also be found by scientific researchers. In Particular, G.According to wall, "the term sustainable tourism

began to be used in different contexts in different aspects of the tourism industry, the word has become the main form of ideology, the term political high-rise" [9]. In addition, the researcher H.Kokosis recommends studying tourism in the sustainability concept in four areas, namely economic, environmental, competitiveness of destinations and as a development strategy [10]. R.C.Buckley, on the other hand, defines sustainable tourism as tourism of any scale related to practical and active projects, engineering and management to reduce the impact on the environment [11].

Taking a theoretical approach to the definitions of scientists and international organizations assigned to sustainable tourism, we express the author's definition of the essence of sustainable tourism as follows:

"Sustainable tourism" is the high point of the ijtmoi-economic process that any form of tourism should strive for, formed as a result of the equal importance of social care towards the local population, benefits to the economy of the area and factors of environmental harmlessness." That is, the tourism industry is considered stable.

Research methodology. In the implementation of the study, a number of methodologies were used in order to group on the management features of the development of sustainable tourism in the territory. In particular, the essence of the concept is in the means of a monographic method of research, the development of social tourism activities the method of historical development, comparative comparison in the classification of social tourism subjects, as well as grouping methods were widely used. In addition to the above research methods, empirical research methods were also used to justify scientific hypotheses.

3. Results and Discussions

It The relevance of solving the issues of development of the tourist area also arises from the fact that natural capital in most cases cannot be replaced by other types of capital.[12] the path to sustainable development is achieved by looking for an acceptable combination of all types of human-Owned Capital and identifying natural capital as a priority.

Sustainable tourism in the "three-way result" of sustainable development (Figure 1):

- an important factor in the development of tourism is the optimal use of the natural resources that are considered, not harming important environmental processes and helping to preserve natural heritage and biodiversity (environmental principle);

- respect for the socio-cultural way of life of the local population, preserving their existing cultural heritage and traditional values, contributing to intercultural understanding and tolerance (social principle);

- based on the interrelationship of principles such as the provision of viable, long-term economic operations (economic principle) that provide socio-economic interests that contribute to the reduction of poverty, as well as social services for sustainable employment and income opportunities and receiving communities, to all stakeholders that are fairly distributed.

It is for this reason that the development of tourism within the framework of the principle of sustainability requires the management of the industry in every possible way with perfectly well-thought-out projects-programs.

In our opinion, for sustainable tourism to exist and develop in practice, it is characterized mainly by the presence of characteristics of being able to develop in conditions where three factors are shared, but at the same time without mutual harm. Sustainable tourism is understood as tourism that meets the needs of modern tourists and local residents in parallel, while having sufficient resources to increase the

opportunities and meet the needs of the future generation [13] at the heart of the Sustainable Development of tourism lies the creation of long-term conditions for both tourism itself and the potential of Natural Resources, the preservation of national and historical values of the population. The aim of this is to achieve high socio – economic growth while preserving ecological purity, natural resources for the future generation [14]

The concept is in line with international trends in tourism development. This is characterized by a high level of preservation of a new tourist brand, that is, natural complexes. So it is an indispensable condition for the concept of sustainable development.

According to the classification given by the International Ecotourism Society, sustainable tourism fulfills three main functions:

1. Environmentally sustainable tourism has little impact on natural resources, particularly in protected areas. It minimizes environmental damage (vegetation, fauna, habitats, water, live marine resources, energy use, pollution, etc.

2. Socially and culturally, it does not harm the social structure or culture of the society in which it is located. Instead, it engages local culture and traditions in respect and stakeholder (individuals, locals, species objects, government organizations) at all stages of Planning, Development and monitoring, providing stakeholders with information about their roles (contributions).

Economically, it contributes to the economic well-being of the community, generating stable and equal income for local communities and as many stakeholders as possible. It brings socio-economic benefits to business owners, workers and other associated Society owners.

The section of the document " agenda of the 21st century " devoted to tourism and tourism provides a lot of evidence of the fact that at a high level of mass tourism, many resorts are losing their attractiveness, conflicts between tourists and local residents, the danger of the disappearance of national values [15] this document also covers the most important conditions in the direction of sustainable development of the tourism sector.

According to the UN Environmental Program, on the basis of sustainable tourism, the following conditions are provided for compliance:

- 1) optimal use of Environmental Resources, which form the main element of the development of Tourism, their support, assistance in maintaining the main environmental processes, natural heritage and biodiversity;

- 2) respect and tolerance for maintaining the socio-cultural authenticity of the host communities and promoting cross-cultural understanding;

- 3) to fairly ensure the viability of long-term economic activities that provide socio-economic benefits for all stakeholders, including sustainable employment and income, social services to receiving communities, and contributing to the fight against poverty. [16]

So, to answer the natural question of what differences sustainable tourism has from traditional tourism, let's look at the differences in this concept.

How does sustainable tourism differ from traditional tourism?

In traditional tourism, no training or competency training work is carried out, which is necessary to preserve nature, does not bring benefits (Social) to the local population and can quickly negatively affect the vulnerable environment, up to bringing the territory to an unrecognizable level.

Sustainable tourism can bring the same benefits (economic) as traditional tourism, but on the positive side, more benefits will remain in the local community and the

natural resources and culture of the region will be protected. Sustainable tourism deliberately seeks to minimize the negative consequences of Tourism and contributes to the socio-economic well-being of host spaces (Figure 1).

Traditional tourism often fails to provide funding sources for conservation programs, meaning that it does not contribute to benefits aimed at preserving the natural beauty of the areas. From this point of view, opportunities and threats can only be controlled within the framework of perfectly planned and managed sustainable tourism.

That is, in sustainable tourism, conservation is considered one of the priorities (in traditional tourism, the main focus will be on economic benefits, maximum satisfaction of the needs of tourists for goods and services). [17]

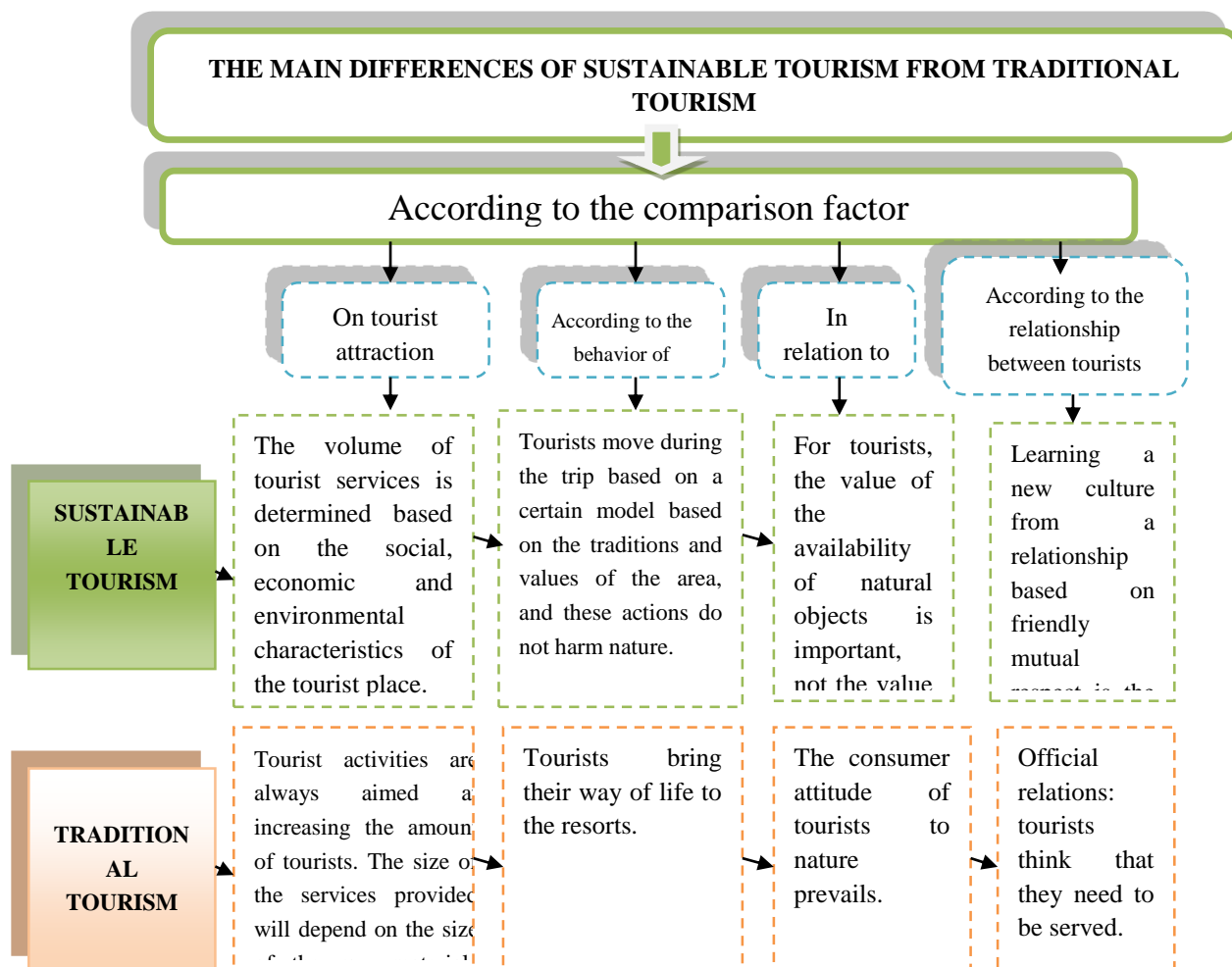


Figure 1. The main differences between traditional and sustainable tourism

In sustainable tourism, unlike traditional tourism, the main goal is not to be limited only to attracting tourists, but to operate on the principle of local orientation (Table 1).

According to the results of scientific research, sustainable tourism should lead to the following consequential effect:

- improving the well-being of the local community;
- support and ensure the economic, social and cultural well-being of the territory and population where tourism is carried out;
- support for the protection of the natural and cultural environment;
- allowing the use of natural and cultural resources to obtain economic benefits, at the same time preventing the degradation or destruction of these resources.

Table 1. The main differences in the goals of sustainable and traditional tourism

TRADITIONAL TOURISM	SUSTAINABLE TOURISM
The only goal is profit.	It is planned on the basis of three goals: profit, environment and society.
There will be mostly random trips that are not planned in advance.	It is usually planned in advance, involving all interested parties.
There are options for tourists.	There is local orientation.
Controlled by external factors.	Partially though under local control.
The focus is on entertainment for tourists.	The intensity of attention to experience-based education is observed.
Conservation is not a priority.	Conservation of Natural Resources is a priority.
The interests of society are not a priority.	Appreciation of local culture is a priority.
Most of the income falls on external operators and investors.	More income remains with the local community and the population.

According to the International Tourism Organization, sustainable tourism is obliged to perform the following tasks:

1. Proper use of Natural Resources, which is an important factor in the development of tourism, as well as support for important environmental processes and promote the preservation of natural heritage and biodiversity.

2. Respecting the socio-cultural identity of the communities you accept, preserving their existing cultural heritage and traditional values, developing cross-cultural understanding and tolerance. [18]

3. Providing sustainable, long-term economic operations, providing sustainable employment and income opportunities to all equally distributed stakeholders, including social services for receiving communities with socio-economic benefits and promoting poverty reduction. [19]

4. Conclusion

Also, the concept of Sustainable Tourism Development focuses on these three areas. In particular, the "agenda of the 21st century "states that in a separate section reserved for" tourism and tourism", for the sustainable development of tourism, a process that occurs without harming tourist resources, which ensures their speed of use, renewal or transition from slow renewable resources to fast renewable resources.

It is in this document that the main results expected from sustainable tourism are covered. According to him:

- tourism should help achieve a balance between man and nature;
- tourism must contribute to the preservation, protection and regeneration of the ecosystem;
- travel and tourism must be based on life models of production and consumption;
- the policy of protectionism in the field of travel and tourism must be partially or completely changed;
- environmental preservation should become an integral part of the process of developing sustainable tourism;
- the problems of Tourism Development should be solved together with citizens (local residents) closely related to the industry;
- when risks arise to the tourism industry or tourists as a result of natural disasters, States must warn each other;

- in the field of travel and tourism, there must be an impetus for the creation of jobs for local residents;
- the development of tourism should protect the cultural life and interests of local residents;
- the tourism sector must follow the principles of International Environmental Protection.

Compliance with the principles of the development of sustainable tourism means the following:

First, compliance with social justice:

-in tourist areas, it is important to take care of the local population and maintain their stable social and cultural environment. To do this, increase the attractiveness of employment in the tourism sector, while improving working conditions, along with opportunities for training and training, promotion at Career Heights[20] ;

-the possibility of equal use of tourist services for all segments of the population. It is necessary to reduce the seasonality factor of social tourism and ensure employment throughout the year. At the same time, taking into account the capabilities of persons with disabilities, social infrastructures (nutrition, recreation, transport, etc.) organization and equipment are manifested in activities.

Secondly, the following conditions must be met to ensure environmental sustainability:

- transfer of activities of entities operating in the tourism industry to an environmentally friendly environment through the introduction of energy-saving technologies;

- creating conditions for the redistribution of the flow of tourists throughout the specified territory, taking into account the permissible recreational loads and the resistance of natural complexes to anthropogenic influences;

-to establish an increase in ecological culture among the population in order to provide an opportunity for the preservation and restoration of natural complexes.

Third, to achieve economic efficiency, the following are required:

- reduce energy, water consumption based on the introduction of resource-saving innovative technologies and raw materials; ensure the efficiency of the use of tourist resources by reducing the amount of waste;

- striving to increase the quality and competitiveness of tourist products;

-to carry out rational management of tourist flows in order to reduce the seasonality and inequality of distribution between regions. The equal distribution of tourist flows will be both environmentally and economically efficient;

- introduction of certification and marking of tourist services and products into the practice of tourist industry organizations. The development and implementation of a certification system for enterprises using sustainable development approaches will give additional competitive advantages in the world market.

As a result of the practical promotion of sustainable tourism in the area, the importance that comes within the framework of the three principles is reflected. In particular, it has been shown that local residents are more likely to hate sustainable tourism than traditional tourism as follows:

- demand for local goods and services market increases;
- the possibility of employment of local residents expands;
- the focus on the local economy increases.

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