



**O‘ZBEKISTONDA "YASHIL IQTISODIYOT"NI
RIVOJLANTIRISH SALOHİYATIDAN SAMARALI
FOYDALANISH ISTIQBOLLARI VA MINTAQAVIY
XUSUSIYATLARI**

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**МЕЖДУНАРОДНАЯ НАУЧНАЯ КОНФЕРЕНЦИЯ
ПЕРСПЕКТИВЫ И РЕГИОНАЛЬНЫЕ ОСОБЕННОСТИ
ЭФФЕКТИВНОГО ИСПОЛЬЗОВАНИЕ ПОТЕНЦИАЛА
РАЗВИТИЯ «ЗЕЛЕННОЙ ЭКОНОМИКИ» В УЗБЕКИСТАНЕ**

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**INTERNATIONAL SCIENTIFIC-PRACTICAL CONFERENCE
PERSPECTIVES AND REGIONAL FEATURES OF THE
EFFECTIVE USE OF THE POTENTIAL OF THE
DEVELOPMENT OF THE "GREEN ECONOMY" IN
UZBEKISTAN**

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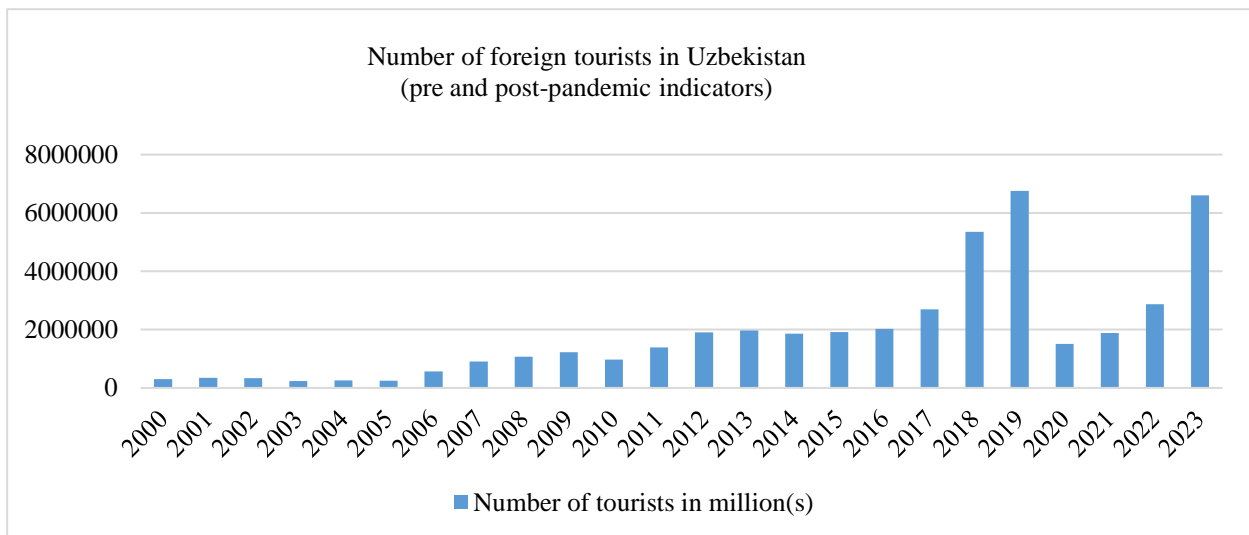
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ENHANCING ECOTOURISM SERVICES: INTEGRATING QUALITY MANAGEMENT AND SUSTAINABILITY CRITERIA

Growing recognition: Ecotourism has gained significant attention in recent years due to increasing environmental concerns and the growing demand for sustainable tourism practices. and has emerged as one of the most dynamic and fast-growing sectors of tourism worldwide. The World Tourism Organization suggests that ecotourism is growing at a rate of 20-34% per year and is now 20% of the market in some areas. It is thought to be the fastest-growing sub-sector of the tourism industry. Therefore, it is widely viewed as a 'saviour' in many of the world's poorer countries in terms of delivering both economic and conservation benefits. Although ecotourism provides important potential as a tool for sustainable development, there is now considerable debate to define what ecotourism actually is and how it can be differentiated from mass tourism. Due to this lack of a universal definition, it has been difficult to differentiate ecotourism from other forms of tourism and assess its sustainability, making it challenging to manage its development and monitor its growth. The main factor that differentiates ecotourism from other forms of tourism is the aim of conservation. Essentially, ecotourism is intended to be an environmentally responsible travel to relatively undisturbed areas in order to enjoy and appreciate nature. Often organized around nature and adventure-based experiences, ecotourism is small-scale in comparison to mass tourism but can occur in fragile and remote areas. This is of significant concern due to the potential impacts ecotourism can inflict on both the natural and cultural environments. These impacts can be anything from habitat destruction to exploitation of the local population or degradation or erosion of the resource itself. Therefore, assessing the impacts and effectiveness of ecotourism in achieving conservation and sustainable development is of great importance.

In the global travel industry, Uzbekistan is well-known for its rich cultural and historical legacy. Due to this, the number of visitors visiting Uzbekistan is increasing yearly. These two time indicators pre- and post-pandemic show this. Prior to the pandemic, the primary measures of tourism were all increasing in numbers. The number of tourists from 2000 to 2022 is shown in the bar chart below as an example. Although 6.75 million tourists visited in 2019, this number dropped to 1.5 million in 2020, a 76% decline. Nonetheless, visitor numbers began to climb sharply once more, nearly tripling between 2020 and 2022.



source: worlddata.info

Uzbekistan is located in the heart of Central Asia and has much potential as an ecotourism destination. However, up to now, the development of tourism in the country has focused on the great cultural heritage of the Silk Road. The potential of ecotourism is recognized in government policy but has yet to be translated into reality. This presents an opportunity to research how best to develop ecotourism in the country in a way which is both sustainable and which brings benefits to rural communities.

One third of the earth is mountains and highlands, and these regions provide a wide range of opportunities for sustainable tourism. Development in many mountain areas has been one of the success stories of the past decade. A notable feature has been the growth of community-based tourism and the emphasis on livelihood diversification through the integration of tourism with other economic activities. The development of ecotourism is also regarded as one of the most effective means of promoting sustainable mountain development, although in practice its implementation has often been questioned. Rich in natural beauty and historical sites, Central Asia is conducive to the development of many forms of mountain tourism.

Quality Management in Ecotourism Services

Quality management plays a crucial role in ensuring the delivery of high-quality ecotourism services. By implementing robust quality management systems, ecotourism providers can enhance customer satisfaction, promote continuous improvement, and ensure the conservation of natural resources and cultural heritage. This section explores the key principles and practices of quality management that can be applied to ecotourism services.

Sustainability Criteria in Ecotourism

Sustainability criteria are essential for the long-term viability of ecotourism initiatives. This section discusses the integration of sustainability principles into the planning, development, and operation of ecotourism services. It emphasizes the need to minimize negative environmental impacts, support local communities, and engage in sustainable resource management to preserve natural ecosystems.

Integrating Quality Management and Sustainability Criteria

One of the key objectives of this article is to highlight the benefits of integrating quality management and sustainability criteria in ecotourism services. By aligning these two components, ecotourism providers can optimize their operations, minimize environmental footprints, and create authentic and memorable experiences for visitors.

Conclusion

In conclusion, the integration of quality management and sustainability criteria is essential for enhancing ecotourism services. By adopting a holistic approach that prioritizes quality, sustainability, and the preservation of natural and cultural assets, ecotourism providers can contribute to the overall promotion of sustainable tourism practices and the advancement of green economy principles in Uzbekistan.

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ПРОБЛЕМЫ ФИНАНСОВО-КРЕДИТНОГО ОБЕСПЕЧЕНИЯ ЭКОНОМИКИ ТУРИЗМА

Постановка проблемы. Большое значение для финансового обеспечения устойчивого развития национальной экономики на современном этапе развития нашей страны должно иметь рост доходов и сборов от туристической деятельности, а также финансирования и кредитования «зеленых» инвестиционных проектов. Этот вывод подтверждает мировая практика. Для почти 40% стран мира туризм является главным источником доходов, а около 80,0% стран – одним из пяти основных источников дохода.

Неоспорим факт, что в некоторых странах вклад во внутренний валовой продукт от туризма достигает 24,0 %, а положительное сальдо платежного баланса по туристическим услугам превышает более 25,0 млрд. дол США. Отечественный туристический бизнес при имеющихся финансово-экономических показателях деятельности еще долго не сможет приблизиться к указанному уровню и рассчитывать на значительные денежные поступления от туристической деятельности в бюджет.

Необходимо отметить, что по инициативе государственной власти предпринимаются определенные шаги по улучшению ситуации, разрабатываются и принимаются государственные программы финансово-кредитной поддержки развития туризма в стране. Например, в целях формирования благоприятных условий для финансово-кредитного обеспечения и развития сферы туризма приняты такие нормативные и правовые документы как: «Налоговый кодекс», «Закон о туризме» [1], Закон Республики Узбекистан "О банках и банковской деятельности" [2], Указ Президента Республики Узбекистан № УП-5781 «О мерах по дальнейшему развитию сферы туризма в Республике Узбекистан» [4], Указ Президента Республики Узбекистан № УП-5611 «О дополнительных мерах по ускоренному развитию туризма в Республике Узбекистан» [5], Постановление Президента Республики Узбекистан № ПП-4095 «О мерах по ускоренному развитию туристской отрасли» [6], постановление президента республики Узбекистан за № ПП-436 от 2 декабря 2022 г. «О мерах по повышению эффективности реформ, направленных на переход республики Узбекистан на «зеленую» экономику до 2030 года», разработана Концепция прогнозного характера по развитию сферы туризма на 2019-2025 годы [8].

Но, наряду с определенными положительными сдвигами в решении организационных проблем предприятий туристической отрасли, практически нерешенными на сегодняшний день остаются вопросы оптимизации механизма финансирования, кредитования и налогообложения