



Approaches to Create Concepts of Sustainable Tourism and Hospitality Development in the Regions

Ismailov Adhambek Bakhramovich

Department of Tourism, Tourism and Economics Faculty, Urgench State University, Urgench City, Uzbekistan

Email address:

goodluck_0714@mail.ru

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Abstract: Despite the rich tourist and recreational resource base and a wide network of tourism enterprises, Uzbekistan still lacks a clear strategy for tourism development that meets global and world standards. According to the tourist arrival, it occupies one of the last places in the World. Therefore, the discussion of the strategy of truly sustainable development of tourism in the country should be the starting point for taking measures to implement it. The article highlights the different approaches and methods for the determination of indicators of sustainable development of tourism. In particular, it deals with the idea of risk management in tourist destinations and their economic effect, which reveal the importance of risk management in the definition of sustainable development as well as creating a method of differential grouped socio-economic indicators required for the functioning of the system.

Keywords: Tourism, Sustainable Development, Structure, Ranking, Sustainability, Risk Management

1. Introduction

Scientific and technical and socio-economic progress has led to accelerated development of tourism. Because of this, in places visited by tourists, serious problems appeared in the field of ecology, culture and social development. The uncontrolled growth of tourism, driven by the desire to quickly make a profit, often leads to negative consequences - damage to the environment and local communities. Sustainable tourism should also maintain a high level of satisfaction of tourists' needs, using the multifaceted requests of tourists, increasing their awareness (awareness) of sustainability of results and promoting practical activities for sustainable tourism among them. From a methodological point of view, the terms "criterion" and "indicator" should be considered close in meaning as indicators of the trend (dynamics) of any process. An indicator can be considered a more general indicator that reflects this trend (dynamics) of a process. Criterion is an estimated indicator showing the degree (significance, speed) of a given trend (dynamics) of a process, expressed as a rule in quantitative form (in units of measure, relative fractions or percentages). Therefore, from the methodological point of view, the term "criterion" takes a subordinate position in comparison with the "indicator" as a

more specific (and not a general) quantitative indicator of this trend. It is also necessary to determine what should be considered "sustainable development" (in this case tourism, resorts and recreation), and how sustainable development differs from simple (unstable). The main indicator (indicator) of sustainable development is that, unlike the unstable one, it is controlled (by management bodies, the public) and predicted.

2. Method

Sustainable development of tourism, Tourism sustainable development and role of tourism in the regional sustainable development of the economy have widely being learned by scholars and research of the world. Ottenbacher, M. created new way as a case study "Sustainability criteria for tourism attractions: a case study of Germany." [1], Ngo, Tramy, Gui Lohmann, and Rob Hales with their work "Collaborative marketing for the sustainable development of community-based tourism enterprises: voices from the field" [2] have opened the real factors of marketing tools for sustainable tourism development and the role of marketing strategies for the local tourism enterprises. Besides, Boluk, Karla, Christina T. Cavaliere, and Freya Higgins-Desbiolles [3],

Carley, Michael, and Ian Christie [4], Peng, Kua-Hsin, and Gwo-Hshiung Tzeng [5], Kazak, A. N. [6], Lyon, Andrew, Philippa Hunter-Jones, and Gary Warnaby [7], Liu, Jingjing [8], Alvarado-Herrera, Alejandro [9] also learned and created different types of indicators systems and theories to evaluate tourism sustainable development and the regional sustainable development.

During the years of independence, the economy of the Republic of Uzbekistan has been evolving on basis of the national model developed by the first President Islam Karimov. This model based on well-known five principles – priority of economy over politics, role of state as the main reformer, rule-of-law, conducting strong social policy, stage-by-stage transition to market economy as a strategy of construction of legal, democratic state, based on market economy. As a continuous of this strategic plans President of Uzbekistan Shavkat Mirziyoyev signed a decree "On Uzbekistan's Development Strategy". The document is aimed at improving the efficiency of the reforms, creating conditions for full and accelerated development of the state and society, implementing the priority areas for modernization and liberalization of the country in all spheres of the life. The strategy includes five priority directions – improving state and public construction, ensuring rule of law and reforming judicial-legal system, developing and liberalizing economy, developing social sphere and ensuring security, inter-ethnic harmony and religious tolerance, implementing balanced, mutually beneficial and constructive foreign policy [10]. As a result of reforms and such kind of models, the structure of the economy was radically changed, a reliable legal framework for dynamic economic development and favorable investment climate were created.

As we can see today, the model is working well. Achievements and prospects of economic development of the country, highly recognized by authoritative international financial and economic organizations.

Tourism also is one of the main sphere in these kinds of state program. Nowadays there are many programs, state projects and decrees of the president has been adopted. All of them are for the purpose of creation of favorable economic

and organization-legal conditions for intensive tourism development as strategic industry of national economy, most complete and effective use of huge tourist capacity of regions, cardinal enhancement of management of tourist industry, creation and promotion on the world markets of national tourist product, forming of positive image of Uzbekistan in the sphere of tourism. One of them is "On additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan"[11]. According to the decree, from 10 February 2018, citizens of Israel, Indonesia, the Republic of Korea, Malaysia, Singapore, Turkey and Japan can visit Uzbekistan without visas for the period of 30 days. The document underlined that members of the crews of aircrafts of foreign airlines, carrying out regular flights to Uzbekistan, also received the right to visit the country without obtaining visas.

3. Result and Discussion

According to the information of the the State Tourism Committee the number of tourists visiting the country in 2017 exceeded 2 million 520 thousand and increased by 24.3% compared to 2016, while export of tourist services increased by 24% compared to 2016 to 1 billion 557 million dollars. In addition, 101 placement facilities were created in 2017, with a total number of 1,355 places, and 128 legal entities providing tour operator services are registered, the current number of accommodation facilities is 851, and the number of tour operators is 561. As part of the implementation of a set of measures to ensure the safety of life and health of tourists, 442 organizations providing tourist services are certified, of which 221 provide hotel and 221 - tour operator services. During the period under review, issuing licenses for the right to carry out tour operator activities for 128 entrepreneurs was organized. Year by year tourism in Uzbekistan is developing and its place in various indicators increasing. The table below shows us the main indicators in the sphere of the tourism in Uzbekistan compering with other most related countries.

TRAVEL & TOURISM'S DIRECT CONTRIBUTION TO GDP		2016 (US\$bn)
14	Turkey	29.1
	World Average	19.1
23	Russian Federation	15.8
34	Iran	11.9
71	Kazakhstan	2.4
88	Azerbaijan	1.4
93	Ukraine	1.4
99	Georgia	1.2
	Central Asia Average	0.9
122	Uzbekistan	0.7
135	Armenia	0.4
168	Kyrgyzstan	0.1

TRAVEL & TOURISM'S TOTAL CONTRIBUTION TO GDP		2016 (US\$bn)
14	Turkey	88.0
18	Russian Federation	62.6
	World Average	57.3
33	Iran	31.5
68	Kazakhstan	7.9
83	Azerbaijan	5.1
85	Ukraine	5.0
92	Georgia	3.9
	Central Asia Average	3.6
117	Uzbekistan	2.1
127	Armenia	1.5
166	Kyrgyzstan	0.3

TRAVEL & TOURISM INVESTMENT		2016 (US\$bn)
10	Turkey	17.5
24	Russian Federation	5.9
World Average		4.4
39	Iran	3.5
57	Kazakhstan	1.7
Central Asia Average		0.7
100	Uzbekistan	0.3
105	Azerbaijan	0.3
118	Ukraine	0.2
131	Georgia	0.2
148	Armenia	0.1
154	Kyrgyzstan	0.07

VISITOR EXPORTS		2016 (US\$bn)
13	Turkey	26.5
32	Russian Federation	11.4
World Average		7.6
57	Iran	4.2
65	Azerbaijan	2.9
74	Georgia	2.3
85	Kazakhstan	1.7
93	Ukraine	1.5
Central Asia Average		1.1
110	Armenia	0.9
132	Kyrgyzstan	0.4
149	Uzbekistan	0.2

Figure 1. Country rankings: absolute contribution, 2016 [12].

The competing destinations selected are those that offer a similar tourism product and compete for tourists from the same set of origin markets. These tend to be, but are not exclusively, geographical neighbors. The tables on pages 7-10 provide brief extracts from the full WTTC Country League Table Rankings, highlighting comparisons with competing destinations as well as with the world and regional average. Averages in above tables are simple cross-country averages [12].

In accordance with the report of the World Economic Forum, Uzbekistan has the second-fastest-growing economy, with projected growth of 7.6% thanks to rising oil prices, benign global financing conditions, robust growth in the Euro Area, and generally supportive policies among governments of several large countries in the region [13]. The important role in achieving such results is played by structural, strategic programs and goal attracting foreign investments. In its turn, the rich experience on attraction of foreign investments at the expense of shaping favorable business environment, modernization and renewal of production, accelerated development of small business and private enterprises ensured achievement of high results. Especially in tourism sphere of economy. Attracting foreign investments to tourism sphere is one of the most important matter in developing countries like Uzbekistan. To attract investments in the development of tourism infrastructure, taking into account the specifics of the industry is necessary to give effect to the organizational and economic structure to stimulate investment activity in the objects of the tourism industry. Active involvement in the investment management practice could make a significant contribution to the development of infrastructure of the tourism industry of Uzbekistan regions. Firstly, must gain ability of ranking sustainably of the touristic destination. To monitor the process of sustainable development and to improve the planning process there is a need to have indicators that help to evaluate and co-ordinate sustainable development. In this way the tourism industry, like any other component of the economy, is subject to

specific risks, which can affect, on a long or short term, the companies' profitability and sometimes even their survival in this field. The basic premise of risk analysis in any economic system is its identification with the quantitative value or measure of danger. If it is properly utilize risk management model in tourism, it will be base for sustainable development model of tourism. The model (Figure 1) is an adaptation of the International Organization for Standardization's (ISO) risk management model, which can be used in touristic sector of economics.

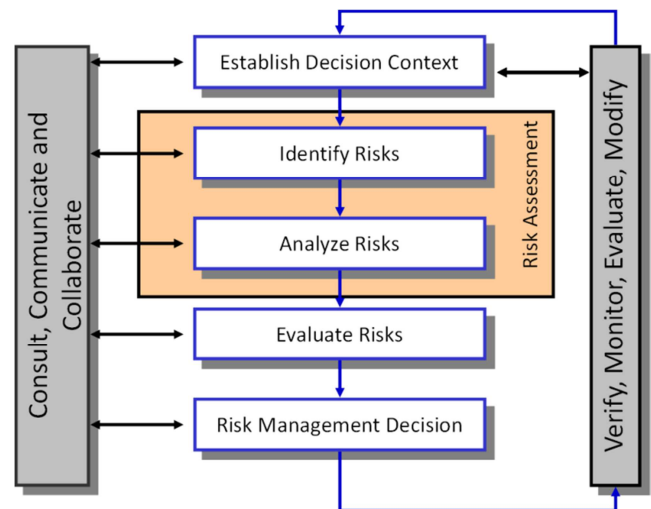


Figure 2. ISO 31000 – General model of risk management [14].

The experience of the largest world tour operators showed that the right strategy and competent assessment of business risks allows the company to identify target markets, to select the permanent reliable partners, to significantly increase the sales volume, market share. Considering the issues of risk management in the tourism and the tourist industry, should be divided business risks that can be minimized through the implementation of effective management of the enterprise.

Ranking the risks is initial step of managing sustainable development in economy. Sustainable tourism development

requires the competent participation of all stakeholders relevant to this case. Achieving sustainable tourism is a continuous process that requires constant monitoring of impacts on the social-economic environment, by introducing corrective measures. According to world, standards of WTO (World tourism organization) indicators should be identified for all three aspects of sustainable tourism development –

economic, social and ecological.

As considering these factors, it is necessary to create Uzbek model of complex indicating system of sustainable development of tourism sector (figure 2). The current model's working process consists of these main steps. (figure 2) Which is shown below: preparation of input data, data handling, measures and check their effectiveness.

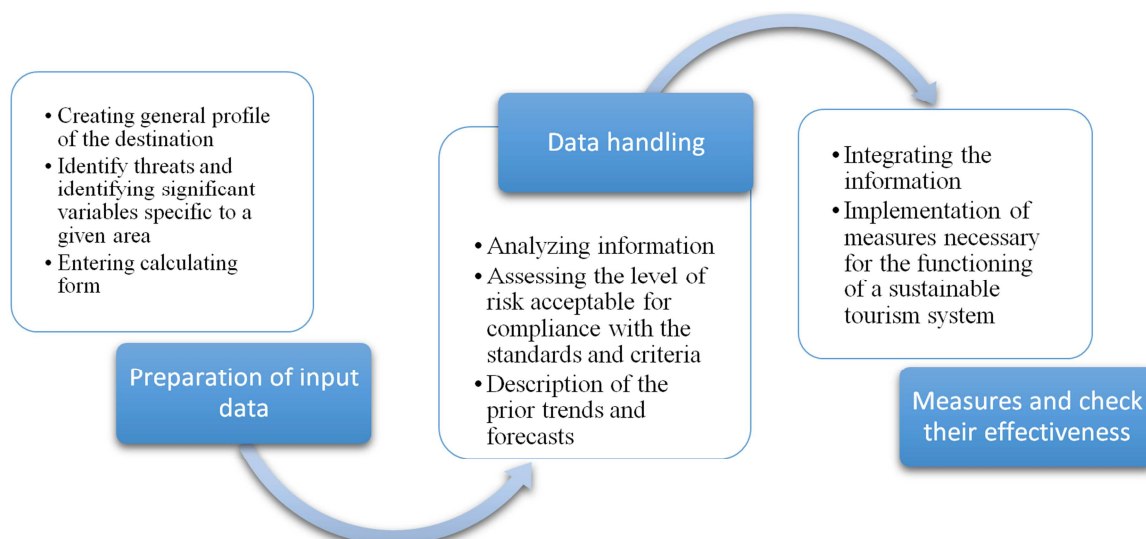


Figure 3. Working proceses of the model “Sustainable development indicators of tourism.

Table 1. Approaches to create sustainable development indicators of tourism.

№	Group name	Priority	Indicators–approaches
1	Financial and economic indicators	0,2	Financial sustainability metrics and indicates. Tourism Flow Ferequency of visits Capacity number of beds Tourism Enterprises performance Quantity and Quality of Employee Tourist expenditure degree Appropriate for local governance policy
	Local governance and tourism	0,1	Sustainable Tourism Management in Tourism Enterprises Consumer learning Information and communication Social impact to the society
3	Social-cultural	0,3	Equality/Accessibility Protecting and Enhancing Cultural Heritage Investment demand Innovation demand Staff resources
4	The further development and growth	0,4	Strategic opportunities Production efficiency indicators Indicators of use of scientific and technical activities Methods: Groupings, index method, ballroom expert assessment, quantitative and qualitative evaluation: a ranking by the level of investment, adjusted by a factor

4. Conclusion

In general, the proposals set out here for the development of a methodological basis and a system of indicators and criteria for the sustainable development of tourism, resorts and recreation represent the author's point of view on this problem and, naturally, do not pretend to the truth in the last instance. They can also be supplemented by special

economic, sociological and environmental arguments. The author expresses confidence that his views and proposals will contribute to the solution of such an important problem as the truly sustainable development of tourism in Uzbekistan.

The development of tourism - is a kind of art, you need to find a clear, thought-out concept of how correctly fit into the unique natural landscape, at the same time take into account the interests of local residents and tourists, the state and business. The key is to change the approach to pricing,

taxation, the pace of tourism development and volume of tourist flows, which, combined with a holistic approach and long-term planning can be effective ways for the implementation of sustainable tourism development strategy. Focusing on the needs of destination, experience exchange, availability of information and preventive actions management can serve as a basis for sustainable development of tourism in Uzbekistan.

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