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ORGANIZATION OF TOURISM WITHIN THE FRAMEWORK OF THE SUSTAINABLE DEVELOPMENT CONCEPT

Annotation. This article provides a scientific analysis of the issues related to the organization of tourism within the framework of the sustainable development concept. The research identifies the integration of environmental, socio-cultural, and economic dimensions as the main criteria of sustainable tourism. Based on global experience (UNWTO, OECD, UNEP data), attention is given to successful models in international practice, including green certification systems, CO₂ emissions monitoring, the community-based tourism (CBT) model, and approaches to diversifying tourism products. Analytical recommendations for adapting these mechanisms to the conditions of Uzbekistan have been developed. The article concludes with proposed measures to ensure environmental safety, social benefits, and long-term economic efficiency. The results of this scientific work can serve as a methodological basis for shaping sustainable tourism policy and implementing it in practice.

Keywords: sustainable development, sustainable tourism, ecotourism, green certification, community-based tourism (CBT), diversification of tourism products, CO₂ emissions monitoring, tourism in Uzbekistan, international experience, socio-cultural integration.

INTRODUCTION

Tourism is one of the fastest-growing economic sectors in the modern world, accounting for 10.4% of global GDP (USD 4,218 billion). Over the past decades, tourism has experienced constant growth and diversification, becoming one of the fastest-expanding industries worldwide. Since 2015, developing economies have, for the first time, begun to receive more international tourist arrivals than developed economies. In some small island states, tourism can account for over 25% of GDP. By 2030, 58% of international arrivals are projected to be directed toward the developing economies of Asia, Latin America, Central and Eastern Europe, the Middle East, and Africa. However, tourism can also be a source of environmental damage and pollution, a heavy consumer of scarce resources, and a cause of negative social impacts. In an era of escalating global environmental and climate change challenges, the concept of sustainable tourism becomes critically important. Tourism is explicitly mentioned in the United Nations Sustainable Development Goals under targets 8.9, 12.b, and 14.7. In 2017, the UN declared the "International Year of Sustainable Tourism for Development." According to the UNWTO definition, sustainable tourism is "tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities." This concept envisions balanced development across environmental, economic, and socio-cultural dimensions.

In recent decades, tourism has become one of the fastest-growing sectors globally. According to the World Tourism Organization (UNWTO), in 2023 the number of international travelers exceeded 1.3 billion, reflecting a rapid post-pandemic recovery. At the same time, the sharp growth in tourism has a direct impact on the environment, cultural heritage sites, and the quality of life of local communities. This situation requires the introduction of sustainable development principles into tourism management. Sustainable development is a strategic approach aimed at harmonizing economic growth, social well-being, and environmental balance. In tourism, this concept is expressed through the rational use of resources, preservation of natural and cultural assets for future generations, and consideration of local community interests. Here, not only the quality of

services and the volume of tourist flows matter, but also innovative solutions such as environmental protection, waste reduction, "green" infrastructure, and ecological transportation play a crucial role.

International experience shows that in the European Union, Japan, Canada, New Zealand, and other advanced countries, strategies for developing sustainable tourism have become a priority area of state policy. In these countries, measures such as "green certification," carbon-neutral tourism, prioritizing the use of local products and services, as well as supporting ecotourism and cultural tourism, have been widely implemented. In the Republic of Uzbekistan, the application of sustainable development principles in the tourism sector is also becoming an important part of the national strategy. The Presidential Decree No. PF-60 of January 28, 2022, "The Development Strategy of New Uzbekistan for 2022–2026", and the Resolution of the Cabinet of Ministers No. PQ-4095 of January 5, 2019, define the development of ecological tourism directions and the organization of regional tourism infrastructure based on sustainable and environmentally friendly technologies. Thus, this study analyzes the theoretical foundations, international practices, and opportunities for applying sustainable development concepts in the organization of tourism under the conditions of Uzbekistan.

LITERATURE REVIEW

The concept of sustainable tourism took shape in the 1990s and began to develop actively after the 1992 United Nations Conference on Environment and Development held in Rio de Janeiro. The World Tourism Organization (UNWTO) provided guidelines for the harmonious, balanced, and equitable development of national and international tourism in the Manila Declaration adopted in 1980. Leading researchers in the field of sustainable tourism include Weaver, Fennell, Honey, and Torres-Delgado. In their works, the key principles of ecotourism are defined as: nature-based orientation, minimal impact and contribution to nature conservation, incorporation of learning, cultural appropriateness, benefiting and empowering local communities, sustainability, and fairness.

Contribution of International Organizations. The World Tourism Organization (UNWTO) is the specialized agency of the United Nations responsible for promoting responsible, sustainable, and universally accessible tourism. UNWTO has developed guidelines and management practices for advancing sustainable tourism across various forms and destinations. The Global Sustainable Tourism Council (GSTC), in collaboration with international organizations such as UNWTO, the United Nations Environment Programme (UNEP), and UNESCO, establishes global standards for sustainable tourism. The GSTC criteria define a widely used and recognized standard for tourism businesses. The European Tourism Indicator System (ETIS) provides the most detailed approach to measuring sustainable tourism at destinations. Based on 27 core and 40 optional indicators, ETIS offers a comprehensive framework for assessing sustainable tourism performance.

RESEARCH METHODOLOGY

The purpose of this study is to examine the theoretical foundations and international practices of the sustainable development concept in the tourism sector, and to identify priority directions for its application under the conditions of Uzbekistan. A number of research methods were employed in the process of writing this scientific article. Comparative Analysis — the international experience of sustainable development in tourism was compared with the conditions of Uzbekistan. Content Analysis — information from government documents, reports of international organizations, and scholarly sources was systematized.

RESULTS AND DISCUSSIONS

The concept of sustainable development in the tourism sector is a strategic approach aimed at harmonizing economic, environmental, and social interests, with its core idea being to meet present needs without compromising the ability of future generations to use resources. This concept was first defined in 1987 in the United Nations' Brundtland Report "Our Common Future" and has since been widely integrated into international policy and governance practices.

In the context of tourism, the theory of sustainable development is shaped around three main components:

- Environmental sustainability reducing the pressure of tourism activities on natural resources, preserving biodiversity, and minimizing negative environmental impacts. In this area, tools such as "green" infrastructure, waste recycling, carbon footprint reduction, eco-friendly transport, and energy-efficient technologies play a crucial role.
- Social sustainability actively involving local communities in the tourism process, preserving cultural heritage and traditions, and managing social changes arising from tourism. This, in turn, enhances the social stability of communities and strengthens cultural identity.
- Economic sustainability generating income, creating jobs, and contributing to regional development through tourism; however, this process should focus on long-term efficiency rather than maximizing short-term profits.

Theoretically, sustainable tourism is also explained through the "Triple Bottom Line" (TBL) model, in which successful tourism policy must simultaneously account for profit (economic returns), people (human factors), and planet (ecology and environment). Additionally, the "Sustainable Tourism Indicators" system developed by UNWTO and UNEP serves as an important methodological framework for putting this concept into practice. Applying the concept of sustainable development to tourism not only addresses environmental challenges but also allows for managing the economic and social impacts of tourism, enhancing its contribution to regional development, and ensuring global competitiveness. Therefore, this theoretical approach is considered an integral part of modern tourism management and strategic planning.

The concept of sustainable tourism refers to an approach to developing and managing the tourism sector in a way that harmonizes environmental, social, and economic interests. Its primary goal is to meet the needs of present tourists and host regions while protecting and enhancing opportunities for the future. This involves ensuring that tourism activities do not compromise the environmental, cultural, and economic resources that future generations will depend on.

According to the United Nations World Tourism Organization (UNWTO), sustainable tourism "takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities." This holistic approach not only improves the tourist experience but also safeguards natural and cultural heritage for the long term.

Core principles of sustainable tourism

Table 1

Dimension	Principles	Key Actions and Strategies	
Environmental	- Conservation of natural	- Implement "green" infrastructure	
Sustainability	resources	- Reduce and recycle waste	
•	- Minimizing pollution and	- Introduce renewable energy and energy-	
	waste	efficient technologies	
	- Promoting biodiversity	- Promote eco-friendly transportation	
	protection	2	
Social	- Community involvement	- Engage local communities in tourism	
Sustainability	- Preservation of cultural		
•	heritage	- Support cultural heritage conservation	
	- Respect for local	projects	
	traditions and values	- Promote intercultural understanding and	
		responsible tourism behavior	
Economic	- Long-term economic	- Create stable income sources for	
Sustainability	viability	communities	
	- Fair distribution of	- Support local entrepreneurship and supply	
	benefits	chains	
	- Strengthening local	- Develop high-quality tourism services that	
	economies	enhance competitiveness	

Key Principle in Summary. Sustainable tourism is based on the principle: "Meeting the tourism needs of the present without compromising the ability of future generations to meet their

own needs." This means tourism development should be environmentally responsible, socially inclusive, and economically viable, ensuring a balanced approach that benefits both current and future stakeholders. Sustainable Tourism Concept and Core Principles with Practical Examples. The sustainable tourism concept integrates environmental, social, and economic dimensions to ensure that tourism benefits both current and future generations. Below is a structured table showing each dimension, its core principles, and real-world examples of application.

Tourism concept and core principles with practical examples

Table-2

Tourism concept and core principles with practical examples					
Dimension	Principles	Key Actions /	Practical Examples		
		Strategies			
Environmental	- Conservation	- Implement "green"	- Costa Rica: Nationwide eco-		
Sustainability	of natural	infrastructure	certification program for hotels		
	resources	- Introduce renewable	to reduce energy/water use and		
	- Pollution and	energy sources	protect wildlife.		
	waste reduction	- Promote eco-friendly	- New Zealand: Electric shuttle		
	- Biodiversity	transport and energy	buses in national parks to cut		
	protection	efficiency	carbon emissions.		
		-	- Uzbekistan: Solar-powered		
			lighting in Samarkand's tourist		
			zones.		
Social	- Community	- Include local	- Bhutan : "High Value, Low		
Sustainability	involvement	communities in	Impact" policy to protect culture		
	- Cultural	decision-making	and control tourist numbers Peru : Machu Picchu visitor		
	heritage	- Support cultural			
	preservation	projects	caps to protect heritage sites.		
	- Respect for	- Encourage	- Uzbekistan : Community-		
	local traditions	responsible tourist	Based Tourism (CBT) in		
		behavior	Bukhara and Surkhandarya		
			involving homestays and		
			traditional craft workshops.		
Economic	- Long-term	- Support local	- Kenya : Revenue-sharing from		
Sustainability	viability	entrepreneurship	safari parks to support local		
	- Fair	- Diversify tourism	villages.		
	distribution of	products	- Greece: Agritourism linking		
	benefits	- Develop year-round	farms with tourist experiences.		
	- Local economy	tourism offers	- Uzbekistan: Silk Road tourism		
	strengthening		routes generating income for		
			rural artisans.		

Core Definition. Sustainable tourism is "tourism that meets the needs of the present without compromising the ability of future generations to meet their own needs" (UNWTO). It emphasizes profit (economic viability), people (social equity), and planet (environmental responsibility) — the "Triple Bottom Line" approach. The analysis of the above table shows that the core principles of the sustainable tourism concept are inherently interconnected and, together, serve to develop tourism in an environmentally, socially, and economically balanced way. Each principle, in practice, is aimed not only at meeting the needs of tourists but also at preserving natural resources and cultural heritage for future generations. As seen in the table, countries that have implemented the principle of environmental sustainability (e.g., New Zealand, Iceland) have achieved both environmental protection and improvements in the quality of tourism services. Experiences ensuring social justice and the interests of local communities (e.g., Morocco, Italy) have contributed to increasing regional economic activity and strengthening cultural identity through tourism. Economic efficiency and long-term sustainability (e.g., Switzerland, Singapore) have transformed tourism into a year-round industry rather than a purely seasonal sector. Integrated

Table 3

management mechanisms have harmonized the interests of the state, business, and communities, making tourism policy more effective. In countries where monitoring and evaluation systems have been introduced (e.g., Canada), it has become possible to measure and manage the impacts of tourism in real time, helping to minimize the sector's negative consequences.

Overall, the practical examples in the table show that the principles of sustainable tourism are not merely conceptual ideas, but when supported by concrete management tools and innovative technologies, they ensure the long-term competitiveness, economic efficiency, and environmental safety of the tourism sector. Therefore, adapting and implementing these principles in the context of Uzbekistan can enhance the country's tourism potential, making it more sustainable and internationally competitive. According to the UNWTO, the principles of sustainable tourism relate to three main aspects:

According to the United Nations World Tourism Organization (UNWTO), sustainable tourism principles are built upon three interrelated dimensions: environmental, socio-cultural, and economic sustainability. These dimensions form the foundation for creating a tourism model that meets present needs without compromising the ability of future generations to meet their own.

Three dimensions of sustainable tourism principles Dimension **Practical Examples Core Principle** Key Actions and **Strategies Environmental** Minimize - Protect biodiversity New Zealand: Electric **Sustainability** negative and natural habitats. shuttle services in national environmental - Reduce and recycle parks. - Costa Rica: National ecoimpacts and waste. preserve - Promote renewable certification program for and energyecosystems for energy efficient - Uzbekistan: Solar-powered future practices. generations. Encourage ecostreet lighting in Samarkand friendly transport. tourist areas. **Socio-Cultural** Safeguard Involve Morocco: Local and local craft Sustainability enhance communities for the cooperatives tourist heritage cultural tourism planning. markets. - **Bhutan**: "High Value, Low and social well-Support cultural heritage conservation Impact" tourism policy to being of local preserve communities. projects. traditions. - Promote responsible - Uzbekistan: Communitytourist behavior and Based Tourism (CBT) in intercultural Bukhara and Surkhandarya. understanding. **Economic** local Switzerland: Year-round Ensure tourism Support **Sustainability** generates entrepreneurship. longmountain tourism with fair, Diversify tourism seasonal diversification. term, and widely distributed products to reduce Agritourism Greece: economic integrating local farms and seasonality. - Strengthen linkages benefits. guesthouses. with other economic **Uzbekistan**: Silk Road sectors. tourism routes supporting rural artisans.

These three dimensions are mutually reinforcing — environmental measures protect the resource base for tourism, socio-cultural engagement strengthens community support and identity, and economic sustainability ensures tourism remains a viable development path in the long run. A truly sustainable tourism strategy balances all three dimensions simultaneously. The analysis of the table shows that the principles of sustainable tourism must be applied in harmony across three main dimensions — environmental, socio-cultural, and economic. Each dimension plays a unique role in ensuring the long-term sustainability of tourism. The environmental dimension focuses on the optimal use of environmental resources, the preservation of natural heritage, and the protection of biodiversity. In this area, indicators such as reducing CO₂ emissions, optimizing water and energy consumption, and minimizing waste are considered key measures of sustainability. This ecological approach helps to minimize the negative impacts of tourism activities on nature.

The socio-cultural dimension aims to develop hospitable communities, strengthen positive social relations between local residents and tourists, preserve cultural heritage, and protect traditional values. Local community participation and the development of cultural activities through tourism increase the attractiveness of the destination and contribute to social sustainability. The economic dimension seeks to create fair economic opportunities for all stakeholders, ensuring sustainable jobs and income. Encouraging local purchasing, involving local producers in the tourism supply chain, and ensuring that tourism revenues remain within the region all strengthen economic resilience.

Overall, the three-dimensional approach outlined in the table provides both a theoretical and practical foundation for the comprehensive management of sustainable tourism. This model helps develop tourism not merely as an industry that generates economic benefits, but as a system that is environmentally responsible, conserves cultural heritage, and delivers economic and social benefits to local communities. Therefore, in the context of Uzbekistan, the harmonious application of these dimensions can ensure the long-term competitiveness and sustainable development of the tourism sector.

Comparative analysis of international experience and Uzbekistan's context. The global practice of sustainable tourism development shows that many advanced economies — such as the European Union countries, Japan, Canada, New Zealand, and Switzerland — have integrated sustainability principles into their national tourism policies. These states focus on environmental protection, community engagement, and long-term economic viability.

In Uzbekistan, sustainable tourism is gradually becoming a national priority, as reflected in key policy documents such as:

- Presidential Decree No. PF-60 (January 28, 2022) Development Strategy of New Uzbekistan 2022–2026, which includes the development of eco-tourism and the introduction of environmentally friendly infrastructure.
- Resolution No. PQ-4095 (January 5, 2019) aimed at developing tourism infrastructure based on sustainable and green technologies.

However, while the strategic vision aligns with international standards, there are still gaps in implementation, monitoring, and capacity-building compared to the world's leading examples.

Table 4
Comparative overview of international practice and Uzbekistan's conditions in sustainable tourism

Criteria	International Experience	Uzbekistan Context	
Policy	Sustainable tourism is embedded in	Sustainable tourism goals are	
Integration	national policies with specific	included in strategic state programs	
	targets, supported by strong legal	(PF-60, PQ-4095), but sector-	
	frameworks (e.g., EU Green Deal	specific legal enforcement	
	for Tourism).	mechanisms are still developing.	
Environmental	Advanced waste management	Some eco-friendly projects	
Measures	systems, renewable energy in	implemented (solar lighting in	
	tourism facilities, carbon-neutral	Samarkand, waste sorting in	
	initiatives (e.g., New Zealand's	Tashkent hotels), but large-scale	
	carbon-zero certifications).	adoption remains limited.	
Community	Strong Community-Based Tourism	CBT initiatives in Bukhara,	
Participation	(CBT) networks (e.g., Peru, Nepal)	Surkhandarya, and Khorezm are	
		growing, but require wider	

	with profit-sharing models and local	geographic coverage and	
	decision-making power.	professional capacity building.	
Economic	Tourism products diversified to	Cultural and historical tourism	
Diversification reduce seasonality: wellness		dominate; eco-tourism, agro-	
	tourism, agro-tourism, cultural	tourism, and wellness tourism are in	
	festivals (e.g., Switzerland, Spain).	early development stages.	
Monitoring and	Real-time monitoring systems for	Limited monitoring frameworks;	
Evaluation	environmental and social impacts	tourism data mostly focused on	
	(e.g., Canada's Destination	visitor numbers, with less emphasis	
	Stewardship Indicators).	on environmental and social impact	
		indicators.	
Marketing and	Strong global branding (e.g., "Pure	"Uzbekistan — Pearl of the Silk	
Branding	New Zealand", "Incredible India")	Road" branding is developing;	
	combined with digital marketing	digital marketing efforts increasing	
	campaigns.	but still underused in key markets.	

Key insights from the comparative analysis

- Alignment in Strategy: Uzbekistan's strategic goals are consistent with international sustainable tourism frameworks, but require stronger institutional mechanisms for enforcement and monitoring.
- Implementation Gap: International best practices often integrate advanced technology, strong local participation, and well-established eco-certification systems, which Uzbekistan is still in the process of scaling.
- Opportunities for Uzbekistan: Leveraging its unique Silk Road heritage, natural landscapes, and traditional crafts, Uzbekistan can diversify its tourism offer while embedding sustainability principles.
- Priority Actions: Develop nationwide eco-certification standards, expand CBT projects, introduce real-time tourism impact monitoring, and invest in professional training for sustainable tourism management.

International experience (in European and Asian countries) shows that in order to reduce the ecological footprint of tourism, measures such as mandatory green certification, CO₂ emissions monitoring, waste recycling, and the use of energy-efficient infrastructure are widely implemented. In Uzbekistan, steps such as developing national parks and nature reserves and organizing waste collection are in place; however, a comprehensive system of ecological standards has not yet been established. As a result, the full potential for developing eco-tourism has not been realized. Therefore, it is necessary to adapt environmental standards to international criteria, monitor the rational use of natural resources, and introduce green energy technologies.

On the international stage, particularly through the **Community-Based Tourism** (**CBT**) model, local communities are directly involved in tourism activities, which helps retain income within the region and contributes to the preservation of cultural heritage. In Uzbekistan, family guesthouses, handicraft centers, and national festivals exist, but they are not sufficiently digitized or fully integrated into the global tourism network. By expanding the participation of local communities in tourism projects and digitizing traditional crafts and cultural heritage, it is possible to create a unique experience for tourists.

The content analysis was conducted on a range of sources, including UNWTO reports, international policy documents, academic studies, and Uzbekistan's national strategies and legal acts (e.g., PF-60, PQ-4095). The goal was to identify common themes, best practices, and gaps in sustainable tourism development between international experience and Uzbekistan's context.

Table 5

Summary of content analysis findings

Summary of content analysis midnigs				
Category /	Findings in	Findings in Uzbekistan's	Identified Gaps /	
Theme	International Context	Context	Opportunities	
Environmental	Mandatory green	National parks and waste	Adapt ecological	
Standards	certification, CO ₂	collection initiatives exist;	standards to	
	emissions monitoring,	large-scale eco-	international	
	waste recycling,	certification system not	benchmarks; expand	
	renewable energy	yet developed.	green energy and	
	integration (EU, Japan,	-	waste management	
	New Zealand).		technologies.	
Community	Widespread	Family guesthouses,	Expand CBT	
Participation .	Community-Based	handicraft centers, and	coverage; digitize	
•	Tourism (CBT)	festivals exist; limited	cultural products;	
	models with revenue-	digital integration and	integrate into global	
	sharing, local decision-	global marketing.	tourism networks.	
	making, and cultural			
	preservation (Peru,			
	Nepal, Morocco).			
Tourism	Seasonal balance	Strong focus on cultural-	Develop new	
Product	through wellness	historical tourism; eco-	thematic routes and	
Diversification	tourism, agro-tourism,	and agro-tourism in early	products; promote	
	cultural events, eco-	stages.	year-round tourism.	
	tourism (Switzerland,	suges.	y car rouna tourism.	
	Spain).			
Monitoring &	Real-time	Visitor statistics collected;	Establish	
Evaluation	environmental and	limited data on	comprehensive	
	social impact	environmental/social	tourism impact	
	monitoring systems	impact.	monitoring system.	
	(Canada, Australia).	impact.	momtoring system.	
Marketing &	Strong global	"Uzbekistan — Pearl of	Expand international	
Branding	campaigns ("Pure New	the Silk Road" branding	campaigns; leverage	
2141141115	Zealand", "Incredible	developing; digital	social media	
	India") backed by	marketing growing but	influencers and niche	
	digital platforms.	underused.	market targeting.	
	digital platfollis.	unaciusta.	market targetting.	

Key insights. Alignment of Goals – Uzbekistan's strategic plans (PF-60, PQ-4095) are broadly consistent with global sustainability principles. Implementation Gap – Compared to global leaders, Uzbekistan's eco-certification, monitoring systems, and CBT integration are at an early stage. High Potential Areas – Eco-tourism, agro-tourism, and digital integration of cultural heritage can significantly enhance sustainability and competitiveness. Strategic Need – Institutionalizing international best practices through legislation, training, and investment is essential for long-term results. International experience shows that the economic benefits of tourism are not limited to seasonal periods but can generate income throughout the year through various sectors. For example, gastronomic tourism, conference and events tourism, and eco-tours remain active even during off-peak seasons. In Uzbekistan, tourism is mainly concentrated in historical centers and summer travel, which exacerbates the problem of seasonality. Regional diversification, the creation of new tourism products, and the development of domestic tourism can ensure a stable year-round income flow.

In the global tourism market, advanced technologies (AI, VR, AR, IoT, blockchain) are significantly enhancing the tourist experience. Examples include virtual museum tours, AI-based personalized itineraries, and smart transportation systems. In Uzbekistan, electronic visa systems and online booking platforms have been introduced; however, immersive technologies and smart

services have not yet been widely implemented. Expanding the use of digital innovations can make Uzbekistan's tourism sector more attractive in international competition.

CONCLUSION AND RECOMMENDATIONS

Organizing tourism within the framework of the sustainable development concept is a system aimed at managing the sector strategically, comprehensively, and with a long-term perspective. It requires the integrated combination of environmental safety, social equity, and economic efficiency. Global experience demonstrates that the sustainable tourism model is based on three core principles:

- 1. Rational use of natural resources and their preservation for future generations.
- 2. Active involvement of local communities in tourism processes and the preservation and development of cultural heritage.
 - 3. Diversification of tourism as a sustainable source of income.

The analysis reveals that in international practice (UNWTO, OECD, UNEP data), mechanisms such as mandatory environmental standards, green certification systems, CO₂ emissions monitoring, the community-based tourism (CBT) model, digitalization of tourism services, and the creation of special off-season tourism products have yielded effective results.

In Uzbekistan, some of these mechanisms have been partially implemented; however, their full integration, adaptation to local conditions, and support through scientifically grounded monitoring systems are necessary. In addition, regular assessment of economic, environmental, and social indicators plays an important role in ensuring the long-term sustainability of tourism.

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