Volume 4, Issue 4, April 2026 ISSN (E): 2938-3803

TOURIST-RECREATIONAL ZONES - MANAGEMENT MECHANISM OF THE FORM, AND THE NEW YEAR ABROAD EXPERIENCE

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Abstract
This article in the tourist-recreational zo'nalarni management mechanisms of international experience, in particular, developed countries have implemented public-private partnership models, tax benefits and the organizational-legal basis of the analysis is. The article within the framework of the usa, France, Turkey and Spain, like countries in the area of successful strategies bodice out of, of them Uzbekistan conditions of use

Keyword: Tourist-recreational zones, management mechanism, foreign experience, the cluster approach, investment, recreational resources, public-private partnership.

Introduction

Access

Sustainable tourism in the world economy that was able to image one of the most promising sectors to hang. Particularly, the tourist-recreational zone (TRZ) and the effective management of the organization plays an important role in increasing the economic potential of the territory. The president of the republic of uzbekistan "of sanitary epidemiological safety of the tourism industry to follow the regime increased[to 1] in the case of measures for the development of togri"on the introduction of modern management mechanisms on the field and in the decrees I set the priority task TRZlarni other. Therefore, the test of the model are relevant to slugs from organib management in the international arena.

[1] Aaker, D. A. (1991). Here Brand Equity: capitalizing on the value of a brand Name. Free Press.

TRZ control mechanism — the state, the private sector and the coordination of interests of the local population is a complex system. The mechanism of management of foreign experience bo'gin contains the following three main bit:

Organizational mechanisms: State agencies and local administrative bodies for the role.

Economic mechanisms: Tax preferences, are subsidized and investment, attract to.

Legal mechanisms: Land use and environmental standards also regulated held.

Tourist-recreational zone — this is the population of the rest take, he sogligi restored and tourist needs to meet to be necessary , that it was natural, cultural and historical resources and appropriate infrastructure to be able that it was a special area. Its management theoretical aspects of a few fundamental concept is based:

Systematic approach to the concept of

TRZ guidance system as to look its structural parts (resources, services, infrastructure, governance structure) between logical to bogliqlik to learn means. The theoretical aspect of the management system, two lower system will become:

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Web of Humanities: Journal of Social Science and Humanitarian Research

Volume 4, Issue 4, April 2026 ISSN (E): 2938-3803

1.Managing system: State agencies, zone directorate, management of the company.
2.Led system: Tourism businesses, hotels, recreational objects, transport and the population.
3.Purpose: This two systems between the balance maintaining, economic effective achieve.

The world economy globalization in the context of tourism industry in many countries for gross domestic product (YIM) , the main drivers one has become. Tourist-recreational zone (TRZ) this process is central orin he plays. TRZlarni management of the complexity , that is, it is not only economic benefits, but also environmental sustainability and social benefits that uygun also require will. For this reason, France, Spain, Usa and Turkey , such as tourism, a giant of the experience organib to important practical significance it has.

Tourist-recreational zone — this is the population of the rest take, the health was restored and tourist needs to meet to be necessary that are natural, cultural and historical resources and appropriate infrastructure to be able , which is a special area. Its management theoretical aspects of a few fundamental concept is based:

Systematic approach to the concept of

TRZguidance system as to look its structural parts (resources, services, infrastructure, governance structure) between closely related issues from the to learn means. The theoretical aspect of the management system has two sub systems is divided:[2]

Managing system: State agencies, zone directorate, management of the company.
Led system: Tourism businesses, hotels, recreational facilities, transport and population.
Purpose: This two systems, between balance maintaining, economic effective achieve.

Cluster theory (Porter M. by)

Modern TRZlarning theoretical basis of the cluster approach relies. This area with each other 's complementary businesses (hotel + restaurant + transport + entertainment center) single into a chain are combined.

Theoretical significance: Cluster within competition and cooperation in a time availability, service quality increase and innovation into come to serve will.

Sustainable development of the theory of sustainable development ():

Recreational areas of management, the theoretical core of the ecological balance to maintain aimed.

Recreational capacity concept: Thistheory according, each with a territory of certain an acceptance to a limit there is. Management mechanism tourists, the flow of the natural landscape to back to restore if it does not damage that deliver ensure a must.

The main models of the management of the tourist zone:TRZlarni a few basic models of management in international practice formed.

[2]assembly hall - information and resource center

Centralized (Europe) model:as can be seen in the example of france and spain, the state will assume a strategic role in the development of the infrastructure of the tourism zone.

The experience of france: “data” as is " major state agencies and recreational areas (e.g., languedoc-roussillon coast) in the financing and planning of the main operator. Prepares parcels of state land,[3] and later held communications offers preferential terms to private investors.

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Web of Humanities: Journal of Social Science and Humanitarian Research

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Centralized am (American) model: it is more to rely on private initiative and market economy management mechanism in the usa.

The us experience: national parks and recreational zones of the federal government, states and private konsessiya is run on the basis of the contract. Here is the basis of governance focuses on improve the quality of services and competitive.

Public-private partnership (dx I) mechanism of

Turkey tourism zone on the use of a mechanism in the management of dx is one of the most successful examples.

The experience of turkey:"the tourism promotion law"on state forest and qirg'oqbo'yi of the territory on the basis of long-term (year 49-99) to rent[4] returns to investors. Thus, the state of the infrastructure (road, water, sewer) is obliged to create the modern investor is the construction of hotel complexes and recreational facilities.

The cluster approach — of-the-art management on the basis of Foreign experience shows, as TRZlar particular hotel is not only complex, but as a cluster should be managed holistically.

[3]A Prominent Member Of K. L. (2003). Strategic brand management: Building, Measuring, and thus brand equity. Prentice Hall.

[4]Pine, B. J., & Gilmore, J. H. (1999). The Experience Economy. Harvard Business Review Press.

The experience of austria and switzerland: mountains of the alps, tourism in the region, the clusters formed. Management mechanism hotels, transportation companies, local artisans points and unites restavratsiya "Destinatsiyani management organizations" (the dm - the destination management organization) is carried out by. This single marketing policy and the brand's earlier push to the opportunity it gives.

Sustainable development and environmental managementsystemuv

The scandinavian countries (Norway, Sweden) will put you first instead of TRZlarni management environmental criteria."Green management"mechanism through the territory of the recreational capacity (carrying capacity) is strictly controlled and is. This tourists flow to the ecosystem damage caused without distribution the opportunity to gives.

Sustainable development — that future generations of their own needs to meet the real opportunities to reflect damage caused without, in present times, the needs of the meet. Tourist zone in the context of these three key aspects of balance means:

- **Economic efficiency:** Tourism to the area of income bring and local population for job openings to be created should.
- **Social justice:** Local culture, traditions kept and tourism the benefits of society, all layers to reach out should.
- **Environmental sustainability:** Natural resources (water, forest, air) may foster and cooperation among biodiversity damage yetkazilmasligi must.

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Volume 4, Issue 4, April 2026 ISSN (E): 2938-3803

Environmental management (environmental management)
Environmental management — this human activity on the environment negative effects to minimizing directed administrative and technical measures system.
Environmental management trzlarda main weapons:

Recreational capacity (carrying capacity) is to: Certain areas for a time at the ecosystem damage caused without many tourists receive will that you specify.
1. **Monitoring system:** Air pollution, water quality and plant world is the condition of a permanent control to make.
2. **Environmental audit:** Tourist facilities (hotel, the rest of to get a place) environmental standards (e.g., iso 14001) compliance with the check.
Sustainable development concept with associated some of the problems there are. Some scientists itoksimoron that they are called. Because, in their opinion,the development ofstability feature is. Other analysts, while until now achieved gains enough that they do not know. Scientists noted that note,sustainable developmentthe concept of the open interpretation has , if, is often unclear and inadequate that is critical it is, for the same reason, it can easily master you can.Sustainable development stability as three in olchami has: environment, economy and society. Goya , that is, three olchami between a good balance to achieve should. Them olchami that call from austria under, usually columns, domains, aspects, areas such as terms with such . Scientists usually stability of three different areas with separate bodice are. These environmental, social and economic factors. This concept for a multiple terms such is. The authors, three column, olchami, structural parts, aspects, prospects, factors or goals about speak can. This content words are all a kind of mean meani.

Summary
Environmental management is not simply the protection of nature, but the territory's tourism long-term “the ability to live”and select which will ensure strategic economic competitiveness. If he breaks you, ecology, the area lost its charm for tourists on the investment, and will remain ineffective.

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