



KORXONALAR RAQOBATBARDOSHLIGINI OSHIRISHNING USTUVOR YO'NALISHLARI

xalqaro ilmiy-amaliy anjumani

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VAZIRLIGI**

BUXORO DAVLAT UNIVERSITETI

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USTUVOR YO‘NALISHLARI”**

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Mazkur to‘plamga kiritilgan maqolalar va ma’ruza tezislarning mazmuni, undagi statistik ma’lumotlar, sanalarning to‘g‘riligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o‘zlari mas’uldirlar.

THE ROLE OF LABELLING IN PROMOTING QUALITY AND COMPETENCE IN SUSTAINABLE TOURISM

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Abstract: *Labelling plays a crucial role in promoting quality and competence in sustainable tourism. It enhances consumer trust, provides a benchmark for businesses, and encourages continuous improvement. This article explores the benefits, types, and challenges of labelling in sustainable tourism. It also provides case studies and recommendations for businesses, consumers, and governments to support and utilize labelling to drive the sustainable tourism sector forward.*

Keywords: *Sustainable tourism, Labelling, Quality, Competence, Certification*

Sustainable tourism is a form of tourism that takes into account the social, economic, and environmental impacts of tourism development. It aims to minimize negative impacts and maximize positive impacts on local communities, the environment, and the tourism industry itself [1].

Quality and competence are essential elements of sustainable tourism. Quality refers to the level of excellence of tourism products and services, while competence refers to the skills and knowledge of tourism professionals. Labelling is a powerful tool that can help to promote both quality and competence in sustainable tourism [2].

Labelling in Sustainable Tourism: The primary aim of undertaking certification or labelling and prescribed improvement measures is to ensure the upliftment and promotion of quality in the tourism industry [3]. Consumers are attracted by social and ethical approaches, and the possibility to compensate for unpleasant conduct in their everyday life through vacation experiences. The gap between behaviour in daily life and when traveling indicates that consumers are aware of their environmental impact and that most of them are willing to compromise their habits in favour of environmentally friendly travel [4]. Recognition of safeguarded areas (e.g. International Union for Conservation of Nature, IUCN) does not seem to be as well-known a concept from a consumer perspective as ecosystem services. Yet, eco-labels for environmentally friendly behaviour exhibit reasonable levels of recognition, which is further reflected in purchasing and overall consumption decisions.

The study presented here seeks to add to the call for research on this phenomenon, by exploring the role, nature and complexity of sustainability labelling in promoting the enhancement of quality and competence in sustainable tourism enterprises as well as in the wider tourism supply chain. Sustainable tourism labelling represents an important tool within a policy framework for addressing concerns relating to the performance and legitimacy of sustainable tourism services in practice [5]. By enhancing the discernment and comprehension of the customer with respect to labels, not only can it be expected to contribute to the customer appreciation of and demand for sustainable tourism products, but next to – and stemming from that – the proposed concept is also expected to propel more businesses into action for increasingly sustainable behaviour, and a mind-set of continuous learning and reframing.

Labelling has been recognised as a key tool for enhancing sustainable consumption and production, by providing consumers and businesses with information which is essential to facilitate well-informed, sustainable decision making. However, quantitative and qualitative insights point to the acknowledgement that environmental and sustainability labelling is often subject to a multitude of issues that limit its effectiveness in promoting and providing accurate information in relation to the 'green' claims that companies make [6] (Tiboni-Oschilewski et al., 2024). Remarkably, a number of these studies have focused on the tourism industry and the association between sustainability-oriented certifications and labels, corporate social responsibility performance and consumer perceptions of value. A key finding indicates that certification helps companies overcome their information asymmetry problem within the market and can lead to the creation of shared value [3]. Despite these insights, little is known in the field of sustainable tourism regarding the adoption and use of sustainability labels and the consequential impact of this on business operations [7].

It is supposed that tourism, particularly of the special-interest character, is a sphere of tourist services offering many environmentally reinforced labels that may be generating the positive tourists' emotions, development and also positively influence the green tourist products' quality

tourists' satisfaction in the scope of tourist infrastructure assessed with the selected individual-oriented labelling of individual-oriented labelling of tourism, attractions, entertainments, places, animation, nutrition, organic foods, handybikes, land and water massage, sauna with peeling, horse riding, riding scooter, skating, feeding goats, view towers, beach beds, tropical gardens.

Many authors have admitted that individual-oriented types of labelling of tourism services can be the potential means of educating and informing tourists about the size and importance of tourist services' influence on the natural environment [4]. As a result of tourist labelling, eco-conscious tourists can receive complete, easy-to-understand and transparent information about the size of environmental influence and possible methods for neutralizing it [8]. As a result of presenting such information, eco-tourists, who have declared some environmental preferences and ecological friendly behaviours, have a possibility of verifying and confirming their reliability and correctness of their behaviour [9]. Additionally, it has been marked that eco-labelled services evoke positive emotions in eco-tourists, thus positively affecting the quality of tourists' fulfilment [6].

Global sustainability certifications:

- *Global environmental and sustainability certifications
- *Global organic and sustainable food certifications
- *Global fair trade and social certifications



Global Sustainability Certifications

Source: Conscious travel guide. Accessed at: <https://conscioustravelguide.com/important-global-sustainability-fair-trade-certifications>

Global sustainability certifications are a way for consumers to identify businesses and products that are committed to sustainability. These certifications cover a wide range of sustainability issues, including environmental protection, social responsibility, and economic sustainability. There are many different global sustainability certifications available, each with its own criteria and standards. Some of the most common and well-respected certifications include:

Green Globe: The Green Globe certification is a comprehensive sustainability certification for the travel and tourism industry. It covers a wide range of sustainability issues, including energy efficiency, water conservation, waste management, and social responsibility.

LEED (Leadership in Energy and Environmental Design): LEED is a green building certification program that focuses on energy efficiency, water conservation, and indoor environmental quality.

Fair Trade Certified: Fair Trade certification ensures that farmers and workers in developing countries are paid a fair price for their products and that they work in safe and healthy conditions.

Rainforest Alliance Certified: Rainforest Alliance certification ensures that products are grown in a way that protects the environment and supports the livelihoods of local communities.

B Corp: B Corp certification is a comprehensive sustainability certification that assesses a company's overall social and environmental performance.

Consumers can use global sustainability certifications to make more informed choices about the products and services they purchase. By choosing to support businesses and products that are certified, consumers can help to promote sustainable practices and create a more just and sustainable world.

In conclusion benefits of labelling in tourism provides numerous advantages:

Enhances consumer trust and confidence: Labelling provides consumers with a way to identify and choose sustainable tourism products and services. This can help to build trust and confidence in the tourism industry and encourage consumers to make more sustainable choices.

Provides a benchmark for quality and competence: Labelling schemes can establish clear standards for sustainable tourism practices. This provides businesses with a benchmark to aim for and helps consumers to compare different products and services.

Helps businesses differentiate themselves in the marketplace: In a competitive tourism market, labelling can help businesses to differentiate themselves by demonstrating their commitment to sustainability. This can give businesses a competitive advantage and help them to attract more customers.

Encourages continuous improvement and innovation: Labelling schemes can encourage businesses to continuously improve their sustainability practices in order to maintain or improve their labelling status. This can lead to innovation and the development of new and better ways to operate sustainably.

Supports the development of a sustainable tourism industry: By promoting quality and competence in sustainable tourism, labelling can help to support the development of a more sustainable tourism industry overall. This can benefit local communities, the environment, and the tourism industry itself.

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