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- 4) cooperate with international financial institutions to improve the investment climate in the country. Encourage the development of non-traditional methods of financing in the republic.
- 5) continue studying the nature of the interaction between the interests of government and business in the implementation of innovation policy.

In conclusion, we can say, that economic development is highly dependent on innovation and innovation in business. In particular, the application of technological innovations in the service sector, for example, in the educational service, can improve the quality of education and thereby raise the quality of human capital. But in order to maintain a long-term growth in investment in human capital, as the experience of developed countries shows, we need such levers of financing that would very quickly adapt to the changes taking place in the scientific world. The role of the state as the initiator of the financial reform is colossal, especially when creating favorable conditions for cooperation between business and universities and research centers.

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THE IMPORTANCE OF SUSTAINABLE AND EDUCATIONAL TOURISM IN THE INTERNATIONAL PANDEMIC PERIOD (ON THE EXAMPLE OF UWTO AND UZBEKISTAN)

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ABSTRACT:

The purpose of this brief report is to identify two key objectives for tourism education in the 21st Century for developed and developing countries and link them to the important work carried out by the World Tourism Organization and its Council for Education and Science.

It is also important to emphasize the importance of sustainable tourism and education during a pandemic and the development of sustainable tourism in Uzbekistan based on foreign experience.

Key words: *tourism, sustainable tourism, The International Air Transport Association, The World Commission on the Environment and Development, educational programs, United Nations World Tourism Organization, Education and Science Council, Education Quality, STEP and TEDQUAL standards.*

Introduction

Tourism is increasingly playing a role in the development of the world's economy. According to the World Tourism Organization (UNWTO), there were 1.5 billion international tourist trips in 2019. The annual increase in arrivals over the past few years has been 4–5%. In the share of exports of goods, tourism accounts for 6% of total exports. In total, tourism accounts for about 30% of world exports of services. Ahead of the tourism industry as export items are the oil industry, chemical, food, and automotive industries.

The tourism industry includes every 11 jobs in the world. If earlier the growth of the world economy outstripped the growth rate of tourism development, now the growth rate of world tourism is up to 5% per year, while the growth of the world economy is 2–3% per year, that is, tourism has largely become a factor contributing to the development of the world economy.

Sustainable tourism is the concept of visiting a place as a tourist and trying to have a positive impact on the environment, society and economy. Tourism can include primary transportation to a familiar location, local transportation, accommodation, entertainment, recreation, food, and shopping. It can be related to travel for leisure, business and the so-called VFR (visiting friends and relatives). There is now a broad consensus that tourism development must be sustainable; however, how to achieve this remains a matter of debate.

There is no tourism without travel, so the concept of sustainable tourism is closely related to the concept of sustainable mobility. Two relevant considerations are tourism dependence on fossil fuels and the impact of tourism on climate change. Transport accounts for 72 percent of CO₂ emissions, 24 percent for housing, and 4 percent for local activities. Air travel accounts for 55% of transport CO₂ emissions (or 40% of total tourism). However, when considering the impact of all greenhouse gas emissions on tourism and aviation emissions at high altitude, where their impact on climate is increasing, aviation accounts for 75% of the impact of climate impact on tourism.

The International Air Transport Association (IATA) believes that an annual increase in aviation fuel efficiency of 2 percent per year until 2050 will be realistic. However, both Airbus and Boeing expect air passenger-kilometres to increase by about 5 percent annually through at least 2020, leading to increased efficiency gains. By 2050, when other economic sectors have significantly reduced their CO₂ emissions, tourism is likely to generate 40 percent of global carbon emissions. The main reason is the increase in the average distance travelled by tourists, which has been growing faster than the number of trips over the years. "Sustainable transportation is now identified as a major challenge facing the global tourism industry, which is perceptibly volatile, and aviation is at the heart of this challenge (Gossling et al., 2010)."

"Sustainable development (English sustainable development - supported development) - such a development of society, which improves human living conditions, and the impact on the environment remain within the economic capacity of the biosphere, so that the natural basis of human functioning is not destroyed" [2]. The concept of sustainable development considers the long-term progress of humanity, which is accompanied by an improvement in the economic component of human life and an improvement in environmental conditions. According to GOST R ISO 14050-99 "Sustainable development is a development in which there is" satisfaction of the needs of the present generation, without prejudice to the ability of future generations to meet their own needs "(formulation of the so-called Brundtland Commission, officially - the World Commission on the Environment and Development (WCED), known by its chairman Gro Harlem Brundtland, convened by the U.N. in 1983). The concept of sustainable development has three key indicators - economic, social, environmental. It is essential to improve the quality of life of people connected economic growth, taking into account the environmental component.

Thus, the following definition of sustainable tourism can be given. Sustainable tourism is a non-fluctuating set of relationships and phenomena that occur as a result of travel and stay in a country (region) of persons who do not live and work there. Sustainable tourism - temporary departures (travel) of citizens of Uzbekistan, foreign citizens and stateless persons (in the future referred to as persons) from their permanent place of residence for medical, recreational, recreational, educational, physical culture, professional, business, religious and other purposes without engaging in activities associated with receiving income from sources in the country (place) of temporary residence, not subject to fluctuations. Sustainable tourism is temporary departures of citizens with various travel purposes, which achieve a balance of economic, social, and environmental conditions. It takes into account the social and cultural characteristics of the host country, tourists. By definition of E.M. Maksarova "Sustainable tourism is a type of tourism that ensures optimal use of environmental resources, supports the socio-cultural characteristics of host communities, ensures the viability of long-term economic processes, taking into account their benefits for all stakeholders" [3]. She also gives the following definition of sustainable tourism development: "sustainable tourism development is such a long-term tourism development, in which a balance is achieved in the implementation of economic, environmental, social and cultural development goals, the interests of all interested parties (tourists, receiving and guiding destinations, local population), based on the rational use of tourist resources and comprehensive partnership "[3].

Literature Review. Foreign scientists: David Airy, Gianna Moscardini, Jackie Delhi, I.S.Viktorovich, A.Saufi, D.O'Brien, H.Wilkins, I.P.Henry, G.A.M.Jackson, J.N. Nilsson, S. Gosslings, and M. Jacobs have done a great deal of research on the importance of education in the development of sustainable tourism.

The main part of the research works. Sustainable tourism is a type of tourism that meets the needs of society, preserves what has been achieved and increases opportunities for the future. A very important component is stability, constancy. It is important not only to preserve what has been achieved in economic terms in tourism but also to develop a constant stable movement forward, the development of tourism, taking into account all the socio-economic needs of society. Tourism is one of the few sectors of the economy that, despite crises, political situations, and the fact that specific vectors of development are continually changing, maintains a surprisingly balanced growth in development. Tourism is developing steadily, increasing annually from 3.5 to 4

percent per year. Sustainable tourism development is a stable change in a given industry, a transition from one quality state to another. From year to year, the requirements of travelling people change, new types of tourism appear, new forms of travel appear, the technologies of work of travel companies and hotels are changing, technological innovations are being actively introduced into life, which radically changes the organizational processes of companies. Tourism is a branch of the economy that pays great attention to the sustainable development of the world as a whole; it is such an industry that is aimed at preserving peace in the world.

The World Tourism Organization has designated 2017 as the Year of Sustainable Tourism for Development. U.N. Secretary-General Ban Ki-moon stated that: "Harnessing the tremendous benefits of tourism will be critical to achieving sustainable development goals and the post-2015 development agenda." The main goal of the Year of Sustainable Tourism is to explore and highlight the potential that tourism has to transform the world into an area of shared prosperity and well-being. In accordance with this goal, much work appears to study the world's tourism potential, to develop mechanisms for its use in economic activity, its competent involvement and use from the standpoint of ecology and preservation of cultural heritage. Tourism not only can, but tourism constantly stimulates economic growth and the growth of related sectors of the economy, which is approximately 53 sectors. Tourism contributes to the growth of new jobs. Currently, every eleventh job in the world belongs to the tourism industry, every seventh together with related sectors of the economy. Due to the growth of tourist arrivals, the development of tourism in new tourist destinations, with the construction of new facilities, holding significant events in the world, the growth of jobs in the industry is continually increasing. It is also important to note the fact that tourism helps people in many countries to avoid poverty and improve their well-being. Tourism should be seen as a factor that contributes to gender equality. A huge role is assigned to tourism as a sector that influences the conservation of ecosystems and biodiversity contributes to the protection of natural and cultural heritage. The International Year 2017 has been expected to raise awareness among the public and decision-makers of the contribution of sustainable tourism to development while mobilizing all stakeholders to work together to turn tourism into a catalyst for change. The Year of Sustainable Tourism has encouraged changes in policies, business practices, and consumer behaviour aimed at making the tourism sector more sustainable.

In tourism development, it is planned to highlight the role of tourism in five key areas: inclusive and sustainable economic growth; social inclusion, employment and poverty reduction; efficient use of resources, environmental protection and climate change processes; cultural values, diversity, cultural heritage, mutual understanding and security.

To fulfil tasks of strengthening the role of tourism in the above areas it is necessary to carry out the following activities: to inform and educate in order to raise public awareness; to develop tourism policies; to build capacity in education. In outreach activities, it is important to conduct a series of activities aimed at promoting sustainable tourism as a development tool. It is important to define the terminology, to show the role of sustainable tourism, the role in the economy of sustainable development. Important indicators of sustainable development are the following: aspects of social, environmental, economic development, on the one hand, and, on the other hand, the construction of integral indices, which can be used to judge the development of a region or country as a whole. Indicators of sustainable development are indicators that make it possible to judge the state of change in the economy, social sphere and ecology. Some variables are distinguished that can assess the indicators of the development of a situation, event, region. There is a system of eco-indicators for the organization of economic cooperation and development in the world. There is also a system of U.N. sustainable development indicators. The system of environmental-economic accounting was proposed by the Statistics Division of the U.N. Secretariat in 1993. The World Bank proposed the "true savings" indicator. The General Progress Indicator is also used - a generalized indicator that replaces GDP as an integral measure [4]. In order for the world to understand the role of sustainable tourism, it is important to generate new knowledge, knowledge in the field of sustainable tourism, to disseminate such knowledge, to hold conferences. Workshops, research dedicated to sustainable tourism, create interdisciplinary platforms.

The level of study of sustainable tourism in terms of area

In the political area, it is essential to identify policies, strategies and programs that promote the inclusion of women, youth, disadvantaged groups in tourism. The inclusion of women and youth is incredibly important. For young people, it is necessary to conduct and organize courses, help and facilitate the opening of their own business. Higher education institutions, research centers need to conduct research aimed at restoring consumer confidence. At present, it is increasingly necessary to include exchange programs in educational processes, take into account modern trends in academic mobility, and improve the quality of educational programs.

Sustainable tourism has the following important development goals. This is, first of all, the widespread elimination of poverty in all forms. Tourism is one of the few economic sectors that can be best focused on creating multiple jobs. Tourism is closely related to various sectors of the economy, including agriculture. Thanks to the development of agriculture, the development of rural tourism, it is possible to solve the problem of hunger, through the creation of new directions of tourism to eliminate famine on the planet in some countries, to promote better nutrition, and prolong life on Earth. Sustainable tourism can act as a factor that is of great importance for the preservation of life by ensuring a healthy lifestyle, promoting well-being for all at any age. Travellers are increasingly choosing forms of tourism that contribute to a healthy lifestyle. Pensioners have more and more opportunities for travel and safe travel in different countries of the world. People are increasingly choosing ecological tours, ecological hotels.

Environmental issues are an important issue. These are issues related to the conservation of water resources of the oceans, seas, rivers and lakes. In connection with the development of tourism, the recreational load on some territories is significantly increased. Accordingly, it is necessary not only to distribute tourist flows correctly, but also to timely protect facilities, rational use of water resources, and organize sanitation for everyone. It is also essential to involve other natural resources in tourism activities. At the same time, it is necessary to clearly understand and control the flows of tourists, take into account the maximum possible flows of tourists per unit area of the territory, timely restoration of resources. The problem of saving energy is an important problem for all humanity. In this regard, the tourism industry should be a participant in programs to provide affordable, reliable, sustainable and modern energy sources for all.

Economic area. Sustainable tourism contributes to sustained, inclusive and sustainable economic growth, full employment and decent work for all, and gender equality. Through the development of sustainable tourism, resilient infrastructure, inclusive and sustainable industrialization and a drive for innovation are possible. Sustainable tourism development contributes to reducing inequalities between countries and between regions within countries. Openness, security, resilience and environmental sustainability of cities and towns need to be ensured. Sustainable tourism enables the transition to sustainable consumption and production patterns. Sustainable tourism has a critical role to play in building peaceful and inclusive societies for sustainable development, strengthening the means of implementation and energizing the work of different countries in the Global Partnership and for sustainable development.

Tourism Education: Challenges for the 21st Century and the Role of UNWTO

At present, after more than 40 years of development, most developed countries are widely implementing educational programs in the field of tourism. These programs cover virtually all levels - from secondary schools to universities, and virtually all sectors of the prism. The initial programs are focused on the hospitality sector, the educational function of which is aimed at those who intend to work in the restaurant service or leisure activities. They have now been joined by programs that deal with other elements of tourism, from voucher trading to attracting visitors. The latest innovation is special events programs, ranging from global events such as the Olympic Games to smaller events such as weddings and anniversaries to educate those wishing to work in the sector. The tourism industry is considered the world's largest employer and is likely to continue to grow and is currently supported by a comprehensive education program.

The development of these educational programs is important for two key reasons. First, it provides a source of educated and skilled workers, which is now an important component of the economies of many countries. Quantity, more importantly, the quality of the workforce is often a determining factor in the success of tourism services, both in terms of customer satisfaction and the efficiency of delivery. The success of the tourism business depends mostly on the relationship that develops between customers and first-line service personnel, whether it is a restaurant, theme park or airport, as well as the ability of employees to act quickly and efficiently.

There is, however, another critical component that should be introduced into educational programs in the field of tourism - a broader understanding of the nature, influence and impact on it of tourism. As an activity, tourism can bring both benefits and losses to the community - the environment, the way of life, the economy, even during a global pandemic. Its long-term success depends in part on how we deal with tourism-related issues. If we ignore them, tourism will not be able to remain sustainable. In this sense, tourism education is also essential, ensuring that those who make decisions about its future are aware of their role as stewards of the world's scarce resources. At this stage, the state plays an essential role in the life of tourism and education.

Summarizing these two factors, we can say that the combination of the need for highly educated and qualified personnel who can quickly and effectively meet the requirements of clients with the need for people who know what their decisions will make long-term consequences will create a curriculum structure for educational programs in the field of tourism. This applies equally to educational programs for executive guides or travel agency managers, or even for those who intend to start their own business. Everyone involved in this challenging field needs appropriate qualifications and education, both to gain an edge over competitors and to maintain the long-term sustainability of tourism in general. So far, tourism education programs have been generally successful in their focus on providing the knowledge and skills to be successful in a competitive environment.

It may come as no surprise to anyone that countries with well-developed tourism sectors are leading the way in tourism education, and it is in these countries that programs are being implemented everywhere, from schools to university doctoral studies. However, developing countries are also rapidly adopting tourism programs to support their nascent tourism activities. All developing countries are creating organizations that provide high-quality education in tourism, but at the same time, there are many regions where such programs are still not available, which represents a real limitation for countries in these regions in their attempts to use tourism to combat poverty. Therefore, there is an additional challenge for developing countries to meet their aspirations, which is to ensure access to high-quality tourism education.

STEP and TEDQUAL teaching standards in the development of sustainable tourism

The introduction of Education for Sustainable Development and support for developing countries to create their tourism to combat poverty are two critical areas of UNWTO's work. These destinations were the main elements of the Organization's agenda, along with initiatives to help the tourism sector overcome the global recession. A striking example of this is the STEP (Sustainable Tourism and Poverty Alleviation) Program of the World Tourism Organization, which is being implemented as part of the U.N. Mission for the development of the poorest countries in the new millennium.

Somewhat unusual for the U.N. family is that the World Tourism Organization has affiliated members along with full (fully state) members. These affiliated members have introduced three different types of bodies to the Organization, each of which is vital to the successful development of tourism. First, they are members of the tourism business community, which includes private sector companies and their representative organizations. Secondly, there are many tour operators, such as tourist offices and congress offices. Thirdly, these are educational organizations that provide knowledge in the field of tourism - universities, colleges and schools around the world. These three groups constitute the Council of Affiliated Members of the UNWTO and have their councils, one of which is the Council for Education and Science (EdSCo).

It is bearing in mind the above challenges for tourism education and the broad objectives of the World

Tourism Organization concerning poverty alleviation. The Council for Education and Science is at the forefront of helping to meet these challenges. Its activities over the past decades or more have mostly focused on supporting the development of tourism education around the world. This has been achieved in a variety of ways. Through its Quality Tourism Education Initiative (TEDQUAL), it has been able to improve the quality of education and ensure that it meets the needs of the tourism industry; as part of its patronage program, the Council provided support to universities in developing countries; through his training programs run by the UNWTO, he has offered highly qualified expertise to officials around the world and through his periodic conferences he has brought together educators from many countries to discuss a range of issues such as climate change good governance and sustainability. The Council for Education and Research is also planning curriculum activities as part of its efforts to ensure that the tourism sector XXI meets the needs of clients.

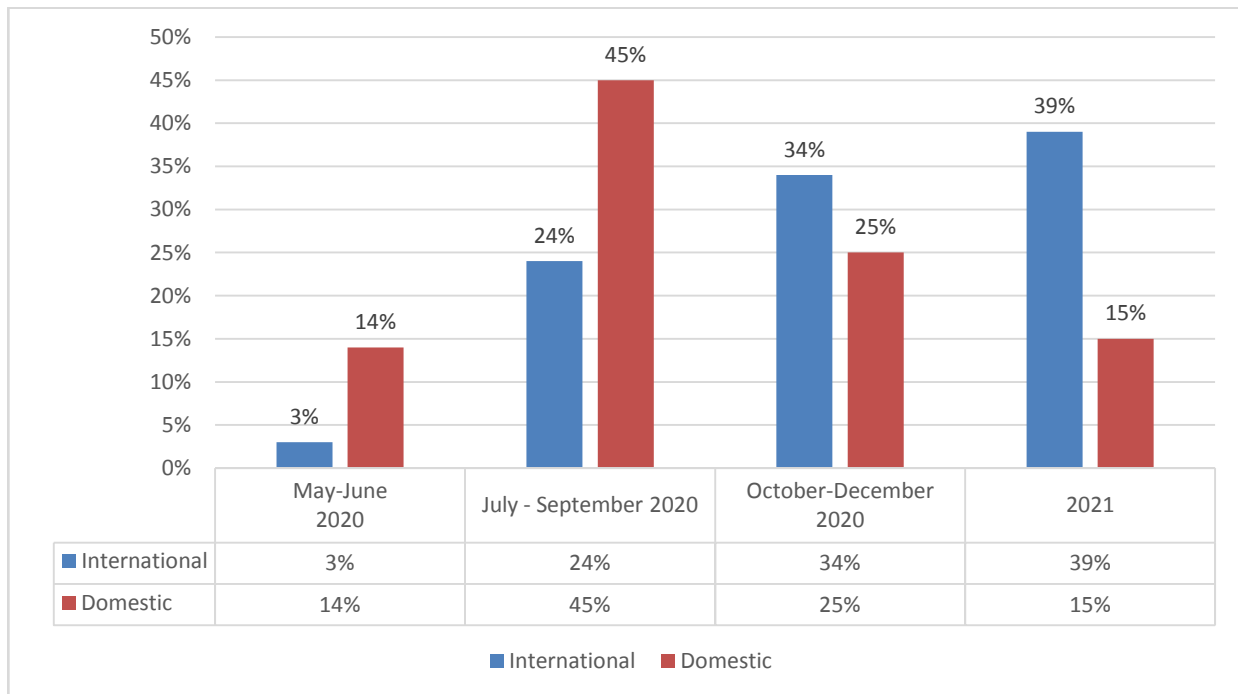
Sustainable tourism in Uzbekistan during the pandemic

Uzbekistan and its tourism industry have also fully felt the negative impact of the pandemic. Since the announcement of the quarantine, more than 1,500 tour operators and 1,200 hotels have suspended their activities, which has led to a decrease in income for more than 250 thousand people. The government took a number of priority measures to support the industry. In particular, 1,750 business entities used the exemption from property and land taxes, which allowed them to avoid spending 60 billion souls.

In connection with the continuing restrictions on international travel in many countries, UNWTO experts concluded that domestic tourism demand would recover much faster than international demand. The SWOT analysis showed that, despite the continuing uncertainty in the fight against the spread of coronavirus. Domestic tourism can buffer the tourism industry.

Diagram №1.

The answer of experts to the question "When will the tourist demand for your destination begin to recover?"



Source: UNWTO – 2020

Taking into account the WTO recommendations on the restoration of tourism, on May 28, 2020, the Decree

of the President of the Republic of Uzbekistan "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic" was adopted, in which the priority is the resumption of domestic tourism in the regions of the Republic from June 1, 2020, with a stable sanitary and epidemiological situation and with strict adherence to all sanitary standards. The same document adopted a package of measures to stimulate the early recovery of the industry, including, among other things, additional tax benefits and preferences, prolongation of the principal debt on previously issued loans and the provision of targeted interest-free loans, subsidies for start-ups and innovative tourism products. According to Abdulkhakov A., the head of the State Committee for Tourism, these measures should ensure the export of tourism services for more than 450 million U.S. dollars.

Table №1.
Indicators of the development of domestic tourism in Uzbekistan

Index	2017	2018	2019
Estimated number of households, thousand units	6321	6565,8	6742,6
Of them made trips within the country	4463,8	4737,5	5972,3
They carried out trips, thousand trips	106814,4	119094,1	108517,4
overnight stay	24550	28982,5	12920
with in a day	82264,4	90111,6	95597

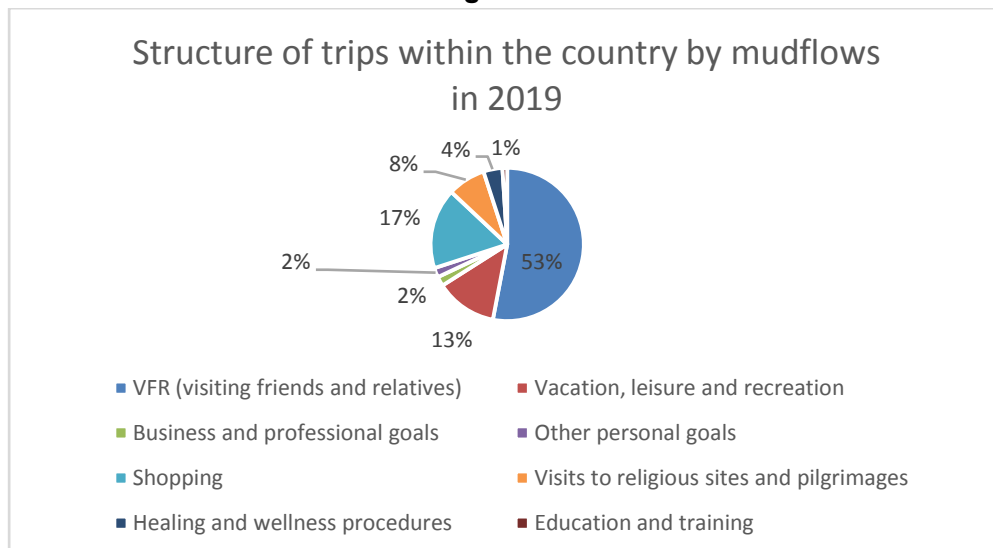
Source: Compiled by the author based on the data of the State Statistics Committee

An analysis of the indicators of the development of domestic tourism in Uzbekistan showed that although this direction of the industry recently began to develop relatively, before the pandemic, it experienced stable growth.

However, in 2019, the number of trips within the country decreased by 9%, and the decline was due to a decrease in the number of overnight trips by more than two times, while trips without an overnight stay increased by 6%. In our opinion, the reasons for this decline could be the discrepancy between the price and quality of the provided accommodation services, as well as the change in travel goals.

In 2019, the priority goals of travel within Uzbekistan were visiting friends and relatives, making purchases. Therefore, for the further development of domestic tourism, it is necessary to increase the attractiveness of travel, the purpose of which is vacation, leisure and visits to religious sites. After all, it brings the highest income to the industry.

Diagram №2.



Source: Compiled by the author based on the data of the State Statistics Committee

At the same time, given the current situation of the pandemic, it is necessary not only to develop topical tourist destinations but also to create safe conditions for the functioning of both internal and external tourism. On this purpose, the Uzbekistan project "Safe travel guaranteed" has been developed in the Republic. The project is a new system of sanitary and epidemiological safety for tourists based on world standards. Certification of tourism facilities and related infrastructure, tourism services based on new sanitary and hygienic requirements will be mandatory for:

- all-state border points;
- air, railway and bus stations;
- objects of material cultural heritage, museums, theatres and others.

At the same time, the State Committee for Tourism, together with the Ministry of Health, will form and will supplement the "register of safe objects", based on which tour operators will form tourist routes. Certification of business entities (catering services, accommodation facilities, transport services and others) is voluntary. An important part of this project will be the organization of training and advanced training of personnel of tour operators, tourism facilities and related infrastructure. A working group will also be organized with the participation of public organizations for the widespread monitoring of compliance with sanitary and hygienic requirements for safe services.

The introduction of this system will make it possible to start the resuscitation of the industry with the help of domestic tourism as safely as possible. However, one should not adhere to optimistic forecasts that in March-April next year, the domestic tourist flow demonstrated growth. It is primarily due to a decrease in the purchasing power of most of the population during the quarantine. However, provided that the situation with the pandemic stabilizes and an adequate system of economic measures to eliminate its consequences, including if it is possible to achieve maximum preservation of jobs, by August, in our opinion, an increase in the number of domestic tourists can be expected. Many factors will contribute to this.

Rest is one of the basic human needs. Taking into account the rather psychological severe stress of the last half of the year, for most people vacation, at least short (3-5 days), is merely vital, and this is an additional opportunity for expanding domestic tourism.

Security is a crucial factor in the development of any type of tourism, and in today's situation, its relevance is difficult to overestimate. In Uzbekistan, throughout the entire quarantine, the situation was relatively controlled, and the statistics were more than stable, compared to other countries, in which the number of deaths was the same as the number of all infected people in the Republic, and sometimes even more. Therefore, most likely, the bulk of the population will prefer to travel around the country.

The cost of recreation is another distinct advantage of domestic tourism. Resting inside the country is not only safer but also cheaper, which in the context of an economic downturn can become a determining factor in deciding on a vacation.

Conclusion and Suggestions. In summary, the tourism business of Uzbekistan needs to rethink its existing business models through innovation and digitalization radically. In our opinion, it is necessary to develop such market segments as rural and nature tourism, the potential of which is just beginning to unfold. The activity of the domestic tourism industry and comprehensive support from the state will contribute to the expansion of sustainable domestic tourism in Uzbekistan, despite the emerging and still forthcoming difficulties in the restoration of the entire industry as a whole.

Achieving the development of sustainable tourism in Uzbekistan during a pandemic through education, the use of foreign experience will bring many economic benefits. This work can be done in 3 steps:

- At the first stage, the development of sustainable tourism through the use of available qualified personnel. At the same time, the establishment of free and large-scale democratic competition among employees of tourism enterprises and organizations; (Organization of various competitions and master classes among the staff in order

to restore the flow of tourists);

- At the second stage, the creation of the calculation of preferential loans for students for travel; (Development of sustainable tourism through domestic tourism: development of credit programs covering 80% of trips for at least one year);

- At the third stage, it is necessary to determine educational tourism based on the ability to pay off international students, arrange for some international students contractual payments with a 50%, 40% and 30% discount.

The above processes serve as social assistance from the state to restore the income and health of the population in the current pandemic. This situation also contributes to economic investment by the state in the event of a severe crisis.

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