

Factors of Sustainability of Tourism Development in Uzbekistan

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ANNOTATION

The scientific article describes the essence of the concept of sustainable economic development, defines the UN Sustainable Development Goals, briefly describes the trends of tourism development in Uzbekistan, as well as proposals and recommendations for identifying the factors that ensure the sustainable development of the industry of our country, with an analysis of the factors of sustainable development of tourism.

KEYWORDS: sustainable development, Sustainable Development Goals, tourism, economic factors, social factors, anthropological factors.

Introduction

As a result of the development of market relations, favorable conditions are created for the development of the tourism sector in Uzbekistan, and the further integration of tourism into the republic's economy is gaining importance in the country's economy. The tourism sector serves to provide the necessary foreign currency income for the country's treasury, to create new jobs and, at the same time, to raise the standard of living of the population. The geographic location of Uzbekistan is extremely favorable, with excellent natural climate conditions, as well as rare historical architectural monuments, fruits, various dishes, and a hospitable people with excellent national traditions and customs. All this attracts the attention of foreign tourists. At the same time, the political stability in Uzbekistan plays an important role in the development of international tourism.

The stability of the development of the tourism sector is a necessary element for the sustainable development of the country's economy. It is impossible to develop the country's economy without ensuring stability in tourism. Stability and its legal support serve as the basis of economic growth and creativity.

If we pay attention to the concept of sustainable development of the country's economy and in particular tourism, what conditions it requires, what needs to be done to ensure it, why stability serves as a factor of economic growth, issues such as today's tourism industry are also issues that need to be studied and researched.

In this regard, in order to ensure the sustainable development of the economy of the Republic of Uzbekistan, in particular, the tourism sector, on February 7, 2017, the Decree of the President of the Republic of Uzbekistan No. PF-4947 "On the strategy of actions for the further development of the Republic of Uzbekistan"[1] and the national goal in the field of sustainable development until 2030 On October 20, 2018, the decision of the Cabinet of Ministers, which defines tasks, "On measures to implement national goals and tasks in the field of sustainable development until 2030" was adopted[4]. Several goals and tasks in the field of sustainable development have been defined for the implementation of this decision.

Analysis of literature on the topic

Today, many foreign scientists, especially from Western countries and CIS scientists, are conducting research on economic stability and its impact on the modern way of life and future development of societies. As a result, the concept of "ustoychivoe razvitie", that is, sustainable development, is taking a strong place among socio-economic terms [9]. In this way, studies on sustainability in tourism and its indicators are also being carried out.

In this regard, after analyzing the opinions and opinions of some authors, summarizing their results, we will briefly state our opinions on the sustainable development of the tourism industry.

Novikov V.S. In The Study Guide "ИННОВАЦИИ В Туризме" The Main Functions Of Innovation And Innovation Management In The Field Of Tourism And Service Provision, The Principles Of Sustainable Development Of Tourism, The Method Of Evaluating The Effectiveness Of Tourism, As Well As The Impact Of Scientific And Technical Development And Innovations In Tourism On The Field Of Tourism [7].

Ponomareva I. Yu. in his research, he considered the factors of the modern tourism model that negatively affect the socio-cultural and ecological spheres. The concept of sustainable tourism and the conditions for modern tourism to approach this model, that is, sustainable development, are given. Also, the impact of sustainable tourism on social processes, in particular on social mobility, was analyzed[10].

Nezdoyminov S.G. In his article, modern trends in tourism development, approaches to the greening of tourist activity based on the program rules of "green" economy, environmental problems of managing tourism development in Ukraine, international experiences of implementing environmental certification programs in the tourism sector are studied [8]. Attention is drawn to the need to increase the level of environmental safety of travel in accordance with the criteria of sustainable human development. It was determined that the introduction of environmental certification systems for tourist services is necessary for the implementation of the concept of sustainable development of tourism in the regions. The above-mentioned authors did not pay attention to the main factors determining the sustainable development of the tourism sector.

It is also necessary to take into account the opinions of some researchers who have conducted research in the field of tourism in Uzbekistan in recent years, including A.A. Eshtayev in his research, determined the effective use of innovative marketing strategies to improve the marketing strategy of tourism management in the world under the conditions of globalization [13].

O.Kh. Hamidov conducted a study on the development of ecological tourism and the following issues were resolved in his study: it was justified that the improvement of the mechanism of management of ecotourism is an important direction of the strategic development of the tourism sector; environmental protection, ecotourism safety and control strategies of ecotourism development management are developed; A scoring method of resource potential management and efficiency assessment of ecotourism was developed, directions for its practical use were recommended, and directions for its integration into the national economy were justified[14].

Research methodology

In the study, the methodology of taking into account the innovative changes expected in the coming years and studying the sustainable development of tourism as a single system in determining the sustainable development of the tourism sector is used in the research, while studying the opinions of experts in this regard, through methods such as observation, comparison, empirical research, systematic and comparative analysis, and expert evaluation. a method of determining the development directions of the components of the tourism sector is proposed. Also, conclusions were made regarding the priority tasks of the development of tourism in our republic until 2025, and concrete recommendations were developed for improving tourism in our republic.

Analysis and results

Sustainable development is an economic parameter of the intergenerational relationship, because it is through such stability that the harvest obtained as a result of the work of today's generations will be the basis of a good life for the next generations, and thus the effectiveness of the work of different generations for the development of their homeland, their country, and their family will be ensured. appears. The purposeful labor process of today's generations ensures the quality of life of future generations. The realization of these long-term goals will bring about huge qualitative changes. Society manages to move from one level to another, higher level of development [6].

In the concept of stability, three contents are distinguished, they are economic stability, social stability and political stability.

Sustainable development envisages such a development in which the life needs of today's generations are taken into account as much as possible, but it is noted that this system of consideration does not create a threat to the life needs of future generations. This content occupies the main place in the UN definition of stability. This is the main law - not to create a threat to the life needs and conditions of future generations. From this point of view, sustainable development combines two important aspects, which are:

- a) the principle of needs, including priority needs (living needs of the poorest strata);
- b) the principle of bans (establishing ban control and monitoring at the international level on all decisions that threaten the living needs of present and future generations).

However, at the same time, sustainable development is aimed at satisfying the material needs and aspirations of each individual, while not threatening the needs and aspirations of future generations today and in the future.

At the "Rio+20" Conference held by the United Nations in 2012 on the topic of sustainable development, world leaders agreed to develop the Sustainable Development Goals (SDGs). 17 Sustainable Development Goals (SDGs) to be achieved by 2030 based on extensive global discussions (eradicate poverty; end hunger; health and well-being; quality education; gender equality; clean water and sanitation; affordable and clean energy; decent jobs and economic growth) growth; industrialization, innovation, infrastructure; reducing inequality; creating sustainable cities and livable places; responsible consumption and production; combating climate change; preserving marine ecosystems; preserving terrestrial ecosystems; peace, justice and good governance; cooperation for sustainable development) and 169 related tasks were defined. They were officially adopted in September 2015, at the United Nations summit.

In Uzbekistan, the principles of sustainable development are included among the factors of social protection and economic development of the state policy. The Strategy of Actions on five priority areas of development of the Republic of Uzbekistan in 2017-2021, approved by the President of Uzbekistan on February 7, 2017, serves as a national "road map" of our country for the implementation of sustainable development goals. In fact, in September 2015, Uzbekistan accepted the conditions for the implementation of the Sustainable Development Goals announced at the UN Summit at the national level. Accordingly, on October 20, 2018, the decision of the Cabinet of Ministers of the Republic of Uzbekistan No. 841 "On measures to implement national goals and objectives in the field of sustainable development until 2030" was adopted[2]. This important document defines 16 goals for sustainable development and 225 tasks have been developed to implement the goals, all of which are aligned with the Development Strategy[1]. Among the tasks, it is defined to create favorable conditions for the population, to protect people's health, to carry out systematic work on the development of the economy.

Nowadays, we can see the steady development of the tourism sector in Uzbekistan from the tourist indicators in our country. The number of foreign citizens visiting our country has been growing rapidly in recent years. According to the analysis of statistical data, 2,027 million people visited the Republic of Uzbekistan in 2016, and 2,69 million people visited it in 2017, which means that the number of people who visited the Republic of Uzbekistan in 2017 increased by 32.7% compared to 2016. In turn, we can see that 5,346 million people visited our country in 2018, which is an increase of 99% compared to the previous year, and also 6,748 million people visited our country in 2019, which is an increase of 26.2% compared to the previous year. It is recognized that these tourists are coming to our country for health, educational, professional, pilgrimage or other purposes.

However, in the context of the global pandemic, we can see that the number of tourist visits in 2020 was 1.504 million people, which is 77% less than in 2019, and 2021 was 1.881 million, which is 72% less, but 2021 is 25% more than 2020. It has been estimated that tourism is one of the most affected sectors worldwide. 2020 will go down in history for a number of reasons. All tourism professionals expect nothing but a complete stagnation of the market. According to the results of the study, the characteristics of stability and flexibility during the pandemic should revitalize the tourism and hospitality sector.

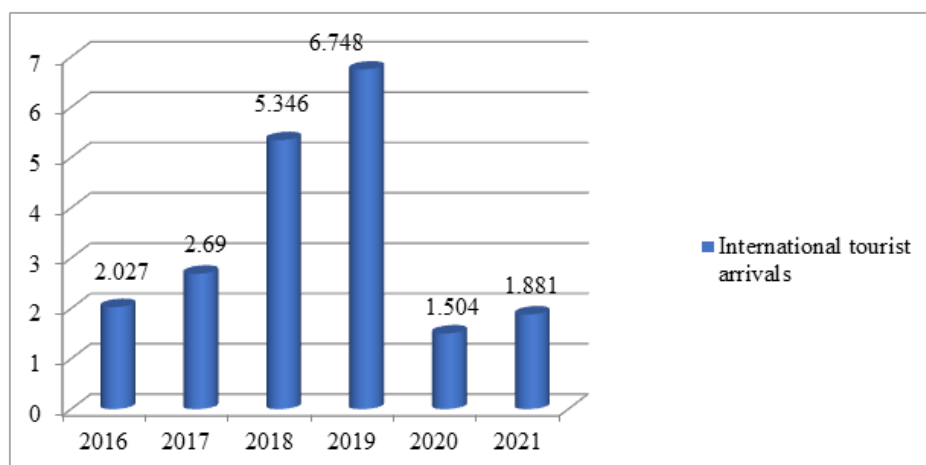


Figure 1. Number of foreign citizens visiting the Republic of Uzbekistan (million people)

One of the main reasons for this is the introduction of a visa-free regime for citizens of more than 90 countries and the creation of wide opportunities for the development of domestic and pilgrimage tourism in Uzbekistan[4], which serve as the main basis for the sustainable development of tourism in our country.

There are also several distinct views on what constitutes sustainable development in tourism. If we define them, first of all, it is considered as a process of ensuring the peaceful development of tourism itself in a stable and moderate manner, without various internal and external crises, from simple to complex. Secondly, stability in the direction of tourism actually means the process of stability within the tourism system, conditions for sustainable development of tourism, stability of services in tourism, etc. Their stability ensures the stability of the tourism industry[5].

Therefore, sustainability in tourism is the procedure for organizing, conducting, developing tourist activities, organizing various types of services and economic relations, taking into account the needs of tourists, and ensuring the growth, reproduction and steady increase of income from year to year.

Sustainable development of the tourism sector is the creation of a system of economic relations aimed at the long term. In this process, the integrity of economic, social, ecological and cultural tourism goals, they are observed. The long-term interests of all tourism parties (visitors, hosts, local residents, countries, partners) based on these goals are taken into account. Sustainability in tourism is the process of ensuring that existing tourism resources and reserves are used by future generations.

Sustainable tourism is a system of bringing to life the possibilities of realizing the desire to travel in societies, serving the realization of non-material needs of society, using existing systems and ensuring that they reach the next generations.

Sustainability in tourism is a set of economic relations and a balanced system of economic relations in which the relations of all parties are organized on the basis of harmony. The main motto of modern tourism from this point of view, that is, from the point of view of its sustainability, is to become a guardian of peace, to protect the state of peace and to work for peace in the whole world.

Therefore, in order to create economic stability in the field of tourism, in our country special programs, decrees, support and assistance of the legal system, so to speak, an "open door" policy are being carried out in our country. Therefore, the real development of tourism stability now depends on the human factor working in the field and managing the field. At this point, it should be said that in times of economic crisis, the methods of "top management" come in handy and they serve to quickly solve the existing crisis and crisis situation. At the same time, during periods of calm and peaceful development, a more effective method of "management from above" to "management from below" leads to finding the most important and urgent issues in the field and bringing them to a solution.

From the point of view of the economic stability of the tourism industry in Uzbekistan, we found it appropriate to divide the factors that ensure stability into pure economic factors, social factors, and anthropological factors.

1. Economic factors that ensure the economic stability of the tourism sector include:

➤ to ensure unconditional execution of tasks set by the state policy in the field, to deeply

understand that every step taken is for the development of the population and the country;

- creative, creative and critical approach to the issue of economic development and stability of the industry and ensuring economic efficiency;
- to ensure the process of economic growth in the field and the growth of GDP per capita;
- increase the competitiveness of the tourism industry within the country's economy and create a favorable investment environment;
- creating new jobs in the field and ensuring their long-term employment and full employment;
- to ensure the stability of the price of services in tourism, to ensure that prices do not depend on political and social processes;

2. It was determined that the social factors that ensure the economic stability of the tourism sector include the following:

- to strengthen legislation on the protection of all objects of national tourism, historical heritage, spiritual and educational heritage, scientific resources, and to develop and adopt legal documents and provide funds for their preservation and protection;
- the essence of the state policy in the field of tourism, its role in economic stability, the views on the possibility of tourism as a locomotive of the economy, to carry out propaganda and campaign activities in all mass media, internet sites, internet space and social networks, to activate and revive it;
- organization of promotional activities for children in the areas where tourism development has been established, to make them realize that their country is a tourist center and live with pride, and to ensure the orderly maintenance of these areas.

3. We included the following in the anthropological factors that ensure the economic stability of the tourism sector:

- To create the image of Uzbekistan as a modern tourist country, to establish its promotion and promotion on a global scale, to create a sense of pride and pride in the citizens of our country's tourist opportunities;
- to train and retrain and improve the qualifications of personnel who meet the world's demands and to improve their qualifications, to introduce systems of certification of their knowledge and competences and to ensure their practicality;
- to regularly ensure the arrival of young, morally and educationally mature, young personnel who have received education in the field of tourism, who aspire to become masters of their field, who enjoy work;

Conclusions and suggestions

Summing up from the above, it can be noted that the stable development of the country's national economy leads to the stable development of tourism. In this regard, it is recommended to include the following factors that serve the sustainable development of the economy and, in turn, tourism:

- production modernization, technical renewal and diversification; rapid development of sectors that can compete equally in the world market and become a locomotive of

economic growth, further modernization and diversification of the economy;

- deepening localization of production and expansion of inter-sectoral industrial cooperation, economic growth and structural change of the economy;
- implementation of important strategic projects by conducting an active investment policy;
- to continue the measures encouraging the development of small business and private entrepreneurship and the service sector and, as a result, to further increase their share in GDP;
- as an important factor of sustainable development of the economy, to ensure the growth of the population's employment and, in general, to stimulate the continuous increase of the population's quality of life and consumer demand.

The results of the research showed that the sustainable development of tourism depends not only on the development of the industry, but also on a number of factors such as the development of other sectors of the economy, the increase in the income of the population, and the development of economic cooperation with foreign countries.

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