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By Universitas Muhammadiyah Sidoarjo

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**Improving the Organizational Mechanisms of Domestic Tourism in
The Socio-Economic Development of Regions as an Important
Factor in Preserving the Environment**

*Memperbaiki Mekanisme Organisasi dalam Negeri Pariwisata dalam
Pembangunan Sosial Ekonomi Daerah sebagai Faktor Penting dalam
Melestarikan Lingkungan Hidup*

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Abstract

This article discusses the improvement of organizational mechanisms for domestic tourism in the socio-economic development of the regions of the Republic of Uzbekistan. It substantiates that organizing this process is an important factor in preserving the environment. In organizing these processes, international experience, legislation, and applied methods have been thoroughly studied. Recommendations are provided regarding improving the organizational mechanisms of domestic tourism in the regions of the Republic of Uzbekistan and preserving the environment.

Highlights:

Domestic tourism boosts socio-economic development in Uzbekistan regions.
Environmental preservation requires effective tourism management and organization.
International experience, laws, and methods improve tourism mechanisms.

Key words: the International Organization for Standardization (ISO) introduced the ISO 14001 (EMS), in England, the BS 7750 Specification for Environmental Management Systems; in Canada, CAN/CSA Z750-94: Guidelines for an Environmental Management System; in the EU, EMAS; and the international “European Center of Ecological and Agrotourism” (ECEAT). ECEAT, “European Center of Ecological and Agrotourism” (ECEAT).

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Introduction

The ISO 14001 (EMS) standard for environmental management was first released by the International Organisation for Standardisation (ISO) in 1991. Every organisation needs to have a distinct environmental protection policy in place to guarantee compliance. The ISO 14001 standard is regarded as the bare minimum needed to protect the environment. It's also important to note that a number of nations have created national standards and prerequisites for adhering to them in order to qualify as eco-hotels. These include the international "European Centre of Ecological and Agrotourism" (ECEAT), the BS 7750 Specification for Environmental Management Systems in England, CAN/CSA Z750-94: Guidelines for an Environmental Management System in Canada, and EMAS in the EU. In order to foster the integration of agriculture and the environment, ECEAT, an association of national and regional tourism organisations, seeks to guarantee the sustainable growth of ecotourism and rural tourism.

Materials

To this end, scientific proposals and recommendations have been developed in the Republic of Uzbekistan to use the standards developed by ECEAT (European Center for Eco- and Agrotourism) as a model. To do this, it is necessary to adopt the ECEAT quality standard as a basis and ensure the following for compliance:

Adopt this standard as a basis for all accommodation facilities.

Select a core standard for rooms.

Develop a core standard for certain types of accommodation facilities (camping, etc.).

ECEAT has also developed a "sustainable" standard for accommodation facilities. To obtain this certification, accommodation facilities must meet the following criteria:

Provide each guest or tourist with a special certificate justifying the ecological position of the accommodation facility.

Establish pure natural agriculture and provide tourists with natural agricultural products.

Use water and energy resources effectively, rationally, and economically.

Implement an active "green" policy in the construction sector.

Reduce waste or transition to zero-waste technology in hotels and tourist campsites.

Widely promote environmentally friendly means of transportation (bicycles, horseback riding, rowing boats, walking, pedestrian paths, etc.).

Prevent tourist campsites from harming the environment.

Actively work to preserve cultural heritage and pass it on to future generations at campsites.

Support the region's economy by strengthening cooperation between campsites and local producers.

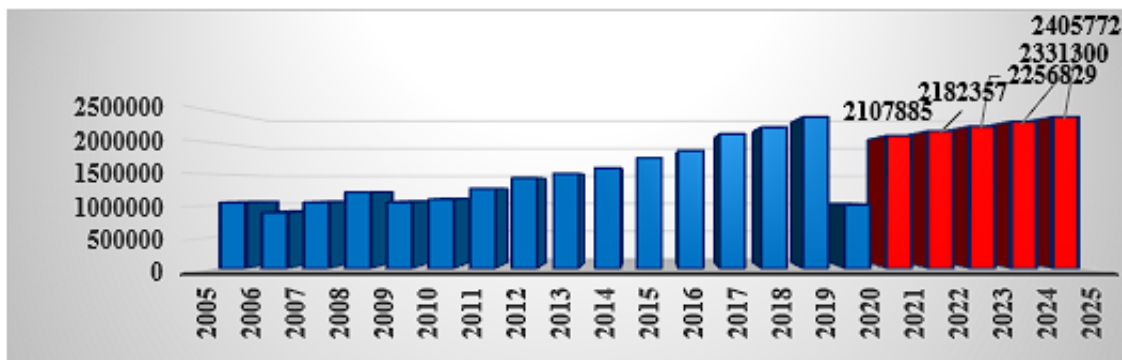


Figure 1. Forecasted Parameters for the Number of Domestic Tourists, Persons

The improvement of the tourism and recreational sector infrastructure in the Republic of Uzbekistan will enable an average annual increase of 13 percent in the number of domestic tourists during the period of 2021-2025.

Methods

Currently, the Republic of Uzbekistan has 1,699 accommodation facilities with a total capacity of 114,468 bed spaces (including: 1,013 hotels; 460 specialized accommodation facilities; 150 individual accommodation facilities, etc.). As of January 1, 2020, the main capacity of accommodation establishments in the country is concentrated in four regions: Tashkent city (35%); Samarkand (11%); Bukhara (13%); and Khorezm (8%) regions.

Based on the results of the analysis, health improvement and recreational tourism were recognized as promising segments of domestic tourism.

During our research, an analysis of tourism enterprises by type of tourism activity (domestic, inbound, outbound) was conducted. According to the results of the analysis, 9.1 percent of tourism enterprises operating in the country's tourism market are specialized in domestic tourism, and 93.4 percent produce tourism products in the domestic tourism direction, along with other types of tourism. The geographical distribution of these enterprises is uneven, with four regions accounting for the majority of enterprises focused on domestic tourism: Tashkent city (59.6%); Samarkand (11.4%); Bukhara (7.8%); and Khorezm (3.6%) regions.

In foreign countries, a special labeling system has been introduced to evaluate the living conditions and food quality for tourists in rural areas. Accommodation facilities in rural areas have a special certification, a certificate of compliance is issued, and regular monitoring is carried out. For example, in Germany, the German Agricultural Society, in Spain, the "two stars" system, and in Grenada, the "two olives" system have been introduced to support agro-ecotourism through information and advertising. In Scandinavian countries, the environmental label for hotels is designated with the official status of "The Swan." In Canada, the HAC GreenLeaf system has been implemented. Since 2003, the EU has had the Europe Ecolabel, and in France, every hotel is required to display "Gites de France" labels at the entrance. The Russian Federation has implemented a certification system for cottages and hotels in rural areas based on the requirements adopted by the EU, but instead of a star system, it presents 1-4 levels of "horseshoe". In Ukraine, a voluntary certification called "Ukrainian Countryside Hospitality" with three (lower, middle, upper) levels is in effect. In Lithuania, the "Lithuanian Rural Tourism Association" deals with issues of quality in domestic, agro, and ecotourism. In Estonia, the quality level of domestic tourism enterprises is regulated based on standards developed by the non-governmental organization "Estonian Rural Tourism."

Results and Discussion

Result

In Austria, under the "Vacation on the Farm" program, all farms are regularly monitored for service quality and are required to be fully equipped with the necessary technical equipment and technologies. In accordance with the standard, all farms are categorized with 2, 3, 4, or 5 buds.

In Canada, agro-ecotourism entities are evaluated in a 1-5 category green leaf system.

Eco Services is a US consulting company that certifies hotels in the USA and Central American countries. Its activity is aimed at reducing management costs and increasing profits. Evaluation criteria primarily focus on energy efficiency, not releasing harmful waste into the environment, and saving water, as well as improving staff skills and retraining. Monitoring and operational audits are regularly aimed at quality control and effective management. This company directly engages with hotels, organizing seminars and training sessions on environmental management. All products and services are evaluated by the company using the ECOOTEL environmental safety index and level. Certification by the company is voluntary and ranges from \$1,000 to \$15,000 USD, depending on the location and size of the hotel. In the first two years, the company's specialists conduct free audits, and then services are provided on a paid basis every two years.

In Uzbekistan, the certification of tourist and hotel services, the categorization of accommodation facilities, as well as monitoring compliance with established requirements, is carried out in accordance with the requirements of the "Center for Certification of Tourist Services" SUE in collaboration with the Ministry of Tourism and Sports of the Republic of Uzbekistan and the national certification body - Uzstandard Agency, based on the following regulatory documents.

Based on the experience of foreign countries, we propose a certification procedure conducted by special departments of local government bodies, based on the tourist village standards developed by ECEAT, in our research on the certification of tourist services.

Public catering establishments are categorized by specialization into: canteens, restaurants, cafes, cafe-bars, teahouses, diners, cafeterias, bars, fast food outlets, and the like. Their capacity is determined by the number of seats in the dining halls, which can be expanded with verandas and specially constructed courtyards during the season.

Public catering establishments can be located in separate buildings, in residential buildings and public places, in non-residential premises, as well as in industrial and other civil facilities. However, regardless of the location, their placement must not impair the conditions for rest, recreation, and dining.

Discussion

Public catering establishments located in residential buildings must have evacuation routes at the entrances and exits. The acceptance of food products and various raw materials must be carried out from the back of the building and is not allowed from the side where the doors and windows of the residential premises are located. The transportation and storage of products must be carried out directly through special tunnels and in separate dedicated buildings. When planning the construction of a new type of catering establishment, full compliance with current building codes, as well as with the technological norms for organizing public catering, is required.

It is not allowed to locate residential premises on the lower floors of public catering establishments, as well as to keep poultry and animals. Unauthorized persons are not allowed access to storage systems. When collecting waste and food scraps, the area must have closed containers with a capacity of no less than 1 cubic meter and sealable lids. Waste removal services must clean the area daily with chlorinated

water and disinfect the area at least once every two days using disinfectants. Waste collection points must be located at least 25 meters away from residential buildings, playgrounds, and recreation areas.

Public catering establishments must have parking areas for vehicles and temporary waiting areas for customers. These parking areas should not be located on highways or in the courtyards of residential buildings. The area of a public catering establishment must be landscaped and kept clean. Regardless of the type, form of ownership, capacity, and location, a public catering establishment must have an internal water and sewage system.

The supply of clean drinking water to a public catering establishment must be based on a centralized system; if centralized supply is not available, separate artesian wells and water storage reservoirs are required.

Drinking water used in public catering establishments must comply with the hygienic requirements (O'zDSt 950) set for it. When installing a centralized water supply, it is not permitted to install interconnections with technical water, hot water, or water processed by industrial enterprises.

Artesian wells must be at least 25 meters deep, and their sanitary condition must be systematically monitored. The quality of the water must meet the requirements of O'zDSt 950 "Drinking Water."

Based on foreign experience, we propose certification for the organization of catering in agro-ecotourism. For this purpose, it is necessary to organize catering in open environments (picnics, barbecues), to allow tourists to prepare their own meals based on local products. We recommend organizing catering using local agricultural products prepared according to local traditions.

Conclusion

It is advisable to organize green routes in the foothill and mountain regions of the Republic of Uzbekistan. Unlike mass tourism, green routes involve active interaction of tourists with the local population, conducting excursions, participating in various master classes on folk crafts, enjoying festivals, tasting national dishes, purchasing various souvenirs, engaging in agritourism in rural areas and fields, staying in rural houses, and the like.

Green routes should have an information support system, similar to ecological trails.

Taking into account international experience, we propose establishing the following requirements for organizing agro-ecotourism in Uzbekistan.

For the main types of services in organizing ecological tours:

Organize and conduct excursions;

Ensure that tourists visit museums and nature corners;

Organize specially created eco-tourist routes, trails, sites, and fields for tents;

Provide instructor-guide, tour guide, guide, and guide-interpreter services;

Provide accommodation services for tourists (in various types of lodging facilities);

Organize tent camps, and organize accommodation in tourist bases;

Organize filming, video and photography, and studies based on scientific research at natural and cultural monuments, nature reserves;

Carry out landscaping and sanitation activities in recreational areas visited by ecotourists;

Organize public catering, sales of prepared food and catering (prepared or grown in gardens and orchards), and set up sales through vending machines.

Organize the sale of environmentally friendly local food products.

Organize transportation services for tourists.

Organize services for tourists to produce and sell folk crafts and various souvenir products.

Organize education and consulting services.

Organize special events and promotions (fairs, auctions, festivals, competitions, exhibitions, etc.).

Provide rental services for tourist equipment and sports equipment.

Enable tourists to participate in agricultural work, including the harvesting of fruits and vegetables. In this case, it is required to organize the participation of tourists under the guidance of specialists who have received special training in agricultural equipment and operations.

Organize leisure activities (horseback riding, boating, bird watching, folklore evenings, etc.).

Allow the collection of various fruits and medicinal plants in authorized areas.

When organizing ecological routes, approach the task from a perspective of legislative norms, as well as the principles of ecological tourism, including the need to protect the environment.

Install rest stops, tents, restrooms, campfire sites, and places and tools for cooking, etc.

When organizing eco-tours, use environmentally friendly means of transportation, such as bicycles, rowing boats, paragliders, and other eco-friendly vehicles.

When organizing ecological tourism services, pay attention to ensuring that there are no risks to the lives of the population and tourists.

When organizing ecological tours, ensure that the level of various risks to flora, fauna, air and water basins, soil, subsoil, ionosphere, and the environment is minimal, and the like.

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