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ECONOMIC MECHANISMS FOR ENSURING ENVIRONMENTAL SUSTAINABILITY IN TOURIST AREAS

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Abstract
This article analyzes, from a scientific and theoretical perspective, the significant increase in environmental factors occurring in a number of tourist areas and the economic mechanisms for ensuring environmental sustainability. In today's rapidly developing world, various environmental factors are causing problems in many sectors. In particular, the intensive development of the tourism sector leads to increased consumption of natural resources, higher use of water, gas, and energy, and disruption of ecological balance. Therefore, ensuring a balance between environmental and economic interests in the development of tourist areas is an important scientific and practical issue. The results show that economic mechanisms for ensuring environmental sustainability not only contribute to the conservation of natural resources in tourist areas, but also enhance their long-term competitiveness, improve service quality, and strengthen territorial attractiveness. Based on this, practical recommendations for improving environmental management in tourist areas have been developed.

Keywords: Environmental sustainability, tourist areas, economic mechanisms, environmental management, green economy.

Introduction

In recent years, tourism has become one of the fastest-growing sectors of the global economy with a wide range of impacts. In 2024, the travel and tourism sector contributed 10.9 trillion US dollars to the global gross domestic product, accounting for 10 percent of the world economy. At the same time, this sector supported 357 million jobs worldwide, with one out of every ten jobs related to tourism. The increasing number of incoming tourists and visitors leads not only to economic benefits but also to various environmental impacts. However, the

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rapid expansion of tourism also intensifies pressure on the environment. According to data from the United Nations Environment Programme (UNEP), if the tourism sector continues along a traditional development path, by 2050 tourism-related energy consumption could increase by 154 percent, greenhouse gas emissions by 131 percent, water consumption by 152 percent, and solid waste volume by 251 percent. [1]These indicators demonstrate the urgency of managing tourism from an environmental perspective. The concept of sustainable tourism arises precisely from the need to balance economic benefits and environmental safety. According to the definition of UN Tourism, sustainable tourism is a development model that considers the current and future needs of visitors, the environment, and host communities. It is based on the rational use of natural and consumption resources, conservation of biodiversity, preservation of socio-cultural authenticity, and ensuring long-term economic efficiency. Ensuring environmental sustainability in tourist areas and facilities has become one of the most pressing issues today. In scientific literature, this issue is studied in connection with finding a balance between the economic benefits of tourism and its environmental consequences. The concept of sustainable tourism is aimed precisely at resolving this contradiction, ensuring harmony between economic efficiency, environmental protection, and social interests. The classical scientific foundations of sustainable tourism were developed in the works of Richard W. Butler, Bramwell & Lane, Richard Sharpley, and Stefan Gössling. Their research emphasizes the importance of maintaining natural resources, protecting the interests of local communities, and considering the ecological capacity of tourist destinations alongside long-term economic benefits. [2]In particular, Butler's stage-based model of tourism development shows that tourist destinations may face ecological and economic crises over time. From this perspective, it becomes necessary to link tourism not only with growth but also with sustainable management. The results show that economic mechanisms play an important role in ensuring environmental sustainability in tourist areas. In particular, environmental taxes and fees help reduce excessive use of resources, while green investments contribute to reducing energy and water consumption. At the same time, waste management systems and environmental certification increase the ecological and economic efficiency of tourism infrastructure. Based on this

[1] UNEP. (2020). Tourism and Environmental Sustainability Guidelines. Nairobi: United Nations Environment Programme.
[2] Butler, R. W. (1980). The concept of a tourist area cycle of evolution: Implications for management of resources. Canadian.

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analysis, it can be emphasized that these mechanisms not only reduce the negative environmental impact in tourist areas but also significantly strengthen their long-term competitiveness. On this basis, a number of proposals have been developed to enhance environmental sustainability in tourist areas. In particular, it is advisable to introduce environmental taxes and differentiated fees in tourism facilities, widely apply green technologies in accommodation, hotels, and recreation areas, and create monitoring systems for water, energy consumption, and waste. [3]In addition, the introduction of mandatory environmental certification systems in tourism enterprises and the promotion of green investments by local authorities will further increase ecological and economic efficiency.

Analysis and Results

The study found that economic mechanisms can serve as effective tools in addressing environmental problems. In particular, the system of environmental taxes and fees plays an important role in limiting excessive use of resources. Through differentiated tax rates, higher charges are imposed on environmentally harmful activities, while incentives are provided for entities applying environmentally friendly technologies, thereby ensuring balance. This encourages business entities to adapt to the principles of the "green economy." Furthermore, promoting green investments is one of the key directions for improving environmental efficiency in tourist areas. The analysis shows that the introduction of energy-saving technologies, the use of renewable energy sources (solar panels, wind generators), and the expansion of water recycling systems can significantly reduce resource consumption. This not only brings environmental benefits but also increases economic efficiency in the long term. In addition, improving waste management systems has been identified as an important factor. The implementation of waste sorting, recycling, and disposal systems reduces environmental pressure in tourist areas. Regions with effective waste management systems become more attractive to tourists, which increases their competitiveness.

[3] Karimov, A. (2019). Turizm sohasida yashil texnologiyalar va investitsiyalar. Toshkent: Iqtisodiyot Nashriyoti.

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Conclusion

In conclusion, economic mechanisms play an important role in ensuring environmental sustainability in tourist areas. Environmental taxes, fees, and green investments help reduce excessive use of resources and optimize energy and water consumption. These measures lead to significant positive changes. Waste management systems and environmental certification increase the ecological and economic efficiency of tourism infrastructure. At the same time, these mechanisms reduce the negative environmental impact of tourist areas and strengthen their long-term competitiveness in the market. The proposed measures—environmental taxes and differentiated fees, widespread use of green technologies, monitoring systems, and environmental certification—serve to ensure sustainable development in the tourism sector.

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