

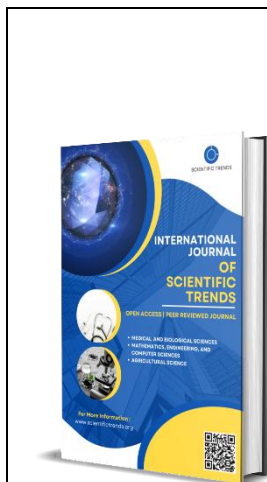
Problems of Improving Natural Resort Areas

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Abstract

The great attention of the world community to the problems of competition at various levels of the market space is explained by its natural regulatory role in the modern economy. The central idea in the competitive environment for any business entity is to achieve and maintain a competitive position for a long time. It is precisely in the transition to the information society, in the conditions of integration and globalization that competitiveness becomes the main category of market relations, contributing to the development of the economic environment. The nature of this development is the process of creating and constantly updating, actively implementing innovations based on effective management decisions. This article analyzes scientific theoretical considerations on the need to improve and develop the "resort area".

Keywords: Resort area, natural area, protection, recreation area, treatment, mineral, favourable climate.

Introduction

Territorial environmental protection and specially protected natural areas as its central component are the main measures for preserving biodiversity. However, in the absence of sufficient legal and political instruments, their effectiveness is questionable. Therefore, regulatory and legal issues regulating specially protected natural areas are of great importance. The legislation on specially protected natural areas in many respects takes into account regional characteristics. Therefore, the study of regional features of the legal regulation of specially protected natural areas is, firstly, relevant from a theoretical and methodological point of view, and secondly, of practical importance.

The necessity to improve and develop "resort areas" has become more important today than ever before. Natural territories characterized by healing and health-restoring properties, mineral springs, therapeutic mud layers, favorable climatic conditions, and other specific features are recognized as natural resort areas.

Currently, many researchers emphasize that resort areas should be understood in a limited context, as regions possessing healing natural resources. These areas are determined by their social and economic development, the reproduction of labor resources, and their activities aligned with various residential buildings and developed treatment and recreation infrastructure. They are shaped by anthropogenic factors, identified through retrospective analysis, and distinguished by the competitive relationships in the leisure sector, as well as political and socio-economic factors.

In particular, factors such as a unified state policy in the tourism sector, mass consumerism, lack of competition, and restructuring processes contribute to the crisis of the tourism and recreation complex across the country. Market changes are influencing the formation of supply and demand for recreational services, while also establishing an industrial market that, among other roles, fulfills an important social function in the reproduction of labor resources.

In the legislation of many democratic countries, the opinions of public associations and local communities are considered when placing and constructing industrial enterprises. For example, due to public demand in Europe, northern rivers were not diverted to the south, the construction of the Crimean Nuclear Power Plant in the resort area of the Crimean Peninsula was halted, and thermal power plants in the ecologically critical regions of Germany and Belgium were suspended¹.

The legal regulation of specially protected natural areas is organized based on the system of categories of these areas. In Russia, the categories of specially protected natural areas are established at two levels: federal and regional². At the federal level, the categories of specially protected natural areas are defined in the Federal Law "On Specially Protected Natural Areas" (March 14, 1995, No. 33, hereinafter referred to as the Law on Specially Protected Natural Areas)³. Such areas include state nature reserves, national parks, state nature sanctuaries, natural parks, natural monuments, dendrological parks, and botanical gardens.

Other categories (conditionally referred to as "regional") can be established by the laws of the subjects of the Russian Federation. These subjects actively exercise this authority, resulting in the number of "regional" categories exceeding 250.

Some regions adopt the International Union for Conservation of Nature (IUCN) classification system for protected areas more actively than at the federal level. At the federal level, this is primarily limited to indicating the international category in the state cadastral register. The focus is mainly on "protected landscapes" (Category V) and "areas with sustainable use of natural resources" (Category VI).

In Russia, Category VI is likely represented as "resource reserves" and "resource protection areas."⁴

The Law on Specially Protected Natural Areas does not contain direct analogs of such categories. Additionally, it is worth mentioning categories such as "nature reserves" and "protected areas," which correspond to IUCN Category Ia — strict nature reserves. In Russia, the closest analog to this category is the state nature reserves⁵.

¹ Reymers N.F. Nadejd na vjivanie chelovechestva: Kontseptualnaya ekologiya.-M.:Rossiya molodaya. «Ekologiya», 2022

² Anisimov A. P., Ryzhenkov A. Ya., Charkin S. A. (2019) *Ekologicheskoe pravo Rossii* [Environmental Law of Russia], Moscow: Yurayt. Available at: <https://biblio-online.ru/bcode/431157> (accessed 1 September 2019) (in Russian).

³ Федеральный закон от 14 марта 1995 г. N 33-ФЗ "Об особо охраняемых природных территориях" (с изменениями и дополнениями)

⁴ Жаворонкова Н. Г., Выпханова Г. В. 2019b. Проблемы совершенствования понятийного аппарата в сфере охраны и использования природных лечебных ресурсов, лечебно-оздоровительных местностей и курортов. Актуальные проблемы российского права. 4 (101): 186–194. URL: <https://doi.org/10.17803/1994-1471.2019.101.4.186-194>

⁵ Крусс В. И., Вихрова В. А. 2017. Федеративные аспекты конституционализации правовых режимов особо охраняемых природных территорий. В сб.: Шагидуллин Р. Р., Кадырова Х. Р. (науч.

It is necessary to develop a classification of factors affecting the competitiveness of resort cities based on criteria adapted to the modern economy. In this context, the following should be emphasized:

Firstly, external factors (the competitiveness of the tourism-recreation complex, the macroeconomic indicators of the country's development, the impact of force majeure factors, and the management and administration of the complex).

Secondly, internal factors (resource potential, the level of infrastructure development, territorial management, and unique factors or advantages).

Thirdly, communication factors and information delivery (participants and elements of the internal and external environment that create the information space and transmit data).

This raises the question: what does this provide? First and foremost, it allows for structuring the process of working with the "internal environment — information and tools" diagram.

A comprehensive methodology for analyzing the competitiveness of resort areas must be developed based on studying the influence of factors at various levels on the development of resort cities. This methodology should evaluate the impact of external and internal factors, as well as communication and information factors.

A comparative analysis of consumer influence on competition in the tourism-recreation complex is necessary. It is important to highlight the direct correlation between the demand for recreational services in resort areas and the dynamics of the country's key macroeconomic indicators. From the perspective of consumer attractiveness, a methodology based on expert evaluation should be implemented, including the development of "importance" and "availability" scales to assess the competitiveness of resort zones.

Tourism plays a significant role in the economy, being both a city-forming industry and a key factor in the economic well-being of the region. For federal and regional authorities managing the tourism industry and resort areas, this holds practical significance.

The proposed methodology for comprehensively analyzing the competitiveness of resort zones, taking into account the influence of ecological factors and consumer attractiveness, can be applied in the practical management of resorts. This will enable the development of an effective strategy for resort development. Additionally, aligning the region with the country's overall economic conditions and implementing appropriate measures to maintain competitive positions in the long term is recommended.

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