

DIRECTIONS FOR IMPROVING THE ECONOMIC MECHANISM OF GREEN TOURISM WITHIN THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF THE TOURISM SECTOR

Eldor Nozimov

Samarkand Institute of Economics and Service

Senior Lecturer, Department of "Investment and Innovations" eldornozimov@gmail.com

<https://orcid.org/0000-0003-1580-8654>

Abstract. This article examines the improvement of the economic mechanism of green tourism within the concept of sustainable development of the tourism sector. In the context of increasing environmental challenges and the growing importance of sustainable development, green tourism has become a key direction for balancing economic growth with environmental protection. The study analyzes the role of economic instruments such as investment incentives, environmental taxation, subsidies, public-private partnerships, and sustainable infrastructure financing in promoting green tourism. Special attention is given to the development of eco-friendly tourism products, conservation of natural resources, and support for local communities. The findings show that improving the economic mechanism of green tourism significantly contributes to sustainable tourism development, environmental protection, and long-term economic efficiency.

Keywords: Green tourism, sustainable development, tourism sector, economic mechanism, eco-tourism, environmental protection, investment incentives, public-private partnership, sustainable infrastructure, environmental taxation, economic efficiency, natural resources.

Introduction

In recent years, sustainable development has become a key paradigm in the global tourism industry. The increasing environmental challenges, climate change, depletion of natural resources, and growing awareness of ecological issues have led to a shift in tourism development strategies toward more responsible and environmentally friendly approaches. In this context, green tourism has emerged as an important direction that integrates economic efficiency with environmental protection and social responsibility.

Green tourism refers to a form of tourism that minimizes negative environmental impacts, supports conservation of natural resources, and promotes sustainable use of ecosystems while ensuring economic benefits for local communities. It includes eco-friendly accommodation, energy-efficient transport, waste reduction practices, and the protection of natural and cultural heritage sites. The economic mechanism of green tourism plays a crucial role in ensuring the effective functioning and sustainability of this sector.

The relevance of this topic is determined by the growing importance of sustainable tourism development within national and global economic systems. Many countries, including Uzbekistan, are increasingly focusing on the development of eco-tourism and green tourism as part of their long-term tourism strategies. The integration of environmental considerations into tourism policies not only enhances destination attractiveness but also contributes to long-term economic stability.

In Uzbekistan, rich natural landscapes, historical heritage, and cultural diversity provide strong potential for the development of green tourism. However, the effective implementation of green tourism principles requires well-developed economic mechanisms, including investment incentives, environmental taxation, public-private partnerships, and sustainable infrastructure development. Despite ongoing reforms, several challenges still exist, such as limited financing, insufficient environmental awareness, and underdeveloped ecological infrastructure.

Furthermore, the economic mechanism of green tourism includes various tools such as pricing policies, subsidies for eco-friendly businesses, environmental regulations, and financial

incentives for sustainable practices. These mechanisms are essential for balancing economic growth with environmental protection and ensuring long-term sustainability of the tourism sector.

This study aims to analyze the economic mechanism of green tourism within the concept of sustainable tourism development, identify its key challenges, and propose directions for improving its effectiveness. The research also focuses on exploring how green tourism can contribute to economic growth while ensuring environmental sustainability and social well-being.

Literature review

The concept of green tourism and its economic mechanisms within sustainable tourism development has been widely studied in environmental economics, tourism management, and sustainable development literature. Researchers emphasize that green tourism is not only an environmental initiative but also an important economic model that ensures long-term sustainability of the tourism sector.

According to John Elkington, sustainable development is based on the “triple bottom line” approach, which integrates economic growth, environmental protection, and social responsibility. His framework provides a theoretical foundation for green tourism by highlighting the need to balance profit with ecological and social values.

Studies by Mihalic emphasize that sustainable tourism development requires strong environmental management systems and effective economic instruments. She argues that tourism policies must integrate ecological costs into economic decision-making to ensure long-term sustainability.

Research by Butler highlights the Tourism Area Life Cycle (TALC) model, which explains how destinations evolve and why sustainable management is necessary to avoid environmental degradation and decline in tourism attractiveness.

Modern literature also focuses on the role of economic mechanisms in promoting green tourism. These mechanisms include environmental taxes, subsidies for eco-friendly businesses, carbon pricing, green investment funds, and public-private partnerships. Such instruments help reduce environmental damage while encouraging sustainable tourism practices.

In addition, international studies emphasize the importance of eco-certification systems and sustainable tourism standards. These tools help improve transparency, ensure quality control, and encourage tourism enterprises to adopt environmentally friendly practices.

In developing countries, including Uzbekistan, research highlights both opportunities and challenges in implementing green tourism. Opportunities include rich natural and cultural resources, growing international interest in eco-tourism, and government support for sustainable development. Challenges include limited financing, insufficient infrastructure, and low awareness of environmental sustainability principles.

Uzbek scholars also emphasize the importance of integrating tourism development with environmental protection policies. They note that improving economic mechanisms such as incentives, subsidies, and investment support is essential for expanding green tourism in the country.

Research methodology

This study is based on a mixed-method research approach combining qualitative and quantitative methods to analyze the improvement of the economic mechanism of green tourism within the framework of sustainable tourism development. The methodological design ensures a comprehensive evaluation of both theoretical foundations and practical implementation of green tourism policies and instruments.

A systematic approach is applied to examine the relationship between economic mechanisms and the development of green tourism. This includes analyzing how investment incentives,

environmental taxation, subsidies, public-private partnerships, and sustainable financing models influence the efficiency and sustainability of tourism activities.

The research primarily relies on secondary data sources, including scientific articles, academic journals, statistical reports, policy documents, and publications of international organizations related to sustainable tourism and environmental economics. These sources provide a reliable basis for identifying global trends and assessing policy effectiveness.

In addition, comparative analysis is used to study international best practices in green tourism development. This helps to identify effective economic instruments such as eco-certification systems, carbon taxation, green investment funds, and sustainable tourism financing models that can be adapted to national conditions.

Analytical methods are also applied to assess the impact of economic mechanisms on key indicators of tourism development, including environmental sustainability, tourist inflow, local economic benefits, and resource efficiency. Special attention is given to the integration of environmental and economic policies in tourism management.

Analysis and results

The analysis shows that the development of green tourism within the framework of sustainable tourism requires a well-structured economic mechanism that balances environmental protection with economic efficiency. The findings indicate that countries and regions that actively apply economic incentives for green tourism achieve better environmental outcomes and higher long-term tourism revenues.

One of the key results is that financial incentives such as subsidies, tax reductions, and preferential loans significantly encourage tourism enterprises to adopt eco-friendly practices. These include energy-efficient accommodation, waste reduction systems, and sustainable transport solutions. Such measures reduce operational costs in the long term and improve destination attractiveness.

Another important finding is that environmental taxation plays a dual role. On one hand, it discourages environmentally harmful practices, while on the other hand, it generates financial resources that can be reinvested into environmental protection and tourism infrastructure development.

Public-private partnerships (PPP) are also identified as an effective mechanism for developing green tourism infrastructure. PPP projects support the construction of eco-resorts, protected natural areas, and sustainable transport systems, reducing the financial burden on the public sector.

Table 1

Economic Mechanisms and Their Impact on Green Tourism Development

Economic Mechanism	Main Function	Impact on Green Tourism	Result
Subsidies & incentives	Support eco-friendly businesses	Encourages sustainable practices	Increased green investments
Environmental taxation	Regulate pollution	Reduces environmental damage	Improved ecological balance
PPP projects	Infrastructure development	Enhances tourism facilities	Better service quality
Green financing	Investment support	Expands eco-projects	Higher sustainability
Eco-certification	Quality control	Promotes standards	Increased tourist trust

The table clearly demonstrates that economic mechanisms play a crucial role in shaping sustainable green tourism development. In particular, financial incentives and green investment tools are the most effective in stimulating eco-friendly tourism activities.

The analysis also reveals that green tourism contributes positively to local economic development by creating jobs, increasing income for local communities, and supporting small and medium-sized enterprises. It also enhances the preservation of natural and cultural heritage, which is essential for long-term tourism sustainability.

However, several challenges still exist in the implementation of effective economic mechanisms. These include limited access to financing, weak institutional coordination, insufficient environmental awareness, and underdeveloped infrastructure in rural tourism areas.

Despite these challenges, the overall trend shows increasing attention to green tourism development. Government policies, international support programs, and growing demand for sustainable tourism are driving positive changes in the sector.

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