

5. Jahon turizm tashkiloti (UNWTO) ma'lumotlari: Ekoturizm va barqaror rivojlanish bo'yicha tavsiyalar.
6. O'zbekiston Respublikasi Davlat statistika qo'mitasi – sayyohlik sohasi bo'yicha ma'lumotlar (2020–2023).
7. CBT (Community-Based Tourism) modeli to'g'risidagi xalqaro adabiyotlar va tajribalar: UNDP hamkorlikdagi dasturlar.

ECONOMIC EFFECTS OF SUSTAINABLE TOURISM FOCUSED ON GREEN ECONOMY

Assoc. Prof. Ali KONAK

*Karabük Üniversitesi, İktisadi ve İdari Bilimler Fakültesi, İktisat Bölümü,
alikonak@karabuk.edu.tr,
Toshkent Amaliy Fanlar Universiteti, İqtisodiyot Bo'limi,
alikonak@utas.uz*

Abstract: One of the sectors that has become important in terms of national economies in recent years has been the tourism sector. Tourism activities are an extremely important sector in terms of both their diversity and their significant economic contributions to the national economy. In order to develop the tourism sector, which is extremely important in economic terms, it has been observed that significant investments have been made in the tourism sector in recent years. However, it is extremely important that these investments are made without harming the natural environment. For this reason, while carrying out tourism activities and making investments in this sector, it is of great importance to pay attention to the sustainability element and to take into account the needs of the next generations as well as meeting social needs while carrying out tourism activities. This prepared study focuses on the economic importance of green economy-oriented and sustainable tourism activities.

Keywords: Green Economy, Sustainability, Tourism

1. Introduction: Sustainable tourism activities focused on green economy are a tourism model that aims to provide economic benefits by reducing environmental and social costs to the lowest levels. Within the scope of this model, it is aimed to use natural resources as efficiently as possible, to focus on environmentally friendly practices and to obtain the highest possible income from tourism activities. Within the scope of sustainable tourism activities, on the one hand, the needs of current tourists and local communities are met, on the other hand, the importance of protection for future generations and the proper use of natural resources are emphasized. When evaluated from an economic perspective, the tourism sector is one of the sectors that has grown and developed rapidly, especially in recent years. In this process, the tourism sector makes significant contributions to the growth and development of both developed and especially developing countries. In addition, it is possible to say that the tourism sector has many economic effects, primarily in the form of creating employment, eliminating regional development differences, contributing to economic growth and providing improvements in the level of welfare. For this reason, tourism activities and investments in this field have recently been given importance by country administrations and various incentives are provided for initiatives in the field of tourism. However, one of the most important points to be considered when planning activities for the tourism sector is to ensure that these activities can be sustained, and another is to take all necessary precautions and show care to prevent damage to the natural environment. Because the damage to the natural environment is either not possible to compensate at all or can only be compensated after many years. Therefore, when planning investments for the tourism sector, it is of great importance to ensure that these investments do not harm the environment and are sustainable. In this way, both the tourism potential of the countries will be activated and economic gains will be achieved, and these gains will gain continuity.

2. The Importance of Green Economy-Focused Tourism Activities

The tourism sector is one of the fastest growing and developing sectors when viewed from an economic perspective. For this reason, tourism makes significant contributions to the growth and development of both developed and developing countries. It is accepted that it contributes particularly to the economic development of underdeveloped regions. When considered from the perspective of countries in the development process, the tourism sector and regional development emerge as two important elements that contribute to each other. In many economically underdeveloped parts of many countries, the realization of the regional development phenomenon is realized in connection with the development of the tourism sector. In this context, the tourism sector contributes to the increase in the number of tourists coming to the country and the increase in employment rates in the country by causing the idle tourism values to be activated (Künü et al., 2015: 73).

The concept of green economy is an approach that aims to balance the relationship between economic growth and environmental sustainability. Global environmental problems such as climate change, decrease in biodiversity and rapid depletion of natural resources experienced in recent years have led to an increase in the importance of green economy applications in the tourism sector. This approach aims to increase social welfare by minimizing the negative effects of economic activities on the environment. Although the tourism sector has a great economic potential, it can cause some negative effects on the environment and society. While traditional tourism models generally lead to environmental difficulties such as high energy and resource consumption, carbon emissions and waste management problems, the green economy supports a sustainable tourism model that aims to provide solutions to these problems. The relationship between green economy and tourism creates new opportunities in line with sustainable development goals, while also offering sustainable growth models for destinations. Therefore, the transformation of tourism destinations in line with green economy principles is of critical importance both to ensure the sustainable development of tourism and to increase the welfare of local communities (Cesur, 2024: 341). In addition, sustainable destination management includes environmental balance and the protection of resources. In areas where tourism is concentrated, the pressure on environmental resources can cause the destruction of natural areas and environmental pollution. In this context, sustainable destination management aims to minimize environmental pressures with practices such as energy and water conservation, waste management, biodiversity protection and environmental education (Bramwell and Lane, 2013). Green economy-oriented tourism activities are a tourism model that aims at environmental sustainability, development of local communities and economic growth together. This model emphasizes the increasing importance of nature-friendly and environmentally responsible tourism activities. Green economy is based on principles such as more efficient use of natural resources, energy saving, waste management and biodiversity protection.

Green economy-focused tourism activities have some important features. Some of these features can be listed as protecting the natural environment, supporting local economies, protecting biodiversity, ensuring long-term sustainability, creating new markets in tourism and creating social awareness. While carrying out green economy-focused tourism activities, it is a matter of trying to reduce the negative impacts of these activities on the natural environment. Such tourism activities focus on protecting natural areas and environmental sustainability. In this process, efforts are made to minimize the ecological footprint with practices such as environmentally friendly infrastructure, establishing energy-saving facilities and recycling waste. In addition, green economy-focused tourism activities contribute to the development of local people and businesses. This model, which uses natural resources sustainably and encourages local people to join the workforce, ensures that economic benefits reach local communities directly. Elements such as the promotion and sale of local products and the survival of traditional crafts contribute to economic growth. In addition, green economy-focused tourism activities also allow

the protection of biodiversity in nature. In other words, green tourism plays an important role in protecting biodiversity. Practices such as ecotourism, on the one hand, allow tourists to interact with nature and visit natural areas, while on the other hand, they minimize the pressure caused by tourism on nature. Such tourism activities prevent the deterioration of ecosystems and help preserve biodiversity. In addition, the green economy aims for long-term sustainability instead of short-term profits. This approach is important both environmentally and economically. Excessive use of natural resources and environmental pollution may endanger the sustainability of the tourism sector in the future. Therefore, green tourism models aim to protect nature for future generations and make tourism sustainable. In addition, green economy-oriented tourism activities may attract the attention of new tourists who are interested in environmentally sensitive and sustainable tourism, and a tourism market may be formed for this purpose. Tourists with high environmental awareness in particular may prefer more nature-friendly and sustainable holiday options. This may lead to the emergence of new business opportunities in the tourism sector and economic diversification. Finally, it is also possible to say that green economy-oriented tourism contributes to increasing environmental awareness. Tourists and local people can learn about sustainable tourism and develop environmentally friendly habits. This type of education can help spread broader environmentally friendly practices throughout society.

3. The Importance of Sustainability in Terms of Tourism Activities

Sustainability of tourism activities is extremely important from an economic perspective. Ensuring sustainability in terms of tourism activities is directly related to the care to be shown to the natural environment. The unconscious and only economic use of natural resources by humans disrupts the balance of nature, and this causes damage to living species and the environment. Today, environmental problems such as global warming and related climate change, disruption of ecological balance, air, water, food pollution, acid rain, ozone layer depletion, and melting glaciers, which have emerged due to industrialization and unconscious land use by humans, affect not only the natural balance and species, but also the social and economic systems of people. The idea of reducing and eliminating these effects caused by human activities on natural resources has led to the emergence of the concept of sustainability. Sustainability, which refers to the re-establishment of the balance between economic, social and environmental purposes in the use of resources in the long term, is an economic and social concept with a meaning and content that requires consideration not only of the present and today's needs, but also of the future and future needs (Pelit et al. 2015: 41). The rapid and uncontrolled growth of tourism activities with the desire to make profits causes negative effects on ecology, culture and social development, and forces people to be more careful about the protection of natural, historical and cultural values (Temirbulatova and Barza, 2015). In all types of tourism, investments aimed at increasing energy and water efficiency, effectively combating climate change, reducing waste, ensuring biodiversity and protecting cultural heritage can contribute to the transition to a green economy. Making tourism enterprises more sustainable will support the growth of the sector, contribute to the emergence of better job opportunities, increase the return on investments and contribute to local development, and at the same time provide awareness and support for the sustainable use of natural resources (Premovic and Pejanovic, 2016). As a result, it is of great importance that all touristic activities are carried out within the framework of the green economy approach.

Conclusion

Tourism activities are extremely important for national economies and countries that realize this importance earn significant amounts of tourism revenues by benefiting from their natural and historical riches. However, while earning this income, care should be taken to protect the natural environment. This care also allows tourism activities to gain a sustainable quality. Therefore, care should be taken to implement the green economy while carrying out tourism activities. In this way, the interest of tourists who prefer environmentally friendly destinations can be attracted, and thus, both the number of tourists can increase and the competitiveness of the tourism sector can increase. The development of sustainable tourism activities focused on

green economy can be possible by increasing the incentives and investments for this sector. In addition, in order for sustainable tourism activities, which have green economy at their center, to continue healthily, it is of great importance to include small-scale tourism enterprises and local people in the process. In addition, sustainable development plans should be created by taking into account the social and economic dimensions of tourism activities and these plans should be implemented with determination. In this process, it is of great importance for the people living in those regions to embrace and implement the green economic structure of tourism regions. In addition to these, training programs should be organized and legal regulations should be made in order to create awareness for the development of green economy in the tourism sector. In this context, it is possible to say that sustainable tourism activities supported by green economy practices can contribute to the realization of economic development by providing both environmental and social benefits. In addition, strengthening international cooperation regarding green economy practices is also extremely important. Mutual transfer of experience and information regarding green economy practices obtained from other regions regarding the tourism sector will provide significant contributions to the achievement of sustainability goals in the tourism sector in the context of green economy. In particular, in order for tourism activities in the context of green economy to be successful in terms of sustainability, benefiting from previous practices and establishing cooperation with destinations known for successful sustainability practices will contribute to both increasing knowledge sharing and the development of environmentally friendly tourism. In addition, thanks to these practices, it is expected that tourism regions will develop in the context of green economy and positively affect the achievement of economically sustainable development goals.

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КОННЫЙ ТУРИЗМ – НОВОЕ НАПРАВЛЕНИЕ В ТУРИСТИЧЕСКОЙ СФЕРЕ ОШСКОЙ ОБЛАСТИ

Султанов Жанарбек Маматкулович, старший преподаватель

Ошского государственного университета, город Ош,

Кыргызстан

jsultanov@oshsu.kg

Базарбаева Гүлкайыр Базарбаевна, преподаватель

Ошского государственного университета, город Ош, Кыргызстан