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ISSN: 2992-8982

<https://yashil-iqtisodiyot-taraqqiyot.uz/>

2025



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Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

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Elektron nashr. 631 sahifa.

E'lon qilishga 2025-yil 1-iyunda ruxsat etildi.

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Muassis: "Ma'rifat-print-media" MChJ

Hamkorlarimiz: Toshkent davlat iqtisodiyot universiteti, O'zR Tabiat resurslari vazirligi, O'zR Bosh prokuraturasi huzuridagi IJQK departamenti.

Jurnalning ilmiyligi:

“Yashil” iqtisodiyot va taraqqiyot” jurnali

O'zbekiston Respublikasi
Oliy ta'lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi 336/3-
sonli qarori bilan ro'yxatdan
o'tkazilgan.



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ECOLOGICAL SUSTAINABILITY IN TOURISM: REGIONAL PRACTICES AND GLOBAL REFLECTIONS

Sayyora Safaeva

PhD, Professor Department
of Tourism and Hotel Business
of the Tashkent State University of Economic
Scopus ID: 57210446326
ORCID: 0000-0002-9305-1741
e-mail: sayora.safaeva@gmail.com

Abstract: This article analyzes current issues, regional practices, and global approaches to ensuring environmental sustainability in tourism. The study examines the factors that are important for sustainable tourism development – rational use of resources, environmental protection, participation of local communities, and the role of government policy. It also examines effective mechanisms for managing sustainable tourism based on the experience of different countries. The conclusions of the article include practical recommendations aimed at creating a model of tourism that reduces the ecological footprint, is socially responsible, and is economically sustainable.

Key words: environmental sustainability, sustainable tourism, regional practices, global experience, green tourism, tourism policy, local communities, sustainable development.

Annotatsiya: Ushbu maqolada turizm sohasida ekologik barqarorlikni ta'minlashning dolzarb jihatlari, mintaqaviy amaliyotlar va global yondashuvlar tahlil qilinadi. Tadqiqot davomida barqaror turizm rivoji uchun muhim bo'lgan omillar — resurslardan oqilona foydalanish, atrof-muhitni muhofaza qilish, mahalliy hamjamiyatlar ishtiroki va hukumat siyosatining roli ko'rib chiqiladi. Shuningdek, turli mamlakatlar tajribasi asosida barqaror turizmni boshqarishning samarali mexanizmlari o'rganiladi. Maqola xulosalari ekologik izni kamaytiruvchi, ijtimoiy mas'uliyatli va iqtisodiy jihatdan barqaror turizm modelini shakllantirishga qaratilgan amaliy tavsiyalarni o'z ichiga oladi.

Kalit so'zlar: ekologik barqarorlik, barqaror turizm, mintaqaviy amaliyot, global tajriba, yashil turizm, turizm siyosati, mahalliy hamjamiyatlar, barqaror rivojlanish.

Аннотация: В статье анализируются актуальные проблемы, региональная практика и мировые подходы к обеспечению экологической устойчивости в туризме. В исследовании рассматриваются факторы, важные для развития устойчивого туризма, — рациональное использование ресурсов, охрана окружающей среды, участие местных сообществ и роль государственной политики. Также рассматриваются эффективные механизмы управления устойчивым туризмом на основе опыта разных стран. Выводы статьи включают практические рекомендации, направленные на создание модели туризма, которая снижает экологический след, является социально ответственной и экономически устойчивой.

Ключевые слова: экологическая устойчивость, устойчивый туризм, региональная практика, мировой опыт, зеленый туризм, политика в сфере туризма, местные сообщества, устойчивое развитие.

INTRODUCTION

Tourism, while often viewed as a driver of economic development and cultural exchange, also presents significant challenges to environmental sustainability. The rapid expansion of global tourism over the past two decades has intensified pressure on ecosystems, increased carbon emissions, and raised concerns about the degradation of natural and cultural heritage sites. These challenges are especially critical in ecologically fragile regions where tourism infrastructure is developing faster than environmental regulations can adapt.

Central Asia, and particularly in Uzbekistan, the nexus between environmental sustainability and tourism is gaining attention. The government has taken proactive steps to integrate sustainability principles into tourism development strategies, including the promotion of ecotourism, the introduction of green certification programs, and the preservation of biodiversity in protected areas. However, implementation gaps remain, particularly at the local level, where awareness, technical capacity, and financial mechanisms are still limited.



This article aims to explore the practical applications of ecological sustainability in tourism within Uzbekistan and to contrast them with best practices from Mediterranean Europe. Drawing from personal academic and institutional experience, as well as fieldwork in regions like the Priaralye National Nature Park in Karakalpakstan, this study highlights both achievements and areas for improvement in the sustainable management of tourism resources.

The discussion will also incorporate insights from Professor Oscar Saladié's work in Catalonia, Spain, particularly his analysis of climate-related risks in coastal tourism and the role of universities in advancing sustainability agendas. The comparative lens will allow for the identification of adaptable strategies, useful for both policy-makers and tourism educators working in diverse geographic and socio-economic contexts.

LITERATURE REVIEW ON THE TOPIC

S. Gössling et al.[1] systematically assess the impact of the tourism sector on environmental sustainability and analyze the role of environmental planning, innovative approaches and policy reforms in the development of sustainable tourism. The book recognizes the importance of coherence between local practices and global strategies. In particular, the importance of creating a sustainable tourism model through environmental monitoring, resource conservation and territorial planning is emphasized.

R. Buckley[2] analyzes the gap between theoretical concepts and real practices. The author shows that sustainability policies often remain in political statements, but there are shortcomings in their practical implementation. According to the analysis, the involvement of local communities, environmental certification and monitoring of tourist facilities are effective tools for achieving environmental sustainability.

Authors B. Bramwell and B. Lane[3] reveal the importance of effective public policies, coordination between stakeholders and institutional approaches in managing sustainable tourism. They justify the need to develop multi-level governance mechanisms between governments, the private sector and civil society to improve environmental governance. The studies cite the experience of Norway and Canada as important examples.

The article analyzes the role of environmental governance in ensuring the competitiveness of tourist areas. T. Mihalic[4] lists environmental infrastructure, waste recycling systems and environmental education as important factors. The author also proves with theoretical and practical evidence that it is possible to ensure environmental sustainability by adapting sustainable tourism policies to local conditions.

J. Saarinen[5] in his study analyzes the historical evolution of the concept of tourism and sustainability. He shows that it is difficult to solve environmental sustainability with a single approach in the tourism sector, as each region has its own unique ecological, cultural and economic characteristics. According to the author, the development of environmental policies based on regional approaches is more effective in achieving sustainability.

S. Becken and D. Simmons[6] study the types of energy consumption in tourism activities and their impact on the environment. The authors believe that energy conservation, the use of renewable sources and the introduction of "green technologies" in tourism infrastructure can reduce the ecological footprint. The study was conducted on the example of New Zealand tourist areas, and the results can be applied to other regions.

The UN[7] manual has developed policy strategies to ensure environmental sustainability in the global tourism sector. The document proposes 12 priority areas for governments: resource management, environmental tax policy, community involvement and promoting sustainable tourism through the education system. This resource serves as a global guide for policymakers and researchers.

RESEARCH METHODOLOGY

In carrying out this research work, methods widely used in scientific research methodology were used. In the process of scientific analysis, these scientific research methods were widely used, in particular, observation, generalization, grouping, comparison, and in analysis, synthesis and analysis methods were widely used.

ANALYSIS AND RESULTS

Sustainable Tourism Development in Uzbekistan: Institutional and Regional Cases. Uzbekistan, situated at the crossroads of ancient trade routes, is rapidly emerging as a tourism destination, drawing attention not only for its cultural heritage but also for its growing commitment to sustainability. In recent years, national and regional authorities have begun to integrate environmental priorities into tourism policy, supported by a broader agenda of sustainable development. This section explores the institutional landscape, strategic efforts, and on-the-ground practices that illustrate Uzbekistan's progress in embedding ecological sustainability into tourism development.



One of the most significant steps was the inclusion of sustainable tourism in the country's 2022–2026 Strategy for Green Growth and Environmental Protection, which outlines specific goals for biodiversity conservation, climate adaptation, and sustainable resource use in tourism zones. This strategic shift has led to the designation of new protected areas and the strengthening of ecotourism as a state priority. Among these, the Priaralye National Nature Park in Karakalpakstan stands out as a flagship initiative. Located in the ecologically fragile post-Aral Sea zone, the park spans 3,165.95 hectares and is divided into three functional zones: a reserve core (2,317.86 ha), a recreational area (488.72 ha), and a business-use area (399.37 ha). The park exemplifies an integrated approach where environmental conservation, scientific research, and tourism coexist.

Another notable example is the development of community-based tourism (CBT) in mountain regions like the Nuratau-Kyzylkum biosphere reserve and the villages around the Chimgan-Charvak zone. These initiatives empower local residents to host tourists, engage in nature interpretation, and promote traditional lifestyles while minimizing environmental impact. CBT practices are supported by NGOs and international donors, offering training in waste management, renewable energy use, and biodiversity protection.

At the urban level, cities like Tashkent and Samarkand are making strides in “green city” branding. Hotels and guesthouses are increasingly participating in national certification programs that promote energy efficiency, water-saving technologies, and the use of local organic produce. Educational institutions, such as the Tashkent State University of Economics, have incorporated sustainability modules into tourism curricula, preparing future professionals to address environmental issues from both operational and strategic perspectives.

S. Safaeva emphasizes in her analysis of Karakalpakstan, infrastructure development is not just a prerequisite for tourism accessibility, but a strategic lever for long-term sustainability. Without roads, utilities, and basic logistics, ecotourism initiatives struggle to reach their full potential, particularly in environmentally vulnerable zones.

Despite these promising developments, several challenges persist. Environmental education among tourists remains limited, and enforcement of ecological standards is uneven, especially in remote areas. Additionally, infrastructure investments often prioritize short-term growth over long-term sustainability, posing risks to natural assets. Addressing these gaps requires a coordinated multi-stakeholder approach, combining state policy, academic leadership, and grassroots participation.

Uzbekistan's evolving model of sustainable tourism illustrates how post-Soviet countries can reshape their tourism sectors in harmony with environmental imperatives. These efforts, while still nascent, offer a foundation for more advanced collaboration with international experts and institutions, including comparative policy learning from Mediterranean contexts such as Catalonia, where climate resilience and sustainable coastal tourism are already institutionalized.

Comparative approaches: Mediterranean and Central Asian models. Comparing approaches to ecological sustainability in tourism between Mediterranean and Central Asian regions reveals valuable lessons in both policy design and implementation. While the geographical and socio-economic contexts differ considerably, both regions face the common challenge of aligning tourism growth with environmental protection in the context of climate change and resource constraints.

In the Mediterranean, particularly in Catalonia, Spain, tourism has long been a major economic sector. However, the intensive development of coastal and urban areas in the 1990s and early 2000s led to severe environmental degradation, prompting a shift toward sustainability. Professor Oscar Saladié, a leading expert in tourism and climate risk analysis at Rovira i Virgili University (URV), has highlighted the importance of adaptive management in coastal destinations, the role of universities in sustainab...Catalonia's success in transitioning to more sustainable tourism is supported by strong institutional mechanisms:

- Municipal governments enforce zoning regulations that limit overdevelopment;

- Protected natural parks (e.g., Delta de l'Ebre) are co-managed with environmental scientists and tourism experts;

- Certification systems such as the Biosphere Responsible Tourism label are used to incentivize sustainable business practices.

In contrast, Central Asia — and Uzbekistan in particular — is still in the earlier stages of developing such integrated systems. Nevertheless, Uzbekistan benefits from a relatively low baseline of environmental impact in many rural areas, and from recent government support for green transformation. Unlike Catalonia, where the emphasis is now on retro-fitting and mitigation, Uzbekistan has the opportunity to embed sustainability from the outset in its developing tourism sector.

One notable difference lies in the governance model. While Spain applies decentralized, locally driven frameworks for sustainability, Uzbekistan's approach remains more centralized, with state programs guiding regional efforts. Both models have advantages: the Catalan model fosters grassroots innovation and local accountability, while Uzbekistan's system allows for rapid policy coordination across wide territories.



Educational institutions in both countries are playing a growing role. URV's Faculty of Tourism is a hub for research and training on climate risk, while universities in Uzbekistan — such as Tashkent State University of Economics — are beginning to institutionalize sustainable tourism education, often in collaboration with international experts like Professor Saladié.

By bridging experiences between Mediterranean Europe and Central Asia, this article aims to highlight replicable strategies and inspire regional innovation. Uzbekistan can benefit from Catalonia's regulatory tools, community engagement methods, and academic frameworks. At the same time, Spain may draw insight from the more centralized mobilization of national initiatives in Central Asia and the potential for scalable green tourism models in emerging destinations.

Barriers, Opportunities, and Policy Recommendations. Despite growing recognition of the need for sustainability in tourism, the practical implementation of ecological principles remains uneven across regions. Both Uzbekistan and Mediterranean destinations such as Catalonia face structural and operational barriers, though the nature and severity of these constraints differ.

In Uzbekistan, the main barriers include:

- Limited technical expertise in sustainable planning and environmental monitoring at the regional level;
- Insufficient coordination between tourism development agencies and environmental regulators;
- Low awareness among domestic tourists about sustainability practices;

Fragmented funding mechanisms, especially for remote or ecologically sensitive destinations such as the Priaralye zone.

In Mediterranean Europe, particularly Spain, the challenges are more related to managing the legacy of over-tourism, such as:

- Urban saturation and housing conflicts in popular destinations like Barcelona;
- Degradation of coastal ecosystems due to historical under-regulation;
- Balancing economic dependency on tourism with long-term environmental restoration goals.

However, both regions now find themselves at a turning point — with opportunities for policy innovation and cross-regional learning. Uzbekistan can capitalize on:

- Its greenfield advantage in many tourism areas, allowing sustainability to be designed from the beginning;
- Growing international collaboration, including academic partnerships and development aid for ecotourism;
- A younger generation of tourism professionals who are being trained with sustainability principles in mind.

For Mediterranean regions, opportunities lie in:

- Advancing climate-adaptive tourism models, including early-warning systems and seasonal redistribution of tourist flows;
- Deepening university–community partnerships to support local innovation;
- Leveraging digital platforms for eco-labeling, tourist education, and feedback systems.

Policy Recommendations:

1. Integrate sustainability into national and regional tourism strategies through enforceable planning standards and periodic environmental audits.
2. Enhance academic and institutional collaboration between countries with differing levels of tourism maturity to support two-way knowledge exchange.
3. Develop community-based models that place local residents at the center of tourism governance, supported by clear ecological performance indicators.
4. Invest in green infrastructure, especially in protected and remote areas, ensuring basic services meet ecological standards.
5. Foster climate resilience planning by including vulnerability assessments in tourism development projects, as practiced in Catalonia.

By combining the strategic foresight of Mediterranean models with the emerging energy and adaptability of Central Asian destinations, a more balanced, inclusive, and ecologically responsible tourism future can be realized.

CONCLUSION AND RECCOMENDATIONS

Ecological sustainability in tourism is no longer a conceptual ideal but a strategic necessity. As global tourism rebounds from pandemic-era disruptions and faces increasing climate volatility, destinations must embed environmental considerations into every facet of planning, development, and operations. This article has explored the evolving efforts of Uzbekistan to align its tourism growth with ecological principles — from state-led initiatives in protected areas to grassroots ecotourism and academic.



In parallel, Mediterranean regions such as Catalonia offer a mature model of sustainability, born from the lessons of over-tourism and environmental strain. Professor Oscar Saladié's contributions, particularly on climate risk and the educational role of universities, reinforce the importance of evidence-based policymaking and transdisciplinary approaches. The Catalan model emphasizes decentralized governance, regulatory innovation, and climate adaptation — areas from which emerging destinations can draw.

By synthesizing insights from both contexts, the article advocates for mutual learning and co-creation of tourism strategies that are both economically viable and ecologically sound. Cross-regional collaboration between academic institutions, public agencies, and tourism practitioners can help build a more resilient and responsible global tourism system — one that honors the environment not as a backdrop to the travel experience, but as its foundation.

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IQTISODIYOT & TARAQQIYOT

Ijtimoiy, iqtisodiy, texnologik, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Zokir ALIBEKOV

Sahifalovchi va dizayner: Oloviddin Sobir o'g'li

2025. № 6

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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.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>
