



TOURISM IS ONE OF THE IMPORTANT PILLARS OF THE GREEN ECONOMY

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Received: 11 th July 2024	In the article, taking into account the market requirements and the specific features of the economic situation of our republic, the opportunities for the development of the tourism sector through the greening of the economy, the current problems of the rational use of resources are considered. The negative consequences of the use of natural resources in tourism are identified. Based on the development of new methods and digital technologies, issues related to achieving the desired effect are considered. In addition, the main principles of rational use of resources in the development of tourism sectors in the transition to a green economy were proposed. The real situation of green economy and tourism in Uzbekistan is analyzed. Modernization of the tourism system through the expansion of green space, the processing of renewable resources, which allows reducing the loss of natural resources and increasing their productivity, is presented.
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Uzbekistan is actively promoting important climate initiatives aimed at uniting the region to combat climate change. These ideas of the President of Uzbekistan Shavkat Mirziyoyev are constantly supported by the countries of the region. As a logical continuation of the formation of a unified climate agenda for Central Asia, the initiative to develop a regional strategy for adaptation to climate change was announced by Uzbekistan at the 5th meeting of state leaders. In addition, the head of Uzbekistan proposed the establishment of a multilateral platform at the level of the ministers of ecology - "Central Asian climate dialogue", which can be an integrating link in the path of "green" development of Central Asian countries. In addition, President Shavkat Mirziyoyev put forward a number of proposals at the United Nations Climate Change Conference (SOP28).

In particular, the President of the Republic of Kazakhstan called for the faster agreement on the Global Mechanism for Adaptation to Climate Change within the framework of the Paris Agreement.

At the same time, he noted the need for a fair, transparent and inclusive transition to a low-carbon economy on a global scale, in which the interests of developing countries must be taken into account. He proposed to consider this urgent problem on a regular basis, including in the agendas of the "Big Seven" and "Big Twenty" formats.

As part of environmental reforms in our country, the strategy of transition to a "green" economy Uzbekistan has adopted a strategy of transition to a "green" economy for 2019-2030. The main goals of this strategy are:

Conservation of natural resources:

Modernization of irrigation systems, introduction of water-saving technologies.

Use of alternative energy sources:

Expanding the use of solar, wind, hydro and biomass energy.

Introduction of cost-effective tools in economic sectors:

Improving energy efficiency in production and service sectors.

Improving environmental legislation Legislation is being improved to ensure environmental stability in Uzbekistan. These laws are aimed at legally ensuring the reforms implemented in the fields of environmental protection and ecological stability.

"Restoration of sustainable forest landscapes in Uzbekistan" project

The project "Restoration of sustainable forest landscapes in Uzbekistan" is being implemented with the participation of the International Development Association. The cost of the project is more than 205 million dollars and it will be implemented for 6 years.

It is important that among the goals, tasks such as expanding the territory of forests, strengthening the



material and technical base of forestry, introducing sustainable management and developing the infrastructure of ecotourism are included.

The "Uzbekistan-2030" strategy is based on these

In the "Uzbekistan-2030" strategy adopted by the Decree of the President of Uzbekistan on September 11, 2023, reforms in the framework of water resources conservation and environmental protection were defined as one of the priority goals. A number of measures are envisaged within the framework of the strategy, and they are being implemented effectively.

In particular, the order of the Cabinet of Ministers No. 144-F of March 7, 2024 was adopted in order to implement the activities of the nationwide project "Green Space" in 2024. This project included a number of important initiatives aimed at improving the ecology of Uzbekistan and expanding green areas.

138.1 million tree saplings were planted in the spring planting season of 2024 within the national project "Green Space". This indicator was 110.5 percent compared to the plan. This part of the project is aimed not only at improving ecology, but also at improving the aesthetic appearance of our cities. "Green Parks" and "Green Belts" In particular, 257 "Green Parks" were established, their total number reached 517. Also, by planting 5.3 million tree saplings in and around industrial enterprises, "Green Belts" were established.

In the last period of this year, a number of projects were launched in cooperation with foreign and local television companies and internet platforms in order to widely promote the tourism potential abroad and increase the flow of domestic tourism in the context of the country's green economy.

In particular, joint projects are being implemented with the British "BBC" which has a total audience of more than 2.5 billion worldwide, the European "Euronews", the American digital online platform "Amadeus" and the large Chinese online travel platform "Trip.com".

Also, with the tourist company "Holiday factory" of the United Arab Emirates and the administration of "Visa Facilitation Services Global" (VFS Global), as well as with the company "Numa GmbH" to promote the tourism potential and development of Uzbekistan and the tourism potential, used the "EVERCOM" service attracting professional buyers in the field of tourism in Spain, An agreement was reached on the development of monthly articles and banners and the implementation of projects to promote the tourism potential and attractiveness of Uzbekistan through the digital online platform of ATOR

- the Association of Russian Tour Operators. It was noted that there is a favorable opportunity to attract tourists from Russia and China.

In particular, the regions of our country have established cooperation with Chinese provinces. Using this, it is possible to promote the tourism potential of our regions and attract 1 million tourists from China per year.

The visit of a delegation of 80 representatives of the German Tourist Association (Deutscher Reiseverband, DRV) was organized and on May 16, the Tourism Forum (Destination Forum), B2B meetings were held in Tashkent. This project is implemented in cooperation with the German Tourism Association ("DRV"), which unites about 90% of the turnover of the German tourism industry. An additional 500,000 European tourists will be attracted.

According to the results of these projects, if a total of 10 million tourists visit and earn an average of 1000 dollars, it will be possible to make 10 billion dollars or 10% of the gross domestic product.

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