

Innovative Ways of Traditional Tourism Development

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Abstract. In this article was discussed issues of innovative of traditional tourism development. Besides this, by authors were presented ideas for broader development of tourism in the future based on sustainable tourism development and was classified differences from sustainable tourism to mass tourism.

Key words: Tourism, hotel, traditional tourism, inbound tourism, development, tourists.

I. INTRODUCTION

The importance of tourism in the development of friendship, mutual understanding, peace, cooperation and stability in the country is indispensable. All of this is the creation of favorable conditions for the development of sustainable tourism, with the development and development of diverse forms of tourism and the provision of international standards. In particular, the country is gradually implementing a package of measures to diversify the tourism industry as one of the strategic sectors to diversify the national economy, to accelerate development of the regions, to create new jobs, to increase the incomes and living standards of the population, and to increase the investment attractiveness of the country [1]. This will allow for the development of tourism and other key sectors of the economy in the tourism sector, and this process is a sign of sustainable tourism.

II. ANALYSIS AND RESULTS

The development of sustainable tourism, in its turn, is based on the tendency of growth of the tourism industry in our country, and it is necessary to completely eliminate the factors that adversely affect tourism development. It is clear that the development of tourism will be sustainable and will affect the various sectors of the economy. Sustainable development of the economy is a multifaceted process which is based on rational use of natural and other resources, which includes economic growth, structural transformations in the economy, scientific and technological base, quality of life and living conditions. At the same time, continuity, quality and balance are the main principles.[9]

Growth dynamics of the gross domestic product (GDP) in the initial period for its structural transformation in the economy has its stability and is used as a single indicator of the economy's sustainability. However, as the concept of sustainable development has a number of qualitative changes, the multidimensional indicators that incorporate economic and social indicators are required to measure sustainability [2]. As a result, alternative and auxiliary indicators for GDP will be developed to indicate sustainable development.

Hence, sustainable tourism and its socio-economic content will be directly linked to the factors and principles of sustainable development. In this case, through sustainability, the economic, social, cultural and environmental considerations will be taken into account in all governance decisions, including the combination of new programs into existing programs. This is internationally recognized. In particular, in 2004, the World Tourism Organization developed the Concept of sustainable tourism development.

Sustainable development of tourism, taking into account the tasks outlined in the picture, involves the experience of all relevant stakeholders and requires strict political management to ensure the concentration. Because sustainable tourism is an ongoing process, requiring continuous monitoring of the impact on the environment, and requires urgent or corrective action if necessary.

Achieving sustainable tourism, that is, building a multitasking effort requires a lot of effort. Particular emphasis is placed on the modernization and diversification of the economy as well as increase the living standards of the population as a factor of sustainable development of tourism [3]. Its macroeconomic impact is assessed by the country's balance of payments, employment and income indicators.

Sustainable development of tourism and management practices can be applied to all types of tourism, all types of tourism, including to different places of mass tourism and tourism segments. By using the principles of

sustainability, an environmentally conscious, balanced social, economic and cultural development of tourism should be set up and an appropriate balance must be established to ensure long-term sustainability. Thus, sustainable tourism, based on the principle of sustainability, will provide the following objectives:

Sustainable tourism needs a high level of satisfaction with the needs of tourists by raising their knowledge of the sustainability of the tourism routes and providing them with a comprehensive advocacy of sustainable tourism. In particular, in 2000, the well-known tour operators initiated a tour operator's initiative for sustainable tourism development in partnership with the United Nations Environment Program, the United Nations Educational, Scientific and Cultural Commission (UNESCO) and the World Tourism Organization, based on open-source non-profit activities for all new members. Participants in the Partnership believe that sustainable development is the foundation of their "business venture", and as a result, they promote sustainable practices and practices.[5]

These tour operators will try to avoid environmental pollution, to protect plants, animals, ecosystems, biodiversity conservation and protection of natural and cultural and historical heritage, to respect the well-being of local cultures and to avoid negative influence on social structures, and cooperate with the people and use the local products and work skills. As a result, in 2002, UNWTO and UNCTAD developed a program called "Sustainable tourism - a guarantee of poverty eradication", which is a global problem solution.[7]

At the same time, a number of international programs are being implemented to introduce sustainable tourism. One of them is a complex program for the coastal zone, which has the status of a codex and has been accepted for use by many European countries. However, this codec is also rapidly developing in the American state and remains a top priority for Russia.[8]

Sustainable tourism differs greatly from other types of tourism, depending on its characteristics. In these cases, the main difference between the mass and traditional and sustainable tourism models is that one and the most important part of the profit will be directed to the further improvement of the resource base and development of services in the form of sustainable development of tourism. Therefore, sustainable tourism differs from the masses, ie from a number of aspects and characteristics of popular tourism.

Table 1. Differences from Sustainable Tourism to Mass Tourism [4]

Comparison factors	Sustainable tourism	Popular (Traditional) Tourism
Attraction of tourists	The volume of tourist services is adjusted to the socio-economic and ecological opportunities that determine the nature of tourist activity	Tourist activity is aimed at continuous increase of tourist flows. The volume of tourist services is limited to the scope of material and technical base
Tourist behavior	The tourists adhere to the ethics of the culture of the region they visit during their visit. Visitors' actions do not damage natural resources, traditions and customs of local people	Visitors bring their lifestyle and morals to the resting area
Nature attitude	The value of the existence of natural objects is important for visitors and their consumption value is not important	Visitors have a strong consumer attitude to natural objects. Nature objects are evaluated for their usefulness to human beings
Visitor and community relations	The purpose of the new culture is to build friendships and respect	Official relationships. Visitors are just as owners who need to document themselves

As shown in above table, sustainable tourism differs from the mass tourism in terms of attraction of tourists, tourists behavior, attitude towards nature and visitors. In addition to the differences in mass tourism, term sustainable tourism is also studied. This concept was first discovered in 1990 and became popular. In particular, this information is reflected in the Brundtland report, which covers all aspects of the tourism industry, reflecting the concept of sustainable development. The concept of sustainable long-term development on its basis is an indirect application for life.[5]

Accordingly, it is a stabilizing indicator of sustainable tourism, and it should be monitored whether there is a strong and weak future perspective and whether it is sustainable tourism.[6]

Continuous world-wide study on sustainability indicators continues. In particular, in 1990, the World Tourism Organization plays a leading role in identifying and testing tourism related indicators. This organization combines indicators and recommends a number of issues that can be applied in 2004 and recommends guidelines for creating conditions for their resolution. That is, the organization offers a total of more than 500 guidelines, offering leading managers. Based on the recommendations, it is possible to know that stability is closely connected with the term ecological, socio-cultural and economic norms. However, it is important to focus on geopolitics and take it as a factor. Because geopolitics mean the relationship between space and power, which covers both local and international tourist systems. This is illustrated by the tourist movement between countries and reflects the initiative and interconnected relationship between countries.[5]

III. PROPERTIES ON SOLIDARITY TOURISM DEVELOPMENT

The development of sustainable tourism in Uzbekistan is largely determined by the particular development of tourism and species as well as the widespread development of ecological tourism. Because, Uzbekistan has a considerable potential for the development of tourism. The existence of many unique nature objects - lakes and mountain peaks - is associated with rich cultural and historical heritage. Taking into account that, the number of foreign tourists visiting Uzbekistan increases year by year. This, in its turn, is a steady growth of tourism and serves as a model for sustainable tourism.

Growth and tendency in each tourism industry will serve as an important factor for sustainable tourism development. In particular, foreign visits to Uzbekistan in 2012-2017 increased by 15.5 times, from 442.1 thousand in 2002 to 2847.9 thousand in 2017. Foreign visits of Uzbek citizens in 2017 made up 5,182.5 thousand people, which is 6.5 times more than in 2002. At the same time, foreign tourists visited Uzbekistan in 2017 and 2272.3 thousand people or 84.7 per cent of them were targeted for homicide, 203.7 thousand people or 7.6 per cent for tourist purposes, 159.9 thousand or 5.9 per cent 28.7 thousand people or 1.1% for treatment, 18.5 thousand people or 0.7% for commercial purposes, 6.9 thousand or 0.3% for study purposes. The majority of foreign visitors come from the CIS countries to the Republic of Kazakhstan. In particular, 1783.8 thousand people or 67,7 percent of the CIS countries came to Tajikistan, 261,9 thousand or 9,9 percent, to Russia - 143,9 thousand people or 5,5 percent to other countries 16,9 percent or 62 to Turkmenistan, 5 thousand people and 4.3 thousand to Azerbaijan, as well as 3.0 thousand to Belarus and 0.7 thousand to Ukraine. According to statistics the number of arriving citizens of the Republic of Uzbekistan in 2017 is the largest in Kazakhstan. In 2017, the majority of foreign visitors came to Turkey from foreign countries or 55.2 thousand people. In the list, Korea is followed by 37.4 thousand people, 19.7 thousand people in China, 7.8 thousand to Germany, 5.8 thousand to the UAE, 5.7 thousand to France, 4.2 thousand to Israel, 4.1 thousand to Japan 3.8 thousand people to Pakistan, 3.3 thousand to Great Britain, 3.2 thousand to Malaysia, 1.5 thousand to the United States and 61.0 thousand to other countries.

Also, the concept developed by the State Committee for Tourism Development of the Republic of Uzbekistan is the main stages of sustainable tourism development:

- In 2019-2020 - to carry out institutional reforms to create a robust legal basis for tourism development, to modernize the infrastructure and promote the country's brand;
- Increasing the share of tourism industry in the country's economy in 2021-2025.

The second direction is to increase the share of tourism in the gross domestic product to 5% and to attract more than 9 million tourists from abroad, including 2 million tourists. This figure was 2.3 percent in the year 2017.

In 2025, the growth of tourism exports to 951 mln. from \$ 2.2 billion to \$ 2.2 billion. From 1 February 2019 visa-free regime for 30 days will be introduced for 45 citizens of the country. According to the document, citizens of the following countries will be able to visit Uzbekistan on the 1st day of the current year for a period of up to 30 days without a visa.[10]

Indeed, based on the econometric regression of tourism and economic growth, the forecast parameters of tourism tourism development in Uzbekistan by 2030 are presented.

Table 2. Forecast of tourism tourism development in the Republic of Uzbekistan up to 2030 [4]

Indicator name	2015 year	2020 year	2025 year	2030 year
Number of visitors, mln. Person	1,917	2,963	4,622	7,046
Growth rate, in percent	-	9,1	9,3	8,8

Annual additional growth of GDP due to export of tourism, US \$	-	160	315	500
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In the development of the forecasted forecasts, a broad spectrum of factors influencing the tourism industry and the entire economy has been taken into consideration. This is comparatively small compared to the World Tourism and Tourism Committee and the results of the survey. It should be noted that experts of this committee predict a high rate of tourism growth in the Republic of Uzbekistan.

IV. CONCLUSIONS

In general, the concept of sustainable tourism and its socio-economic context are differentiated by the different aspects of tourism in the tourism sector, and require a widespread study of species and principles to determine its impact on tourism. Accordingly, the development of sustainable tourism is crucial for the development of tourism, and the sustainable growth of the tourism industry is, in turn, the essence of sustainable tourism concept. Accordingly, in complex integrated programs for sustainable tourism, tourism requires a complex and systematic approach, covering all other sectors serving tourism industry, not just in terms of marketing and tourism services, but also through the widespread use of this type of tourism. As a result, the macroeconomic indicators representing the development of tourism will become more accessible in the international comparative analysis and represent the role of Uzbekistan in authoritative tourism ratings.

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