

## **DEVELOPING A SUSTAINABLE TOURISM MODEL IS - A WAY TO INCREASE TOURISM POTENTIAL**

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**Annotation:** This thesis includes a definition of the word tourism, information about its brief history, and information about its role in the economy of countries, especially developing countries. Currently, the tourism industry is one of the most developing industries. There is also information about the sustainable tourism model and the conference held on this topic in our country.

**Key words:** tourism, Thomas Cook, external factor, internal factor, tourism industry, European Union (EU), "Switch Asia", MOST project.

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Today, the place of tourism in the world community is finally considered. Tourism is defined as the departure (travel) of an individual from the place of permanent residence for a period of at least 1 year without engaging in paid activities in the destination (country) for health, educational, professional or other purposes.

The history of tourism dates back to the beginning of the 19th century. First, organized tourism from England to France was established (1815). The English priest Thomas Cook, who is considered the founder of tourism, organized the first railway tour in 1843. After that, he established his own tour company and in 1866 the first tour groups were sent to the United States. In the East, Ibn Battuta, an Arab traveler, started his journey at the age of 21 and traveled almost all the countries of East and North Africa on foot.

Nowadays, tourism has become popular in many countries of the world. Usually, tourism is organized according to tourism routes through tourism organizations. There are many types and forms of tourism, the most popular of which are domestic, international, amateur tourism, organized tourism, local travel, long-distance travel, educational tourism, mountain climbing, water tourism, motor tourism, walking tourism, sports tourism, etc. is considered.

Tourism is one of the fastest growing sectors of the world economy, an important source of foreign exchange earnings and jobs, and is closely related to the social, economic and environmental well-being of many countries, especially developing countries. For example, marine or ocean tourism and coastal tourism are important economic sectors in developing small island states (Philippines, Maldives) and less developed coastal countries.

Sustainable tourism development, according to the World Tourism Organization, is defined as "tourism that fully considers its current and future economic, social and environmental impacts while meeting the needs of tourists, the tourism industry, the environment and host communities."

It includes several factors as a factor in the development of sustainable tourism. Including natural-geographical, historical-political, socio-economic, demographic, prevailing and determining factors in society. Development factors of tourism services market are usually divided into external and internal.

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External (exogenous) factors affect tourism through demographic and social changes; economic and financial development; changes in political and legal regulation; technological changes; trade development; transport infrastructure and travel safety. External factors include the geographical location of the region, political relations between countries, international division of labor, price levels in the international market and in different countries, etc.

The internal factors of the development of the tourist services market are the decisive factors. Among them are the country's natural-geographical features and climatic conditions, the availability and quality of natural resources and the possibilities of their convenient use, the economic situation in the country, the country's internal policy, political stability, social system, the level of development of the productive forces, the level of the structure and well-being of the population, the state and including factors such as the possibility of receiving benefits and discounts from tourism services at the expense of public organizations, enterprises and institutions, the state of development of production, tourism infrastructure, transport networks, the standard of living in society, the educational and cultural level of the population.

There are several benefits to developing sustainable tourism. For example, developing sustainable tourism has less environmental impact. It is known that with the rapid development of tourism, environmental problems arise in some cases. This can be reduced by developing sustainable tourism. In this way, humanity allows wildlife to remain wild.

Another important achievement through the development of sustainable tourism is the preservation of cultural heritage sites in the country.

Efforts are being made to develop the tourism sector in our country, especially sustainable tourism, which is an important factor of future development. In particular, on March 27, 2023, an international conference on the topic "Development of a sustainable tourism model - the way to increase tourism potential" was held at the InterContinental Hotel in Tashkent is a clear proof of our opinion. The international conference on the topic "Development of a sustainable tourism model - a way to increase tourism potential" was organized by the European Union (EU)-funded "Switch Asia" Program "A model for sustainable tourism in Central Asia: capacity building, awareness raising, technology implementation" Project (next was carried out within the framework of the MOST project.

MOST project partners, in particular: Heraklion Development Agency (Crete, Greece) - Lead partner, business support organization with experience in the development of rural areas and sustainable tourism, European Profiles S.A. (Greece) - a leading consulting company in the European Union with extensive experience in development and management programs in Eastern Europe, Central Asia, APINTECH (Cyprus) - a technical partner, an expert in sustainable production and consumption (UPP) and green technologies, Association of Rural Tourism of Latvia - experienced in sustainable tourism and local development, communication partner, as well as Association of Private Tourist Organizations of Uzbekistan (ASTU), Eurasian Tourism Association (Kazakhstan), Association of Tourist Organizations of Tajikistan - European Union are considered the final beneficiaries of the grant.

Ambassador of the European Union to the Republic of Uzbekistan Mrs. Charlotte Adrian and Minister of Natural Resources of the Republic of Uzbekistan Aziz Abduhakimov took part in the opening ceremony.

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The overall goal of the MOST Project is to promote a new and optimally structured model of sustainable tourism in Uzbekistan, Tajikistan and Kazakhstan. Specific goals of the project: to support tourism organizations in Uzbekistan, Tajikistan and Kazakhstan in the implementation of sustainable production and consumption - UPP practices by providing relevant knowledge and tools on information and communication technologies (ICT), supporting regional and local authorities, government bodies, small and medium-sized enterprises in planning and implementing policies that promote sustainable tourism development, awareness raising and consumer awareness of sustainable consumption (MSP) and sustainable production and consumption - strengthening communication between end users on UPP.

HCMI is a methodology and tool developed by the International Tourism Partnership (ITP) and the World Travel and Tourism Council (WTTC) in collaboration with KPMG and 23 international hotel companies. HCMI applies the Corporate Standard principles of the Greenhouse Gas Protocol (GHG) at the hotel level. HCMI enables hotels to measure and report carbon emissions in a uniform way. Any hotel, from small guesthouses to 5-star resorts in any geographic area, can use HCMI.

In addition, the Project "Model for Sustainable Tourism in Central Asia: Capacity Building, Awareness Raising, Technology Implementation" will provide "smart" Shelly 3EM sensors/meters (professional three-phase electricity meters) and Shelly presented related devices such as H&T (humidity and temperature meter, sensors with Wi-Fi).

Shelly 3EM can calculate dual consumption: specifically, the energy produced and used for each of the three phases. The device can be configured to measure three separate points of a single-phase electrical system and measure each of them separately. The Shelly H&T has built-in humidity and temperature modules and is the world's first humidity and temperature sensor with Wi-Fi and a battery life of over 1 year. Shelly H&T helps track changes in humidity and temperature in the placement tool, keeping the air from drying out and maintaining optimal conditions.

Within the framework of the MOST Project, a total of 60 "smart" meters/sensors were installed in the above countries. 40 of them were installed in Uzbekistan, and 10 in each of Kazakhstan and Tajikistan.

In conclusion, the state pays special attention to the development of sustainable tourism, which is one of the areas of the future, in the countries of the world, in particular, in our country.

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