"OPTIMIZING SUPPLY CHAIN LOGISTICS FOR SUSTAINABLE TOURISM DEVELOPMENT IN UZBEKISTAN"

Rasulov Bekzod
Independent Researcher

Abstract: *This thesis could focus on how to improve supply chain logistics to support sustainable tourism in Uzbekistan. It could explore strategies for reducing environmental impacts, enhancing the efficiency of transportation networks, and ensuring the timely delivery of goods and services to key tourist destinations.*

Key words: *Logistic, sustainability, tourism, development, policy.*

Tourism is one of the fastest-growing and most visible sectors of the global economy, contributing significantly to boosting a nation's economy. Currently, tourism-led economic growth considering sustainable approaches is becoming increasingly important in public policy.

In many parts of the world, tourism is a major economic activity creating jobs in large numbers and attracting investments and foreign capital. As well as promoting and developing peace, prosperity, and national and international relationships, tourism can contribute to the realization of sustainable development goals. The tourism industry has emerged as a key force for sustainable socioeconomic development globally. Essentially, sustainable tourism refers to tourism that does not harm nature and the local community and also contributes to the country's environment, society, and economy in a positive way. There is a broad range of activities associated with tourism, including accommodation, transportation, entertainment, leisure, nourishment, and shopping, being related to travel aims for business, recreation, medicine, and visiting friends or relations. Currently, most agree that tourism's growth needs to be sustainable, although the question of how to achieve this is a subject of debate.

The importance of sustainability is being increasingly recognized by the world, so all industries are encouraged to come up with their own sustainable solutions. Sustainability focuses its "attention on a set of ethical values and principles, which guides action in a responsible and harmonious way, incorporating the environmental and societal consequences of actions, as well as economic goals". Several fields are currently using the term 'sustainable', such as the development of communities, agriculture, architecture, and tourism. Many industries have therefore begun to prioritize sustainability in their strategic planning. As an example, tourism, which is the fastest-growing industry in the world, has been taking steps to become a sustainable industry by developing responsible methods. Additionally, tourism, an essential industry for both social and economic development, can positively affect production, gross revenue, and employment. Alternatively, it can negatively impact the environment. It is important to note that in the event of poorly planned and managed tourism, there may be permanent damage to a tourist destination's economic, social, physical, and cultural environments. In this regard, sustainable tourism must be emphasized as an important issue. A number of issues, such as the failure to preserve natural, historical, social, and cultural resources, the loss of social values, and the disruption of the ecological balance caused by global warming, make sustainable tourism an essential part of any tourism strategy.

As a goal of sustainable tourism, culturalization strategies have an important role in sustainable development, where sustainable and long-term achievements are more important than short-term achievements in conserving natural beauty and cultural values. Culturalization strategies are not only designed to generate income, but they also protect and preserve local assets, history, local traditions, and customs by providing economic support for maintaining those assets and traditions. In recent decades, indicators, data, and statistics on the cultural sector have demonstrated that culture can play an important role in socioeconomic, environmental, and cultural development. It is common in the tourism industry for the culture of the destination to be considered a tourism investment, as well as any changes, such as the

opening of a region to tourists, must also be taken into account when planning any tourism project and cultural resources are seen as one of the most important aspects of any tourist attraction. As a powerful socioeconomic resource, culture can be incorporated into sustainable development strategies and policies, promoting an inclusive and humanistic development perspective. There is no doubt that culture plays a significant role in sustainable development, but as part of that consideration, it is imperative to give due attention to both the process and the outcome. For this reason, the choice of culturalization strategies is rational for the subject of sustainable tourism because they provide a framework for managing tourism in a way that is respectful of cultural heritage, promotes intercultural understanding, supports the conservation and preservation of cultural sites, assets, and products, as well as contributing to the economic development of local communities. Culturalization strategies for sustainable tourism can help to address some of the negative impacts of tourism on cultural heritage sites and communities. These impacts can include over-tourism, degradation of cultural sites, and erosion of traditional cultural practices and values. Culturalization strategies can provide guidance on how to manage tourism in a way that minimizes these impacts while maximizing the positive benefits of tourism to be a more peaceful, tolerant, and sustainable world that can be preserved for future generations.

The logistics industry is one of the growing sectors with the importance of calculating costs and time in recent years. The involvement of logistics activity in almost all industries requires the study of logistics elements and their detailed study. This situation increases the importance of the concept of logistics to reduce costs and save time for enterprises. On the other hand, the tourism industry has become one of the most important industries with an increase in transport and communication capabilities. The annual increase in tourism and the number of tourists determines the importance of tourism from the point of view of the national economy. Although at first glance, the tourism and logistics sectors do not seem too closely related to each other, the tourism industry is one of the industries that constantly use logistics transportation. In the context of the innovative development of the economy of Uzbekistan, logistics plays an important role in improving the international competitiveness of tourism, improving the quality of tourism services and products, and reducing economic risks between tourist enterprises.

The concept of tourism development in the Republic of Uzbekistan for 2019-2025 also provides for the development of transport logistics, expansion of external and internal routes, improving the quality of transport services:

- the development of a program approved by intergovernmental agreements aimed at developing passenger transportation, including establishing regular transport communication, creating convenient relationships of various vehicles, construction and reconstruction of new republican and regional roads that connect tourist centers, improvement of roads infrastructure;
- development and implementation of measures to optimize freight tariffs;
- improvement of existing and the construction of a new railway, expanding the use of high -speed electric trains;
- Regularly update content to provide high -quality transport services for transporting transport.

In the context of economic integration, the development of the use of logistics and logistics systems is one of the most important tasks in ensuring the development of the tourism industry. Logistics is purposeful training, organization and management of means and services necessary to achieve specific goals. The purpose of logistics is to pre -prepare and deliver a certain product or service at a certain time with minimal costs.

References:

1. Dustova, A. (2022). Вопросы использования маркетинга в деятельности туристских предприятий. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.Uz), 8(8) http://journal.buxdu.uz/index.php/journals_buxdu/article/view/6056
2. Dustova, A. (2022). ВОПРОСЫ РАЗВИТИЯ ТУРИЗМА ЧЕРЕЗ ОРГАНИЗАЦИЯ ТУРИСТСКИХ КЛАСТЕРОВ. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.Uz), 8(8) http://journal.buxdu.uz/index.php/journals_buxdu/article/view/6055
3. Tairova, M. M., & Normurodov, J. (2016). Kaizen system of producing agricultural products. In Современное экологическое состояние природной среды и научно-практические аспекты рационального природопользования (pp. 3876-3877).
4. Nizamov, A. B., & Gafurova, S. K. (2020). Assessment of factors influencing the quality of education in higher educational institutions. ACADEMICIA: An International Multidisciplinary Research Journal, 10(6), 1784-1796.
5. Abdullayevna, Q. Z., Anvarovich, Q. A., & Muxtorovna, N. D. Theoretical foundations of enhancing the competitiveness of the national economy. Gwalior management academy, 87, 54.
6. Tairova, M. M., & Hamidov, M. H. (2016). Administrative methods of marketing in entrepreneurship activity. Интеграция наук, (2), 25-26.
7. Abdullayeva, H. (2021). Japanese Experience in Increasing the Efficiency of Tourist Territories in Uzbekistan. ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz), 7(7).
8. Hakimovna, U. M., & Muhammedrisaevna, T. M. S. (2022). Audit and Marketing Audit in Small Business and Private Entrepreneurship: The Order and Process of Inspection. Journal of Ethics and Diversity in International Communication, 2(3), 84-88.