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## SUSTAINABLE TOURISM DEVELOPMENT IN THE GLOBAL ECONOMY

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**Abstract.** Sustainable tourism is one of the important areas of the modern global economy and is based on the principles of environmental protection, local economy development and cultural heritage preservation. The article analyzes the impact of sustainable tourism on the global economy using the examples of France, Italy, Switzerland and Greece. These countries are achieving tourism sector development through sustainable infrastructure, ecotourism, green technologies and tourism management. The article discusses the main areas of sustainable tourism development and its positive impact on the global economy. The results show that sustainable tourism can bring long-term economic benefits and help preserve natural and cultural resources.

**Keywords:** Sustainable tourism, global economy, ecotourism, green technologies, cultural heritage, tourism infrastructure, carbon emissions, ecological balance, local economy, tourism policy.

### Introduction

With the rapid development of the global economy, the tourism sector is recognized as one of the important factors in the development of the global economy. Tourism is a major source of income for many countries, making a significant contribution to employment, infrastructure development and growth of national gross domestic product (GDP). For example, in 2014, travel and tourism accounted for 10% of global GDP and created 277 million jobs. In recent years, the concept of sustainable tourism has been widely discussed in the framework of international economics and environmental protection. Sustainable tourism is a strategic approach that ensures environmentally, economically and socially balanced development, including reducing the negative impact of tourism on the environment, improving the well-being of local communities and preserving cultural heritage. According to the World Tourism Organization (UNWTO), sustainable tourism should play an important role in the global economic system and become a sustainable model of socio-economic growth in many countries. Every new job created in tourism creates two more jobs in other sectors.

The purpose of this article is to analyze the basic principles, economic efficiency and strategic directions for the development of sustainable tourism in the global economy. The study will examine the current status of sustainable tourism, its importance in the global market and the best practices used by countries. It will also propose scientific approaches to the main problems and solutions to ensure sustainable tourism development.

### Main part.

The results of this article are of practical importance not only for tourism professionals and researchers, but also for policymakers and economic planners. After all, sustainable tourism can ensure not only economic growth but also ecological balance. Examples of this are Italy, Greece and Switzerland. These countries have invested heavily in tourism, developed infrastructure and turned tourism into a sustainable sector of their economy.

The significance of Italian tourism lies in the fact that this country is one of the most visited in the world, receiving about 60-70 million tourists annually. The rich cultural heritage, works of art, historical monuments and natural beauty play an important role in the global tourism market.

The Italian tourism industry is an important sector of the country's economy, having a significant impact on its Gross Domestic Product (GDP) and employment.

**Table 1. Tourism Economic Performance in 2023-2024**

Indicator	2023	2024 (forecast)
International Tourist Arrivals	134 million	140 million
Tourism Sector Share in GDP	10,5%	10,7%
Tourism-Related Jobs	2,7 million	2,8 million

From the table above, it can be concluded that tourism is expected to grow in 2023-2024. The number of international tourists is projected to increase from 134 million to 140 million. The share of tourism in GDP is planned to increase from 10.5% to 10.7%. The number of tourism-related jobs is expected to increase from 2.7 million to 2.8 million. These figures indicate the growing economic importance of tourism and the sustainable development of the sector. The tourism sector brings an average of 50-60 billion euros to the Italian economy every year. Hotels, restaurants, transport and tourism services will develop, which will create excellent opportunities for small and medium businesses. Italian tourism has a great impact not only on the domestic economy, but also on the global economic system. Italian tourism is one of the main leaders in the global tourism market.

Italian tourism has a great impact not only on the domestic economy but also on the global economic system. Thanks to the global tourism market, Italy is one of the main leaders in the world market, contributing to the development of the international tourism industry. Italian cities such as Rome, Milan and Venice are important parts of the international transport system, which generates revenue for airlines and other travel-related industries. Italy's cultural heritage influences the art, fashion and gastronomy industries worldwide. For example, Italian cuisine influences the restaurant business worldwide, and fashion centers set global trends. The decline in tourism during the pandemic years dealt a serious blow to the Italian economy. Tourism revenues fell by 70% in 2020, leading to a 7% decrease in overall GDP. However, in recent years, the tourism sector has recovered and continues to grow. Italian tourism has a great impact not only on the national economy but also on the global economy. It supports areas such as international business, transportation, art and culture. Therefore, sustainable tourism development is an important factor not only for Italy but also for the global economy.

Let's study Greek tourism and its impact on the global economy. Greece is one of the most popular tourist destinations in the world, with 30-35 million tourists visiting every year. Its ancient historical heritage, Mediterranean coastline and natural beauty play an important role in the global tourism industry. The Greek tourism sector has had a significant impact on the country's economy in 2023 and 2024.

**Table 2. Tourism economic indicators in 2023-2024**

Indicator	2023	2024 (forecast)
Foreign exchange earnings (EUR billion)	20	22
Tourism revenue (EUR billion)	20	22
Share in GDP (%)	10	10.5
Employment (millions of people)	0.9	1.0
Growth of the hotel and restaurant sector (%)	5	7

As can be seen from the table, the Greek tourism sector shows a steady growth trend in 2023-2024. Foreign exchange earnings and tourism revenues are expected to increase from EUR

20 billion in 2023 to EUR 22 billion in 2024, confirming the strategic importance of tourism in the economy. Its share in GDP increased from 10% to 10.5%, demonstrating the sustainable role of tourism in the Greek economy. The tourism sector plays an important role in increasing employment, with 0.9 million jobs expected to be created in 2023 and this figure is expected to reach 1 million by 2024. The hotel and restaurant sector is developing, with growth expected to increase from 5% in 2023 to 7% in 2024, indicating further expansion of the service sector and investment. In conclusion, tourism is one of the main sectors of the Greek economy and its impact on income and employment is expected to be positive. This will contribute to strengthening the country's economic stability. Greek tourism has a significant economic impact not only at the national but also at the international level, with a particular impact on the European and global tourism industry. Greece is one of the main tourist destinations for the European Union, contributing to the growth of the international tourism market. Air and sea transport are of particular importance in tourism. Maritime transport, serving major airports such as Athens and Thessaloniki, as well as islands such as Crete, Santorini and Mykonos, plays an important role in the global tourism industry. The export of cultural and historical heritage is of particular importance in Greek tourism. Greece also plays an important role in the fields of international art, education and archaeology due to its ancient Greek heritage. In 2020, the Greek tourism industry suffered significant losses due to the pandemic. Tourism revenues fell by 75%, causing an economic downturn. However, since 2022, the tourism sector has recovered and is growing again.

Greek tourism has a great impact not only on the national economy but also on the global tourism industry. Greek tourism is an important part of the European and global tourism sector and contributes to the development of international business, transport and culture. Therefore, its sustainable development is of great importance for the entire world economy and is also an important factor in the economy.

In the process of writing the research paper, we also analyzed Swiss tourism and its impact on the world economy based on specific indicators. The importance of Swiss tourism lies in the fact that Switzerland is known for its natural beauty, the Alps, luxury resorts and winter sports. Every year, 10-12 million foreign tourists visit the country. In particular, ski resorts, medical tourism and business trips make up a significant part of the tourism sector.

**Table 3. Economic Impact of Swiss Tourism (2023-2024)**

Indicator	2023	2024 (forecast)
International foreign exchange earnings (CHF billion)	17.5	18.2
Tourism income (CHF billion)	17.5	18.2
Share of GDP (%)	2.9	3.0
Employment (thousands)	150	155
Growth of the hotel and restaurant sector	5	6

Switzerland's tourism sector will continue to grow steadily in 2023-2024, which will have a positive impact on the country's economy. International foreign exchange earnings and tourism are forecast to increase from CHF 17.5 billion in 2023 to CHF 18.2 billion in 2024. Its share in the GDP increased from 2.9% to 3.0%, demonstrating the growing importance of tourism in the economy. The employment rate is expected to increase and reach 150,000 in 2023 and 155,000 in 2024. In addition, the hotel and restaurant sector showed growth of 5% in 2023 and is projected to reach 6% in 2024. Overall, the tourism sector remains an important sector of the Swiss economy and is expected to increase investment, employment and income in the coming years.

In terms of its impact on the global economy, Swiss tourism has a significant impact not only at the national level but also at the global level. Thanks to the winter sports industry, ski resorts such as Davos, St. Moritz and Zermatt have a major impact on the international sports and tourism sectors. Every year, these destinations are visited by thousands of athletes and tourists from all over the world. In the field of business and conference tourism, Switzerland is one of the

leading countries for hosting international conferences, forums and economic meetings. The World Economic Forum (WEF) in Davos influences the entire world economy. Thanks to medical and health tourism, Switzerland is famous for its high-quality medical services, attracting patients and tourists seeking treatment from all over the world. This will contribute to the development of the global medical and health care market.

### **Conclusion.**

Based on the above information, it can be concluded that sustainable tourism is today an integral part of the world economy, based on the principles of increasing economic income, ensuring environmental protection and preserving cultural heritage. France, Italy, Switzerland and Greece have advanced experience in this area, and their tourism sector makes a significant contribution to the country's economy.

France is one of the most visited countries in the world: tourism revenues are expected to exceed 60 billion euros in 2023-2024. The state is introducing advanced technologies to combat overtourism, reduce carbon emissions and use green energy. Projects to support ecotourism and the local economy are being implemented in the regions of Paris, Provence and the Côte d'Azur. Italy is one of the countries dependent on tourism: it accounts for 13% of its GDP. Cities such as Rome, Venice and Florence have introduced special tourist taxes to preserve cultural heritage and regulate the flow of tourists. The state is implementing projects to support local entrepreneurs and develop a network of environmentally friendly hotels. Rural tourism also contributes to Italy's economic stability.

The Swiss tourism sector is closely linked to the natural environment: tourism accounted for 2.9% of GDP in 2023 and is projected to reach 3.0% in 2024. The country is one of the leaders in the development of sustainable tourism infrastructure, the use of environmentally friendly modes of transport and the rational use of natural resources. The development of ecotourism and green energy technologies in the Alps ensures sustainable growth in the Swiss tourism sector. The Greek economy relies heavily on tourism: tourism revenues are projected to reach €20 billion in 2023 and €22 billion in 2024. The state is taking steps to develop ecotourism on the islands, preserve historical monuments and develop agrotourism. Sustainable tourism projects are being implemented in popular destinations such as Athens, Santorini and Crete.

The experience of France, Italy, Switzerland and Greece shows that sustainable tourism is not only a factor in economic growth, but also an effective means of preserving the environment and cultural heritage. These countries are implementing the following strategies:

1. Ecotourism and the use of green technologies
2. Modernization and sustainable development of tourism infrastructure
3. Supporting local entrepreneurs and increasing employment
4. Managing overtourism
5. Implementing green energy and carbon emission reduction strategies.

Developing sustainable tourism in the global economy creates long-term economic benefits for countries involved in the tourism industry, opportunities for ecological balance and preservation of cultural heritage. Therefore, it is important that the future development of the tourism sector is based on the principles of innovative solutions, environmental protection and strengthening the local economy.

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## **O'ZBEKISTONDA EKOTURIZMNI RIVOJLANTIRISH STRATEGIYALARI VA MAHALLIY JAMIYATLARGA IJOBIY TA'SIRI**

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**Anatatsiya:** O'zbekistonda ekoturizm sohasining hozirgi ahvoli jadal rivojlanish bosqichida desak mubolag'a bo'lmaydi. So'ngi yillarda davlat tomonidan qabul qilingan qator