

SUSTAINABILITY AND TOURISM VISIONS

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Introduction: It can be contended that the goal is the foremost imperative component of the tourism framework, persuading appearance, conveying guest encounters and contributing to persevering recollections of the tourism encounter. However, the expanded development of request for tourism, coupled to the changing nature of the tourism customer, implies that goals are beneath weight to be both competitive and economical. For this to be figured it out, compelling administration and arranging of tourism goals is basic in the event that tourism is to gotten to be a develop and acceptable sector. In fact, it is additionally basic for the support of a beneficial and economical tourism segment at any specific goal. In this regard, concern for maintain ability is central to the administration of both markets and the goal. This see is reverberated by De Kadt (1992) who states that maintainability has ended up the sorting out concept for tourism arrangement; a concept which has self evident focal points for the tourism segment as a entire.

In tourism the selection of supportability has been prove by a changing viewpoint absent from the brief term to the long term arranging skyline (Ritchie, 1999). This in turn has seen the selection of a vital approach to both markets and goal administration, a vital approach which is presently advancing into the concept of 'destination visioning'. There's a clear cooperative energy here between the appropriation of maintainable tourism standards and the taught, longer-term viewpoint given by the key arranging and visioning of goals (Cooper, 1995). It is the point of this paper to investigate the key relationship between feasible goals and modern models of key arranging.

Key words: tourism, vision, strategic, development, goal, vital approach

Main part: Strategic approaches and the destination life cycle.

For any vital arrange or vision it is vital to get it the elements of alter and advancement in a goal. Here there's a proceeding talk about relating to the esteem of the life cycle approach as an explanatory method for the administration of goals. By joining the long-term view point given by the life cycle with the concept of vital arranging, it is conceivable to plan suitable administration procedures for goals as they reach different stages of the life cycle. In other words, by cautious administration, maintainable tourism can be accomplished for goals at each organize of the cycle. Butler (1992) contends that this long-term viewpoint gives control and duty to avoid the goal surpassing capacity and the inescapable decay in appearance which takes after. This see is backed by Bramwell and Path (1993) who distinguish a key component of supportability as the thought of all encompassing arranging and procedure arrangement. In other words, as Farrell (1992) says, the goal equation is always surveyed and balanced with contrasting methodologies fitting to specific stages of the goal life cycle. It may in this manner be contended that maintainability requests a key arranging viewpoint which takes account of all factors at a goal.

Kotler (1986) provides a clear definition of strategic planning as: the managerial process of developing and maintaining a strategic fit between the organisation's goals and capabilities and its changing marketing.

Weitz and Wensley (1984) outline the fundamental contrast between strategic and key arranging by recognizing the level and significance of the choices taken; time skylines and recurrence of the choices; and the nature of the issue and information required. Haywood (1990) views the strategic planning approach as an extension of the one dimensional marketing and planning approaches so often adopted in the short term by destinations. s. Vital arranging

coordinating these two approaches into a higher-order, formalized arranging approach. In other words, the characterizing characteristics of the vital arranging approach are:

- The adoption of a long term perspective;
- The development of an holistic and integrated plan which controls the process of change through the formation of goals; and
- A formalised decision process focused on the deployment of resources which commit the destination to a future course of action (Brownlie, 1994; Weitz and Wensley, 1984).

Brownlie (1994) sees key arranging as the grouping of choices and choices taken almost the arrangement of assets committing a goal to a future course of activity. It speaks to a consider, integrator arrange, which basically perceives the require for formalized higher-order arranging to arrange and control alter through a handle of objective setting. In this way the goal puts in to put a working framework that can adjust rapidly to changing circumstances and sets up data, arranging and control frameworks to screen and react to alter (Kotler, et al, 1993). In terms of the selection of economical tourism standards, the benefits of the key approach to the goal are clear (Cooper, 1995). The method of objective setting gives a common sense of proprietorship and heading for the horde stake-holders, while at the same time honing the directing targets of the goal. The coherence given by the approach gives a system for joint activities between the commercial and open segments and requests the clear distinguishing proof of parts and obligations. At last, the approach conveys a run of execution markers against which the destination's execution can be judged. In other words, vital arranging offers an coordinates approach to the economical administration of the goal and gives a sense of proprietorship for the partners.

Be that as it may, the presentation of a longer-term vital arranging viewpoint by visitor goals can be risky. Basically, the selection of key arranging at the goal isn't as direct as in a commercial association where duties and detailing lines are well characterized. In this regard, both Haywood (1990) and Pigram (1992) distinguish a number of implementation holes within the selection of vital arranging at traveler goals:

Goals are comprised of a always moving mosaic of partners and esteem frame works. Each of these bunches encompasses a distinctive see of the part and future of tourism at their goal and thus the appropriation of procedures gets to be a political prepare of struggle determination and agreement, all set inside a neighborhood administrative setting and where control brokers have unbalanced impact (Farrell, 1992; Jamal and Getz, 1995). The impact of the political prepare ought to not be belittled. Legislative issues impacts who is mindful for the arranging handle and need of political back commonly leads to the disappointment, or non-implementation, of plans.

In expansion, the traveler segment at goals is characterized by fracture and a dominance of little businesses, who frequently exchange regularly. This has driven to a need of administration mastery at goals, a disparity of points between the commercial and open divisions and a short term arranging skyline which in portion is driven by public-sector, twelve-monthly budgeting cycles, but too by the strategic working skyline of little businesses (Athiyaman, 1995)..

The arrange of the goal within the life cycle moreover impacts the adequacy of a destination-wide arranging work out. Within the early stages of the life cycle for case, victory often darkens the long term see, while within the afterward stages, especially when a goal is in decay, restriction to long term arranging works out may be think on the premise of taken a toll.

At last, the execution pointers embraced in such works out can be questionable as traveler volume is the conventional, and politically worthy, degree of victory in numerous goals. From the point of see of supportability such measures are more likely to be the less substantial ones of natural and social impacts. In other words, the tourism industry is regularly hesitant to form the tradeoff between display and future needs when victory is judged by short-term benefit and volume development.

A strategic framework for sustainability: As famous over, there's a wrangle about as to the viability of using a life cycle system for key arranging at the goal. A few contend that the

utilize of life cycle organize to decide procedure can be risky as vital activities are both a cause and impact of the cycle which coming about techniques influence execution in afterward stages (Kotler, 1986). Be that as it may, these cautions are more suitable to methodologies for buyer items and this creator keeps up that the approach received for goals will be subordinate upon the destination's arrange on the life cycle. In specific the destination's point in the advancement of its advancement, combined with its competitive position, will decide the key choices available to deliver a maintainable goal. This is often known as life cycle investigation (Jain, 1985; Knowles, 1996). Jain (1985) has created a framework which abridges the key measurements of this approach - an developmental component of life cycle stages from embryonic to maturing, and a competitive position from overwhelming to powerless (Table 1). Inside the framework, suitable key responses can hence be recognized on the premise of a destination's arrange within the life cycle and competitive position. The key issue at that point gets to be calibration of the two measurements of the framework:

Life Cycle Arrange While numerous goals may naturally know their position inside the lifecycle, usually more troublesome to measure. Here, Knowles (1996) distinguishes eight components which can help in recognizing the life cycle organize: advertise development rate; development potential; run of item lines; number of competitors; dispersion of showcase share among competitors; client depend ability; passage obstructions; and innovation. Another approach is to consider development markers (Cooper, 1992) such as: rates of volume development; proportion of rehash to first-time guests; length of remain; guest profiles; use per head; and visit course of action (package/independent).

Competitive Position For the competitive measurement on the lattice, Porter's (1980) classic investigation of competitive strengths helps within the distinguishing proof of a destination's competitive position:

- The entry of new competitors;
- The threat of substitutes;
- Bargaining power of suppliers;
- Marketing power of suppliers; and
- Rivalry amongst existing competitors..

Very essentially, at each arrange of the life cycle, the blend of developmental and competitive powers varies and in this way, techniques to provide a economical goal ought to be particular at each life cycle arrange. By embracing Jain's (1985) approach to life cycle investigation and combining it with Butler's(1980) categorisation of life cycle stages, it is conceivable to characterize the key alternatives accessible for goals and to diagram the destination's characteristics and conceivable reactions to be taken. By embracing this thorough system, the interface between supportability and the key arranging prepare can be highlighted and misused.

Destination visioning: Vital arranging takes numerous shapes and has advanced over the a long time (Mintzberg, 1994). The sea approaches run from the conventional and more formalized 'rational model' or 'planning school approach to the developmental approach of Mintzberg (1994a) and on to Ritchie's (1994) concept of destination visioning'. Given the nature of goals, and the issues recognized over when deavoring to 'force' a more formalized handle onto a goal, it is getting to be clear that the 'visioning' approach is well suited to key goal arranging.

Goal visioning could be a community-based strategic arranging approach, successfully putting end of the of the goal within the hands of the nearby community, government and industry. As Ritchie (1993) says: "residents of communities and regions affected by tourism are demanding to be involved in the decisions affecting their development".

Of course, this association and control is additionally a key component of conveying a maintainable goal. While the concept of community association in arranging is well known, it is the 'process' of visioning that's so well suited to goals. Ritchie (1993) recognizes three key components of the handle as:

The vision must bring together the views of the whole community and all tourism stakeholders;

The vision must reach can census and endorsement of the future; and

The vision defines the long term development of the destination.

Through the restrained prepare of including the community within the future improvement of tourism, goal visions are created. It is obvious from the grouping of stages that visioning ventures commonly embrace, that the approach is essentially a encourage advancement of key arranging. For case, a tourism visioning extend starting in 2002 for the Tweed nearby specialist locale of Northern Unused South Ribs, Australia is receiving the taking after stages:

Stage 1: Destination Audit. This involves the commissioning of research reports to provide a clear picture of apply, demand and organisation of tourism in the region to lay a sound basis for the vision.

Stage 2: Position Statements. Drawing on the destination audit, a number of position statements will be written and distributed, based upon key aspects of tourism in the Tweed – market, investment, environment, etc.

Stage 3: Visioning Workshops. This is the core of the visioning project, comprising of workshops held around the region and run by a professional facilitator to draw out community views as to the future of tourism in the region, based upon the position statements

Stage 4: Development of the Vision. This stage involves collating the results from the workshops into a set of future scenarios to drive the vision forward

Stage 5: Implementation. It is at the stage that many plans fail. It is essential to have agreement of the roles, timelines and activities that will be put in place to secure the vision. Equally important is the need for a monitoring system of key variables to ensure that the achievement of the vision can be tracked.

In spite of the consistent arrangement of the visioning stages, and the expanding selection of visioning over numerous goals within the world (Ritchie, 1999), there are a few potential issues with the approach (see Helling, 1998; Ritchie, 1993). These incorporate:

- The difficulty of obtaining representation across the community;
- The difficulty of obtaining concern us on controversial issues;
- The difficulty of recognizing and avoiding ‘tokenism’;
- For tourism visioning exercises, other economic sectors must be integrated – this is often overlooked; and
- The difficulty of implementing the vision.

In any case, goal visioning is getting to be the unused instrument for maintainable and key tourism arranging for tourism goals, as tourism catches up with the basic of community involvemed grasps the have to be oversee alter..

Conclusion: In conclusion, integrating sustainability into tourism is essential for fostering a travel industry that benefits both the environment and local communities. By prioritizing eco-friendly practices, supporting local economies, respecting cultural heritage, and involving communities in decision-making, tourism can contribute positively to global sustainability goals. Embracing these principles not only enhances the travel experience but also ensures that future generations can enjoy and learn from our planet’s diverse and unique destinations. Sustainable tourism is not just a vision for the future; it is a practical approach for preserving our world while enriching the lives of those who visit and those who host.

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BARQAROR TURIZM RIVOJLANISHIDA EKOLOGIK YONDASHUVLAR (SINGAPUR MISOLIDA)

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Qo'qon universiteti turizm yo'nalishi talabasi.

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Kalit so'zlar: Barqaror turizm, Ekologik yondoshuv, Singapur, Ekologiyani muhofaza qilish, Yashil texnologiyalar, Ekoturizm, Tabiatni saqlash, Qayta tiklanadigan energiya, Turizm va barqarorlik.

Kirish: Barqaror turizm — bu turizmning o'ziga xos turi bo'lib, tabiatni muhofaza qilish, jamiyatning iqtisodiy va ijtimoiy rivojlanishini ta'minlash, shu bilan birga, turistik ehtiyojlarni qondirishga e'tibor qaratadi. Barqaror turizmning asosiy maqsadi — tabiatga zarar yetkazmasdan, iqtisodiy o'sishni va mahalliy aholining turmush sharoitini yaxshilashni ta'minlashdir.

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