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**«EVALUATING OF SOCIAL AND CULTURAL FACTORS IMPACT TO  
SUSTAINABLE TOURISM DEVELOPMENT»**

**Specialty 71010401 – «Tourism» (by types of activity)**

**DISSERTATION**

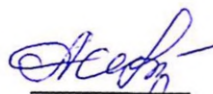
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## **Abstract**

This Master's thesis examines the theoretical, analytical and practical aspects of sustainable tourism development with an emphasis on social and cultural influences. The first chapter introduces the theoretical foundations of sustainable tourism, exploring its definitions, principles and global trends. The second chapter analyzes the key social and cultural factors influencing tourism development, with an emphasis on the unique regional features of Uzbekistan, such as Samarkand, Bukhara and others, moreover, the dissertation compares the review of international practice. Chapter three offers strategic recommendations for the development of sustainable tourism in Uzbekistan, emphasizing the use of digital tools such as virtual reality and social media, as well as the involvement of youth and local communities.

## **Аннотация**

Данная магистерская диссертация посвящена теоретическим, аналитическим и практическим аспектам развития устойчивого туризма с акцентом на социальные и культурные факторы.

В первой главе излагаются теоретические основы устойчивого туризма: его определения, принципы и глобальные тенденции. Во второй главе анализируются ключевые социокультурные факторы, влияющие на развитие туризма, с учетом специфики Узбекистана и сопоставлением с международным опытом. В третьей главе предлагаются стратегические рекомендации по укреплению устойчивого туризма в Узбекистане, включая использование цифровых инструментов (VR-технологий, социальных сетей), а также вовлечение молодежи и местных сообществ. Результаты исследования способствуют более глубокому пониманию роли социокультурных факторов в долгосрочном развитии туризма в регионе.

**Ключевые слова:** Устойчивый туризм, культурное наследие, социальные факторы, вовлечение общественности, развитие туризма, Узбекистан, культурная идентичность, политические рекомендации

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## INTRODUCTION

**Justification of the thesis topic and its relevance.** In order to balance economic development with the preservation of the environment and culture, the concept of sustainable tourism is becoming increasingly relevant in the context of global efforts. As the tourism industry continues to grow, it becomes important to ensure that this growth is inclusive, responsible, and takes into account the socio-cultural aspects of travel destinations. Uzbekistan, with its rich cultural heritage, ancient cities and diverse communities, presents significant opportunities for sustainable tourism development in the near future.

Social and cultural factors are among the most influential elements in shaping tourism sustainability. These factors include the values, traditions, and daily practices of local communities, the preservation of historical and cultural heritage, and the active participation of residents in tourism-related activities. A deep understanding of these components is necessary to support travel models that not only take advantage of tourist destinations, but also expand their capabilities.

In recent years, the Government of Uzbekistan has taken significant steps to develop a sustainable tourism system. A number of national strategies reflect this commitment. Among them is the Decree of the President of the Republic of Uzbekistan No. PF-5611 (2018), which outlines measures to develop domestic and pilgrimage tourism, as well as the Tourism Development Concept for 2019-2025, which promotes inclusive growth through innovation and heritage protection. In addition, the revised Law on Tourism (2019) establishes regulatory mechanisms that encourage responsible tourism practices and the preservation of cultural integrity<sup>1</sup>.

### **The main problems and research questions.**

1. Involvement of local communities in tourism activities;
2. Poor use of cultural heritage as a destination branding tool;
3. Lack of modern tourism promotion tools;
4. Uneven development of tourism in different regions;

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<sup>1</sup> <https://lex.uz/ru/docs/4612734>