



Volume: 02 Issue: 12 | Dec 2021 ISSN: 2660-454X

<http://cajitmj.centralasianstudies.org/index.php/CAJITMF>

Potential, Mechanisms and Scenarios of Sustainable Tourism Development in Regions of Uzbekistan

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Received 27th Oct 2021,

Accepted 28th Nov 2021,

Online 16th Dec 2021

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Abstract: The research work determined the fact that the main provisions, conclusions and recommendations of the work develop and complement some aspects of management theory, enterprise economics and tourism economics and can serve as a theoretical basis for the conceptual substantiation of national and regional programs for the development of the tourist services market.

Also, results lie in the possibility of using the research results in the formation of state policy in the field of development and support of entrepreneurship in tourism in the regions of Uzbekistan. Methodological developments and practical recommendations of the research can be used by regional authorities as practical recommendations for organizing a tourist complex management system in the cities of Uzbekistan.

Keywords: sustainable tourism, socio-economic development, quality tourism, resort, Environmental planning, mechanism of cooperation, tourist resources.

Introduction. Achieving sustainable development of regional economic complexes is the basis for the formation of an integral competitive national economy. This applies to all sectors of the national economy, including tourism, with its complex socio-economic system, covering the most diverse components, including human resources, natural recreational facilities, the organization of various activities and much more.

At the same time, it should be noted that sustainable development of a region is a process in which development occurs without harming resources and depleting them, which makes development possible.

Accordingly, the sustainable development of tourism presupposes the formation of a modern institutional environment against the background of the preservation of natural, cultural and other resources for their constant use in the future, while bringing benefits to society at present time. Regional tourism planning from the standpoint of sustainable development is of priority due to the complete dependence of the volume and rate of tourism development with attractions and activities related to the natural environment, historical heritage and cultural models of the respective territories. The destructive impact on these

resources reduces the attractiveness of tourist regions, which justifies subsidizing the processes of preserving the natural and cultural resources of the tourist region.

However, the tourist complex, functioning as an economic system, can adopt the vector of sustainable development and become competitive if the initial institutional structures represented by state bodies and business entities, realize the importance of the role of tourism in the socio-economic development of the country and will begin to pursue a well-coordinated policy for the development of its territorial subsystems.

In turn, the creation of real conditions for such development requires a scientific understanding of new theoretical and methodological approaches to the use of recreational potential. All this testifies to the relevance and necessity of scientific research of the problems of sustainable development of tourism in the region as part of the social sector of the economy.

Literature review. In the economic literature, much attention is paid to the problems of tourism development. A great contribution to the formation of the theory and practice of tourism development was made by foreign scientists Ansoff I., Bowen J., Braymer R., Kotler F., Lamben J.J., Makenz D., Owen A. and others. Their works are based on the analysis of the world experience or experience of individual countries. However, they do not fully adapt to modern contradictory domestic realities with the inherent specifics of the model management in the context of transformation and the practical lack of adequate tools for the effective functioning of domestic tourism organizations.

The problems of regional economic development in the scientific literature were also considered quite comprehensively, taking into account various positions characteristic of a certain period. Active research in foreign scientific thought in this direction since the middle of the last century was carried out by such scientists as G. Armstrong, F. Clarke, J. Taylor, who developed the foundations of the theory of spatial distribution of production and the principles of regional economic policy implementation.

In domestic economic science, regional problems began to be actively studied in the 70-80s of the last century from the standpoint of the distribution of productive forces in the planning of the national economy (M.Xoshimov, O.X.Xamidov, M.Q.Pardaev, R.A.Islomova, U.A.Xudoyberdiyev, R.Hayitboev, U.Matyakubov, N.Tuxliev and others).

Ruzmetov B, Khamraev Kh.R, Navruz-zoda B.N., Kilichov M.Kh., Xidirova G.R. and others contributed to the development of modern concepts of sustainability and efficiency of functioning of regional socio-economic systems.

Alimova M,T., Kakhkharov O.T.,Khazimov P.Z., Yuldashev Sh.G., Akhmedov T.M., contributed to the study of the development of tourism in the regions, Morozov M.A., Skobkin S.S. and etc.

At the same time, a number of problems remain unexplored, including the problems associated with the sustainable development of tourism in the regions. Thus, the urgency of the problem, the need to develop theoretical and methodological approaches and principles of regional sustainable tourism development, identify strategic guidelines for the sustainable development of tourism determined the choice of the goal of the work, its tasks and the main directions of research.

The purpose of the thesis is to study the problems of sustainable development of tourism in the region and the development of scientifically based proposals for their solution as the basis for the socio-economic development of the industry in the region.

In accordance with the set goal, the following tasks were solved:

- in-depth study of theoretical approaches to the essence and content of the concept of a tourist region from the standpoint of its attractiveness and sustainable development;

- research on the fundamental trends and prerequisites for sustainable socio-economic development of tourism in the region;
- retrospective and predictive analysis of the development of tourist and recreational potential and socio-economic infrastructure of tourism in the context of the regions of the Uzbekistan and the development of basic measures for its sustainable development in these regions;
- generalization of methodological approaches and practical experience to improve the quality of tourism services as a key component of the concept of sustainable tourism development in the region;
- development of scientific and practical recommendations to expand the use of organizational and economic instruments of intersubjective cooperation, stimulating the development of tourism in the region;
- development of tools for improving the regional state tourism policy in the context of the regions striving for sustainable development.

The subject of the research is organizational and economic relations arising in the process of managing the formation and development of a regional tourist complex.

The object of the research is the resort city of Bukhara as a tourist region with a stable specialization.

The theoretical and methodological basis of the study was the fundamental concepts and hypotheses, substantiated and presented in the works of domestic and foreign scientists on economic theory, macroeconomics, regional economics, tourism economics, economic analysis, government regulation of tourism.

Research methods. The substantiation of the main results of the study is ensured by the use of modern tools - system analysis, involving the study of complex multicomponent systems and objects. Within the framework of a systematic approach, the author applied a set of methods and techniques of economic research: graphic, dynamic, grouping, logical, economic and statistical and marketing research methods.

Research work consists in substantiating and implementing an integrated approach to identifying the problems of sustainable tourism development in the region and developing recommendations for their solution, taking into account the existing resource potential of the region and modern requirements for the socio-economic development of the industry in the region. A specific contribution to the growth of scientific knowledge is as follows:

By specialization "regional economy":

- presented, by generalizing scientific concepts and a functional approach to the selection of tourist regions, the author's definition of the concept of a tourist region with opportunities for sustainable development, considered as a territory with clear administrative-territorial boundaries, attractive objects, a set of services that satisfy the needs of tourists and infrastructure that ensures rational use resources and improving the quality of life of the population of the region, which made it possible to fully reveal the essence of the concept under study, to identify the main components of the tourist region and the conditions for its sustainable development;
- the basic trends (preservation and reproduction of tourist resources, ecological planning of tourism, interaction and consideration of the interests of the local population, high-quality tourism, economic and social benefits) and prerequisites (the presence of tourist and recreational resources, the presence of forms of ownership and types of management, an unlimited number of subjects of activities and freedom of choice, access of all tourist organizations to available resources, the presence of state policy) sustainable development of tourism in the region as an element of the overall process of long-term socio-economic development, which allow resolving potential contradictions associated with the

use of certain resources for different directions of formation and development of tourism in the region and ensure the multipurpose use of the infrastructure of the tourist region for the benefit of the needs of the local population and tourists;

- developed, based on a structural analysis of the contradictions of economic interests, the organizational and economic mechanism of interaction between regional tourism management bodies and economic entities in the region, the fundamental basis of which is the formation, implementation and coordination of mutual economic interests, which allows expanding the opportunities for the development of entrepreneurship in the field of tourism, taking into account conditions for sustainable development of the region (rational use of resources, ensuring the quality of life of the population of the region) and to realize the socio-economic interests of the subjects of the tourism market;
- the priority concept of sustainable tourism development in the Uzbekistan Territory (environmental planning, emphasis on local society and high-quality tourism), which ensures the protection of the natural resources of the region, socio-economic benefits to the population and the conditions of stay of tourists, corresponding to modern international requirements for the quality of tourist services. For the specialization "economics, organization and management of enterprises, industries, complexes: service sector":
- proposed and used, within the framework of the concept of sustainable tourism development and an integrated quality management system, using the example of the resort city of Bukhara, a methodology for assessing the quality of tourist services in the region, based on the technical, functional and social components of quality, including requirements for the quality of tourist complexes, infrastructure, natural resources and a list of factors that reduce the assessment of quality, which allows you to quantify the level of quality of tourism services in the region, identify the competitive advantages and disadvantages of specific elements of tourism services and create a basis for long-term planning of demand for various types of services,
- it has been proven, taking into account the goals and fundamental principles of state tourism policy, the objective need for a comprehensive application of instruments of state regulation of tourism in the region, combining administrative, legislative instruments, direct and indirect economic regulation, which allows to ensure controllability of the development of the mesoeconomics tourism system while maintaining its social dominant.

In this regard, government bodies at all levels of management, when developing a strategy for sustainable development of specific tourist regions and the country as a whole, need to take into account the existing trends and prerequisites that can affect the sustainable development of tourism (Table 1).

The characteristics of the prerequisites for sustainable development of tourism in the region are highlighted by the author in the following:

1. Availability of recreational and tourist resources necessary to attract tourists. This prerequisite is fundamental for the formation of tourism infrastructure in the region. Without this prerequisite, any development of tourism in the region is impossible.
2. The presence and variety of forms of ownership and types of management. The significance of this premise is justified by the fact that it is it that lays the foundations for the formation of a competitive environment and, accordingly, sustainable development. The competition of travel agencies has a significant impact on the quality of their services, the growth of the professional level of personnel.

Table 1. Directions for achieving sustainable development of the tourist region*

Sustainable development trend	Direction of activity
Conservation and reproduction of tourist resources	Maintaining and subsidizing the region's tourist resources with the aim of their further reproduction; Preservation of the structure of the natural subsystem, satisfaction of the vital, material and spiritual needs of local residents.
Ecological tourism planning	Careful observation, analysis and consideration of all elements of the environment when determining the most appropriate type and location of objects in the development process.
Interaction and consideration of the interests of the local population	Involvement of the local community in the planning and development process; Development of those types of tourism that benefit the local community.
Quality tourism	Providing good value for money; Orientation of the region towards environmentally friendly tourists.
Economic and social benefits	A stable amount of capital of all types (natural, material and financial, human, social) per capita of the population

***Source: Author's work as a result of research**

3. An unlimited number of subjects of tourist activity and the freedom of choice of each participant in the type of activity. This means that any tourist complex has the right to engage in entrepreneurial activity and make a profit.

4. Access of all tourism organizations and institutions to available resources. The point is that all business entities should be able to use tourism and recreation factors, purchase equipment and technology, obtain loans, and attract labor. All this creates the effect of starting opportunities and makes active entrepreneurial activity real, which means it forms a stable competitive system for tourism development.

5. The presence of a state policy in the field of tourism, the formation and implementation of regional comprehensive target programs and concepts for the development of tourism in the region. This presupposes the functioning of state structures to coordinate and control the development of tourism in the region. The presence of these trends and prerequisites provides the basis for the effective functioning of the tourist services market, which is the core of the modern economic system, its dominant value, which determines all the parameters of the economic life of society. Further scientific analysis of the state of tourism and the possibilities of ensuring its sustainability in some regions of the country: the Uzbekistan, Tashkent, Samarkand and Bukhara regions, within the framework of the research, allowed the author to draw a number of conclusions:

- there is an interest of tour operators in health and ecological tours, as well as in active recreation tours.
- the tourist business is noticeably reviving with the adoption in the regions of state programs and projects for the development of tourism
- the legislative base of the regions in the field of providing guarantees for investment in the tourism business is rather weak or absent altogether, which is a deterrent for Uzbekistan and foreign investors.

- the main disadvantage is the undeveloped tourism infrastructure and low level of service.
- short stay of tourists in all presented tourist regions (2.5-5 days).

The result of these conclusions was the proposed number of measures to achieve sustainable tourism development in these regions:

1. Improvement of the regional regulatory framework for tourism development, rational use of resources, development and implementation of regional comprehensive targeted programs for support and development of tourism.
2. Development of tourism infrastructure, creation of a network of service enterprises directing their work directly to tourists.
3. Expansion and improvement of the quality of provided basic and additional services.
4. Application of measures of marketing influence on consumers both during a tourist's stay on vacation and outside it.
5. Training of qualified specialists.

Analysis of the economic potential of the research object - the resort city of Bukara, Kizilkum Territory as a tourist region, also revealed a number of important features.

The tourist complex of the Romitan resort is one of the most dynamically developing sectors of the economy. The volume of services provided by the tourism industry makes up one third of the total volume of paid services to the population in the city.

The main prerequisites for sustainable development of the region are:

- unique natural resource potential, developed infrastructure, availability of resort and tourist organizations, professional human resources capable of using the existing potential to receive and serve guests.
- Managing influence aimed at motivating various economic interests leads to an increase in the level of use of opportunities for the development of entrepreneurship in the field of tourism, and also leads to fuller realization of economic interests, strengthening of economic and labor motivation, creation of the necessary social and economic conditions in order to stimulate the development of entrepreneurship in the field of tourism in the region.

In this regard, the author considers the cooperation of regional, local "governing bodies and" economic entities in the formation of sustainable tourism development in the region in the following aspects.

First, the task of interaction between objects and subjects of tourism in the region, functioning in the territories of cities and districts of the region, should be set, as a result of which a single tourist space.

Secondly, an important basis for such a space should be a policy of uniform pricing, which makes it possible to exclude unjustified overpricing by individual tour operators engaged in the purchase and resale of a tourist product. Cost reduction policy tourist product will form the necessary conditions for solving the problem of social tourism.

Thirdly, the creation of a single tourist space will make it possible to more efficiently use existing resources, tourism enterprises and institutions, catering and transport enterprises, as well as receive funds from tourist turnover for their reconstruction or new construction in the region.

In addition to the mechanism of mutual cooperation between the subjects of tourism in the region, the author proposes to develop and implement the concept of sustainable development of the region.

However, initial efforts to promote sustainable development should minimize the negative environmental impacts of tourism. This task is of particular relevance in light of the rapid development of the industry, which is going on in the coming years, and the increase in its load on the environment.

Conclusions. Sustainable development of the tourist region involves planning and managing the development of the territory, which ensures the protection of the natural and cultural environment, improves the quality of life of the local population, ensures tourists of conditions of stay that meet high international standards.

In this regard, observing the basic principles of sustainable development, the work substantiates the need to develop a concept in the following areas:

1. Environmental planning, which provides for careful observation, analysis and consideration of all elements of the environment when determining the most appropriate type and location of objects in the development process.
2. An emphasis on local communities, which focuses on the involvement of the local community in planning and development, and in the design of those types of tourism that bring benefits to the local community. It uses methods to channel most of the tourism benefits to residents rather than outsiders.
3. Quality tourism, which ensures “good value for money”, protects tourism and recreational resources and attracts types of tourists who respect the local environment and people. The presented concept of sustainable tourism development, reflecting the three main directions of tourism development in the region, the author proposes to fit into the overall planning and management process in the region. In this case, it is necessary to use strategic planning, modeling, which allows, even in theory, to foresee possible negative consequences of its development and, accordingly, to avoid them. This is one of the important requirements for the future sustainable development of tourism in the region.

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