



PROBLEMS OF MODERN TOURISM, SOLUTIONS, AND PROPOSALS

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<https://doi.org/10.5281/zenodo.22080701>

ARTICLE INFO

Qabul qilindi: 20-avgust 2026 yil
Ma'qullandi: 22-avgust 2026 yil
Nashr qilindi: 24-avgust 2026 yil

KEYWORDS

Modern tourism, overtourism, sustainable tourism, Smart Tourism, ecological footprint, digitalization, tourism economics.

ABSTRACT

This study analyzes the current state, systemic problems, and potential solutions within the modern tourism industry in the context of globalization and rapid technological progress. The article thoroughly examines major challenges such as overtourism (excessive tourist inflow), negative environmental impacts, disruption of ecological balance, infrastructure deficiencies, and dependence on seasonality.

To address these issues, the study highlights the importance of developing sustainable ("green") tourism, diversifying tourist destinations, and implementing artificial intelligence alongside digital technologies within the framework of "Smart Tourism." Ultimately, the paper offers practical proposals and recommendations focused on enhancing the quality of tourism services, involving local communities in tourism revenues, and actively attracting investments to the sector.

Modern Tourism

Modern tourism is not merely about traveling; it is a global service sector powered by advanced technologies, environmental responsibility, and personalized experiences. In recent years, fundamental shifts and new trends have emerged within the global tourism industry.

Key Trends, Development Directions, and Features of Modern Tourism

Main Trends in Modern Tourism

Digitalization and "Smart Tourism":

Booking and Planning: Independent travel arrangement within seconds through online platforms (such as Booking.com and Airbnb), artificial intelligence (AI), and chatbots.

Virtual and Augmented Reality (VR/AR): The ability to virtually preview museums, historical monuments, and hotels in advance.

Biometrics and Contactless Services: Rapid check-in process at airports and hotels using facial recognition and digital keys.

Ecotourism and Sustainable Tourism:

Tourists increasingly prefer "green" hotels powered by renewable energy and eco-friendly modes of transportation that minimize environmental impact.

Nature conservation and respect for local ecosystems are becoming fundamental principles.

Bleisure Tourism (Business + Leisure):

Combining business trips with leisure activities. Opportunities are expanding for remote workers and "Digital Nomads."

Immersive and Authentic Local Experiences:

Rather than relying solely on standard excursions, tourists now prefer direct participation in local community life, including traditional cooking, handicrafts, and cultural customs.

Popular Types of Modern Tourism

Type of Tourism	Description
Gastronomic Tourism	Exploring the national cuisine and culinary culture of various countries.
Pilgrimage and Cultural Tourism	Visiting historical monuments, sacred sites, museums, and architectural masterpieces.
Medical and Wellness Tourism	Seeking medical treatment and relaxation at sanatoriums, SPA resorts, and high-tech medical centers.
Extreme and Adventure Tourism	Engaging in active sports and adventurous activities, including mountaineering, diving, and safaris.
Ethno- and Rural Tourism	Experiencing a simple lifestyle away from industrialized areas in rural settings and relaxing in nature.

The Role of Modern Tourism in the Economy

Statistical Overview: Tourism accounts for a significant portion of global GDP (Gross Domestic Product) and generates one out of every ten jobs worldwide.

Infrastructure Development: It acts as a catalyst for improving roads, airports, transport, and telecommunication systems.

Job Creation: It provides employment for millions of people across the hotel, restaurant, transportation, and service sectors.

Foreign Exchange Inflow: It accelerates the influx of foreign capital and investment into the country.

Current Challenges facing the Sector

Managing Overtourism: Effectively redistributing tourist flows from major urban centers to peripheral regions.

Reducing the Carbon Footprint: Decreasing carbon dioxide (CO₂) emissions produced by aviation and transportation.

Safety and Resilience: Ensuring cybersecurity and establishing rapid-adaptation systems in response to infectious disease outbreaks or geopolitical crises.

Although the modern tourism sector is rapidly developing, it faces several serious challenges at both global and regional levels.

Main Problems

Overtourism (Excessive Tourist Inflow):

Overcrowding in popular tourist cities (e.g., Venice, Barcelona, and various historical landmarks).

Increased cost of living and housing prices for local residents, alongside the degradation and damage of the environment and historical monuments.

Environmental and Ecological Issues:

Escalating carbon dioxide (CO₂) emissions caused by transportation (aircraft, buses).

Waste management issues and the overuse of natural resources (particularly water).

Socio-Cultural Issues:

Commercialization or degradation of local cultures and traditional customs.

Conflicts arising between local communities and tourists.

Seasonality:

Concentration of tourist flows within specific months, leading to underutilized infrastructure and reduced revenue during off-peak periods.

Geopolitical and Economic Instability:

Inflation, currency fluctuations, safety concerns, and complex visa requirements.

Proposed Solutions

Measures Against Overtourism:

Diversifying Routes: Directing tourists to lesser-known destinations (such as ecotourism and rural tourism) rather than focusing solely on major urban centers.

Quotas and Taxes: Implementing entry caps in high-density areas or introducing special tourist taxes.

Developing Sustainable and "Green" Tourism:

Promoting environmentally friendly modes of transportation.

Utilizing renewable energy sources in hotels and recreational facilities.

Emphasis on Quality (Quantity vs. Quality):

Shifting focus from total tourist numbers toward extending their length of stay and providing high-value services.

Proposals for Development

Key recommendations to enhance tourist experiences and build a sustainable sector:

Innovation and Digitalization ("Smart Tourism"):

Implementing AI and Big Data technologies to manage tourist flows in real time.

Simplifying visa processes, ticket purchasing, and navigation through dedicated digital applications.

Engaging Local Communities:

Ensuring that tourism revenues directly benefit local populations (Community-Based Tourism).

Creating a unique destination brand by promoting local craftsmanship, national gastronomy, and cultural traditions.

Diversifying Tourism Products:

Mitigating seasonal dependency through the year-round development of gastronomic, medical, pilgrimage, extreme, and educational tourism.

Enhancing Human Capital:

Regularly upgrading the qualifications of industry professionals in foreign languages and international service standards to elevate overall service quality.

International and Foreign Scientific Sources

1. Reports and Research by UN Tourism (formerly UNWTO — World Tourism Organization):

UNWTO Report: *"Overtourism? Understanding and Managing Urban Tourism Growth Beyond Perceptions"* (2018–2019) — A foundational report addressing overtourism challenges and presenting 18 practical case studies for managing tourism growth.

UNWTO / UNEP Report: *"Making Tourism More Sustainable - A Guide for Policy Makers"* — A policy guide designed to ensure the environmental and social sustainability of the tourism sector.

2. Scientific Articles and Journals (Scopus, ScienceDirect, MDPI):

a) **Journal of Sustainable Tourism (Taylor & Francis):** The most prestigious peer-reviewed journal dedicated to issues of sustainable and eco-friendly tourism.

b) **Gretzel, U., et al. (2015).** *"Smart tourism: foundations and developments"* (*Electronic Markets*) — Examines the modern concept of "Smart Tourism" and the integration of IT technologies into the tourism industry.

c) **MDPI Sustainability Journal:** *"Sustainable Tourism Issues and Recovery Options"* — Studies focused on the sustainable development and digitalization of tourism following crisis periods.

3. Local and Regional Sources

Regulatory and Legal Sources (Republic of Uzbekistan):

Lex.uz: Law of the Republic of Uzbekistan "On Tourism" (new edition).

Lex.uz: Decrees and Resolutions of the President of the Republic of Uzbekistan on the accelerated development of tourism.

4. Local Academic and Scientific Publications:

a) **CyberLeninka (Uzbekistan division):** Article titled *"Innovative economic mechanisms for tourism development under modern conditions: problems and solutions."*

b) **Economics and Innovative Technologies (Journals on Environmental and Tourism Economics):** Scientific collections published by Tashkent State University of Economics (TSUE) and the "Silk Road" International University of Tourism and Cultural Heritage.

c) **Research Studies (Publications of Jizzakh, Samarkand, and Tashkent HEIs):** Analysis of issues related to workforce training and the practical skills of specialists in the tourism sector.

5. Useful Internet Portals and Electronic Resources:

UN Tourism Elibrary: The UN portal for global tourism statistics, key challenges, and emerging trends.

Lex.uz: The official register of all legislative documents governing the tourism sector in the Republic of Uzbekistan.

CyberLeninka: An open-access database of Uzbek and Russian scientific articles focusing on sector problems, solutions, and policy recommendations.

WTTC (World Travel & Tourism Council): Annual economic impact reports and analytical data provided by the World Travel & Tourism Council.

