

The Role of Green Economy in the Sustainable Development of Tourism

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Abstract: The influence of the green economy in the development of the tourism industry and negative and positive effects of tourism development on ecology and atmosphere are considered in detail in this article. The principles of the green economy and its aspects related to the tourism industry are widely studied, and the aspects of the development of the tourism industry and its impact on the environment are analyzed.

Keywords: green economy, ecology, ecotourism, ecosystem, green technologies.

Introduction: Most countries set clear goals and objectives in their strategy for transition to a "green economy". At this point, the question arises as to what is the purpose of transition to "green economy". Experts of the UN European Economic Committee say that the goal of the transition to the "green economy" is to stimulate the direction of "green investments" in economic sectors and the social sphere. These investments help to use natural capital and ecosystems, which are important economic resources, in relatively efficient ways, or to replace them with other alternative resources when they are at risk of depletion or degradation. Investments should simultaneously create conditions for social justice and create decent jobs for citizens. Tasks such as strengthening environmental protection, increasing the efficiency of resource use, deepening social integration, and improving economic development are among the tasks of "green economy".

"The goals and strategic objectives of the transition to the green economy require the basis of certain principles. The principles of the transition to the "green economy" determine how this economy should be. The principles of the "green economy" are more comprehensive than the principles of the "brown economy", and in 1972 26 principles aimed at preservation and development of the environment were developed at the international conference dedicated to socio-economic development and ecological problems in Stockholm.

In the decision of the President of the Republic of Uzbekistan dated 02.12.2022 No. DP-436 "On measures to increase the effectiveness of reforms aimed at the transition of the Republic of Uzbekistan to a "green" economy by 2030" 2022 — 2026 -implementation of the tasks defined in the development strategy of the New Uzbekistan for years, increasing the effectiveness of the measures implemented to ensure "green" and inclusive economic growth within the framework of the strategy of the transition to the "green" economy of the Republic of Uzbekistan, a number of decisions have been made in order to further expand the use of renewable energy sources and resource saving in all sectors of the economy[1].

Literature review: One of the main principles of the green economy is the conservation of natural resources. When managed sustainably, tourism can contribute to the conservation of natural habitats and biodiversity. Green tourism destinations emphasize protecting ecosystems such as

forests, coral reefs, and wildlife sanctuaries by enforcing strict regulations on visitor activities and infrastructure development. By promoting environmentally friendly practices such as waste management, energy efficiency and water conservation, tourism can help mitigate the negative impacts of human activities on fragile ecosystems.

Green development needs the support of a modern industrial system adapted to it. Tourism, a modern service industry and one of the largest industries in the world, plays a crucial role in regional economic development due to its ability to absorb foreign currency, generate income and increase employment opportunities [4,6]. According to data published by the World Travel and Tourism Council, in 2019 the total income from global tourism reached 9.2 trillion US dollars and created 334 million jobs; its contribution to GDP and employment reached 10.4% and 10.6%, respectively [5]. However, tourism cannot support the economic development of all regions in the long term, especially those with poor economic foundations and whose economic development is highly dependent on tourism[8]. In addition, some studies have proven that the impact of tourism on economic growth is not consistently positive or negative, but with the improvement of the development level of tourism, it shows non-linear characteristics [9,10].

Research on the environmental impact of tourism development includes three perspectives, namely "environmental degradation theory", "environmental improvement theory" and "non-linear relationship theory". Most studies confirm the first view that the rapid development of tourism is at the expense of environmental pollution and ecological degradation; that is, the development of tourism resources, the construction of tourism projects and the development of tourism activities cause problems such as water pollution [3], air pollution [5] and soil degradation [7]. has a negative impact on the environment in tourist destinations. In particular, the increase in carbon dioxide emissions to the environment as a result of energy consumption related to tourism activities such as transportation, accommodation and catering has become an inevitable problem in the negative impact of tourism-based environment [3,5,7].

Discussion and results: "Green" economy is an economy aimed at reducing environmental risks, efficient use of natural resources, and sustainable development without harming the environment. In one word, the "green" economy can be called the economy of the future [4].

There are the following areas of development of "green" economy:

1. Development of renewable energy sources;
2. Improving the waste processing system;
3. Water resources management;
4. Formation of "green" transport;
5. Development of organic production in agriculture;
6. Improving energy efficiency in the housing and communal economy;
7. Preservation of ecosystems, improvement of management efficiency and development of ecotourism;
8. Creation and sale of "green" technologies.

Today, hotel industry enterprises are in a tough competitive environment that encourages them to develop their innovative activities in order to maintain or take the leading position in the market. Innovative activity is a set of actions carried out in order to expand the types of services provided and improve their quality, to search for and introduce innovations to modernize technology and organize production. It includes elements such as elucidation of enterprise problems, implementation of the innovation process and coordination of innovation activities [8].

In general, innovations include all changes and innovations that are used by the enterprise in practice for the first time and can bring certain economic or social benefits to it. Therefore, when

talking about innovations, they should understand not only the introduction of a new product to the market, but also the following innovations:

- product innovations (new or improved types of products);
- service innovation (new or improved services);
- process and technological innovations (new or improved production processes and technologies);
- social or personnel innovations (modernized social relations in the enterprise);
- New or upgraded production systems[4].

Innovations should always be aimed at the practical use of newly implemented solutions and bring certain economic or social benefits to the enterprise. Regardless of whether this solution has been used in the market before or not, if it is used for the first time in this enterprise, this solution is considered new for it. It should be noted that innovation requires a creative approach and is associated with risks. After all, innovation cannot be created and implemented during normal daily processes, but requires the creativity of the participants (managers and employees) and the understanding of the need for change.

Climate change is one of the most pressing problems of our time. The tourism industry, which is a significant contributor to greenhouse gas emissions, is responsible for addressing this issue. Green tourism promotes sustainable transport options such as using public transport, cycling or walking, reducing carbon emissions from travel. In addition, green housing and initiatives such as the use of renewable energy sources, energy-efficient practices, and waste reduction can help mitigate the industry's environmental impact. By adopting sustainable practices, the tourism sector can play an active role in combating climate change.

Conclusion: Taking into account that the following directions are effective integration activities in the development of tourism based on the green economy in international tourist markets, the following factors contribute to the development of tourism in our Republic:

- Implementation of activities of tourist organizations in our republic at the international level along with membership of international tourist organizations;
- In our republic, tour operators should carry out integrated activities based on the tourism firms of developed countries;
- Implementation of contractual relations with tourist organizations operating in our republic and tourist organizations operating in developed countries;
- Improving the electronic system for booking places for tourists;
- Improve the infrastructure of transport services and increase the number of services during the tourist season [5].

In the context of the formation of the "green" economy in Uzbekistan, the main directions of tourism development are as follows:

- 1) Developing touristic master plans based on the natural conditions and possibilities of each region of our country;
- 2) widespread attraction of "green" investments in tourism;
- 3) attracting the attention of foreign and local tourists to major tourist attractions in our country;
- 4) ensuring employment of the population and reducing poverty by rationally using the natural conditions and resources of the regions;
- 5) use of tourist maps and signs using digital technologies in tourist places;
- 6) pay serious attention to environmental protection in tourist places and strengthen environmental control in this regard.

Today, the acceleration of globalization processes in the world requires countries to create an opportunity to solve important issues through the development of the tourism network. Among them, one of the important directions of the reforms being carried out in our republic, the development of the tourism sector was identified as one of the most urgent tasks. In our country, tourism is often limited to our ancient cities, historical and cultural monuments. Uzbekistan has all the necessary resources for the development of a modern tourism industry. Our homeland, located on the Great Silk Road, has a rich historical and cultural heritage with favorable natural and climatic conditions, and at the same time, it has a high potential for the development of both domestic and international tourism.

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