

The Role of Education and Sustainable Tourism in Achieving Cost Effectiveness during a Pandemic

Khayrullaeva Nilufarbeim Nematilloevna¹, Kadirova Shafolat Khabibulloyevna²,
Aripova Makhliyo Salakhiddinovna², Latifova Mekhrigul Ergashovna³

¹PhD Student of Bukhsu, Uzbekistan

²Lecturer of Bukhsu, Department of Tourism and Hotel Management, Uzbekistan

³Master Student of Bukhsu, Uzbekistan

ABSTRACT

The article highlights the importance of sustainable development and sustainable tourism, their economic, social and environmental aspects, and analyzes their role in achieving economic efficiency. In addition, the level of study of sustainable tourism in terms of the area and their problems are illuminated. The most developed countries widely implement educational programs in the field of tourism. These programs cover virtually all levels - from high school to university and virtually all prism sectors. The initial programs are focused on the hospitality sector, whose educational function is aimed at those who intend to work in the catering or leisure sector. In addition, the STEP and TEDQUAL training standards in the development of the Sustainable Tourism Program of the World Tourism Organization, which is being implemented within the framework of the UN program are extensively introduced. Its activities over the past decades and more have mainly been aimed at supporting the development of tourism education worldwide. This has been accomplished in a variety of ways. Sustainable tourism in Uzbekistan during the pandemic and its impact on economic efficiency and education and sustainable tourism has proven to be the best way out of this global epidemic without an economic crisis.

KEYWORDS: *tourism, sustainable tourism, educational programs, United Nations World Tourism Organization, Education and Science Council, Education Quality, STEP and TEDQUAL standards, Environmental issue*

INTRODUCTION

Sustainable tourism is the concept of visiting a place as a tourist and positively impacting the environment, society, and economy. Tourism can include primary transportation to a familiar location, local transportation, accommodation, entertainment, recreation, food, and shopping. It can 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.

"Sustainable development (1993) (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". The concept of sustainable development considers humanity's long-term progress, which is accompanied by an improvement in human life's economic component and

improved environmental conditions. The concept of sustainable development has three key indicators - economic, social, environmental. It is essential to improve people's quality of life connected to 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 resulting from 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 (1996), "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". 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".

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. Gossings, 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 society's needs, preserves what has been achieved, and increases future opportunities. 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, tourism development, and all society's socio-economic needs. 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, maintain a surprisingly balanced development growth. 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, transitioning 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, travel companies and hotels are changing, technological innovations are being actively introduced into life, which radically changes companies' organizational processes. Tourism is a branch of the economy that pays great attention to the sustainable development of the world; it is such an industry that aims to preserve 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: "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, develop mechanisms for its use in economic activity, its competent involvement and use from ecology and cultural heritage preservation. Tourism not only can, but tourism constantly stimulates economic growth and the economy's related sectors, 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 and related sector of the economy. Due to the growth of tourist arrivals, the development of tourism in new tourist destinations, and new facilities' construction, holding significant events globally, the industry's growth is continually increasing. It is also important to note that tourism helps people in many countries 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 ecosystems and biodiversity contributes to protecting natural and cultural heritage. The International Year 2017 has been expected to raise awareness among the public and decision-makers of sustainable tourism's contribution 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 to make 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 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 to promote 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 (2008) proposed the "true savings" indicator. The General Progress Indicator is also used - a generalized indicator that replaces GDP as an integral measure. For the world to understand the role of sustainable tourism, it is important to generate new knowledge, knowledge in sustainable tourism, disseminate such knowledge, and hold conferences. Workshops, research dedicated to sustainable tourism creates interdisciplinary platforms.

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 prism sectors. The initial programs are focused on the hospitality sector, the educational function 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 tourism elements, 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 many countries' economies. Quantity, more importantly, the workforce's quality, is often a determining factor in the success of tourism services, both in terms of customer satisfaction and the efficiency of delivery. The tourism business's success depends mostly on the relationship between customers and first-line service personnel, whether it is a restaurant, theme park or airport, and employees' ability 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 its 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.

Summarising 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 those who intend to start their own business. Everyone involved in this challenging field needs appropriate qualifications and education to gain an edge over competitors and maintain the long-term sustainability of tourism in general. So far, tourism education programs have been generally successful in focusing on providing knowledge and skills to succeed 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, 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, ensuring 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 Organization's agenda and initiatives' main elements 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 to develop the new millennium's poorest countries.

Somewhat unusual for the U.N. family is that the World Tourism Organization has affiliated members and full (fully state) members. These affiliated members have introduced three different types of bodies to the Organization, each of which is vital to tourism's successful development. First, they are members of the tourism business community, including 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 tourism - universities, colleges, and schools worldwide. These three groups constitute the Council of Affiliated Members of the UNWTO and have their councils, the Council for Education and Science (EdSCo).

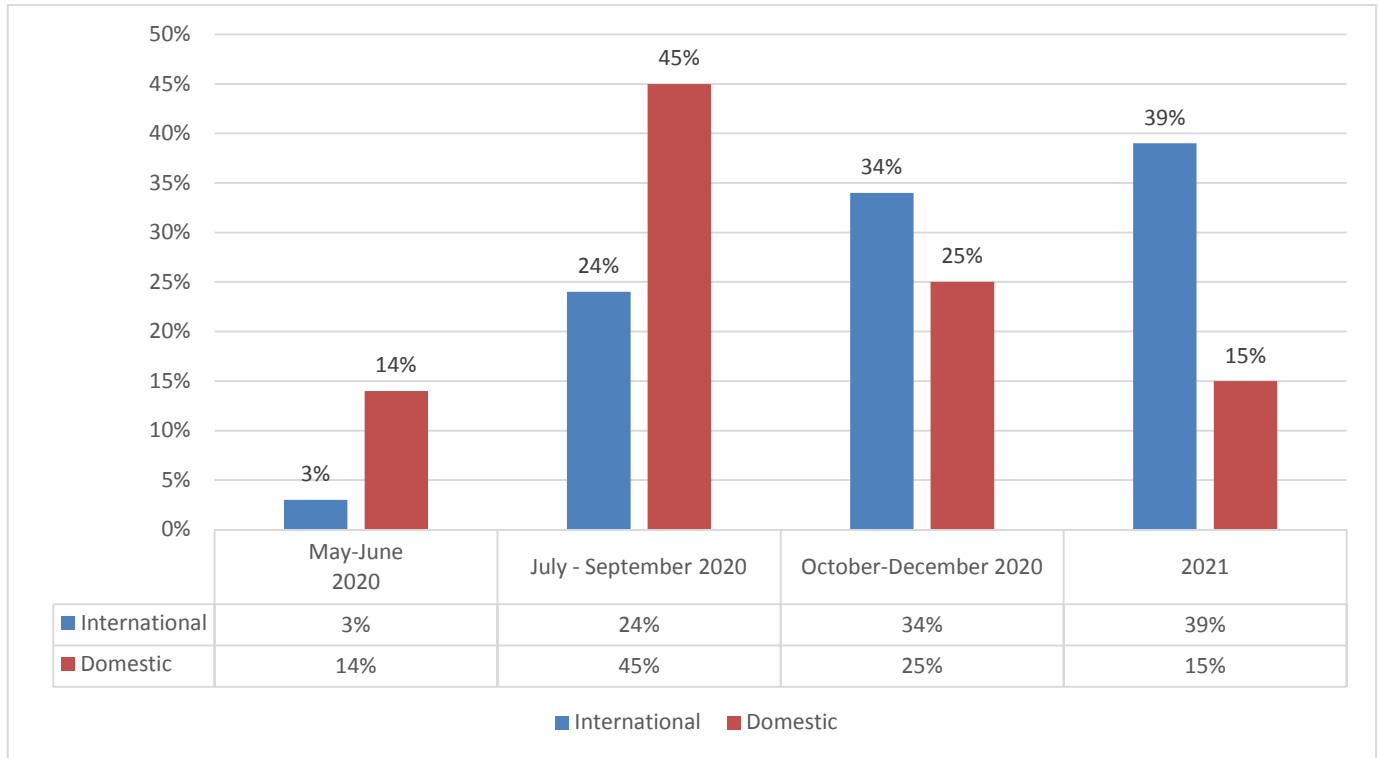
It is bearing in mind the above challenges for tourism education and the World Tourism Organization's broad objectives concerning poverty alleviation. The Council for Education and Science is at the forefront of helping to meet these challenges. Over the past decades or more, its activities have mostly focused on supporting the development of tourism education worldwide. 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 its 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 to ensure that the tourism sector XXI meets clients' needs.

Sustainable tourism in Uzbekistan during the pandemic

Uzbekistan and its tourism industry have also fully felt the negative impact of the pandemic. Since the quarantine's announcement, 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.

UNWTO(2020) experts concluded that domestic tourism demand would recover much faster than international demand connected with the continuing restrictions on international travel in many countries. The analysis showed that, despite the continuing uncertainty in the fight against the spread of coronavirus. Domestic tourism can buffer the tourism industry.

Diagram №1 Experts answer 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 Abdukhakimov 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

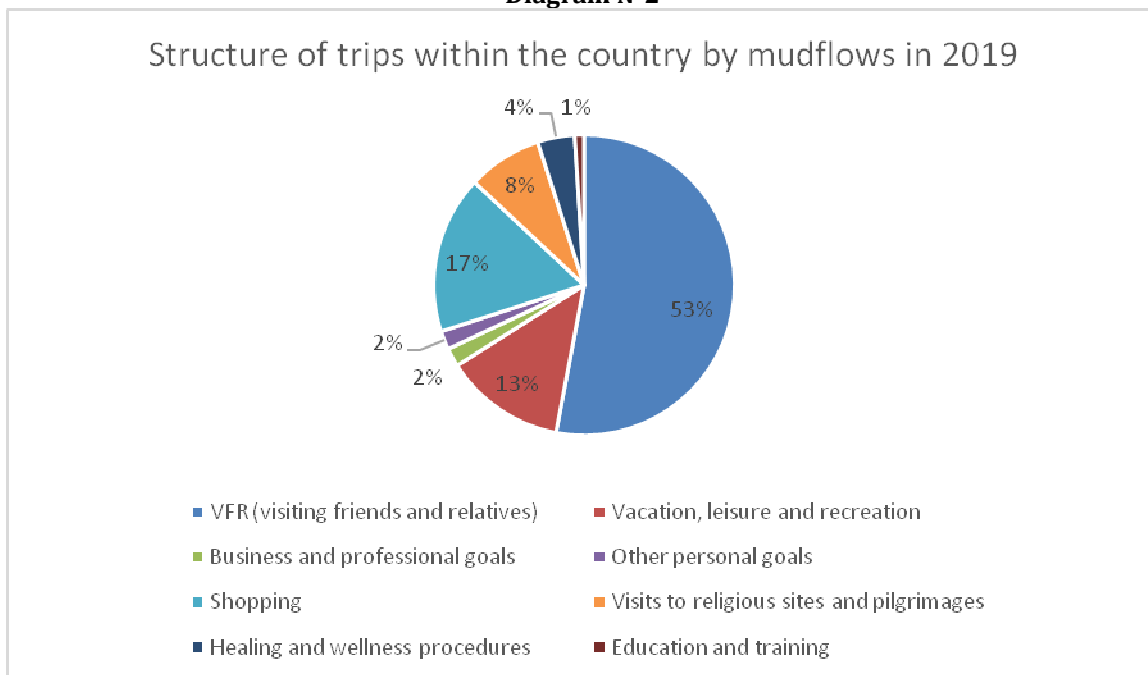
Source: Compiled by the author based on the data of the State Statistics Committee

An analysis of domestic tourism development 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 and 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 travel attractiveness, 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 pandemic's current situation, it is necessary not only to develop topical tourist destinations but also to create safe conditions for internal and external tourism. For 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, 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 training and advanced training of tour operators, tourism facilities, and related infrastructure personnel. A working group will also be organized with public organizations' participation 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 industry's resuscitation with domestic tourism as safely as possible. However, one should not adhere to optimistic forecasts that the domestic tourist flow demonstrated growth in March-April next year. It is primarily due to a decrease in most of the population's purchasing power 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. Considering 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 developing 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 safer and cheaper, which can become a determining factor in deciding on a vacation in the context of an economic downturn.

Conclusion and Suggestions

In summary, Uzbekistan's tourism business 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 domestic tourism industry's activity 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.

Achieving sustainable tourism in Uzbekistan during a pandemic through education, the 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 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 population's income and health 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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