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## GREEN ECONOMY DEVELOPMENT TRENDS IN INTERNATIONAL TOURISM MANAGEMENT

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*This creates trends in the development of economic analysis in international tourism management. The article examines the impact of the green economy on the tourism sector, the importance of ensuring environmental sustainability and development from natural resources. Issues such as problems and obstacles encountered in the development of green tourism, resource exploitation, low environmental awareness, and weak human resources are highlighted. Measures and strategic proposals are presented that will help Uzbekistan develop green tourism in Uzbekistan.*

**INTRODUCTION.** In recent years, due to global climate change, the aggravation of environmental problems and the limitation of natural resources, the concept of "green economy" has gained importance worldwide. This is especially reflected in the international tourism sector, which is one of the fastest growing sectors of the economy. Tourism organized on the basis of green economy principles not only serves to protect the environment, but also to improve the well-being of the local population and ensure sustainable development.

International tourism is today a powerful socio-economic factor that moves millions of people. However, along with the rapid development of tourism, there are also problems that threaten the ecological balance - such as increased waste, overexploitation of natural resources and loss of biodiversity. In such conditions, the need to introduce a green economy into international tourism management is increasing day by day.

International tourism is one of the most dynamic sectors of today's global economy, playing a significant role in the development of national economies. According to the World Tourism Organization (UNWTO), billions of people travel every year, and this process brings positive results for many countries, such as foreign exchange earnings, increased employment, cultural exchange and infrastructure development. At the same time, the tourism sector accounts for approximately 8% of global greenhouse gas emissions, which makes it a sector that deserves serious attention from an environmental point of view.

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A green economy is a model that promotes economic growth and social equity while ensuring environmental sustainability. The United Nations Environment Programme (UNEP) defines a green economy as: “An economy that enhances human well-being and social equity, while reducing environmental risks and environmental damage.” This concept encompasses areas such as energy efficiency, renewable energy sources, waste reduction, clean transport, and sustainable agriculture[1].

Issues such as reducing the ecological footprint of the tourism sector, combating climate change and protecting the interests of local communities are directly related to the principles of a green economy. Therefore, new forms of tourism - ecotourism, sustainable tourism, responsible tourism - are becoming increasingly popular. Through these approaches, the tourism sector can contribute to sustainable development, rational use of natural resources and preservation of cultural heritage.

The following positive results can be achieved as a result of integrating the principles of the green economy into international tourism:

- Adaptation of tourism facilities to environmental standards;
- Increased economic activity and employment of the local population;
- Increased awareness of tourists and encouragement of their responsible behavior;
- Preservation of natural and cultural heritage.

In the modern world, the tourism industry is recognized not only as an important factor in economic growth and international cultural exchange, but also as one of the sectors that can negatively affect the ecological balance. In particular, with the increase in the number of tourists internationally, pressure on natural resources is increasing, the volume of waste is increasing, and as a result of the use of air transport, a large amount of greenhouse gases are emitted into the atmosphere. These circumstances require a reconsideration of the sustainable development of the tourism industry from an ecological perspective and the introduction of the principles of the green economy[1].

The green economy involves minimizing negative environmental impacts, rational use of natural resources, and harmonizing economic growth with environmental sustainability. The application of these principles in tourism, on the one hand, ensures environmental safety, and on the other hand, increases the economic interests of the local population and supports social equality. In particular, through such areas as ecotourism, responsible and sustainable tourism, tourism activities are brought into a balanced state in ecological, economic and social terms.

The Sustainable Development Goals (SDGs) developed by the UN specifically emphasize the need to develop tourism within the framework of a green economy. In particular, Goals 8, 12 and 13 are directly related to tourism, sustainable consumption and production, and combating climate change. The implementation of a green economy in international tourism can become an important tool for achieving these global goals.

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Currently, initiatives such as the popularization of ecotourism, the introduction of "green" certification systems, and the adaptation of tourism infrastructure to environmental standards are expanding worldwide. In this regard, it is important to form a culture of responsible travel, raise environmental awareness among tourists, and ensure that tourism operators take environmental requirements into account.

Thus, managing the tourism sector based on green economy principles not only reduces environmental threats but also increases the economic and social benefits of tourism. This approach provides the basis for sustainable and responsible development of the international tourism sector, especially at a time when global environmental challenges are increasing.

Today, a number of countries have successfully developed a green economy in tourism. They have made principles such as ensuring environmental sustainability, efficient use of energy and resources, and preventing climate change an integral part of their tourism policies. In particular, countries such as the European Union, the Scandinavian countries, Japan, Canada, and Costa Rica have advanced practices in implementing green tourism[5].

Costa Rica is recognized as one of the countries that has developed the most environmentally sustainable tourism strategies. More than 25 percent of the country is covered by national parks and reserves, where ecotourism is offered as a major tourist product. The Costa Rican government has policies in the tourism sector that encourage energy efficiency, waste recycling, water conservation, and biodiversity protection. Through this, the country has managed to not only maintain an ecological balance, but also increase tourism revenues.[7]

Japan and Scandinavian countries have developed green tourism based on technological solutions. They have introduced hotels using solar, wind and geothermal energy, electric transport services and zero-waste service systems. Also, tourist attractions in these countries are evaluated through environmental certification systems. For example, certificates such as Green Globe, EarthCheck and EU Ecolabel determine that tourist facilities meet environmental standards. This not only serves to protect nature, but also to instill confidence in tourists[6].

In addition, many countries are integrating tourism policies with "green" strategies and introducing systems for financing environmental projects based on public-private partnerships. The principles of a green economy are being strengthened by holding environmental education events in tourist areas in cooperation with local residents, organizing ecotourism training, and encouraging the widespread use of local products.

International experience shows that the following factors play an important role in the successful integration of green economy principles into tourism: firm state policy, the presence of legal and institutional mechanisms, investment support, public activity and high environmental awareness. These factors, combined, create a strong foundation for the sustainable development of tourism.

Uzbekistan is distinguished by its ecological wealth and natural areas suitable for tourism. Compared with other Central Asian countries, Uzbekistan has great potential for sustainable development of tourism. Uzbekistan's rich natural resources, unique landscapes, historical and cultural heritage are of great interest worldwide. However, at present, the implementation of the principles of a green economy in tourism has not yet been fully implemented, while this sector has great potential for development.

Uzbekistan has several advantages for developing green tourism. First, the country has access to ecologically clean areas, such as the Zarafshan Valley, the Hissar Mountains, and the nature reserves of Karakalpakstan. These areas are ideal for the development of ecotourism and green tourism. In addition, the country has unique climatic conditions and natural beauty, which create ample opportunities for offering tourists environmentally friendly trips.

Secondly, Uzbekistan has great potential for the development of environmentally friendly agricultural products and local crafts. The local population will have the opportunity to earn additional income through tourism. This is especially important for small rural areas. Green tourism will also help create new jobs for the local population, teach them environmental responsibility.

One of the existing opportunities for the development of green tourism is the emergence of initiatives aimed at the green economy in the social and economic policy of Uzbekistan. Uzbekistan has good practices in implementing “Green Uzbekistan” initiatives, strategies aimed at increasing energy efficiency, expanding the use of renewable energy sources, and environmental protection. Also, the introduction of environmental certification systems can significantly help in the development of green tourism. This can be the basis for creating legal and institutional mechanisms aimed at the development of green tourism in the country.

In addition, the development of tourism infrastructure can be the basis for the introduction of green tourism in Uzbekistan. Currently, the infrastructure aimed at tourism is not sufficiently developed, especially in historical monuments, cultural heritage sites and natural landscapes. However, the country is implementing many projects to modernize these areas and adapt them for sustainable tourism. This includes, in particular, the organization of environmentally friendly services and the adaptation of hotel services to environmental standards.

At the same time, one of the biggest obstacles to the development of green tourism in Uzbekistan is the lack of information and problems with training. There is a shortage of specialists and managers with environmental knowledge. It is necessary to improve the system of training personnel in this area, organize trainings on ecotourism management, and work together with local partners.

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Another important factor for the development of green tourism is the participation of the private sector. Many hotels and travel agencies in Uzbekistan have not yet fully transitioned to green tourism. However, many opportunities are opening up in this direction through progressive entrepreneurs and investments. The private sector needs to provide services in accordance with environmental requirements and promote green tourism.

Therefore, the development of green tourism in Uzbekistan requires environmentally friendly services, effective infrastructure, information and education, and work on the basis of public-private partnerships. This, in turn, will serve not only to protect the environment, but also to open up new avenues for economic and social development.

The introduction of a green economy in international tourism management is certainly a promising and important direction, which plays a major role in ensuring sustainable development. However, there are a number of systemic problems and obstacles to the implementation of practical actions in this area, which negatively affect the development process in this direction.

First of all, the lack of financial and investment resources is one of the main obstacles to the development of green tourism. The construction of environmentally friendly tourism infrastructure, the introduction of renewable energy sources, waste management and the creation of service systems that meet environmental standards often require significant investments. In developing countries, in particular, the financial resources required to create this infrastructure are limited. The private sector is often concerned about the long-term profitability of such projects and refrains from investing.

In addition, the low level of environmental awareness and culture is also a significant problem. Many tourists and tourism entities do not have sufficient information about environmental standards, green practices and their necessity. Tourism operators often prioritize a quick profit approach over environmental behavior. This relegates environmental responsibility to a secondary level in tourism activities.

Also, one of the pressing problems is the lack of institutional mechanisms for managing green tourism. In many countries, the legislative framework for the development of ecotourism is not yet fully formed. There is insufficient coordination between organizations involved in tourism and environmental protection. This creates problems in making political decisions, effectively allocating resources, and developing a common strategy.

The weak information infrastructure and lack of statistics seriously hinder the analysis and planning of the situation in the green tourism sector. The lack of systematic monitoring of environmental indicators related to tourism activities, as well as the lack of a clear database on the environmental performance of tourism entities, limit a scientifically based approach to the sector.

In addition, the low human resource capacity, i.e. the lack of qualified specialists in ecotourism, is also a pressing problem. Many higher education institutions do not have

special programs in ecotourism and green economy or do not go beyond a theoretical approach. This situation negatively affects the professional development of the industry.

To overcome the above problems and obstacles, it is necessary to strengthen systemic reforms, international cooperation, environmental education and training, as well as encourage private sector participation. Only then will it be possible to consistently implement the principles of a green economy in tourism and create sustainable and responsible tourism.

The introduction of green economy principles into international tourism management is a pressing need, playing an important role not only in maintaining ecological balance, but also in achieving socio-economic stability. In the context of global climate change, depletion of natural resources and increasing environmental risks, responsible and environmentally sustainable development of the tourism sector is gaining urgent importance. International experience shows that through the development of green tourism, countries have the opportunity to achieve economic growth, while preserving nature, supporting local populations and improving the quality of tourism services.

The development of green tourism also presents great strategic opportunities for Uzbekistan. The country's unique natural resources, cultural heritage, and ecologically clean territories have enormous potential in this area. However, in order to fully realize this potential, existing problems - lack of financial resources, low environmental awareness, weak institutional mechanisms, and a shortage of qualified personnel - must be overcome through a systematic approach.

In this regard, the following proposals can be put forward:

- It is necessary to develop a national strategy for the development of green tourism and prioritize such areas as the development of infrastructure that meets environmental standards, the use of renewable energy, waste management, and strengthening environmental education.

- It is important to create a system of economic incentives through tax breaks, grants, and subsidies to attract the private sector to green tourism. This will encourage entrepreneurs to invest in environmentally friendly projects.

- It is necessary to improve the system of environmental education and training in the tourism sector. It is recommended to introduce special specialties and short-term training courses in ecotourism and the green economy in higher educational institutions.

- It is necessary to introduce environmental certification systems in cooperation with international organizations and foreign countries, study best practices, and adapt them to national conditions.

- To raise the environmental awareness of the population and form a culture of responsible travel among tourism participants, it is necessary to carry out extensive



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information and propaganda work through the media, social networks, and educational institutions.

In general, the development of a green economy in international tourism not only serves to protect the environment, but also should be considered an important factor in diversifying the national economy, ensuring sustainable growth, and being competitive in the global tourism market.

In conclusion, the development of a green economy in international tourism serves to harmonize environmental sustainability and economic growth. Green tourism is an important tool for nature conservation, rational use of resources, and combating climate change. Best practices in the world show the practical effectiveness of this direction. Uzbekistan has great potential for the development of green tourism, but a systematic approach is required on this path. By eliminating problems, it is possible to form a sustainable and responsible tourism model. This is a guarantee of a healthy environment and sustainable development for future generations.

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