

CAN SUSTAINABLE TOURISM MODELS WITHSTAND GLOBAL ECONOMIC FLUCTUATIONS?

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Abstract: *Sustainable tourism is gaining wide-ranging importance in the world today. Each state has high hopes for the tourism sector in terms of economic development, increasing the income of the population, creating new jobs and ensuring environmental balance. Sustainable tourism models in particular serve as an important tool for economic-social development not only nationally but globally. Rational use of Natural Resources in different regions of the world, preservation of cultural heritage and improvement of the well-being of the local population is at the heart of a sustainable tourism approach. This model is today an approach that combines factors such as environmental protection, social cohesion, economic stability, proper management in areas and innovative development.*

Keywords: *sustainable tourism, natural resources, population, economic stability, ecology, management,*

One of the basic principles of sustainable tourism relies on maintaining ecological balance and rational use of Natural Resources. The development of the tourism sector also serves in the construction of new infrastructure in many countries, the expansion of the services sector, the introduction of modern technologies. At the same time, it is necessary that sustainable tourism can also withstand global economic fluctuations in its development. This ensures socio-economic stability, a reliable investment environment and, most importantly, the economic protection of the region, if institutions operating in the tourism sector, entrepreneurs and organizations responsible for the tourism sector of the state can act together. The sustainable tourism model is largely based on a three-step

approach: economic, social and environmental sustainability. As the tourism sector develops, sustainable growth and development will be envisaged in all three major areas. The first is that through economic development, the tourism industry will invest in the state budget, improve the financial situation of the people and stimulate the emergence of new business opportunities. Secondly, through social stability, the opportunities of the population in the fields of education, health, culture and entertainment expand, serve to preserve a rich cultural heritage, strengthen the regulatory legal framework. Environmental sustainability, on the other hand, sets the stage for Environmental Protection, efficient and careful use of Natural Resources, and restoration of ecological balance.[1]

Sustainable tourism in any region of the world is less affected by various levels of economic change. Because, in such an approach, it is important to rely on local resources, to continuously use the specific natural and cultural resources of the territory, to develop the infrastructure of the sphere on the basis of national opportunities. In Global economic crises or fluctuations, it is the sustainable tourism model that has the power to “swallow” economic shocks, minimizing losses. The reason is, this model serves to attract guests and establish economic activity throughout the year, and not only in the high season. At the same time, the possibility of achieving economic stability in the region increases by attracting small and medium-sized business entities in the field of sustainable tourism, developing interaction with local producers and service providers. When projects for the development of tourism infrastructure are carried out with the help of local resources, investments and state grants, the industry will have a solid economic support. In addition to foreign tourism, this model also effectively uses opportunities in the domestic market. It is the Sustainable Tourism approach that creates a more sustainable environment in relation to traditional tourism models in a pandemic, global financial crisis or other unforeseen economic barriers. For example, by developing domestic tourism, expanding the scope of services on the basis of local resources and ensuring population employment, a more effective protection system is formed than global economic changes.[2]

In the model of sustainable tourism, the interests of local residents are always at the forefront. The active participation of the population in tourism processes, motivation to profit through tourism in the short and long term, socio-economic benefit are also considered important. Local producers and entrepreneurs develop their businesses in entertainment services, handicrafts, agricultural product offerings, and other industries. The sustainable tourism model serves to increase the income of the population, create new jobs, contribute to the economy of the area. A sustainable tourism model is also important for social cohesion and sustainable development, to bring cultural and natural heritage to the future generation in full preservation. A safe, clean and comfortable environment is formed in sustainable tourism through environmental protection, the fight against climate change, waste reduction, the introduction of modern and environmentally friendly technologies. When all participating groups: tourists, local residents, business entities and government bodies work out of one collar, it will be possible to achieve leading results in the field of modern tourism. The main idea in sustainable tourism is to use the available resources wisely and cautiously, to preserve the environment for the growing generation, to update the infrastructure of the territory in a modern way. The tourist potential of the area is constantly monitored, and activities that negatively affect the environment are regulated and limited. Strict norms are introduced on maintaining ecological balance in the territory, on the normative and rational use of waters, forests and other natural resources. Innovative approaches play a key role in the sustainable tourism model. The introduction of technological innovations, digital platforms, electronic services and remote control systems is characterized by openness in the field, transparency, quality of Service and high security. Through the improvement of local information systems, the development of services suitable for the needs of tourists and a network of ecotouraries, world-class advanced experiments are carried out in the region. Technologies provide speed, security and flexibility to the development of the industry. In this regard, the sustainable tourism model is a solid foundation against almost all economic shocks in the world.[3]

Another important aspect of the implementation of a management system specific to sustainable tourism in the regions is the strengthening of cooperation between interest groups on the basis of Social Responsibility and mutual trust. In this, the government, the private sector, civil society, local population activists, research institutions and international partners work in harmony. As a result, openness and transparency are ensured at all stages, from the discussion of decisions on the development of the industry to their introduction into practice. Risk management strategies in tourism, pre-assessment of risks and taking the necessary measures in time are also integral to the sustainable tourism model. Flexibility in relation to economic fluctuations, changes in the global political environment, natural disasters, diseases or other emergencies results in high results. It is possible to “divide” and manage risks by distributing funds in a balanced way between different areas, creating new tourist routes. A safe investment environment, a stable economic space, an environmentally protected area and social stability are the main pillars of sustainable tourism. Currently, it is important to develop the tourism sector at the state level through support measures, a modern legislative base and practical programs. As the principles of sustainable tourism are strengthened in official documents and state policy, the field opens the way for large investment projects, innovative services and new products. As a result of monitoring and evaluation work with the participation of research institutes, higher education institutions and local communities, tourism infrastructure will be improved in accordance with modern requirements. In sustainable tourism, the quality of service, marketing and information and promotion work, customer-friendly logistics, environmental and social responsibility, training of local specialists also occupy an important place. Even as a result of the digital transformation of the industry, it becomes easier to adapt to difficult situations in the modern market. In general, the sustainable tourism model is recognized as a long-term development-oriented solution that can ensure the continuous functioning of the industry even in the context of various economic problems, protect the interests of local residents at the highest level, preserve environmental and cultural heritage.[4]

Diversification of products and services, taking into account the demand of visitors, is one of the basic principles of the sustainable tourism model. A wide range of opportunities will be created in areas such as services for different segments, off-season tourism, wellness, cultural, eco and gastronomic tourism. The sustainable tourism model also serves the opening of the market to the food products, handicrafts, services industries produced in the area. By attracting local communities, the ground is laid for the active participation of the population in the field of tourism, the correct orientation of their interests and activity in the development of the industry. Trainings, seminars and training courses are organized for the population, new regulatory legal bases are created, and professional knowledge and skills of employees are increased. By attracting local professionals and improving the quality of Service, Sustainable Tourism will give the economy of the area a solid foundation.

Environmental tourism, the use of environmentally friendly vehicles, the introduction of a waste recycling system and the expansion of modern environmental technologies remain important to minimize adverse environmental impacts. The sustainable tourism model allows us to preserve the natural and cultural heritage that has been preserved for thousands of years, to convey to future generations full and enriched. Reforms to combat climate change, efficient use of Water Resources, Biodiversity Conservation, and energy conservation are also important components of the Sustainable Tourism approach. Cooperation between specialists in various fields, environmentalists, economists, representatives of the tourism industry, actions United for specific purposes ensure the success of the development of sustainable tourism. By assessing the decisions taken with the public in a calculated manner, the needs and opportunities in the local economy, and at the same time developing the territory's strategy in accordance with modern requirements, the industry is constantly developing. The sustainable tourism model has become one of the strategic priorities of the tourism sector. In a time when there are Global climate changes, economic fluctuations, new diseases and conflict situations, it is this approach that ensures that the tourism sector is resistant and

competitive to any risk. Sustainable tourism is seen as the most desirable model for advanced management practices, environmental and economic security, social cohesion, and long-term prosperity.[5]

Conclusion:

In place of the conclusion, it is worth saying that the sustainable tourism model is an approach of the tourism sector that is able to withstand global and local economic fluctuations the most, has its own security Reserve, guarantees the economic development of the region. The main priority in this is rational use of local resources, active participation of the population, environmental compliance and innovative management. The sustainable tourism model serves as a reliable and long-term tool that, in modern economic conditions, protects not only the industry, but also the country's economy from any spoils and shocks. This model plays a key role in the full supply of nature, cultural Europe and economic well-being to the future generation. Sustainable tourism, carried out in cooperation of the public, private sector and the public, also serves socio-economic stability and progress in any global economic oscillation.

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