



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

**XALQARO ILMIY-AMALIY
KONFERENSIYA**

26-aprel 2024-yil

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

26 апреля 2024 года

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

April 26, 2024

Buxoro

foydalangan holda amalga oshirilayotgan islohotlarning ma'lum sur'atlarini saqlab qolishni davom ettirish muhim ahamiyatga ega.

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THE SOCIO-ECONOMIC ESSENCE OF IMPROVING THE TOURIST NETWORK THROUGH THE PROSPECTIVE DEVELOPMENT OF GREEN ECONOMY.

Tourism can play a significant role in advancing the development of a green economy by promoting sustainable practices, conserving natural resources, and supporting local communities. Here's how tourism contributes to the perspective of the green economy:

Promoting sustainable tourism practices, green tourism initiatives encourage sustainable practices that minimize environmental impact and conserve natural resources. This includes promoting eco-friendly accommodation options, supporting local conservation efforts, and advocating for responsible tourism behavior among visitors. Conserving natural resources, tourism can serve as a catalyst for conservation by highlighting the economic value of natural resources and ecosystems. Protected areas, national parks, and wildlife reserves attract tourists interested in experiencing nature, generating revenue that can be reinvested in conservation efforts and habitat restoration projects.

Fostering environmental awareness, tourism experiences provide opportunities for environmental education and awareness-raising among visitors. Interpretive programs, guided tours, and ecotourism activities can educate tourists about local ecosystems, biodiversity, and conservation challenges, fostering a deeper appreciation for the environment. Supporting local communities, sustainable tourism can contribute to the socio-economic development of local communities by creating employment opportunities, generating income for small businesses, and preserving cultural heritage. Community-based tourism initiatives empower local residents to participate in tourism planning, benefit from tourism revenues, and preserve traditional lifestyles and cultural practices.

Reducing carbon footprint, green tourism initiatives aim to reduce the carbon footprint of travel and tourism activities through energy efficiency measures, renewable energy adoption, and carbon offsetting programs. Sustainable transportation options such as public transit, cycling, and electric vehicles help minimize emissions and promote low-carbon travel. Promoting green infrastructure, tourism infrastructure such as hotels, resorts, and recreational facilities can incorporate green building principles, energy-efficient technologies, and sustainable design practices. Green infrastructure investments contribute to resource efficiency, waste reduction, and climate resilience, enhancing the overall sustainability of tourism destinations.

Catalyzing green investment, the tourism sector can attract green investment in renewable energy, eco-friendly transportation, and sustainable infrastructure development. Public-private partnerships, green financing mechanisms, and eco-tourism certifications encourage investment in green tourism projects that align with environmental and social sustainability goals. Strengthening destination resilience, green tourism practices enhance destination resilience to environmental and climate-related risks such as natural disasters, sea-level rise, and extreme weather events. Sustainable tourism planning, disaster preparedness measures, and ecosystem-based adaptation strategies help mitigate vulnerabilities and build resilience in tourism-dependent communities.

Promoting cultural and ecological heritage, tourism contributes to the preservation and promotion of cultural and ecological heritage through heritage tourism, cultural exchanges, and community-based conservation initiatives. Sustainable tourism development respects indigenous rights, cultural diversity,

and traditional knowledge systems, preserving cultural and ecological integrity for future generations. Advancing sustainable development goals, tourism aligns with the United Nations Sustainable Development Goals (SDGs) by promoting economic growth, environmental sustainability, and social inclusion. Sustainable tourism practices contribute to multiple SDGs, including those related to poverty alleviation, biodiversity conservation, climate action, and sustainable consumption and production.

By embracing sustainable tourism practices and integrating environmental considerations into tourism planning and management, countries can harness the potential of tourism to drive green economic growth, conserve natural resources, and promote sustainable development. Collaboration among governments, tourism stakeholders, and local communities is essential for achieving these goals and realizing the full benefits of green tourism.

Improving the tourism network through the development of the green economy entails integrating sustainable practices into tourism planning, management, and operations to achieve socio-economic benefits while minimizing negative environmental impacts.

Enhancing the tourism network contributes to the socio-economic essence of the green economy:

Economic Growth

Job Creation

Income Generation

Economic Growth: Developing a sustainable tourism network creates opportunities for economic growth by attracting visitors, generating revenue, and creating jobs. Investments in green tourism infrastructure, hospitality services, and tourism-related businesses stimulate local economies and support livelihoods in tourism-dependent communities.

Job Creation: Expanding the tourism network creates employment opportunities across various sectors, including accommodation, transportation, food and beverage, tour guiding, and handicraft production. Green tourism initiatives prioritize hiring local residents, providing training and capacity building, and promoting inclusive employment practices, thereby enhancing socio-economic inclusion and reducing unemployment.

Income Generation: Sustainable tourism contributes to income generation for local communities through direct spending by tourists, as well as indirect benefits such as increased demand for goods and services, market opportunities for local artisans and entrepreneurs, and investments in community development projects. Income generated from tourism can help alleviate poverty, reduce income inequality, and improve living standards in rural and marginalized areas.

Small Business Development: Enhancing the tourism network supports the growth of small and medium-sized enterprises (SMEs) involved in tourism-related activities, including guesthouses, restaurants, transportation services, and souvenir shops. Green economy initiatives provide opportunities for SMEs to adopt sustainable practices, access financing and technical assistance, and participate in tourism value chains, thereby contributing to local economic development and diversification.

Cultural Preservation: Sustainable tourism fosters the preservation and promotion of cultural heritage by showcasing indigenous traditions, cultural practices, and heritage sites. Supporting community-based tourism initiatives, cultural festivals, and heritage conservation projects helps preserve cultural identity, strengthen social cohesion, and promote intercultural dialogue and understanding among visitors and host communities.

Environmental Conservation: Developing the tourism network within the framework of the green economy prioritizes environmental conservation and natural resource management. Sustainable tourism practices minimize negative environmental impacts such as habitat destruction, pollution, and biodiversity loss, while promoting ecosystem protection, wildlife conservation, and landscape preservation. By preserving natural landscapes and ecosystems, sustainable tourism enhances the attractiveness and competitiveness of tourism destinations.



Community Empowerment: Sustainable tourism empowers local communities to participate in tourism planning, decision-making, and benefit-sharing processes. Engaging communities in tourism development initiatives, fostering partnerships with local stakeholders, and promoting community-based tourism enterprises enable residents to take ownership of tourism activities, access economic opportunities, and contribute to sustainable development outcomes.

Tourism Revenue Distribution: Ensuring equitable distribution of tourism revenues among host communities, businesses, and governments is essential for maximizing the socio-economic benefits of tourism. Green economy initiatives aim to increase local participation and ownership in tourism enterprises, improve revenue-sharing mechanisms, and allocate funds for community development projects, infrastructure improvements, and environmental conservation efforts.

Overall, improving the tourism network through the development of the green economy offers opportunities to achieve sustainable socio-economic development, enhance community well-being, and preserve natural and cultural assets for future generations. By adopting sustainable tourism practices and integrating environmental, social, and economic considerations into tourism planning and management, countries can harness the potential of tourism as a driver of inclusive and sustainable development. Collaboration among government agencies, tourism stakeholders, local communities, and civil society organizations is essential for realizing the socio-economic benefits of green tourism and promoting the long-term resilience and prosperity of tourism destinations.

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¹ <https://www.nature.com/articles/s41597-023-02319-4>

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СЕЛЬСКИЙ ТУРИЗМ - КАК ВОСТРЕБОВАННЫЙ СЕГМЕНТ ТУРИСТСКОЙ ИНДУСТРИИ

Сельский туризм является одним из неотъемлемых и востребованных сегментов туристской индустрии. Особенность его организации, интеграция различных видов деятельности обуславливает специфическую роль в достижении динамичного развития сельских территорий и туризма в целом. Традиции, культура и образ жизни сельского населения являются мощным туристическим потенциалом, который необходимо сохранить.

По экспертным оценкам, в сфере туризма сельский туризм будет одним из основных приоритетных стратегических направлений развития туристической индустрии в мире. На современном этапе развития устойчивый туризм на сельских территориях нашей страны проходит стадию своего становления.

Для начала рассмотрим определение понятия «сельский туризм». Проведённый анализ показывает, что существуют самые разные трактовки этого определения. Также история становления и развития данного вида туризма очень многогранна и противоречива.

В современном виде сельский туризм в Европе появился в начале 70-х годов XX столетия. Кризис существующей формы сельского хозяйства, т.е. по определённым причинам, продукты производства сельского населения стали менее востребованными и это привело к массовой миграции (внутренней) из деревень в города. В это время во многих крупных городах остро встала проблема ухудшения окружающей среды, у людей возникла потребность в общении с природой, в чистом воздухе, природной тишине, натуральных продуктах питания. Сегодня один из подвидов сельского туризма, фермерский туризм развивается весьма быстрыми темпами и в некоторых странах привлекает на себя часть иностранного туристского потока. В качестве примеров можно привести такие страны, как Италия, Франция и Ирландия, Финляндия, Швеция, Дания. Все большее развитие агротуризм получает и в странах Восточной Европы, таких как Польша, Болгария, Латвия, Литва¹. В разных странах свои социальные, политические и экономические предпосылки развития сельского туризма, которые сказываются на его формировании и дальнейшем становлении.

Непосредственно в Европе различают следующие модели организации агротуризма по национальному колориту (традиции, быт, уклад жизни, история): британская, французская, итальянская, германская.

Каждая модель имеет свои особенности, составляющие и закономерности, связанные с особенностями развития данной страны, культуры, истории и быта местного населения.

Изучая их можно сделать вывод что, единой универсальной концепции сельского туризма не существует (так как в разных странах традиции, условия и задачи различаются). Общим является

¹«Финансы и развитие» Ежеквартальный журнал Международного Валютного Фонда Июнь 2020 | Выпуск 57 | Номер 2
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