

# Yashil

# IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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No 6

- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
- 08.00.03 Sanoat iqtisodiyoti
- 08.00.04 Qishloq xo'jaligi iqtisodiyoti
- 08.00.05 Xizmat ko'rsatish tarmoqlari iqtisodiyoti
- 08.00.06 Ekonometrika va statistika
- 08.00.07 Moliya, pul muomalasi va kredit
- 08.00.08 Buxgalteriya hisobi, iqtisodiy tahlil va audit
- 08.00.09 Jahon iqtisodiyoti
- 08.00.10 Demografiya. Mehnat iqtisodiyoti
- 08.00.11 Marketing
- 08.00.12 Mintaqaviy iqtisodiyot
- 08.00.13 Menejment
- 08.00.14 Iqtisodiyotda axborot tizimlari va texnologiyalari
- 08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
- 08.00.16 Raqamli iqtisodiyot va xalqaro raqamli integratsiya
- 08.00.17 Turizm va mehmonxona faoliyati



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### Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va taraqqiyot” jurnali

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# MUNDARIJA

|                                                                                                                                                                                  |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Oliy ta'lim islohotlarida – muhandislik maktablarini institutsional rivojlantirish asoslari .....                                                                                | 16  |
| Qo'ng'irotboy Avezimbetovich Sharipov, Abduqunduzova Nazokat Usmonqulovna                                                                                                        |     |
| Xufiyona iqtisodiyot mamlakatimiz rivojiga to'siq bo'lmoqda .....                                                                                                                | 20  |
| Muxiddin Kalonov                                                                                                                                                                 |     |
| "Yashil" iqtisodiyotni moliyalashtirish amaliyotini takomillashtirish .....                                                                                                      | 24  |
| Muhammadiyeva Maftuna                                                                                                                                                            |     |
| Oliy ta'lim tizimidagi islohotlarda innovatsion yechimlarning zarurati .....                                                                                                     | 27  |
| Abduqunduzova Nazokat Usmonqulovna                                                                                                                                               |     |
| Hududiy turizm rivojlanishining iqtisodiy samaradorligini oshirishda<br>ish beruvchilar va yonlanuvchilar o'rtasidagi iqtisodiy munosabatlarni<br>aniq sotsiologik baholash..... | 31  |
| Dustmurodov Orifjon Ismatilloevich                                                                                                                                               |     |
| Перспективы развития средств размещения в экологическом туризме<br>на охраняемых природных территориях Узбекистана.....                                                          | 40  |
| Ахмедходжаев Равшан Темурович                                                                                                                                                    |     |
| Bank kartalari orqali ko'rsatilayotgan xizmatlari bozorining rivojlanish borasidagi<br>asosiy tendensiyalari va muammolari .....                                                 | 49  |
| To'irov Yunus Alamovich                                                                                                                                                          |     |
| Kichik biznes subyektlarida innovatsionraqabatbardosh mahsulotlar ishlab chiqarish<br>orqali import o'rnini bosish strategiyasini shakllantirish istiqbollari.....               | 55  |
| Rustamov Alisher Raxmataliyevich                                                                                                                                                 |     |
| Nodavlat umumiy o'rta ta'lim maktabning faoliyati samaradorligini aniqlashda<br>innovatsion usullardan foydalanish.....                                                          | 62  |
| Ustadjalilova Xurshida Aliyevna                                                                                                                                                  |     |
| Tijorat banklarida bank risklarini boshqarishning strategik ahamiyati.....                                                                                                       | 67  |
| Altibayev Xudayberdi Kuvandikovich                                                                                                                                               |     |
| Klaster iqtisodiy subyekt sifatida: mohiyati va tasnifi.....                                                                                                                     | 71  |
| Usmonov Sharofiddin Pazlitdinovich                                                                                                                                               |     |
| Tijorat banklari tomonidan yoshlar tadbirkorlik faoliyatini kreditlashning<br>nazariy-uslubiy jihatlari.....                                                                     | 76  |
| Asrorov Azizbek Isomiddin o'g'li                                                                                                                                                 |     |
| Oliy ta'lim muassasalari xalqaro tasnifi: nazariya va tendensiya.....                                                                                                            | 81  |
| Yuldashev Iskandar Bahromovich                                                                                                                                                   |     |
| Iqtisodiyot transformatsiyasi sharoitida xo'jalik yurituvchi subyektlar moliyaviy resurslarini<br>boshqarishda metodologik yondashuvlar va ilmiy qarashlar .....                 | 86  |
| Jiyanova Nargiza Esanboyevna                                                                                                                                                     |     |
| Davlat-xususiy sheriklik munosabatlarini samarali tashkil etish mezonlari va omillari.....                                                                                       | 93  |
| Z. Abdikarimova, S. Madaminov                                                                                                                                                    |     |
| Savdo korxonalari boshqaruv samaradorligini oshirish imkoniyatlari.....                                                                                                          | 97  |
| Q. J. Mirzayev, Sh. M. Islomov                                                                                                                                                   |     |
| Sociological Assessment of Migration Processes .....                                                                                                                             | 102 |
| Gulmurodov Kamoliddin Abdukodir ugli                                                                                                                                             |     |
| Current issues of business management in the context of digitalization of the economy .....                                                                                      | 112 |
| Safarov Bakhtiyor Djurakulovich, Kadirova Zulhumor Namazovna, Dadabaev Kuchkor Abdullaevich                                                                                      |     |
| Методические основы маркетинговых стратегий акционерных обществ.....                                                                                                             | 118 |
| Эркинов Шахзод Баходир ўғли                                                                                                                                                      |     |





|                                                                                                                      |     |
|----------------------------------------------------------------------------------------------------------------------|-----|
| Insurance Mechanisms in Foreign Trade: Mitigating Risk and Facilitating Global Commerce .....                        | 125 |
| <b>Abirkulova Sohijjamol</b>                                                                                         |     |
| Improving the Conceptual Framework for Modernizing the Tax System<br>(Using the Example of Uzbekistan) .....         | 130 |
| <b>Bakhrom Nomazov</b>                                                                                               |     |
| Ayollarning inson kapitalini rivojlantirishda kraudfanding platformasining<br>ijtimoiy-iqtisodiy ahamiyati .....     | 136 |
| <b>Bozorova Saxobat Abdujapparovna</b>                                                                               |     |
| Evaluating the Environmental Sustainability of Uzbek Firms in the Green Economy.....                                 | 142 |
| <b>Nurbek Xalimjonov Ulugbek ugli</b>                                                                                |     |
| O'zbekiston iqtisodiyotini innovatsion rivojlanishida inson kapitalining roli .....                                  | 148 |
| <b>Eshmirzayev Faruddin Ilhomjonovich, Salimova Zaxro Sobirjon qizi</b>                                              |     |
| Agroklastarlarda asosiy vositalarni modernizatsiyalash va ta'mirlash xarajatlarini tahlil qilish .....               | 155 |
| <b>G'afforov Ilhomjon Ilyosjonovich, Mirzayev Behzod Abdug'ofur o'g'li, Narzullayev Nodirbek Aziz o'g'li</b>         |     |
| Improving the Practice of Increasing the Effectiveness of Managing<br>Innovation Processes in Commercial Banks ..... | 160 |
| <b>Juraev K. T.</b>                                                                                                  |     |
| Tadbirkorlik subyektlari eksportini rivojlantirishda raqamli platformalardan foydalanish .....                       | 164 |
| <b>Mamasoatov Dilshod Ravshanovich</b>                                                                               |     |
| Iqtisodiyotni raqamlashtirish va yashirin iqtisodiyotni kamaytirishda<br>solliqlarning roli va ahamiyati.....        | 169 |
| <b>Madraximov Baxtiyorjon Ortiqboy o'g'li, Rizayev Xabib Abduraufovich, Namazov Sa'dulla Namozovich</b>              |     |
| O'zbekistonda "yashil" iqtisodiyotga o'tishning joriy holati tahlili.....                                            | 175 |
| <b>Rahmatullayeva Dilbar Olimovna</b>                                                                                |     |
| Buxoro viloyatida savdo xizmatlari raqobatbardoshligini baholash uslubi-yatini takomillashtirish..                   | 181 |
| <b>Raxmatov Akmal Anvar o'g'li</b>                                                                                   |     |
| The Contribution of Transport in the Development of Tourism Industry<br>(Case Study: Uzbekistan).....                | 187 |
| <b>Rofeeva Rukhshona Shavkatovna</b>                                                                                 |     |
| Yoshlarning sayohat manzillarini tanlashdagi omillar .....                                                           | 192 |
| <b>Qurbanbayev Shuhrat Bakbergenovich</b>                                                                            |     |
| Improving the Effective use of Funds From Taxes and Fees in Kashkadarya Region .....                                 | 196 |
| <b>Shakhzod Zokhidov</b>                                                                                             |     |
| Iqtisodiyotning innovatsion rivojlanishi sharoitida sanoat korxonalarida<br>iqtisodiy salohiyatni boshqarish .....   | 202 |
| <b>Kadirova Shaxnoza Ilhomovna</b>                                                                                   |     |
| Yangi O'zbekiston oliy ta'lim muassasalarida kadrlar tayyorlash masalalari.....                                      | 207 |
| <b>Usmonov Baxodir Suvonqulovich</b>                                                                                 |     |
| Temir yo'l transportida innovatsion faoliyatni rivojlantirish yo'llari .....                                         | 211 |
| <b>Nasimov Shavkat Vasiyevich</b>                                                                                    |     |
| O'zbekistonda banklararo raqobat.....                                                                                | 219 |
| <b>Zunnunova Xulkar Muxtorovna</b>                                                                                   |     |
| O'zbekistonning xalqaro moliya tizimiga integratsiyasini ta'minlashni takomillashtirish .....                        | 225 |
| <b>Nasirxodjayeva Dilafuz Sabitxanovna, Kuchkarov Sanjar Baxtiyarovich</b>                                           |     |
| Respublikamizda raqamli iqtisodiyotni rivojlantirish istiqbollari .....                                              | 229 |
| <b>Abduxamid Abdumalikovich Bektemirov</b>                                                                           |     |
| Iqtisodiy xavfsizlik tushunchasining mohiyati.....                                                                   | 233 |
| <b>Aripov Oybek Abdullayevich, Madiyorov Shavkatbek Muxtarovich</b>                                                  |     |



|                                                                                                                                           |     |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Aksiyadorlik jamiyatlarida konsolidatsiyalashgan moliyaviy holat to'g'risida hisobot tuzishning bosqichlari.....                          | 237 |
| Eshonqulov Azamat Abdiraximovich                                                                                                          |     |
| Davlat moliyaviy nazoratining turlari va shakllari.....                                                                                   | 241 |
| Karayev Payzillaxon Yusufxonovich                                                                                                         |     |
| Tog' turizmini rivojlantirish manfaatlarini yo'lida investitsiya resurslarini to'plash mexanizmlarini ishlab chiqish samaralari .....     | 245 |
| Xidirov Alimardon Dagarovich                                                                                                              |     |
| The Main Role of the Teacher While Managing the Classroom and Some Aspects of Teaching English .....                                      | 248 |
| Nilufar Turdiyeva                                                                                                                         |     |
| Davlat xususiy sherikchilik faoliyatining menejment funksiyalari tizimida muvofiqlashtirishning ahamiyati .....                           | 252 |
| Suleymanov Farrux Raximjon o'g'li                                                                                                         |     |
| Qishloq xo'jalik mahsulotlarini ishlab chiqarish hajmlari va sohada amalga oshirilayotgan tarkibiy-miqdoriy o'zgarishlar dinamikasi ..... | 256 |
| G. Sh. Qo'ldosheva, A. J. Toshboyev                                                                                                       |     |
| Логистика в Азии: опыт и перспективы оптимизации .....                                                                                    | 260 |
| Каюмова Паризода                                                                                                                          |     |
| Temir yo'l transportida yo'lovchi tashish imkoniyatlarini oshirishning zamonaviy yondoshuvlari ..                                         | 266 |
| G. I. Abdulxamidova                                                                                                                       |     |
| Повышение эффективности использования местных налогов и сборов в Кашкадарье: международная перспектива .....                              | 272 |
| Shahzad Zokhidov                                                                                                                          |     |
| Financial and Credit Support for Investment and Innovative Developing Activities of a Tourist Enterprise .....                            | 275 |
| Rozokov Mukhammadaziz Mansurovich                                                                                                         |     |
| Роль контроля качества по хранению и переработке зерна в обеспечении продовольственной безопасности Республики Узбекистан .....           | 282 |
| Холбекова Дилобар Расулжон кизи                                                                                                           |     |
| O'zbekistonda mahalla boshqaruvi tizimi faoliyatini takomillashtirish masalalari.....                                                     | 289 |
| Gafurov Ubaydullo Vaxabovich                                                                                                              |     |
| Kichik biznes va tadbirkorlik sharoitida oziq-ovqat mahsulotlarini ishlab chiqarish va sotishning xorijiy tajribasi .....                 | 296 |
| Dilnoza Meyliyeva                                                                                                                         |     |
| Cross Cultural Preblems in International Business Negotiations .....                                                                      | 301 |
| Xoldarova Fariza Tuxtabayevna                                                                                                             |     |
| Yengil sanoatning raqobatbatdosh hududiy-ishlab chiqarish klasterlarini rivojlantirish bo'yicha xorijiy tajribani qo'llash .....          | 304 |
| Haydarova Shoxista                                                                                                                        |     |
| Konchilik sanoati korxonalarining innovatsion jarayonlarni rivojlantirish xususiyatlari .....                                             | 310 |
| Kurbanova Mehriniso Nematjanovna                                                                                                          |     |
| Korxonalarda risk boshqaruvi mexanizmlarini joriy etish va inson resurslaridan foydalanish istiqbollarini takomillashtirish .....         | 315 |
| Tashpulatova Muniraxon Mahmudovna                                                                                                         |     |
| Spin korxonalar – texnologiyalarni tijoratlashtirishda muhim tuzilma sifatida .....                                                       | 320 |
| O'rinov Dilshodjon Axmadjonovich                                                                                                          |     |
| Mintaqalarda makroiqtisodiy barqarorlikning ta'minlanishiga ta'sir etuvchi asosiy omillarni takomillashtirish strategiyasi .....          | 324 |
| Xolbekova Feruza Rasulovna                                                                                                                |     |



|                                                                                                                                           |     |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Iqtisodiy o'sish va aholi daromadlari o'rtasidagi bog'liqlikning nazariy asoslari.....                                                    | 329 |
| Hasanova Nigora Hasan qizi                                                                                                                |     |
| Современное состояние маркетинга на рынке ценных бумаг Республики Узбекистан.....                                                         | 334 |
| Юлдашев Жамшид Аббарович                                                                                                                  |     |
| Sog'liqni saqlash sohasida davlat-xususiy sheriklik asosidagi investitsion loyihalarni moliyalashtirish .....                             | 340 |
| S. A. Karabayev                                                                                                                           |     |
| Axborot telekommunikatsiya tarmog'i korxonalarida korporativ boshqaruv samaradorligi .....                                                | 334 |
| Temirov Anvarxon Abdulazizxonovich                                                                                                        |     |
| Qishloq xo'jalik mahsulotlarini ishlab chiqarish hajmlari va sohada amalga oshirilayotgan tarkibiy-miqdoriy o'zgarishlar dinamikasi ..... | 347 |
| G.SH.Qo'ldosheva <sup>1</sup> , A.J.Toshboyev <sup>2</sup>                                                                                |     |
| Yengil sanoatning raqobatbatdosh hududiy-ishlab chiqarish klasterlarini rivojlantirish bo'yicha xorijiy tajribani qo'llash .....          | 351 |
| Haydarova Shoxista                                                                                                                        |     |
| Konchilik sanoati korxonalarining innovatsion jarayonlarni rivojlantirish xususiyatlari .....                                             | 357 |
| Kurbanova Mehriniso Nematjanovna                                                                                                          |     |
| Korxonalarda risk boshqaruvi mexanizmlarini joriy etish va inson resurslaridan foydalanish istiqbollarini takomillashtirish .....         | 362 |
| Tashpulatova Muniraxon Mahmudovna                                                                                                         |     |
| Spin korxonalar - texnologiyalarni tijoratlashtirishda muhim tuzilma sifatida .....                                                       | 367 |
| O'rinov Dilshodjon Axmadjonovich                                                                                                          |     |
| Yoshlarning sayohat manzillarini tanlashdagi omillar .....                                                                                | 371 |
| Qurbanbayev Shuhrat Bakberganovich                                                                                                        |     |
| Mahalla institutini ijtimoiy-iqtisodiy rivojlantirishning institusional tahlili.....                                                      | 375 |
| Bahridinov Viqorjon Akbar o'g'li                                                                                                          |     |
| O'zbekistonda investitsion faoliyat, uni moliyalashtirishning zamonaviy ko'lamlari.....                                                   | 380 |
| va o'ziga xos xususiyatlari                                                                                                               |     |
| Kuvatova Oliya Sheraliyevna, Husenov Muhriddin Bahriddinovich                                                                             |     |
| Xalqaro moliya institutlari faoliyatining davlatlar rivojlanishiga ta'siri (Yevropa Taraqqiyot va Tiklanish banki misolida).....          | 384 |
| Muxtorov Jahongir Muxtor o'g'li                                                                                                           |     |
| Davlat sektorida buxgalteriya hisobining xalqaro standartlariga muvofiq daromadlar hisobini tashkil etish .....                           | 390 |
| Meliboyev Akmal G'aybullayevich                                                                                                           |     |
| Qurilish materiallari ishlab chiqarish quvvatlari va asosiy ishlab chiqarish fondlarining tuzilishi hamda hajmi .....                     | 394 |
| Muxtasar Karimova Isroiljon qizi                                                                                                          |     |
| Ayollar tadbirkorligi nazariyasining takomillashuvi xususida.....                                                                         | 398 |
| Sharofiddinova Gulnoza Iloxomjonovna                                                                                                      |     |
| O'zbekistonda soliq ma'murchiligida joriy etilgan soliqlarni undirish mexanizmini takomillashtirish masalalari .....                      | 403 |
| Maxmadustov Jalol Maxmadustovich                                                                                                          |     |
| Soliq majburiyatlari ijrosini takomillashtirish yo'llari .....                                                                            | 408 |
| Mirzaaliyeva Gulchehra Abduvali qizi                                                                                                      |     |
| Сравнительное исследование финансовой отчетности, подготовленной в соответствии с мсфо и нсбу.....                                        | 413 |
| Эргашева Шахло Тургуновна                                                                                                                 |     |





|                                                                                                                                                  |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Innovatsion bank mahsulotlarini tashkil etishda xorijiy mamlakatlar tajribasi va raqamli transformatsiyaning ro'li.....                          | 420 |
| <b>Rustamov Maqsud Suvonqulovich, Egamberganov Mirzabek Odilbek o'g'li</b>                                                                       |     |
| Mintaqa mehnat bozori ishchi kuchiga talab va taklifni boshqarish vositasi sifatida .....                                                        | 428 |
| <b>Umarov Oqil Omiljonovich, Abdullayev Umidjon G'afurovich</b>                                                                                  |     |
| Development of a Methodology for Assessing the Brand Equity of Higher Education Institutions .....                                               | 435 |
| <b>Zufarova Nozima Gulamiddinovna</b>                                                                                                            |     |
| O'zbekiston qimmatli qog'ozlar bozorida tijorat banklarining o'rni .....                                                                         | 442 |
| <b>Avezov Ibrohim Ilhomovich</b>                                                                                                                 |     |
| Optimizing Digital Pedagogy through Database Applications and Data Mining for a Sustainable Digital Economy .....                                | 448 |
| <b>Dilfuza Kuzikulova</b>                                                                                                                        |     |
| Xizmat ko'rsatish korxonalari faoliyati samaradorligini baholash usullarini takomillashtirish .....                                              | 454 |
| <b>Muradullayeva Nafisa Dilmurad qizi</b>                                                                                                        |     |
| Talaba va o'quvchilarning kamolotida ma'naviy - ma'rifiy tadbirlarning ahamiyati .....                                                           | 458 |
| <b>Quldoshev Asliddin Tursunovich</b>                                                                                                            |     |
| To'qimachilik korxonalarining innovatsion faoliyatini baholash uslubiyo'tini takomillashtirish .....                                             | 461 |
| <b>Ikramov Maqsad Muratovich</b>                                                                                                                 |     |
| Davlat-xususiy sherikchilik asosidagi loyihalarni moliyalashtirish .....                                                                         | 467 |
| <b>To'irov Yunus Alamovich</b>                                                                                                                   |     |
| Mamlakatimizda pillachilik biznesini rivojlantirish orqali mahsulot ishlab chiqarish va uni qayta ishlash holatining tahlili .....               | 474 |
| <b>Turgunov Odilbek Maripovich</b>                                                                                                               |     |
| Analysis of the investments in clean energy projects in the developing countries.....                                                            | 478 |
| <b>Fayziyev Samandar Sobir ogli</b>                                                                                                              |     |
| Chakana savdo korxonalarida innovatsion marketing strategiyalaridan foydalanish samaradorligini oshirish yo'llari .....                          | 483 |
| <b>Kodirova Zulxumor Namazovna, Safarov Baxtiyor Djurakulovich</b>                                                                               |     |
| O'zbekistonda raqamli bank xizmatlarining qo'llanilishida xorij tajribasining o'rni .....                                                        | 489 |
| <b>Yo'ldosheva Iroda Ibodulla qizi</b>                                                                                                           |     |
| O'z o'zini band qilishning ijtimoiy-iqtisodiy samaradorligini o'lchashning asosiy yondashuvlari .....                                            | 493 |
| <b>Tursunxo'jayeva Gulnoza Jamoliddin qizi</b>                                                                                                   |     |
| Tibbiy xizmatlarni rivojlantirishning muhim xususiyatlari .....                                                                                  | 497 |
| <b>Axrorova M.F., Mirzayev Q.J.</b>                                                                                                              |     |
| Qoraqalpog'iston respublikasida mikrokredit bank xizmatlarining rivojlanish holati iqtisodiy tahlili .....                                       | 502 |
| <b>Serjanov Aymurat Medetbaevich</b>                                                                                                             |     |
| Mamlakatda qo'shilgan qiymat solig'ining yutuqlari va kamchiliklari, uni soddalashtirish hamda takomillashtirish yo'nalishlari .....             | 508 |
| <b>Mingturayev Abdusalom Abdumalik o'g'li, Orziqulov Ilyos Ixtiyor o'g'li, Boboqulov Jasur Avazovich, Adilov Zuxriddin Marip o'g'li</b>          |     |
| Chet el kompaniyalarining "doimiy muassasa" konsepsiyasi mezonlariga yondashishni baholash hamda unga taaluqli foydani aniqlash masalalari ..... | 514 |
| <b>Rajapov Shuxrat Zaripbaevich</b>                                                                                                              |     |
| Необходимость оценки и управления рисками в коммерческих банках в условиях устойчивого экономического развития .....                             | 521 |
| <b>Каримов Шамсиддин Акрам угли</b>                                                                                                              |     |



|                                                                                                                                             |     |
|---------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Turistik xizmatlar bozorining rivojlanishida xorij tajribasini o'rganish.....                                                               | 527 |
| <b>Ochilova Ozoda Toshquvatovna</b>                                                                                                         |     |
| O'zbekistonda kambag'allikni qisqartirishda budget siyosati tahlili .....                                                                   | 533 |
| <b>Abdullayeva Sayyora Aleksandrovna</b>                                                                                                    |     |
| Soliq ma'murchiligida joriy etilgan jismoniy shaxslardan olinadigan soliqlarni undirish mexanizmini takomillashtirish masalalari .....      | 540 |
| <b>Davletov Po'lat Torabayevich</b>                                                                                                         |     |
| Banklarni davlat tasarrufidan chiqarish va xususiylashtirish ispaniya tajribasi .....                                                       | 546 |
| <b>Egamova Maxfurat Esanovna</b>                                                                                                            |     |
| Oliy ta'lim muassasalarini xalqaro tasnifining vujudga kelishi ilg'or tajribalari.....                                                      | 551 |
| <b>Yuldashev Iskandar Bahromovich</b>                                                                                                       |     |
| Soliq siyosati va uning strategiyasiga oid ilmiy tadqiqotlar tahliliy sharhi .....                                                          | 557 |
| <b>Ismatov Xolbuta Begmatovich</b>                                                                                                          |     |
| O'zbekiston xizmatlar bozorini rivojlantirishda uning xalqaro, mintaqaviy hamkorlik tashkilotlariga a'zoligining o'ziga xos jihatlari ..... | 564 |
| <b>Cho'ponov San'at Otanazarovich</b>                                                                                                       |     |
| Analysis of the Regulatory Sandbox Concept and Its Application Under Environmental Regulation .....                                         | 571 |
| <b>YANG Xuan</b>                                                                                                                            |     |
| Raqamli iqtisodiyotni rivojlantirish sharoitida budget xarajatlarini raqamli platformalar orqali optimallashtirish masalalari .....         | 576 |
| <b>Baxranov Bo'ston Axmedovich</b>                                                                                                          |     |
| Oliy ta'lim muassasalarida marketing faoliyatini tashkil etish metodologiyasini takomillashtirish .....                                     | 581 |
| <b>Shamshiyeva Nargizaxon Nosirxo'ja qizi</b>                                                                                               |     |
| Bilimlar iqtisodiyoti jamiyat taraqqiyotini zamonaviy bosqichining asosidir.....                                                            | 585 |
| <b>Xolmirzayev Ulug'bek Abdulazizovich</b>                                                                                                  |     |
| Mamlakatimizda aholi daromadlarining shakllanish manbalari va ularning o'zgarish tendensiyalari .....                                       | 593 |
| <b>Toshtemirov Shohruh Toshpo'latovich</b>                                                                                                  |     |
| "Sustainable tourism", "green tourism" and "eco-tourism": differences and key principles .....                                              | 597 |
| <b>Raxmonov Shuxrat Shavkatovich</b>                                                                                                        |     |
| Content analysis of social media influencer engagement to marketing product in uzbekistan .....                                             | 602 |
| <b>Abduhakimov Azmiddinjon Bakhtiyor ugli, R Nelly Nur Apandi, Sirojiddin Yangiboyev</b>                                                    |     |



# “SUSTAINABLE TOURISM”, “GREEN TOURISM” AND “ECO-TOURISM”: DIFFERENCES AND KEY PRINCIPLES

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**Abstract:** Tourism, a significant global economic activity, increasingly embraces sustainability to mitigate its environmental, social, and economic impacts. This paper explores the nuanced distinctions and underlying principles of three key concepts in responsible tourism: sustainable tourism, green tourism, and eco-tourism. Moreover, the paper provides some recommendations and list of tasks that should be implemented in order to advance the development of sustainable tourism, green tourism, and eco-tourism.

**Key words:** sustainable tourism, green tourism, eco-tourism, principles, conservation, community involvement.

**Annotatsiya:** Muhim global iqtisodiy faoliyat bo'lgan turizm o'zining salbiy ekologik, ijtimoiy va iqtisodiy ta'sirini yumshatish maqsadida barqaror rivojlanishga tobora ko'proq e'tibor qaratmoqda. Ushbu maqolada mas'uliyatli turizmning (responsible tourism) uchta asosiy turi bo'lgan barqaror turizm, “yashil” turizm ba ekoturizmning asosiy farqlari va birlamchi tamoyillari ko'rib chiqiladi. Bundan tashqari, maqolada mamlakatda barqaror turizm, “yashil” turizm va ekoturizmni rivojlantirishga ko'maklashish uchun bajarilishi kerak bo'lgan ba'zi tavsiyalar va vazifalar keltirib o'tilgan.

**Kalit so'zlar:** barqaror turizm, “yashil” turizm, ekoturizm, tamoyillar, tabiatni muhofaza qilish, jamoatchilikni jalb qilish.

**Аннотация:** Туризм, являющийся важной глобальной экономической деятельностью, все чаще ориентируется на устойчивое развитие для смягчения его экологических, социальных и экономических последствий. В данной статье рассматриваются нюансы различий и основополагающие принципы трех ключевых концепций ответственного туризма: устойчивого туризма, зеленого туризма и экотуризма. Кроме того, в документе приводятся некоторые рекомендации и перечень задач, которые должны быть выполнены для продвижения развития устойчивого туризма, зеленого туризма и экотуризма в стране.

**Ключевые слова:** устойчивый туризм, зеленый туризм, экотуризм, принципы, охрана природы, вовлечение сообщества.

## INTRODUCTION

Tourism has evolved dramatically in recent decades, becoming one of the largest and fastest-growing economic sectors globally. Statistics shows that tourism and travel industry made up 9.1 percent of the global GDP in 2023 (Statista Research Department, 2024). This evolution is driven by various factors, including advancements in transportation and technology, changes in consumer behavior, and increased awareness of environmental and cultural sustainability. Thus, “sustainable tourism”, “green tourism” and “eco-tourism” have become crucial in the contemporary world due to growing environmental concerns, the socio-economic impacts of tourism, and the need for responsible development. These forms of tourism emphasize minimizing negative impacts on the environment and local communities while maximizing economic benefits and cultural preservation. Sustainable tourism, a concept closely aligned with green tourism and ecotourism, aims to mitigate the negative impacts of tourism while enhancing its positive effects. It integrates environmental, economic, and social dimensions to promote long-term sustainability. The concept has gained prominence as stakeholders recognize the need to balance tourism development with environmental conservation and community well-being (Weaver, 2006). Green tourism has gained significant attention over the past few decades. This form of tourism emphasizes responsible travel to natural areas, conservation of the environment, and improvement of the well-being of local people. The concept intersects with various disciplines, including environmental



science, economics, and social studies. Eco-tourism, a subset of sustainable tourism, emphasizes responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and involves interpretation and education (Fennell, 2008).

## LITERATURE REVIEW

The concept of sustainable tourism emerged in response to the growing awareness of environmental degradation and social inequities caused by mass tourism. The 1987 Brundtland Report, "Our Common Future" was a pivotal document that highlighted the need for sustainable development, including in the tourism sector. The 1992 Earth Summit in Rio de Janeiro further emphasized sustainable tourism as part of the broader sustainable development agenda. Sustainable tourism is defined by the United Nations World Tourism Organization (UNWTO) as "tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities" (UNWTO, 2005). It encompasses a wide range of practices designed to make tourism more sustainable at various levels, from local initiatives to global policies. Hall and Lew (2009) define sustainable tourism as a form of tourism that satisfies the criteria of being ecologically sustainable in the long term, economically viable, as well as ethically and socially equitable".

The roots of green tourism can be traced back to the 1960s and 1970s, a period marked by growing environmental awareness and the birth of the modern environmental movement. This era saw the publication of influential works such as Rachel Carson's "Silent Spring" (1962) and the establishment of environmental organizations like Greenpeace. The concept gained further traction in the 1980s and 1990s with the advent of sustainable development frameworks, most notably the Brundtland Report (1987), which emphasized the need for development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Green tourism is broadly defined as tourism that seeks to minimize environmental impacts, promote conservation, and foster sustainable development. The International Ecotourism Society (TIES) defines ecotourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015). According to Higham and Cohen (2011), "Green tourism is tourism that prioritizes environmental protection and sustainability, seeking to minimize the environmental footprint of tourism activities through various means, including sustainable transportation, eco-friendly accommodations, and environmentally conscious behaviors by tourists".

The concept of eco-tourism emerged in the late 20th century alongside the broader environmental movement. The 1980s and 1990s saw a surge in environmental awareness, leading to the establishment of numerous environmental organizations and the publication of influential works on sustainable development. The term "eco-tourism" was popularized during this period, reflecting a shift towards more responsible and sustainable travel practices. The International Ecotourism Society (TIES) defines eco-tourism as "responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and involves interpretation and education" (TIES, 2015). The scope of eco-tourism encompasses a variety of activities such as wildlife viewing, hiking, cultural exchanges, and conservation projects, all designed to have minimal impact on the environment and benefit local communities. This form of tourism has gained traction as tourists and industry stakeholders increasingly recognize the importance of environmental conservation and sustainable development (Honey, 2008). Eco-tourism aims to have a minimal environmental footprint and support conservation efforts. Revenue from eco-tourism can be used to fund protected areas and conservation projects, contributing to the preservation of ecosystems and wildlife (Wearing, S., & Neil, J., 2009). According to Buckley (2009), "Ecotourism is defined as tourism to natural areas that interprets local environments and cultures, supports the conservation of these areas, and sustains the livelihoods of local people. It aims to be ecologically, socially, and economically sustainable".

## METHODS AND METHODOLOGY

This study employs a qualitative research design to explore the differences and key principles of sustainable tourism, green tourism, and eco-tourism. The research methodology includes a comprehensive literature review. A systematic literature review was conducted to gather existing knowledge and theoretical frameworks related to sustainable tourism, green tourism, and eco-tourism. Academic journals, books, industry reports, and reputable online sources were reviewed to identify definitions, principles and practices.

## DISCUSSION

Sustainable tourism, green tourism, and eco-tourism are all forms of tourism that emphasize environmental responsibility and sustainability, but they have distinct focuses and characteristics. Each type of tourism has its



own specific practices and goals, but they all contribute to the broader aim of making tourism more responsible and sustainable (Table 1).

Key characteristics of **sustainable tourism**:

- *Broad Focus*: Includes economic, social, and environmental aspects.
- *Long-Term Planning*: Aims to minimize negative impacts and maximize benefits over the long term.
- *Community Involvement*: Engages local communities in planning and decision-making.
- *Resource Efficiency*: Promotes the efficient use of resources and reducing waste.
- Key characteristics of **green tourism**:
- *Environmental Focus*: Prioritizes reducing environmental impacts, such as carbon emissions, waste, and water usage.
- *Eco-Friendly Practices*: Encourages the use of renewable energy, recycling, and conservation efforts.
- *Certification and Standards*: Often involves certification schemes (e.g., Green Key, Green Globe) to validate eco-friendly practices.
- Key characteristics of **eco-tourism**:
- *Nature-Based*: Involves travel to natural areas, often with an emphasis on wildlife and natural habitats.
- *Conservation and Education*: Aims to support conservation efforts and educate tourists about environmental issues.
- *Minimizing Impact*: Emphasizes low-impact travel and activities that do not harm the environment.

Table 1. Comparison of sustainable tourism, green tourism and eco-tourism\*

| Aspect                | Sustainable Tourism                     | Green Tourism                      | Eco-Tourism                            |
|-----------------------|-----------------------------------------|------------------------------------|----------------------------------------|
| Scope                 | Broad (environmental, economic, social) | Primarily environmental            | Specific to natural areas              |
| Focus                 | Long-term sustainability                | Environmentally friendly practices | Nature conservation and local benefits |
| Community Involvement | High                                    | Moderate                           | High                                   |
| Scale                 | All types of tourism                    | Varies                             | Usually small scale                    |
| Certifications        | Various sustainability certifications   | Green certifications               | Often involves eco-certifications      |
| Education             | Promotes awareness in all aspects       | Environmental awareness            | Environmental and cultural education   |

\*Made by author

By understanding these differences, stakeholders can better align their efforts with the specific goals and practices of each type of tourism.

RESULTS

The concepts of sustainable tourism, green tourism, and eco-tourism share a common goal of reducing the negative impacts of tourism and promoting environmental stewardship. However, each approach has distinct principles and areas of focus (Table 2). While sustainable tourism, green tourism, and eco-tourism share overlapping goals, they differ in scope and focus. Sustainable tourism encompasses a comprehensive approach addressing environmental, economic, and social sustainability. Green tourism narrows its focus to eco-friendly practices within the tourism sector. Eco-tourism, on the other hand, zeroes in on conservation and education within natural settings. Understanding these distinctions helps stakeholders implement appropriate strategies to achieve the desired outcomes in their tourism initiatives.





Table 2. Key principles of sustainable tourism, green tourism and eco-tourism\*

|                     |                                    |                                                                                                                                                                                                                       |
|---------------------|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sustainable tourism | Environmental Integrity            | Ensuring that tourism activities minimize negative impacts on the environment. This includes conserving natural resources, reducing pollution, and protecting biodiversity.                                           |
|                     | Economic Viability                 | Promoting economic growth and stability through tourism while ensuring that benefits are distributed equitably among stakeholders.                                                                                    |
|                     | Social Equity                      | Ensuring that tourism respects the socio-cultural authenticity of host communities, promotes cross-cultural understanding, and contributes to the social well-being of local populations.                             |
|                     | Long-term Perspective              | Planning and managing tourism development with a long-term perspective to ensure that future generations can enjoy and benefit from tourism resources.                                                                |
| Green tourism       | Minimizing Environmental Impact    | Green tourism practices aim to reduce the ecological footprint of tourism activities. This includes promoting energy efficiency, waste reduction, and the use of renewable resources.                                 |
|                     | Conservation Efforts               | Tourism can play a crucial role in conservation by generating funds for protected areas, wildlife reserves, and environmental education programs.                                                                     |
|                     | Community Involvement and Benefits | Green tourism seeks to involve local communities in decision-making processes and ensure that they benefit economically and socially.                                                                                 |
|                     | Education and Awareness            | A key component of green tourism is educating tourists about the environment, local cultures, and conservation issues.                                                                                                |
| Eco-tourism         | Environmental Conservation         | Eco-tourism aims to minimize environmental impact and promote conservation efforts.                                                                                                                                   |
|                     | Community Involvement              | Eco-tourism seeks to involve local communities in tourism planning and operations, ensuring that they benefit economically and socially.                                                                              |
|                     | Educational Experience             | A central component of eco-tourism is education. Tourists are educated about the natural and cultural heritage of the destinations they visit, fostering greater awareness and appreciation for conservation efforts. |
|                     | Sustainable Practices              | Eco-tourism promotes sustainable practices such as reducing waste, conserving water and energy, and using environmentally friendly materials and technologies.                                                        |

\*Made by author

## CONCLUSION

Sustainable tourism represents a holistic approach to tourism development that seeks to balance economic growth, environmental protection, and social equity. By addressing the challenges and leveraging the opportunities associated with sustainable tourism, stakeholders can contribute to a more sustainable and resilient tourism industry that benefits both people and the planet. Green tourism and sustainable tourism are vital in today's world as they address the pressing environmental, economic, and social challenges associated with conventional tourism. By promoting responsible practices, supporting conservation efforts, and fostering community well-being, these forms of tourism contribute to a more sustainable and equitable future. Embracing and advancing sustainable tourism practices will be crucial in ensuring the long-term viability and positive impact of the tourism industry on our planet and its inhabitants. Eco-tourism represents a promising approach to achieving sustainable development goals by balancing environmental conservation, community well-being, and economic benefits. While there are challenges to overcome, continued efforts to promote genuine sustainability practices and involve local communities will be key to realizing the full potential of eco-tourism.

## RECOMMENDATIONS

To advance sustainable tourism, green tourism and eco-tourism stakeholders can focus on the following key areas:

- **Policy and Regulation:** Strengthening policies and regulations to ensure that tourism development aligns with sustainability goals.



- *Education and Awareness:* Educating tourists, businesses, and local communities about the importance of sustainable tourism and how they can contribute.
- *Innovation and Technology:* Leveraging technology and innovation to develop sustainable tourism solutions, such as smart tourism systems and eco-friendly infrastructure.
- *Collaboration and Partnerships:* Fostering collaboration among governments, businesses, non-governmental organizations, and local communities to promote sustainable tourism practices.
- *Strengthening Certification and Standards:* Developing robust certification schemes and standards to ensure genuine sustainability practices.
- *Enhanced Community Engagement:* Involving local communities in tourism planning and decision-making processes to ensure their needs and perspectives are considered.
- *Research and Monitoring:* Conducting ongoing research and monitoring to assess the impacts of tourism and develop adaptive management strategies.

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# Yashil

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"Yashil" iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

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Kumushkon ko'chasi, 26-uy.

