

SUSTAINABLE TOURISM DEVELOPMENT PLANNING

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Abstract: Planning for sustainable tourist development is the most effective strategy for dealing with the everyday changes that occur in a turbulent environment while attempting to prevent disorderly tourism development. Thus, sustainable development is the utilization of current generation natural, cultural, and other tourism resources without exploiting them; it is the preservation of these resources for use by future generations. The practice of sustainable development is becoming more and more crucial since the growth of tourism in a particular location is primarily dependent on the surrounding natural and man-made attractions. This article deals with the importance of planning sustainable tourism development to protect the environment and involves conducting a wide range of studies and analyses before deciding on any course of action.

Key words: sustainability, tourism planning, sustainable tourism

Principles of Sustainable development

Guidelines for the development and management of sustainable tourism apply to all types of tourism in all kinds of destinations, including mass tourism and the different niche tourism markets. In order to ensure the long-term sustainability of tourism development, a suitable balance between these three dimensions must be established. Sustainability principles pertain to the environmental, economic, and socio-cultural aspects of tourism development.

In order to support development at the same or higher level, sustainable tourism development promotes balanced economic, social, and cultural growth without threatening the environment. The process of achieving development without causing

harm to the resources it depends on is known as sustainable development. Generally speaking, this can be done through resource management, which allows them to renew the amount and use of resources, or with increased representation and utilization of resources in situations where the regeneration period is brief. Using this method, resources will be available for use for as long as the current generation does. UNEP, 1994. The concept of sustainable development is based on four basic principles, namely:

*Environmental sustainability principle, which stipulates that development must be compatible with the preservation of essential ecological processes, biological diversity, and biological resources;

*The social sustainability principle states that development should align with a community's traditional values while enhancing their sense of identity;

*The sustainability principle ensures that cultural development aligns with the cultural values of the human community, thereby influencing the fortification of their identity;

*The idea behind sustainable economic development is to manage resources so that they can be used by present and future generations while remaining affordable.

The concept of sustainable tourism development involves more dimensions showing the relationship of economic, social and cultural development and its compliance with the needs and constraints of the environment. Planning for the development of sustainable tourism is really the same as planning for environmental preservation, and as such, it involves a number of studies and analyses before deciding on the course of the development. All of these actions are taken to stop the excessive use of resources in certain areas without first taking precautions to preserve the resources. According to Hall, sustainable development as well as the previously used term 'conservation' obviously attempts to review the conflicting value positions in terms of the environment. According to the author, sustainable development is a "basically disputed concept." Any group can readily accept sustainable development, and its offshoot, sustainable tourism, although everyone may have a different understanding of these concepts. Given that they fall under

the umbrella of the platform for tourism support, large hotels and theme parks are among the categories of tourist activities where soft strategies of sustainable tourism development could be applied, stressing the development component. This strategy stands in clear contrast to sustainable tourism tactics, which, according to Hunter, are appropriate for environments that are still largely intact in terms of nature and culture. In these cases, even a slight increase in tourist activity can cause unacceptable levels of environmental harm to social and cultural aspects of the local way of life. WTO (1996) states that the indicators quantify the data and help decision-makers lower their likelihood of making the incorrect choice. The strategy for sustainable tourism based on the indicators may sound sophisticated in theory, but it is difficult to implement because of the selection process, measurement, monitoring, and evaluation of the relevant variables. Two perspectives can be used to analyze planning and sustainable development: the local community and the idea of high-quality tourism.

Sustainable tourism monitoring

There are so many obstacles in the way of implementing sustainable development and sustainable tourism that it is impossible to say with certainty whether a given product or destination is sustainable. Thus, tourism managers ought to consider why a sustainability plan should address such finite resources. According to Bramwell and Lane, it is better to actively monitor sustainability rather than inactively, which raises the possibility of unsustainable outcomes in the destination's life cycle. Making an analysis from a historical perspective is also crucial. The early 1990s saw the emergence of formal sustainable tourism monitoring, which addressed certain issues and complexities surrounding the evaluation of the current state of pertinent sustainability knowledge. In order to overcome the passive observation of events, it is vital to identify the problems and attempt to find suitable solutions and strategies for resolving them. Additionally, it is important to draw attention to the need of raising interest in order to project an increase in demand for conventional and alternative tourism products that uphold the sustainability principle. It is true that the indicator is essentially a condition marker rather than a

definitive assessment, and as such, it deserves greater respect. In addition to the speculative nature of the values of these critical thresholds of specific indicators, managers should make appropriate decisions because there are still trends that are heading towards unsustainable situations. In the end, it should be noted that the minimalist model of sustainable tourism has the potential to streamline the application's parameters, making it appealing to travel destinations and businesses that might not otherwise support the adoption of the comprehensive model.

Directions of sustainable development

Since sustainable tourism development needs to adapt to the interests of all stakeholders in the process—that is, service consumers, or tourists—as well as demand-creators, or the local populace, it follows that activities aimed at developing guidelines ought to take all of these aspects into account. Thus, the determination of the aspirations of the receptive population with regard to the sustainable development of their tourist destination is the subject of the second part of the research. Finally, as a coordinated framework within which tourism will develop going forward, the conclusions reached from the undertaken analysis's results should be incorporated into the planning processes for the development of tourism as well as the development strategy itself. All these activities should be undertaken in order to direct the development of tourism towards achieving sustainability, meaning that the principles that ensure the environmental, social, cultural and economic sustainability must be respected, because the concept of sustainable tourist development implies economic, social and cultural development without endangering the environment. With this approach tourist resources could be protected and used in the future by the upcoming as well as the present generations.

Conclusion

Respecting certain principles is necessary for the strategic objectives for the sustainable development of a place as a tourist destination to be feasible. Their foundation should be the significance of sustainable tourism destinations, profitability (which relates to the growing use of the accommodation index and the attendance index of specific items

or attractiveness). In order to properly allocate, select, and guide investments, as well as to run target marketing—which entails taking different target groups or the tourism market into account with different marketing activities—clearly defined investment priorities are also required.

Only when all four of its constituent elements—economic, social, cultural, and environmental—have roughly equal weight, interdependence, and conditioning without any one of these elements predominating over the others can sustainable development be implemented successfully. The ability of the environment to provide a steady and long-lasting foundation for development is the primary determinant of sustainable tourism development.

Numerous advantages can result from the effective management of sustainable tourism development. Firstly, it encourages environmental protection by placing an emphasis on conservation and reducing ecological impact, so protecting natural resources for coming generations. Furthermore, by fostering job growth and assisting small businesses in the area, sustainable tourism increases regional economies without endangering the environment. Cultural preservation represents a significant advantage of sustainable tourism, as it fosters behaviors that uphold and elevate indigenous customs, thereby augmenting community identity and legacy. In addition, involving local communities in the planning phase guarantees equitable distribution of tourism benefits and develops a feeling of ownership. Lastly, By fostering resilience, sustainable practices enable destinations to respond to issues like overtourism and climate change. To take advantage of these opportunities, stakeholders must work together, educate themselves, and implement effective strategies.

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