



Volume: 03 Issue: 04 | Apr 2022 ISSN: 2660-454X

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

## THE IMPORTANCE OF DEVELOPING SUSTAINABLE TOURISM

<sup>1</sup> Kadirova Shafolat Khabibulloyevna

<sup>2</sup> Latifova Mekhrigul Ergashovna

Received 16<sup>th</sup> Feb 2022,  
Accepted 15<sup>th</sup> Mar 2022,  
Online 25<sup>th</sup> Apr 2022

<sup>1</sup>Lecturer of BSU, department of  
Tourism and Hotel Management,  
Uzbekistan

<sup>2</sup>Master student of BukhSU,  
Uzbekistan

**Abstract:** In recent years, such a concept as “sustainable tourism” has been increasingly used in domestic and foreign scientific literature, while this term is still missing in the legislation of the Republic of Uzbekistan. Within the framework of this study, the features of tourism hidden behind the concept of "sustainable" were studied, its goals and prerequisites for the formation were established, and differences from such concepts as "ecological tourism" and "nature tourism" were identified. It is determined that in order to preserve the ability to use resources not only for the present but for future generations, it is necessary to form a single integrated system for the sustainable development of tourism, which will contribute to the achievement of economic, social and environmental goals at the same time. It has been established that in the primary legislation, instead of the concepts of "sustainable tourism", "ecological tourism," and "nature tourism", another one is more often used - "agro-ecotourism". The prospects of introducing sustainability provisions into the practice of organizing tourism activities, including in the Republic of, are noted. The paper also provides a system of leading indicators of sustainable development of tourism developed by the World Tourism Organization, which includes indicators for the state implementation of the concept of sustainable development, indicators of the impact of anthropogenic activities on the environment, as well as social, cultural and economic indicators that make it possible to determine the specific quantitative parameters of such development.

**Keywords:** sustainable tourism, sustainable development, ecological tourism, nature tourism, agro-ecotourism.

**Introduction.**

Currently, the concepts of "sustainability" and "sustainable development" are used to characterize various aspects of society: sustainable socio-economic development, sustainable environmental management, sustainability of the functioning of the company, the banking system and others. [1]. However, it should be noted that the reasons for such a wide distribution of these concepts are due not so much to their universality as to the lack of a clear and unambiguous interpretation. Their content, the lack of development of sustainability concepts, and the mechanism of quantitative measuring the degree of development sustainability. According to the definition given in the International Commission on Environment and Development (ICED) report, sustainable development is such development that meets the needs of the present. However, it does not jeopardize the ability of future generations to meet their needs [2]. The main idea of sustainable development is the constant growth of people's well-being in a quality environment.

Moreover, suppose at the global, national, and regional levels, sustainable development is characterized as harmonious, interdependent development of the triad "man-nature - economy", which ensures the positive dynamics of global and regional socio-ecological and economic systems in the sectoral (sectoral) context. In that case, there is a discrepancy in its interpretation. This problem also applies to sustainable tourism.

**Main part.**

On a global scale, the concept of sustainable development involves the implementation of such areas as the fight against poverty, the reduction of resource consumption by the modern technosphere, the preservation of the stability of the biosphere and the consideration of natural patterns in decision-making in the political, economic and social spheres.

The transition to sustainable development in its classical sense is possible if economic, social and environmental goals are met, socio-economic systems of different ranks meet three critical criteria: 1) economic efficiency (recoupment of costs by income); 2) environmental sustainability (ensuring the long-term viability of ecosystems); 3) social well-being (satisfying the cultural, material and spiritual needs of society equally).

These criteria are also very relevant for tourism, in the development of which a large number of different types of resources are used, there is a significant impact on the territory [1, 3] and direct interaction with the local population.

Conservation issues are of particular importance. Natural heritage, knowledge of nature, and sustainable development, for protected natural areas (PAs), since tourism directly depends on the quality of natural and cultural objects. Impacts from visits to these areas should be closely monitored and mitigated as far as possible [3]. Even a weak recreational load can lead to a severe negative impact. Some of the implications of organizing tourism in protected areas, for example, income generation, are welcome, adding a solid case for establishing a protected area. Therefore, a certain level of exposure may be acceptable.

However, when planning tourism in protected areas, a fundamental question arises: What impact level is considered acceptable? The acceptable level of impact, for which

scientists provide the initial data, is then made by comparing the relative costs. What kind of damage to nature is "comparable" in terms of cost with positive shifts in the economy and an increase in the population's standard of living? Protected area staff is also often faced with the need to evaluate projects to develop various types of tourism. Investors applying for licenses and permits for construction or other use of land that may have an impact on nature usually ask about the physical aspects of the proposed impact, which helps protected area managers evaluate the impact and try to strike the balance of economic, environmental and social interests that is so important for the sustainable development of the area.

Another essential element of sustainability in land use is close and open communication between stakeholders, including residents. As world practice shows, tourism is booming when several players, the roles between which are divided [3]. Each of the participants solves his tasks, peculiar to him, and each of them has his area of responsibility. The responsibility of area managers is to ensure the conservation of nature and culture, educate visitors, provide them with the opportunity to understand the value of protected nature, teach them, including on the example of their activities, the need for a careful, reasonable attitude to the world around them. Travel companies have the opportunity to professionally organize work with tourist flows, groups and be responsible for this. The state, local authorities are interested in social development, in the formation of an attractive image of the region, countries and can help attract investment in the development of tourism infrastructure. Nevertheless, only when all the interested parties of the process perform their functions with full responsibility is it possible to overcome the inevitable contradictions between the task of preserving nature and its use for the development of tourism.

### **Analyses and discussions.**

Under such conditions, the economic efficiency of tourism is growing, the natural and cultural value of the tourist area is preserved for the next generations, and the level of tourism infrastructure is significantly increasing, which distinguishes sustainable development tourism from traditional, where the ecological aspect is often ignored.

Sustainability in tourism means [1]:

- inexhaustible use of natural and cultural potential based on a program-targeted approach to the development of tourism;
- the transition of tourism enterprises to resource-saving technologies, the reduction of industrial waste;
- involvement of the local population in the process decision-making on the development of tourism in their territories; a partnership in relationships public and private sectors;

Promoting tourism to the socio-economic rise of individual territories and entire states.

**Critical indicators of sustainable tourism development UNWTO [4]**

<b>№</b>	<b>Name of indicator</b>
<b>A</b>	Indicators for the state implementation of the concept of sustainable development
<b>A-1</b>	Existence of local policies for sustainable development in the area
<b>A-2</b>	Participation of stakeholders
<b>A-3</b>	Presence of a register of places of cultural value
<b>A-4</b>	Presence of a register of places of natural value
<b>A-5</b>	Number of resorts with eco-labels or participating in programs for environmental management (EMAS or ISO 14000)
<b>B</b>	Indicators of the impact of anthropogenic activities on the environment
<b>B1</b>	Tourist transportation (transportation to and from the holiday destination, domestic transportation) Tourist transportation (transportation to and from the holiday destination, domestic transportation)
<b>B1-1</b>	The proportion of "sustainable" traffic among total transport traffic
<b>B1-2</b>	Number of visitors arriving for a short period, persons/km <sup>2</sup>
<b>B1-3</b>	Movement within the territory of the host country
<b>B2</b>	Carrying capacity - land use, biodiversity and tourism activities
<b>B2-1</b>	Maximum population density (peak season), person/km <sup>2</sup>
<b>B2-2</b>	Beds in summer houses (% of total housing capacity)
<b>B2-3</b>	Correlation between built-up area and natural areas
<b>B2-4</b>	Size of protected natural areas (% of the total destination area)
<b>B2-5</b>	Development of various leisure activities using a large number of resources
<b>B2-6</b>	Percentage of natural coastline
<b>B3</b>	Energy use
<b>B3-1</b>	Share of renewable energy in total energy consumption (throughout the destination, locally produced or imported)
<b>B3-2</b>	Use of energy for tourism needs
<b>B4</b>	Water use
<b>B4-1</b>	Water management
<b>B4-2</b>	The proportion of houses and public utilities with access to wastewater treatment facilities waters
<b>B5</b>	Solid waste management
<b>B5-1</b>	Percentage of solid waste collected for recycling
<b>B5-2</b>	The total amount of solid waste disposed of in a landfill and incinerator plant (in tons)
<b>B5-3</b>	Monthly waste production
<b>C</b>	Social and cultural indicators
<b>C-1</b>	The ratio of employees who do not live in this place to the total number of employees in tourism
<b>C-2</b>	The average duration of contracts for tourism personnel
<b>C-3</b>	Percentage of territory occupied by non-local employees
<b>C-4</b>	Number of reported thefts
<b>C-5</b>	Population ratio (tourist/host)
<b>D</b>	Economic indicators
<b>D-1</b>	Seasonal fluctuations in tourism employment
<b>D-2</b>	Seasonal rent fluctuations
<b>D-3</b>	Total housing capacity per representative of the local population
<b>D-4</b>	The proportion of "sustainable" traffic among total transport traffic

Basic requirements of sustainable tourism - improving the skills of employees, creating new promising vacancies and career opportunities along with increased labor productivity and changing stereotypes about working in tourism; computerization, technological innovations, accelerated development of information support; educating tourists, enriching them with information about the culture of places of stay during travel, spreading ideas about caring for natural and other attractions.

Many researchers note that for practical implementation of sustainable development in general and tourism in particular, it is necessary to determine specific quantitative parameters for such development. To this end, the World Tourism Organization (UNWTO) has developed a system of crucial indicators sustainable development of tourism, which include indicators for the state implementation of the concept of sustainable development, indicators of the impact of anthropogenic activities on the environment, as well as social, cultural and economic indicators.

Based on the information presented above, it is possible to formulate the main goals of sustainable tourism. They include:

- improving the protection of natural and cultural heritage;
- improving the living standards of local communities in rural areas and areas adjacent to protected areas;
- stimulation of knowledge and caring attitudes towards nature, indigenous culture, biological diversity and cultural heritage of tourist destinations.

Recognition of the principles of sustainable development in tourism means [1]:

**1. Compliance with social justice, manifested:**

- in caring for the local population and maintaining a stable social and cultural environment in the tourist destination. According, it is necessary to increase the attractiveness of employment in tourism, improving working conditions, expanding career opportunities, providing training and advancement opportunities qualifications;
- accessibility of tourism services to all citizens, including low-paid and socially vulnerable groups of the population. Social tourism should reduce the seasonality of demand and support sustainable year-round employment. When creating accommodation facilities, catering and entertainment facilities, transport infrastructure, it is essential to consider the characteristics and needs of people with disabilities everywhere opportunities.

**2. Ensuring environmental sustainability, which involves:**

- introduction of resource-saving technologies, decolonization of economic activity tourism industry enterprises;
- the creation of conditions for redistribution flows of tourists over the territory of the destination, taking into account the permissible recreational loads and the sustainability of natural complexes to anthropogenic impact;
- organization of a system of environmental education and upbringing of the general population to improve the culture of nature management, conservation and restoration of unique natural complexes.

**3. Achieving economic efficiency, which requires:**

- to ensure an increase in the efficiency of the use of tourism resources based on the introduction of innovative resource-saving technologies and materials, cost reduction by reducing energy, water and the amount of waste;

- to improve the quality and competitiveness of the tourist product (use new, environmentally friendly technologies with the implementation of tourism activities can become a weighty argument in the competition in the global tourism market);

- exercise rational management of tourist flows to reduce their pronounced seasonality and territorial unevenness. More uniform Spatio-temporal distribution of tourist flows is compelling both from an environmental and economic point of view;

- introduce certification and labeling of tourism services and products into the practice of activities of tourism industry organizations. Developing a certification system for enterprises, applying sustainable development approaches gives additional competitive advantages in the world market.

In order to ensure sustainable development and tourism management at UNWTO, a department of sustainable development develops practical tools to enable tourism managers in both the public and private sectors to apply the principles of sustainability in specific situations.

In modern literature, sustainable tourism often coexists with such concepts as ecological and nature tourism.

Ecotourism was formed as tourism industry in the 1970s–1980s to ensure a balance between the economic benefits derived from outdoor recreation and the environmental safety of recreational areas [1]. The emergence and development of ecological tourism are associated with the history of creating national parks - natural areas that are attractive from aesthetic and recreational points vision - and the development of standards for their use and protection.

As defined by the International ecotourism organizations (TIES), ecotourism –is "responsible travel to natural areas, areas that conserves the environment and supports the well-being of residents."

Ecotourism is similar to cultural tourism (excursions on historical objects and places - castles, palaces, the historical center of the city, along historical routes, etc.), i.e. this is a paid service, the essence of which is a qualified interpretation of the natural and landscape values of the territory by a guide, who is most often a resident and knows his region well [one].

Ecotourism, as a rule, is carried out in a particular protected area, but other exciting landscapes can be its objects. Typical forms of ecotourism include wildlife observation - photographing plants and animals in their natural habitat, bird watching, etc.

Speaking of nature tourism, the definition proposed in 1998 by Robert Haley, a scientist who studies the functioning of tourism in different countries: "Natural tourism (nature tourism, nature-based or nature-oriented tourism) – any type of tourism that directly depends on the use of natural resources in their relatively unaltered state, including landscapes, topography, water, vegetation and wildlife" [5].

Unlike ecological tourism, natural tourism is a broader concept and is based only on the location of tourists (forest complexes, protected areas, shores of water bodies, etc.) and the nature of their activities (trekking, hunting, fishing, mushroom and berry picking tours, rafting along rivers, etc.) and does not take into account the environmental, cultural and economic impact of such travel. Therefore, it is far from always the use of natural resources with such form of tourism is reasonable and sustainable (suffice it to mention such types of tourism as hunting, travel by motorboats, etc.) [6].

Nature tourism includes any tourism directly related to the interaction with natural attractions (for example, ecotourism, adventure tourism, agritourism, beach tourism and others.).

Nature tourism is not a concept but a specific type of tourism, the impact of which can be very different. In its turn, ecological tourism (ecotourism) is a concept that implies sustainable use and conservation of biodiversity for future generations, planning and management of tourism activities. In addition to the interests of tourists, this type of tourism implies the achievement of shared goals [5].

Thus, ecological tourism (in case of compliance with the principles of sustainability) is nature-oriented sustainable tourism [1].

However, the definition of "sustainable" applies not only to ecotourism, although sustainable ecotourism more than other types of tourism meets the sustainability criteria. Norms and practices management consistent with the principles of sustainable tourism can be applied to all types of tourism activities.

In legislation, instead of the concept of "ecotourism", it is mainly used the other is "agro-ecotourism" ("temporary stay of citizens of the Republic of Uzbekistan, foreign citizens and stateless persons (agro-ecotourists) in rural areas, small urban settlements in order to receive services provided by the subject of agro-ecotourism for recreation, health improvement, familiarization with the natural potential of the republic, national cultural traditions without employment, business, other activities, paid and (or) profitable (income) from a source at the place of residence" [7]), which also implies an interest in the knowledge of nature. However, in reality, this type of vacation includes temporary accommodation in a farmstead or just a private house in the countryside without a pronounced educational element.

### **Conclusion.**

Sustainable tourism, unlike destinations with similar content tourism as a scientific concept, is a set of norms and rules of management consistent with the principles of sustainable development, applicable to all types of tourism activities, including natural and ecological tourism.

The most effective form of organizing sustainable tourism for the conditions of is agro-ecotourism, the development of which in

In recent years, close attention has been paid to our country. Thanks to this type of tourism in its "sustainable" version, it is possible to achieve economic, social and environmental goals simultaneously. Thus, the development of this direction will increase

the share of tourism in the gross domestic product, employment, investments, budget revenues, and others.

Under such conditions, agro-ecotourism as a form of sustainable tourism can be a good tool for the population to increase the benefits of living in rural areas while maintaining the cultural integrity and environmental well-being of the tourist areas, which, in addition, will also contribute to improving the overall ecological and cultural level of people.

### Used Literature

1. Shimova O. S. *Ustoychivyy turizm: ucheb.-metod. posobie* [Sustainable tourism: textbook]. Minsk, RIPO Publ., 2014. 158 p.
2. Neverov A. V., Ravino A. V., Lukashuk N. A., Vodop'yanova T. P., Neverov D. A., Masilevich N.A., Trich U. A., Al-Fayad A. X., Kavrus A. I. *Ekonomika prirodopol'zovaniya: ucheb.-metod. posobie* [Economics of nature management: textbook]. Minsk, Kolorgrad Publ., 2016. 400 p.
3. Igl's P., McCool S., Haynes C. *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*. International Union for the Conservation of Nature Publ., 2002. 180 p. (Russ. ed.: Igl's P., MakKul S., Haynes C. *Ustoychivyy turizm na okhranyaemykh prirodnykh territoriyakh. Rukovodstvopoplanirovaniyu i upravleniyu*. Moscow, EkoTsentr "Zapovedniki" Publ., 2006. 187 p.).
4. Gulyaev V. G., Selivanov I. A. *Turizm: ekonomika, upravlenie, ustoychivoe razvitie: uchebnyk* [Tourism: economics, governance, sustainable development: textbook]. Moscow, Sov. Sport Publ., 2008. 280 p.
5. *Ekoturizm i yego raznovidnosti* [Ecotourism and its varieties]. Available at: <http://www.ecoedu.ru/index.php?r=10&id=14> (accessed 15.09.2014).
6. *Chto takoe ekoturizm?* [What is ecotourism?]. Available at: <http://www.ecology.md/section.php?id=46&section=turizm#.VIUEqDGsVtM> (accessed 15.09.2014).
7. *O merakh po razvitiyu agroekoturizma v Respublike Uzbekistana': Ukaz Prezidenta Respubliki Uzbekistan'ot 02.06.2006, no. 372: s izm. i dop. tekst po sostoyaniyu na 26 noyab. 2010)* [About measures on development of agro-ecotourism in the Republic of Uzbekistan: Decree of the President of the Republic of Uzbekistan of 02 June 2006, N 372: with rev. and add.]. Tashkent, 2013.
8. Хайруллаева, Н. Н. (2017). CONDITIONS AND FEATURES OF DEVELOPMENT OF SUSTAINABLE NATURE-BASED TOURISM. In *СОВРЕМЕННОЕ ЭКОЛОГИЧЕСКОЕ СОСТОЯНИЕ ПРИРОДНОЙ СРЕДЫ И НАУЧНО-ПРАКТИЧЕСКИЕ АСПЕКТЫ РАЦИОНАЛЬНОГО ПРИРОДОПОЛЬЗОВАНИЯ* (pp. 174-177).
9. Kilichov, M. N., & Hairylaeva, N. N. (2017). MODEL LOOP BUNDLING AS A BASIS FOR THE FORMATION OF COMPETITIVE MOBILITY SPA COMPLEX. In *СОВРЕМЕННОЕ ЭКОЛОГИЧЕСКОЕ СОСТОЯНИЕ ПРИРОДНОЙ СРЕДЫ И НАУЧНО-ПРАКТИЧЕСКИЕ АСПЕКТЫ РАЦИОНАЛЬНОГО ПРИРОДОПОЛЬЗОВАНИЯ* (pp. 1865-1867).



10. Qizi, K. N. N. (2014). "new world in the ancient desert" the prosperous ways of the development of eco-tourism in Bukhara region. *Science Time*, (8 (8)).
11. Khamidov, O., & Khayrullaeva, N. (2021). IMPROVING MANAGEMENT MECHANISMS FOR ECOTOURISM IN UZBEKISTAN. "Экономика и туризм" международный научно-инновационной журнал, 1(1).
12. Nematilloeyvna, K. N., Salimovna, N. G., & Muxammedovna, T. M. (2021). Genesis of the Essential Content of the Hotel Service as an Object of Consumer-Oriented Marketing. *Academic Journal of Digital Economics and Stability*, 12, 54-62.
13. Xayrullayeva, N. (2021). THE IMPORTANCE OF SUSTAINABLE AND EDUCATIONAL TOURISM IN THE INTERNATIONAL PANDEMIC PERIOD (ON THE EXAMPLE OF UWTO AND UZBEKISTAN). ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (*buxdu. uz*), 8(8).
14. Xayrullayeva, N. (2021). THE ESSENCE AND MAIN DIRECTIONS OF INNOVATIVE DEVELOPMENT OF THE UZBEKISTAN ECONOMY. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (*buxdu. uz*), 8(8).
15. Xayrullayeva, N., Kadirova, S., & Aripova, M. (2021). ORGANIZATION OF REGIONAL TOURISM BASED ON TOURISM AND INNOVATION CLUSTER. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (*buxdu. uz*), 8(8).
16. Xayrullayeva, N., Kadirova, S., & Aripova, M. (2021). The Role of Education and Sustainable Tourism in Achieving Cost Effectiveness during a Pandemic. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (*buxdu. uz*), 8(8).
17. Nematilloeyvna, K. N., Khabibulloyevna, K. S., & Mahbuba, K. THE ECONOMIC ESSENCE OF THE SYSTEM" NATURAL AND RECREATIONAL AREAS IN TOURISM SPHERE".
18. Qilichov, M. H. (2019). A model of competitive tourism formation based on infrastructure and domestic tourism. *Economics and Innovative Technologies*, 2019(5), 6.
19. Kilichov, M., & Dolores, T. S. M. (2021). SUSTAINABLE HERITAGE TOURISM DEVELOPMENT RESEARCH MODEL AT HERITAGE RESOURCES. "Экономика и туризм" международный научно-инновационной журнал, 1(1).
20. Kilichov, M. (2021). THE SILK ROAD AT BUKHARA (UZBEKISTAN). ENHANCING HERITAGE AND LOCAL DEVELOPMENT. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (*buxdu. uz*), 8(8).
21. Kilichov, M. (2021). BUILT HERITAGE USAGE FOR SUSTAINABLE TOURISM DEVELOPMENT IN BUKHARA (UZBEKISTAN). ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (*buxdu. uz*), 8(8).
22. Xayrullayeva, N., & Kilichov, M. (2021). ECO TOURIST PRODUCT IN JIZZAKH REGION: POTENTIAL AND DEVELOPMENT TRENDS, PROBLEMS USE OF RECREATIONAL RESOURCES. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (*buxdu. uz*), 8(8).