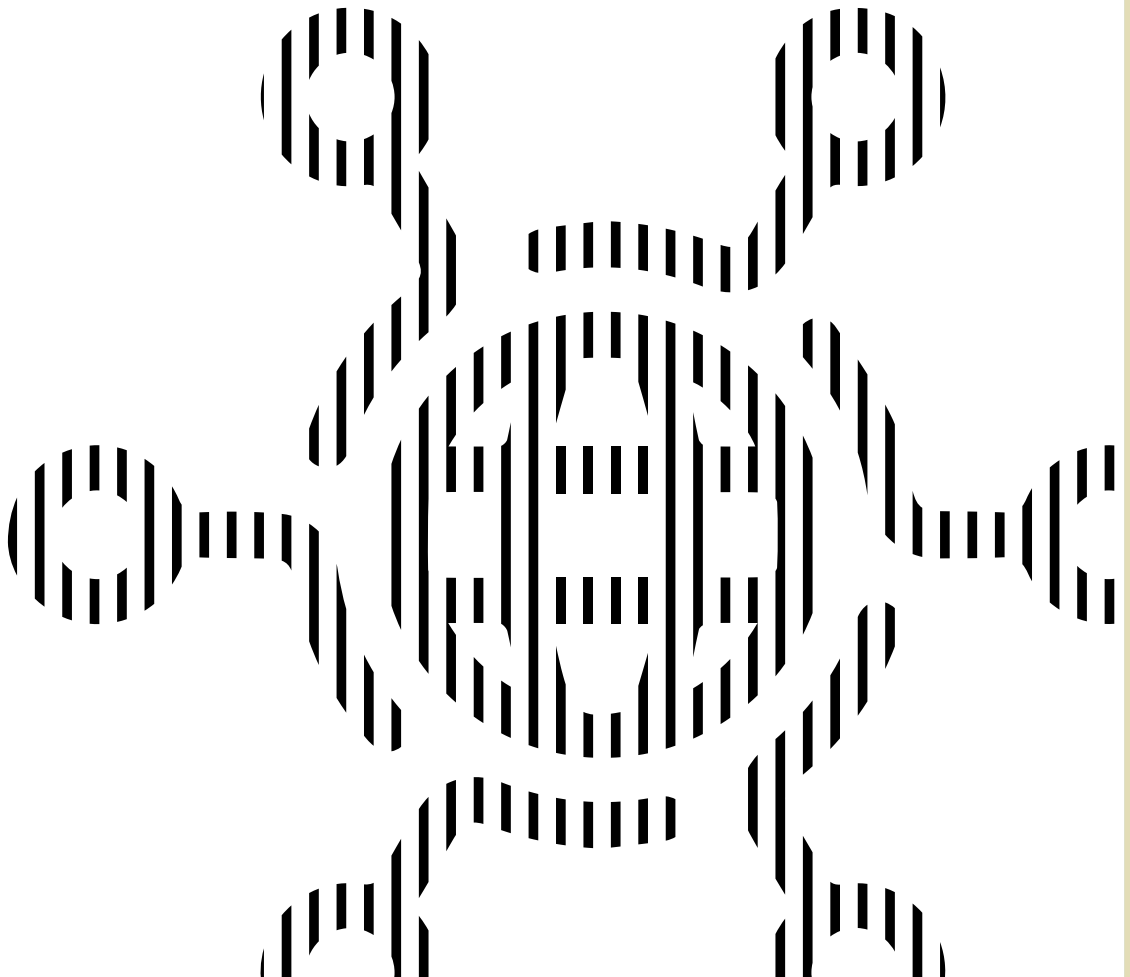


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SUSTAINABLE TOURISM

DEVELOPMENT: INSIGHTS FROM

ACCOMMODATION FACILITIES

IN BUKHARA ALONG THE SILK ROAD

In recent years, the tourism industry has encountered substantial challenges due to the pandemic, economic and political circumstances. Nevertheless, sustainable development frameworks can enhance the sector's resilience and generate social, economic, and environmental advantages for the destination's populace. Achieving this necessitates developing the destination under a coherent, content-rich brand, implementing precise marketing strategies, and promoting stakeholder collaboration. This research surveyed approximately 200 accommodation facilities in Bukhara, Uzbekistan, a prominent Central Asian tourism destination and a significant component of the Silk Road legacy. The study aimed to investigate their perceptions of the Silk Road brand, involvement in sustainable development initiatives, collaboration with the public sector, and the status of their service offerings. Based on the results, the paper concludes and offers specific recommendations.

1 Introduction

Relocation, temporary residence, cultural immersion, business or visiting friends and family are all aspects of a multi-dimensional industry known as tourism, which encompasses people traveling to places outside their usual environment. This industry integrates various elements such as accommodation, dining, sightseeing, transportation, and additional services. Collectively, these aspects are referred to as the tourism product, which shapes the overall travel experience. The tourism product's development, renewal, and transformation are influenced by numerous factors, including technological advancements, globalization, evolving consumer preferences, increasing demand, and competitive environments. In the following we will explain the impact of particular factors on the development of tourism.

Factors related to the economy. Tourism is now a key driver of economic growth in many nations, creating jobs, raising foreign exchange profits, and promoting regional development (UNWTO 2018). To increase tourism and increase revenue, governments and other stakeholders make investments in infrastructure development, destination marketing, and product diversity. The structure of taxes, tax exemptions (duty-free zones in means of transport: ships, airplanes), the setting of taxation of exports of goods and services, taxation of selected product categories (tobacco, alcohol, property) also have a significant impact on the development of tourism (Radulović, Sladić, Govedarica and Raičević 2023). Specific in the future may be, for example, rules of carbon taxation (Cao, Zhang and Zhang 2021).

Technological developments. Sector has grown significantly as a result of the quick development of technology. The manner that visitors research, plan, and book their travels has changed due to advancements in transportation and the growth of the internet and mobile technology, creating a more interconnected and cutthroat economy (Neuhofer et al. 2019). *Globalization.* The increase in international travel is a result of the world being more connected through trade, investment, and cultural interaction (Gössling et al. 2009). People can now travel and experience foreign nations with greater ease thanks to the expansion of multinational enterprises, lowered travel costs, and liberalized visa regulations. *Consumer preferences* are shifting, resulting in the expansion of niche tourism segments including eco-tourism, adventure tourism, heritage tourism and etc. Contemporary travelers prefer original, distinctive, and personalized experiences (Richards 2018). These specialized markets cater to the unique interests and driving forces of tourists. *Sustainability issues:* There has been a shift in emphasis toward sustainable tourism practices because of rising environmental and sociocultural awareness. Buckley et al. (2019) emphasize the necessity to balance the economic, environmental, and sociocultural aspects of development for securing the tourism industry's long-term existence. In the process of maintaining this balance, the collaboration between stakeholders (government and non-government organizations (NGO), service providing companies, accommodation facilities, tourism operators and agencies, catering service providers, etc.) is deemed highly significant. The research is focused on Historic Centre of Bukhara, which is considered one of the ancient Silk Road and Central Asia's tourism destinations. The study examined one of important stakeholder in tourism industry lodging facilities catering to visitors in the area. Throughout the research, their understanding of the social, economic, and environmental dimensions of sustainable tourism was explored, as well as their participation in tourism management processes and their roles in fostering the Silk Road heritage.

2 Literature review

The pursuit of economic, environmental, and social well-being for both the present and future generations is a shared objective of sustainable development and tourism, which explains their close relationship. The relationship between sustainable development and tourism is discussed in the article, along with examples of both industries' benefits from integration. *First off*, while protecting the environment and cultural heritage, sustainable tourism functions as an economic driver by creating job opportunities and promoting economic growth (UNEP and UNWTO 2005). Long-term success for destinations and communities is ensured by this equilibrium. *Second*, environmental protection is fundamental to sustainable tourism, which encourages resource management and lessens adverse environmental effects including pollution, deforestation, and habitat destruction (The International Ecotourism Society 2019). *Thirdly*, sustainable tourism is essential for maintaining regional customs and cultures. Cultural heritage is preserved for future generations by enticing visitors to partake in genuine experiences and support local providers (UNESCO 2022). *Fourth*, a crucial component of sustainable tourism is the mitigation of climate change. The tourism sector may drastically lower its carbon footprint by implementing sustainable practices, such as supporting eco-friendly transportation and the use of renewable energy sources. This will help the world's efforts to combat climate change (UNEP 2012). *Fifth*, as sustainable tourism places a strong emphasis on local involvement and cooperation, community empowerment is a fundamental component of the industry. This strategy promotes local communities' independence and more equitable distribution of the advantages of tourism (UNWTO 2023). *Sixth*, responsible wildlife tourism, the preservation of endangered species, and aid in the creation of protected areas are all ways that sustainable tourism helps to preserve biodiversity (CBD 2022). *Seventhly*, the

foundation of sustainable tourism is education and awareness. By educating visitors on the value of protecting the environment and cultural heritage, responsible behavior is promoted, generating a greater appreciation of the places they travel to (GSTC 2022). *Eighthly*, waste management and reduction are essential components of sustainable tourism activities. Tourism activities have a reduced negative environmental impact when trash reduction, recycling, and efficient waste management are prioritized (The World Bank 2019). *Nineteenth*, a major advantage of sustainable tourism is that it helps local businesses. By enticing visitors to purchase local goods and services, it supports regional economies, raises living standards, and lowers poverty (UNWTO 2023). *Lastly tenth*, sustainable tourism balances the demands of the environment, local populations, and the tourism sector to guarantee the long-term survival of destinations. This equilibrium produces places that are more resilient, can respond to changes in the environment, and continue to be desirable for future generations (WTTC 2021).

The COVID-19 pandemic has had a significant influence on the world's tourist sector, revealing its susceptibility to outside shocks and forcing a review of current procedures (Gössling et al. 2021). The crisis has brought home the importance of fostering sustainable tourism to ensure the sector's adaptability and long-term existence. The pandemic brought to light the significance of diversifying tourism offerings for increased resilience (Sigala 2020), boosting local economies by promoting local goods and services (UNWTO 2020), and putting a priority on the health and well-being of both visitors and host communities through ethical business conduct (Godovykh et al. 2020). The brief halt in international travel also highlighted the necessity for environmentally friendly tourism practices (Higgins-Desbiolles 2020). The pandemic has also led to a strengthening of infrastructure, especially soft infrastructure (software solutions, availability of e-services, crisis management processes) (Torabi, Rezvani and Hall 2023). This has also increased the quality and capacity of tourism services. In general, the pandemic has highlighted the critical position that sustainable tourism plays in resolving issues of economic, social, and environmental importance.

A form of tourism known as „sustainable tourism” tries to maximize positive contributions while minimizing negative effects on the environment, society, and economy (UNWTO 2023). It is essential for local economic development, cultural preservation, and environmental protection (Koens et al. 2018). Sustainable tourism development's defining traits include balancing economic, social, and environmental objectives; involving and collaborating with stakeholders; and long-term planning and flexibility (Melissen 2013). By following these guidelines, sustainable tourism may guarantee the long-term viability of travel locations, bringing advantages to both tourists and host communities while tackling urgent global issues. Stakeholder participation is essential for the development of sustainable tourism because it promotes collaborative decision-making, ensures that different viewpoints and interests are considered during planning and management, and results in outcomes that are more successful and sustainable (Byrd et al. 2009). Involving local stakeholders encourages community support and helps to distribute rewards more fairly (Tosun 2006). Stakeholder involvement can also aid in identifying future conflicts, facilitate reaching agreements, and promote co-operation (Waligo et al. 2013). Along with increasing accountability and transparency, it promotes knowledge exchange, skill building, and innovation in sustainable tourism practices (Bramwell and Lane 2011). This is done by enabling the monitoring and evaluation of tourism initiatives to make sure they are in line with sustainability principles.

Residents and diverse communities, tourism companies, entrepreneurs, government and regulatory agencies, NGOs, travelers, academics, investors, media, and financial institutions are among the stakeholders in the development of sustainable tourism (Aas et al. 2005; Cohens et al. 2018). These groups play a principal role in conserving local culture, traditions,

and environment by influencing policies and regulations, advancing sustainable practices, and influencing decision making processes. They are either directly or indirectly impacted by tourism activities or have the potential to do so (Waligo et al. 2013; Byrd et al. 2009). The role of stakeholders is evident, for example, in the case of elections: national or local, when their interests are addressed by political parties. Political parties can identify stakeholder interests, but the durability of common interests is limited by the electoral period (Olšavský 2014). Collaboration and communication amongst stakeholders are essential in the tourist sector if successful, equitable, and long-lasting outcomes are to be achieved (Bramwell and Lane 2011; Hall 2011).

One of Uzbekistan's most significant historical and cultural hubs, Bukhara, was added to the UNESCO World Heritage List in 1993. Bukhara, which has a history spanning more than 2000 years, was crucial to the spread of Islamic art, architecture, and culture throughout Central Asia. Bukhara's tourism growth has centered on maximizing the city's distinctive cultural heritage and historical attractions, which draw tourists from all over the world.

The government of Uzbekistan has been working to increase tourism and Bukhara has benefited greatly from these efforts. The government has made improvements to the transportation system, eliminated the need for visas for inhabitants of numerous countries, and made investments in the preservation and restoration of historical landmarks. A regional tourism development project called „Silk Road Destinations” has also helped to promote Bukhara as a significant stop on the historic Silk Road trading route.

It is critical to strike a balance between the conservation of the city's distinctive cultural heritage and the demands of the expanding tourism industry to maintain sustainable tourism development in Bukhara. To safeguard the city's historical and cultural treasures, this involves promoting ethical tourist activities, involving local populations, tourism providers and putting sustainable management practices into effect. In the region, there are currently 829 registered heritage sites, of which 139 are utilized for tourism purposes. It is crucial to develop tourism products based on sustainable heritage tourism approaches at these heritage sites. Consequently, this research aimed to investigate and analyze the activities of accommodation facilities, as one of the stakeholders, in promoting sustainable tourism in the Bukhara Silk Road heritage area.

3 Methodology

The article aimed to explore accommodation facilities operating in the Bukhara region regarding the Silk Road heritage, its condition, and projects related to the public sector and sustainable tourism. To this end, questionnaires were conducted at accommodation facilities in Bukhara, which comprise a majority compared to other providers. According to information provided by the Bukhara Tourism and Cultural Heritage department, the number of accommodation facilities in the first half of 2022 was 402. These numbers indicate high competition among accommodation facilities. Given a large number of hotels and conducting a questionnaire was deemed appropriate. Because, questionnaires save time and cost, standardize the questions asked of all participants, allow for the possibility of anonymous responses if desired by the respondents, ensure the reliability of the survey results, simplify the analysis, and prevent possible errors that might be made by the interviewer.

A sample size calculator was used to determine the appropriate sample size for the study. By figuring out the right sample size based on a confidence level and margin of error that have already been set, the calculator lets reduce the margin of error and make sure results are more accurate and reliable. This process adds to the reliability and applicability of research results, which are important for keeping high academic standards (Bryman 2016; Creswell 2014; Vil-

čeková 2010). In research, the sample size calculator is important to ensure the reliability of the work because it helps to obtain a sample that is representative of the target population. As a result, it was determined that obtaining questionnaires from at least 197 accommodation facilities would be appropriate for the study. As indicated in sample size calculator questionnaires were collected from 198 accommodation facilities. The questionnaire was divided into five sections and included a different number of questions as follows: Introduction (11), Silk Road (4), Hospitality (4), Governance (5), and Sustainability (2). In the article, based on the topic, the sections on Silk Road, Hospitality, Governance, and Sustainability were analyzed, and the results were examined through descriptive analysis using Google Form analysis and the SPSS statistical software application.

4 Results obtained and analysis

4.1 Silk Road understanding

In relation to have a better understanding about the interest of the Silk Road among accommodation facilities four questions in form of five-point scale were established, as follows:

- Level of your understanding of Silk Road heritage.
- Importance of the Silk Road in the tourism development in Bukhara.
- Usage the Silk Road brand to attract tourists to the premises.
- Assessment of the conservation status of the Silk Road heritage resources.

According to the received responses (89) constituting 45% of the total, have a good or excellent understanding of the Silk Road heritage. The number of those with an average understanding is 83, proportion for 41.9%. Twenty-six respondents indicated a poor or very poor level of comprehension. As a result, less than 50% of the respondents possess a basic knowledge of the Silk Road heritage (Table 1). This, in turn, underscores the need to develop specific marketing programs aimed at enhancing promotion and awareness in the field. In this respect, it would be necessary to activate an internal marketing programme towards the target group of the local population. Local people must be the first convinced customers who will then be able to sell the offer of the local destination to tourists (Zhang, Chen, Wei and Dai 2022). Based on stakeholder theory, it will be necessary to identify the interests of local residents and increase their willingness to participate in tourism development.

		Frequency	Percent	Valid Percent
Valid	Excellent	30	15.2	15.2
	Good	59	29.8	29.8
	Average	83	41.9	41.9
	Poor	16	8.1	8.1
	Very poor	10	5.1	5.1
	Total	198	100.0	100.0

Table 1: Understanding of the Silk Road heritage by respondents
Source: Authors

When respondents were asked about the importance of the Silk Road in the development of tourism in Bukhara, 81.9% (162) considered it as „very important” and „important.” Thirty-two of them indicated that it was moderately important, while four people chose the options „slightly important” and „not important” (Table 2). Overall, the accommodation industry supports the development of tourism through the Silk Road.

		Frequency	Percent	Valid Percent
Valid	Very important	91	46.0	46.0
	Important	71	35.9	35.9
	Moderately important	32	16.2	16.2
	Slightly important	2	1.0	1.0
	Not important	2	1.0	1.0
	Total	198	100.0	100.0

Table 2: Evaluation of the importance of the Silk Road in tourism by respondents
Source: Authors

The next question was aimed at exploring the possibility of attracting customers to accommodation facilities through the Silk Road brand. It was found that 62.1% of the facilities did not make use of the brand, while 37.9% indicated they did. The main reason for this was a lack of knowledge about how to utilize the brand effectively. Those who made use of the brand attempted to create a Silk Road atmosphere in the entrance of the hotel, on social media platforms, and in the interior and exterior design of the hotel. They showcased various Silk Road maps, caravans, and images of the ancient marketplaces where silk fabrics were sold by decorating the walls with these visuals.

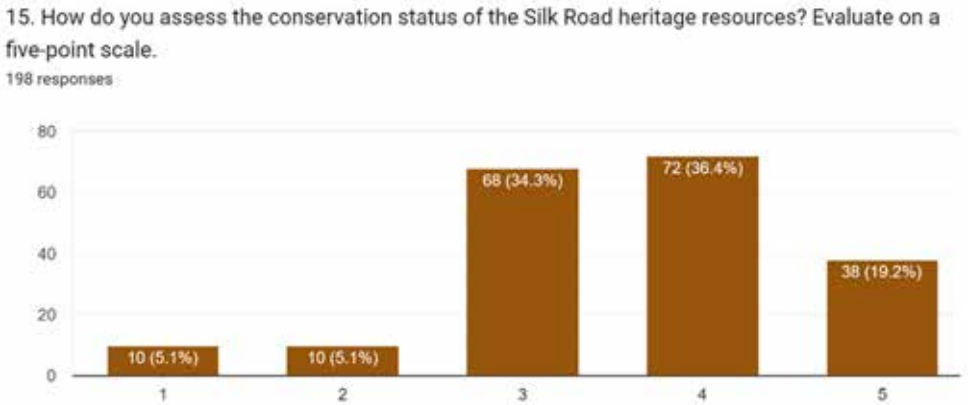


Figure 1: The respondents’ assessment of the Silk Road resources’ conservation status
Source: Authors

Last question was related to the respondent’s assessment of the Silk Road resources’ conservation status, respondents were invited to give their opinions. A total of 55.6% reported that the condition was good or excellent. However, 34.3% gave an average assessment, and 10.2% considered the condition to be poor or unsatisfactory. It can be observed that 44.5% gave average or lower ratings, indicating that this group supports conservation efforts and is not indifferent to the state of the Silk Road heritage (Figure 1).

4.2 Hospitality

The following section consisted of 4 questions which were:

- Years of experience in accommodation sector.
- The quality of personnel being trained for working in the sector.
- Services available at the accommodation facilities.
- What negative impacts of tourism are observed in the Bukhara region.

Based on the responses, 43% of managers (87) have among 1 and 3 years of experience,

while the remaining 57% (111) have 4 years or more experience. Managers with 1-3 years of experience were primarily observed in newly opened accommodation facilities. In total, 38 (19.2%) respondents had 10 or more years of experience. Most of the managers participating in this questionnaire have significant experience, and their input is considered important for the development of tourism in the Historic Centre of Bukhara.

When asked about the quality of the personnel currently working in the field, they were rated an average of 3.56 out of 5 points. In general terms, the respondents highlighted some difficulties regarding personnel issues. This is mainly attributed to the seasonal nature of the industry, leading to a shortage of staff. Hotel managers emphasized that mitigating seasonality could potentially solve this issue.

Most accommodation facilities emphasized their ability to provide almost all range of services for tourists only limited depending on the type of facility, such as hotels, hostels, guesthouses, and hostels (Figure 2). It is important to highlight that 135 accommodation facilities have their own restaurants. However, it is important to clarify here that hotels in Historic Centre Bukhara's are medium-sized, with limited space. Moreover, two-floored high hotels are not permitted in the Historic Centre. As a result, those buildings have small restaurants that can typically accommodate up to 40 people. Regarding the answers, over 100 respondents indicated the range of services included the following services: room service, air conditioning/heating systems, mobile phone signal coverage, Wi-Fi, external tourism services booking, car parking, easy access toilets, waiting hall, transportation service for airport and train station and laundry (Figure 2). Only 35 of those hotels, additionally, have sport facilities, children's area, admission of pets, swimming pool, SPA, access ramps, and elevator services.

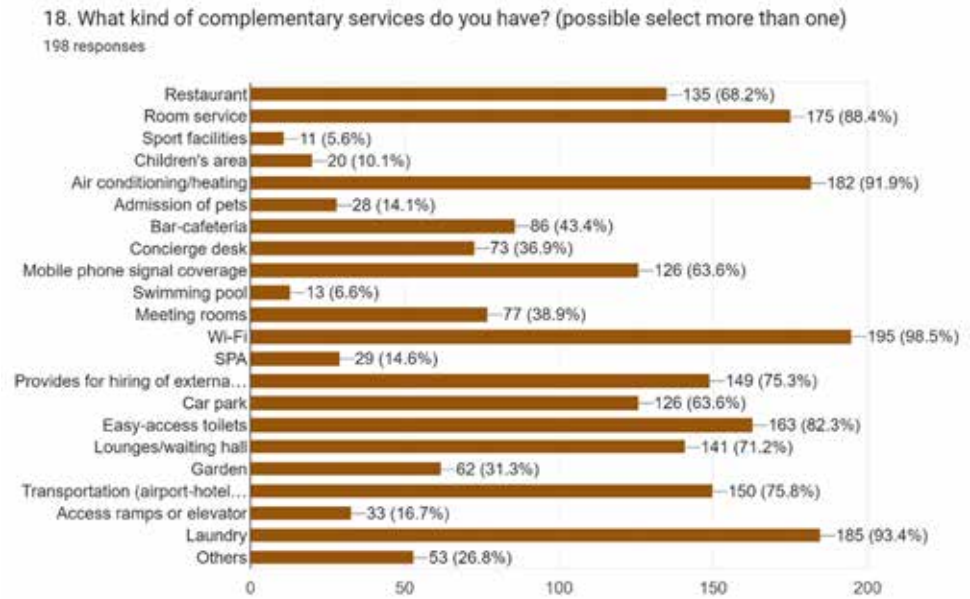


Figure 2: Services in accommodation facilities
Source: Authors

There is a lack of accessibility for individuals with limited mobility in hotels. Not to mentioned in the streets, public areas, and museums of Bukhara's Historic Centre. This issue has not been considered in many implemented projects or during the infrastructure development process. Newly opened hotels and those planned by foreign investors have addressed these concerns. However, accommodation facilities converting private homes into hotels, guesthouses, or hostels have faced challenges in implementing these features due to the associated costs. Nevertheless, from the tourists' perspective, it is considered appropriate to develop and re-view tourism infrastructure plans for everyone, as well as to enforce clear standards.

Following question asked about the consequences of the tourism industry considering environmental, sociocultural, economic, safety and security problems at Historic Centre of Bukhara

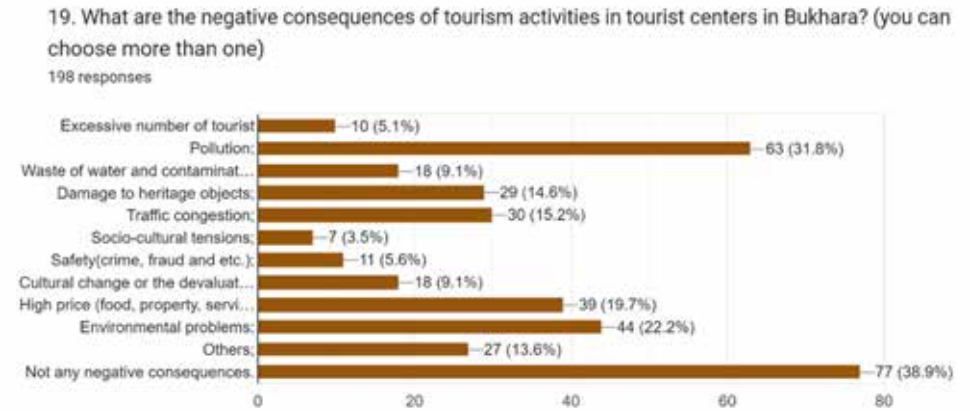


Figure 3: Indicators of negative consequences of tourism activities
Source: Authors

The main negative consequences identified (Figure 3) were pollution (31.8%), environmental problems (22.2%), high prices (19.7%), traffic congestion (15.2%), and damage to heritage objects (14.6%). These negative impacts can be observed in the historic city center and its surroundings. For example, the cultural heritage site of Shohrud channel has been providing water flow to the historic center until now. However, the disposal of plastic packages and rubbish in the canal has led to their accumulation. Additionally, poor waste management was identified in less-visited streets. Respondents also emphasized that the price increase of all goods and services during the tourist season is becoming a threat. To address the aforementioned negative impacts, it is considered appropriate to develop sustainable development programs as soon as possible. These programs can help mitigate the negative consequences and promote responsible tourism practices.

4.3 Public-private governance

Governance section aimed to explore the relationship between providers and the public sector. Given that, a collaborative approach between stakeholders and the public sector contributes to the long-term sustainability of tourism initiatives by fostering a sense of shared ownership and responsibility among stakeholders (Budeanu et al. 2016). The following questions were asked:

- Have you been involved in private-public discussions about tourism-related issues?
- In which issues have you participated in the discussions?
- Have you ever participated in developing a tourism development program for the Bukhara region?
- If so, in which program?
- Are you aware of the latest approved tourism development program for the Bukhara region?

A reduced number of the respondents, 170 (85.9%), indicated that they had not participated in discussions with local authorities regarding issues related to the hospitality industry. Only 28 (14.1%) had been involved in problem-solving dialogues, where suggestions were made on topics such as the improvement of payment installations like ATMs by banks, organization of professional skill development courses addressed to hotel staff, facilitation of credit acquisition from banks for initiating tourism businesses, enhancement of internet speed, simplification of guest registration procedures, increasing the number of tourists, and improvement of road infrastructure. Additionally, most respondents expressed that many of their proposals had not been considered yet.

In response to the question about participation in developing tourism programs in the Bukhara region, 168 respondents (84.8%) answered „no”, while 30 respondents (15.2%) answered „yes”, reporting their involvement in initiatives such as enhancing tourism areas, creating marketing programs, developing tourism during the COVID-19 pandemic, working on the „My Booking” project, and promoting gastronomic tourism. For the last question, 164 respondents (82.8%) indicated that they were not aware of the latest tourism development program in Bukhara, while 34 (17.2%) acknowledged being informed about it.

Overall, these numbers suggest a low level of interaction between the public sector and accommodation providers. This situation does not support the development of sustainable tourism programs and current interactions are based on collaboration with a small audience. To alleviate this situation, several recommendations have been proposed by researchers, such as establishing a multi-stakeholder platform (Bramwell and Sharman 1999), investing in infrastructure and services through public-private partnerships (PPPs) (Dredge and Jamal 2015), implementing bilateral capacity-building and training programs (Tosun, 2000), encouraging collaboration (incentives) through various methods (Gössling, Scott and Hall 2015), and organizing regular bilateral meetings and masterclasses (Reed 1997) to strengthen collaborative efforts. Based on the provided substantiated recommendations, it is reasonable to pursue these approaches to achieve the intended goals.

4.4 Sustainability

The last part was entitled „sustainability”, and respondents were asked two questions, as follows:

- Significance of sustainable tourism relationship with economic, environmental, social and institutional issues.
- Privileges available for sustainable tourism projects in the accommodation industry.

Questions focuses on sustainable tourism development along the Silk Road. It is important to highlight the need to understand the private sector’s perspectives and preferences regarding sustainable tourism elements. According to the results, 72 respondents (36.4%) considered it „very important” and 78 respondents (39.4%) „important”, totaling 150 respondents who acknowledged sustainable tourism elements’ importance. Meanwhile, 48 respondents (24.2%) chose a response indicating moderate importance and lower (Table 3).

Valid		Frequency	Percent	Valid Percent
	Very significant	72	36.4	36.4
	Significant	78	39.4	39.4
	Moderately significant	40	20.2	20.2
	Slightly significant	3	1.5	1.5
	Not significant	5	2.5	2.5
	Total	198	100.0	100.0

Table 3: Responses regarding the importance of sustainable tourism by respondents
Source: Authors

The next question aimed to investigate the awareness of respondents from accommodation facilities regarding incentives for supporting sustainable tourism projects. According to the results (Figure 4), 80 respondents (40.4%) emphasized that there were no incentives available, while 43 respondents (21.7%) indicated that they were unaware of any incentives. The remaining 75 respondents (37.8%) were given the option to select multiple answers, with the most common choices being tax and other financial incentives.

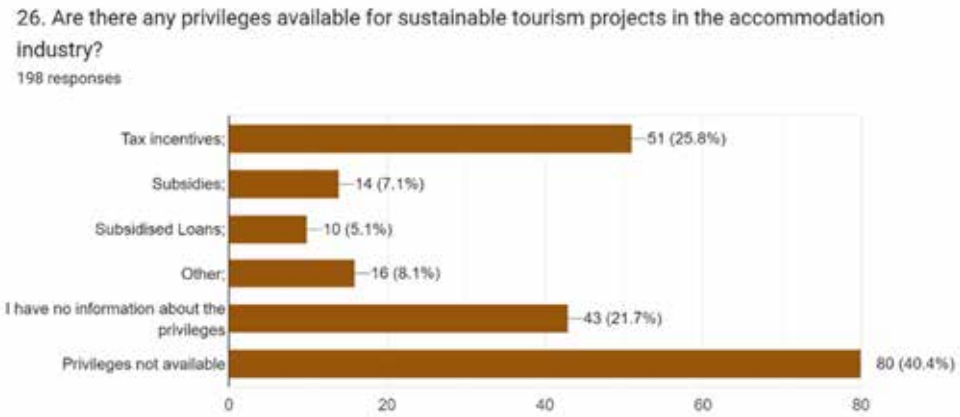


Figure 4: Awareness of incentives for sustainable tourism projects
Source: Authors

During the research, it was found that several tax incentives, subsidies, and credit privileges were provided by the government to expand the potential for tourism activities and develop the sector. Notably, the majority of these incentives were directed towards establishing and developing accommodation facilities. For example, government-issued resolutions PQ 104, PQ 4755, PQ 5232, PQ 5326, and PQ 4095 all indicate and support the allocated incentives (note [1]).

5 Conclusion and suggestions

In the study involving close to 200 accommodation facilities, the following conclusions and recommendations can be drawn for each thematic area. The Silk Road emerges as an optimal marketing brand for luring a considerable number of tourists to Bukhara due to its encapsulation of diverse cultures, customs, historical facts, and

narratives. Approximately 55% of accommodation facilities demonstrated a basic or lower level of knowledge regarding this brand. This finding underscores the need for specialized capacity-building programs aimed at educating providers about the Silk Road's significance, as over 80% of respondents deemed it crucial for the advancement of Bukhara's tourism industry. Enhanced knowledge would facilitate broader and more effective utilization of this brand, positioning the destination as a Silk Road tourism product.

The respondents assessed the conservation status of heritage sites to be either good or average. To ascertain sustainable development at these sites, it is advisable to examine the opinions and suggestions of all providers concerning them. Such responses indicate the providers' attentiveness to heritage and their readiness to collaborate in its preservation. Consequently, the formulation of specialized programs for heritage conservation in collaboration with providers appears appropriate.

A majority of accommodation facilities commenced operations in 2018 or later, experiencing challenging periods such as the pandemic. This scenario has engendered a sense of insecurity within the sector. Additionally, the issue of seasonality has given rise to problems like employee dissatisfaction. Taking these factors into account, it is advisable to implement and develop measures that ensure industry sustainability, enhance employee skills, and guarantee their performance.

The current state of service development is favorable. Most notably, hotel representatives exhibit high empathy towards the development of supplementary services and the fulfillment of tourists' desires. Nevertheless, it is deemed appropriate to devise comprehensive and accessible services and infrastructure in service delivery.

Mutual collaboration among all stakeholders represents a primary prerequisite for sustainability. It is evident that the structure of stakeholders in tourism is highly variable. This results in different and often conflicting interests. With the limited resources at the destination's disposal (financial, personnel, natural, etc.), it is important to realise that the only unifying element is cooperation in the field of sustainable tourism. Of course, the form of cooperation and the chosen strategy must be adapted to the circumstances and specifics of the destination. While this process is present within the Bukhara destination, it is only partially established in the case of accommodation facilities. Around 80% of respondents were unaware of the programs developed for destination enhancement and did not participate in these processes. Moreover, nearly 60% lacked comprehensive information regarding government-provided opportunities for sector development. This situation highlights the necessity of creating platforms that expand collaboration.

Poznámky/Notes — [1] National database of legislation of the Republic of Uzbekistan: www.lex.uz.

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Kľúčové slová / Key Words — silk road, sustainable tourism, stakeholders, public sector, accommodation facilities, *hodvábná cesta*, *udržateľný cestovný ruch*, *zainteresované subjekty*, *verejný sektor*, *ubytovacie zariadenia*

JEL klasifikácia / JEL Classification — M31

Résumé — Udržateľný rozvoj cestovného ruchu: Poznatky z ubytovacích zariadení v Buchare pozdĺž hodvábanej cesty

V posledných rokoch sa odvetvie cestovného ruchu stretlo so značnými problémami v dôsledku pandémie, hospodárskych a politických okolností. Napriek tomu môžu rámce udržateľného rozvoja zvýšiť odolnosť odvetvia a priniesť sociálne, hospodárske a environmentálne výhody pre obyvateľov destinácie. Dosiahnutie tohto cieľa si vyžaduje rozvoj destinácie pod koherentnou, obsahovo bohatou značkou, implementáciu presných marketingových stratégií a podporu spolupráce zainteresovaných strán. V tomto výskume sa skúmalo približne 200 ubytovacích zariadení v Buchare v Uzbekistane, významnej stredoázijskej destinácii cestovného ruchu a významnej súčasti dedičstva Hodvábanej cesty. Cieľom štúdie bolo zistiť ich vnímanie značky Hodvábná cesta, zapojenie do iniciatív udržateľného rozvoja, spoluprácu s verejným sektorom a stav ponuky služieb. Na základe výsledkov sa v závere článku uvádzajú konkrétne odporúčania.

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