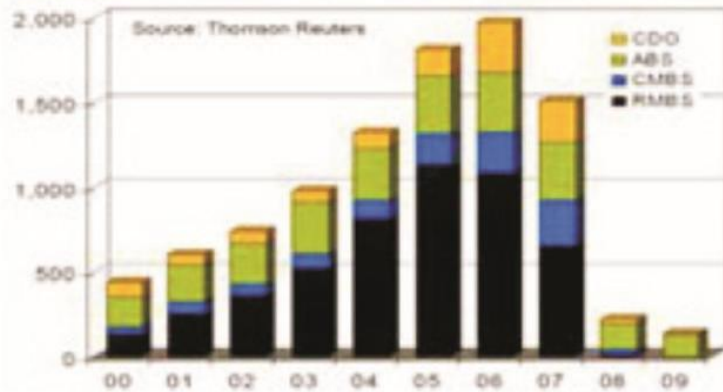


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## SAARJ Journal on Banking & Insurance Research (SJBIR)

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### SUSTAINABILITY STRATEGIES FOR THE MANAGEMENT OF TOURIST FACILITIES IN THE FERGANA VALLEY

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#### ABSTRACT

*In this article, the objective necessity of the mechanism of management of tourist facilities in the Fergana Valley, the existing opportunities in the region, natural resources, problems and opportunities, investment processes were discussed. The purpose of this article is to assist in the development of tourism in the Fergana Valley by providing sustainability advice and scientific and practical advice.*

**KEYWORDS:** *Tourism, Strategy, Sustainability, Innovation Strategies, Investment.*

**JEL Classification:** *338.48(584.4)*

#### INTRODUCTION

Today, despite the fact that most areas of tourism have a local form, they are usually considered as a large international business. Indeed, the rapid development of the network depends on important factors. In order for some large tourism organizations to have a stable position, it is important that

they have an important specific strategy rather than organizing travel across national borders.(Lovelock and Yip;1999).

Sustainable tourism strategies are now more important than ever for successful, competitive and sustainable destinations and tourism businesses. But it can be difficult to find good strategies that are tailored to the region’s potential to develop and manage sustainability in the tourism sector.

In the process of analyzing this topic, the scientific views of the following scholars, i.e. In the process of analyzing this topic, the scientific views of the following scholars, viz (Porter; 1985), (Ashworth; 1996), (Barrow; 2003), (Dann; 2002 ), (Frechtling; 2001), (George; 2000), (Goeldner; 2003), (Holloway; 2009), (Medlik; 2003), (Hill; 2010), (Thompson; 2005), (Johnson; 2008), (Evans; 2003), (Yokubovna;2019), (Abdulkhakimov; 2019).

Sustainable tourism strategies: how to do it. How to perceive sustainability: how to set up sustainable tourism counseling centers for target managers? For established managers, guidance should be provided by leading tourism professionals on how to adopt sustainability in order to gain or maintain prestige and competitive advantage.

**A specialized marketing and development strategy developed specifically for each region is critical to the prospects of areas (local, regional, or national) that have one or more of the following characteristics:**

- A. Newly emerging (including a large number of places to visit);
- B. Having a combination of unique attractions (new types of tourist destinations) whose potential has not yet been discovered;
- C. The existing attractions invite you to travel to areas of high attraction;
- D. Having large natural attractions that are at risk of losing their attractiveness - if not properly maintained, managed and properly planned, should also be the basis for developing the best tourism strategy programs on a local and / or regional basis. Sustainability-based strategies, carefully designed market research, strategic analysis, and flexible planning (e.g., 1 to 3 years) are required. Efforts in strategic planning are about knowing where you are going and how to get there. This is to find the right way, for obvious reasons, to get the best results.

Innovative and powerful tourism strategies.. demonstrate their ability to integrate and see problems and opportunities as a whole. Instead of being part of the business mode as usual - we need to focus on sharper results and new (more efficient) ways to achieve great results. Here, of course, lies a competitive advantage.

In general, the study of the global strategy of the service business in the field of tourism is still in its infancy in the Fergana Valley. In order to develop and implement policies and strategies for the development of the tourism industry of the Fergana Valley, it is desirable to develop a strategy for the rapid development of industry and cooperate with regional tourism development departments. The strategy aims to increase market share and create new jobs in four priority areas, invest in quality tourism products, various activities, infrastructure and create a skilled workforce and business skills, and make effective use of tourism opportunities in the Fergana Valley.

**STRATEGIC PRIORITIES INCLUDE:**

<b>1- LINE</b> Creating quality tourism products	<b>2- LINE</b> Support and encourage those who want to develop
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	new types of tourism products
<b>3- LINE</b> High-income hotel developments, such as the integrated development of the resort alone.	<b>4- LINE</b> Programs and activities for the development of tourism in the Fergana Valley, as well as the identification of new talents, the introduction of business incubator ideas and technologies.

**Figure 1. Strategic priorities for tourism development in the Fergana Valley.**

1. Create quality tourism products, increase experience in exploring unique travel destinations. The Fergana Valley has unlimited potential in terms of natural resource diversity. By expanding the offerings, which include modern and unique products and real experiences from around the world, there will be an opportunity to attract new and repeat local and international visitors, which are available only in the Fergana Valley.

2. Innovative practices support the introduction of initial experiences that attract tourists and achieve high-income hotel developments as part of new or existing tourism, such as the integrated development of the resort alone.

3. Support and assistance to those who want to develop new types of tourism products, the development of practices that meet the needs of target tourism markets;

4. Prompt awareness of tourism news by regional tourism departments, promotion of tourism business participation in tourism development programs and activities in the Fergana Valley, as well as the identification of new talents, the introduction of business incubator ideas and technologies.

In order to develop new directions of nature-based ecotourism in the region, it would be expedient to implement the following.

- Implementation of the program of ecotourism development in the Fergana Valley until 2021–25;
- support for investment in ecotourism infrastructure;
- Identification of Shohimardon say landscapes and other ecotourism sites on display;
- pay special attention to the development of new areas of tourism in the vicinity of local waters;
- conduct market research on consumer behavior and promote the benefits of travel to develop new experiences based on the nature of the Fergana Valley.

**The first stage of organizing travel events in the Fergana Valley and the development of plans to attract local tourists:**

- Organize and promote special events to attract more visitors to the Fergana Valley;
- Use of sports and business activities;
- Creating opportunities that bring economic benefits to the state to maximize;
- Encourage targeted investment to strengthen the event, increase infrastructure and capacity across the country, and explore opportunities to host major events in the region;
- Work on a culture and experience of customer service;
- attaching financial partners to developers of new ideas in order to increase the role of tourism in the economy;

- Development of programs on quality and service culture, special manuals on tourism.

Modern, high-quality infrastructure is essential for continuous travel in and around the Fergana Valley. The process of developing and improving new investments, tourism assets, infrastructure that supports the tourism sector will ensure real growth of the industry.

**Attracting investments in the leading direction of tourism, taking into account the nature, climate and location of the Fergana Valley:**

Entrepreneurs and local authorities who want to build tourism infrastructure should work together to find investors in the tourism sector, attract and support investment.

- it is important to focus on areas that are important in tourism, information for visitors, protected natural areas, infrastructure opportunities for visitors, and sports infrastructure.
- Identification of new projects and new directions for the development of private tourism, strict control over the accessibility of infrastructure along the Fergana Valley, including hotels, attractions, access roads to the infrastructure;
- Strategies for the socio-economic development of the Fergana Valley, including attracting and supporting investment in sustainable tourism, actively attracting investors by attracting investment in tourism, and developing tourism in the Fergana Valley, renewed tourism infrastructure, local it is advisable to conduct it in cooperation with the authorities.

**Improving access to tourism infrastructure Focus on transportation convenience.**

Implement systematic transport to achieve sustainability in tourism. The main strategy is an integrated approach to transport, and the opportunities in the Fergana Valley are the implementation of individual travel programs for each group of visitors, taking into account their wishes;

- find ways to use existing opportunities;
- implementation of the "Transport in Tourism" program, which has a certain value;
- Establishment of a delivery service called "tourist tourism";
- installation of new and improved road infrastructure, signs of tourist destinations in recreation areas;
- prioritize the delivery of multilingual information for visitors;
- Establishing strategic partnerships

**Forming a skilled workforce and entrepreneurial skills.**

Today, the Fergana Valley cooperates with regions and communities in various industries. Given that the workforce plan for the tourism industry plays an important role in the economy of the Fergana Valley, it is important that the tourism industry has the skills and experience to meet the growing demands of visitors seeking high quality in the services market.

**Strengthening industrial routes that directly affect tourism in order to enhance its status**

- Presenting a program of young tourism leaders to enhance the status of tourism in the region;
- Expanding programs to help more young people,

successful transition from school to additional education or focus on employment in tourism;

- Improving the quality of service in restaurants and cafes;

**Develop a workforce plan against labor shortages in tourism**

An analysis of current and future skills will be required to support the tourism industry.

- Development of teacher-student work plans for the development of the tourism industry;
- Defining a staffing plan for tourism with short-term and long-term priorities;

The gradual implementation of the above strategies will directly contribute to the improvement of the management mechanisms of the tourism industry in the Fergana Valley.

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