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Approaches to the Sustainable Development of Tourist Areas

¹ **Asrakulov Abdurakhmon
Sultonovich**

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Abstract: The article discusses the systemic principles of sustainable development of the tourism sector based on the theoretical study of individual concepts. The principles that should be implemented today in the sustainable development of the industry are based on system analysis.

Key words: sustainability, sustainable development, concept, postulates, sustainable tourism development, system principles.

¹ Researcher of Fergana State University, PhD

INTRODUCTION

Knowledge of the laws of Tourism Development is a prerequisite for the formation of principles of sustainable development. The principles define the requirements for the economic system, structure, organization and management process as leading Rules, Basic Rules and behavioral criteria. In management methodology, principles synthesize the objectivity of economic laws and management laws.

Considering tourism as a system of socio-economic relations, it is emphasized that it is important to use the methodology of a systematic approach in the formulation and justification of the systematic principles of sustainable development of Tourism.

It is one of the main strategic directions to ensure the appropriate place in the world community and the sustainable development of socio-economic systems on the basis of sustainable economic development, through the rapid development of sectors and sectors of the national economy in our country. The definition of the task of "wide implementation of barrier-free tourism infrastructure in the main tourism cities of the country, increasing the number of people employed in the tourism sector by 2 times and reaching 520 thousand people by 2026," with the effective use of the necessary resource components in the development of the tourism sector in the near future [1].

However, in ensuring the sustainable development of the newly formed and developing industries and industries, it is required not to underestimate the consideration of special and special principles. In the implementation of the strategy for the sustainable development of the tourism sector in our country, it is also important to take into account the principles that imply specific aspects and characteristics of the industry.

METODOLOGY

The application of individual principles in the formation of Sustainable Development Strategies in the tourism industry and the specifics of strategic planning have been studied to this day by a number of researchers and scientists. In these studies, there are special approaches to the issue of sustainable development in the form of a holistic system based on the tourist potential of the regions.

Including methodologies for managing sustainable development of tourist areas were researched by T.Rassokhina on the basis of theoretical-methodically systematic principles, in these studies the concepts for managing sustainable development of tourist areas were revised [2].

In the studies carried out by V.Gulyayev, the formation of various models in the sustainable development of tourism at the regional level and the possibilities of their use were evaluated [3].

S.Wolf, on the other hand, studied the balance of synergies between the environment and the economy as model components based on a systematic analysis of the role of the environment in sustainable development and the issues of its transformation [4].

Along with the above, as early as last century were studied by M.Porter sustainable economic development of territories [5], by X.Serafin issues of sustainable development of the tourism business [6], by R.Solou the methodological aspects of the sustainable development of territories, and the methodology in this direction is based on a thorough basis [7].

While the above-mentioned research studies theoretically and practically studied the methodological aspects of the sustainable development of tourism activities within regions and territories, the issues of sustainable development of tourist activities on the basis of systematic principles in the territorial section have not been sufficiently studied. Taking into account this situation, the study studied monographic studies, systematic principles of sustainable development of the tourism sector in regions, analyzing the state of individual regions through statistical methods.

RESULTS

The concept of a system (Greek *system* – set of parts) is one of the main parts of the economic and Social Sciences. The issues of development of existing systems on the basis of based principles in the territorial sustainable development of networks and sectors occupy an important place in the development of socio-economic systems today.

According to the definition of the concept of “system” given by R.Akoff, “...the system is considered a combination of two or more elements that satisfy these conditions, to which the following are characteristic [8]:

- the behavior of each element affects the behavior of each of them;
- the behavior of elements and their effect on the system in its entire interconnectedness;
- if there are subgroups of elements, each of them affects the behavior of the whole, and none independently has such an effect”.

Analysis of the scientific literature in the field of systems theory allowed us to identify the following characteristics of systems that are important in the process of studying the necessary conditions for the sustainable development of Tourism [9]:

1. A feature of integrity that reveals the unity inherent in systems. This property is understood as: “the union of different parts and the connections they form to obtain a new whole”.
2. The output (emergence) property is associated with the emergence of new qualities in the system that do not have elements of the system before merging.

3. A feature of functionality manifested in the assimilation of a system of a certain set of functions in the process of interaction with other subsystems in the external environment.
4. The hierarchical nature of the system, characterized by the ability to organize organizational relationships and subordinate certain levels of communication and management to others.
5. Stability property characterizing the ability of the system to maintain structure and functional properties sufficient for activities on a variety of environmental parameters.
6. Stability property refers to the ability of a system to maintain its structure and functional properties under the influence of internal factors.
7. Flexibility feature of the system, which characterizes the ability of the system to show dynamic flexibility in the process of adapting to changes in the external and internal environment.
8. Integrativity characteristic characterized by the ability of the system to interact with other elements and systems.
9. The property of tolerance, which is manifested in the ability of the system to perceive certain unfavorable parameters of the external environment.
10. Resistance characteristic that characterizes the ability of the system to resist the influence of negative environmental factors or suppress their influence.

The above listed features of the systems serve as an objective basis for the development of systematic principles of sustainable development of Tourism. It should be noted that the characteristics of the systems we give do not necessarily reflect the complexity of the interaction of the system with other systems, subsystems, elements, but they reflect the main characteristics of the system as a socio-economic category.

In the process of carrying out the research, we have delved deeper into the hierarchical and network topologies of system typologies.

Method of hierarchical topology "... the system involves conducting an analysis that is divided into two or more separate structural elements. As a result of such a breakdown, a logical basis is formed for understanding, as well as division into components, the correct development, assembly and control of the system" [10].

Unlike hierarchical topology, network topology is usually used to reflect the fundamental properties of various natural systems. According to Lawson's study: "... at the higher level of the hierarchy, the network topology may reflect certain abstractions. We are talking about the possibilities or functions that must be presented and that can be the basis for choosing methods of physical implementation of the system. Such physical or abstract systems are usually designed taking into account possible changes, that is, the topology changes over time with the addition or elimination of nodes and links".

Network topology is of great interest for the study of the field of tourism as a system of socio-economic relations, since the use of the method of network topologies allows you to reflect various forms of relations between people in the social system. Systems based on network topologies can appear in a planned manner, including both directive and initiative – as a way to respond to new situations, new elements, or new functions and properties of existing elements.

It should be noted that there is no clear differentiation of hierarchical systems and systems based on network topology. This is because within a hierarchical system built on hierarchical topology, elements of network topology are often found. In addition, the intensification of digitization processes directly affects the strengthening of elements of network topologies in traditional hierarchical systems. To formulate the systematic principles of Sustainable Tourism Development and develop the concept of

sustainable tourism development, it is required to consider the classic postulates of the concept of sustainable development (Figure 1).

According to the basic provisions of the sustainable development paradigm, "...meeting the needs of the current generation cannot undermine the ability of future generations to meet their own needs. Sustainable long-term development is not a state of unchanging harmony, but rather a process of change in which the scope of resource use, investment direction, technical development direction and institutional changes correspond to current and future needs" [11].

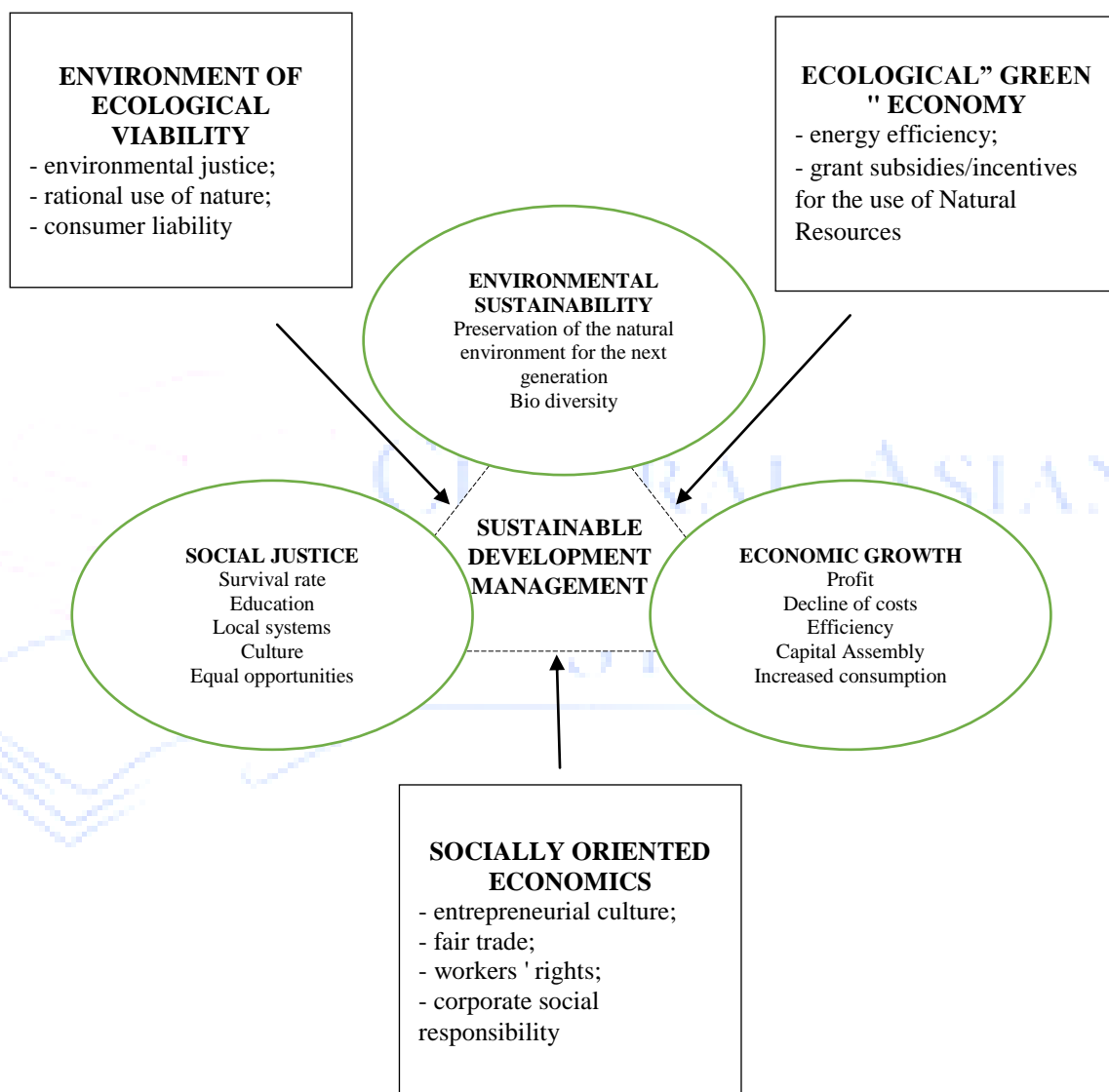


Figure 1. Sustainable development concept postulates

According to its initial approach, the concept of sustainable development was a model of harmonious socio-environmental and economic development, aimed, on the one hand, at meeting human needs, and on the other, at preserving the environment, taking into account the interests of future generations. The basic provisions of the concept of sustainable development are reflected in the development of ideas for sustainable development of tourism, which is reflected, in particular, in the goals and results of the activities of the World Tourism Organization (UNWTO).

In the modern world, tourism has become one of the leading sectors of the world economy, which requires the harmonization of the interests of the subjects of the tourist market with the environment. The

high quality of the environment, environmental friendliness are one of the main factors of tourist demand and play an important role in ensuring the rational use of resources. In addition, economic efficiency in the field of tourism is highly related to the economic results of the development of Tourism and the level of use of natural capital.

The World Tourism Organization (UNWTO) defines sustainable tourism as: "... tourism that meets the needs of existing tourists and tourist communities, protects and increases the chances of future work" [12].

Scientific research provides broad definitions of this concept. Scientists G.A.Karpova, Y.M.Maksarova believes that "... sustainable tourism development is the development of long-term tourism, in which a balance is achieved in the implementation of the goals of economic, environmental, social and cultural development, the interests of all stakeholders are taken into account on the basis of rational use of tourism resources and comprehensive partnerships (tourists, receiving and guiding directions, local residents" [13].

Tourism, as a phenomenon of modernity, has a direct and indirect impact on economic activity, social policy, culture, customs, lifestyle and health of the nation. It is important that the sustainable development of Tourism ensures the unity of the following three components:

- economic stability of tourism, which is ensured by the effective use of resources in the existing territory, as well as an increase in economic efficiency on the basis of income from the provision of tourist services;
- socio-cultural stability of Tourism, characterized by increasing the employment and income of the population of the territory, the preservation of historical and cultural monuments, the creation of conditions for strengthening local identity and the established lifestyle;
- -environmental sustainability of Tourism Development, which determines the careful attitude of tourists to the environment, the development of tourism in accordance with the main environmental criteria and regulations.

It is worth noting that in scientific research, many attempts are being made to study and propose the principles of sustainable development of Tourism.

At the same time, existing scientific research is characterized by an imbalance of approaches to understanding the principles as the objective basis for the formation of the concept of sustainable development of Tourism. In the scientific research work we analyzed, the principles were mainly considered in terms of regional tourist attractions.

The main conceptual complexity of the formation of systematic principles of sustainable tourism development is that the concept of "sustainable development" includes two opposite terms- "sustainability" and "development". At the same time, some scholars consider them to be mutually exclusive concepts, and they argue "...if there is development, there can be no sustainable development" [14].

A theoretical study of the concept of "sustainability" suggests that sustainability describes the ability of a system as a key feature of a system to maintain its structural and functional properties sufficient for activity under a variety of environmental parameters. L.G. Melnik noted, "... the stability of a system depends on its ability to respond to external environmental influences (i.e. tolerance and resistance), as well as the stability of the system determined by its internal factors" [15, p. 76].

Thus, in economics, the concept of "sustainability" is largely synonymous with the concept of "sustainability". Sustainability and development are two interconnected economic categories that reflect the process of qualitative socio-economic changes. The stabilization of the economy creates the main

conditions for the implementation of positive trends in modern economic development. Among these trends, scholars distinguish: "... globalization of economic relations, advanced development of the service sector, the formation of Digital Trends in post-industrial society, an increase in the intellectual component in the results of any production, full informatization of modern society, the development of network forms of organizational structures".

Today, there are three main interconnected problems, the solution of which will become a path to sustainable development:

- maintaining a stable scale of the economy;
- equal distribution of resources and opportunities not only within the current generation of humans, but also between current and future generations, between humans and other biological species;
- efficient allocation of resources by time periods.

In recent years, when World Science has collected important empirical materials on the results of the implementation of the mechanisms of the concept of sustainable development, two main approaches have developed in the scientific community:

1. The first approach (environmental) – determines the ability to meet the needs of mankind in the conditions of providing natural resources. This means that the current generation must leave the same amount of resources for future generations so that generations can use these resources to meet their needs. This approach is known as the "strong sustainability approach" [16]. Strong stability concept proposed by N.Daley [17]. This concept is based on the idea that the components of common capital can not be replaced. Elements of natural capital are called critical natural capital, and the reserve of such important natural capital should not be reduced in order to maintain stability.

The second approach is based on an understanding of the ability to meet the needs of the (neoclassical) standard of living and forms the concept of "weak sustainable" development. This concept is proposed by D.Pechey and A.Atkinson [18] and developed by R.Solou's [19] in the 90s of the 20th century. This approach is based on the understanding that the standard of living for future generations should be at least the same as the standard of living of the modern generation.

At the same time, it is optional that this must be achieved due to the presence of Natural Resources. The essence of the approach is that in the modern era, it is necessary to spend natural resources on the development of human capital and knowledge, while future generations provide a high standard of living through the growth of knowledge and innovation.

This approach is largely derived from a systematic principle, according to which the situation becomes stable if the decrease in natural capital is compensated by the investment of rental income in the increase of man-made capital. According to the radical form of this concept, with the development of two other types of capital, a complete decrease in natural capital is quite acceptable.

DISSCUSSION

From the above, we form the following systematic principles of Sustainable Tourism Development:

1. Principles of economic efficiency:

- strategic planning principle;
- the principle of holistic and systematic organization of activities of enterprises and organizations in the field of Tourism;
- ecosystem principle-the integration of an ecosystem of solutions, a technological ecosystem, a personnel ecosystem for customers.

2. Social responsibility and network principles:

- the principle of real-time data sharing;
- connection principle-continuous integration of internal and external management of the life cycle of tourist services;
- the principle of The Binding of feedback;
- the principle of responsibility for making decisions.

3. Principles of institutionalization of Management Relations:

- the principle of strategizing the development of sustainable tourism;
- hierarchy principle;
- the principle of continuity of management decisions in the context of digital transformation of the tourism industry;
- the principle of sufficiency in the stratification of services.

4. Principles of the ecological community:

- the principle of ensuring environmental safety in tourism;
- the principle of complexity in Environmental Management;
- the principle of the formation of ecological culture.

Thus, in the course of our research, we have proposed and substantiated the principles of Sustainable Tourism Development, which determine the procedure for the formation of the concept of sustainable tourism development in the management of tourist areas, divided into socio-economic-oriented groups. It should be noted that the principles of the proposed system do not seem to be a comprehensive basis for the formation of the principles of sustainable tourism development, but these groups of principles fully reflect the approach to the formation of a methodology for the development of sustainable tourism in the management of tourist areas.

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