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**“GLOBAL RAQAMLI INTEGRATSIYALASHUV:
2030-YILGACHA YASHIL IQTISODIYOTGA O'TISHDA
TEXNOLOGIK VA INDUSTRIAL SANOATNI RIVOJLANTIRISH
ORQALI MIKRO VA MAKROIQTISODIY BARQAROR
O'SISHNI TA'MINLASH DOLZARBLIGI”**

**“GLOBAL DIGITAL INTEGRATION: THE RELEVANCE OF
ENSURING MICRO AND MACROECONOMIC SUSTAINABLE
GROWTH THROUGH TECHNOLOGICAL AND INDUSTRIAL
DEVELOPMENT IN THE TRANSITION TO A GREEN
ECONOMY BY 2030”**

**«ГЛОБАЛЬНАЯ ЦИФРОВАЯ ИНТЕГРАЦИЯ:
АКТУАЛЬНОСТЬ ОБЕСПЕЧЕНИЯ УСТОЙЧИВОГО
МИКРО- И МАКРОЭКОНОМИЧЕСКОГО РОСТА ЧЕРЕЗ
РАЗВИТИЕ ТЕХНОЛОГИЧЕСКОЙ И ИНДУСТРИАЛЬНОЙ
ПРОМЫШЛЕННОСТИ В ПЕРЕХОДЕ К ЗЕЛЁНОЙ
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- 05.01.00 – Axborot texnologiyalari, boshqaruv va kompyuter grafikasi
- 05.01.01 – Muhandislik geometriyasi va kompyuter grafikasi. Audio va video texnologiyalari
- 05.01.02 – Tizimli tahlil, boshqaruv va axborotni qayta ishlash
- 05.01.03 – Informatikaning nazariy asoslari
- 05.01.04 – Hisoblash mashinalari, majmualari va kompyuter tarmoqlarining matematik va dasturiy ta'minoti
- 05.01.05 – Axborotlarni himoyalash usullari va tizimlari. Axborot xavfsizligi
- 05.01.06 – Hisoblash texnikasi va boshqaruv tizimlarining elementlari va qurilmalari
- 05.01.07 – Matematik modellash
- 05.01.11 – Raqamli texnologiyalar va sun'iy intellekt
- 05.02.00 – Mashinasozlik va mashinashunoslik
- 05.02.08 – Yer usti majmualari va uchish apparatlari
- 05.03.02 – Metrologiya va metrologiya ta'minoti
- 05.04.01 – Telekommunikatsiya va kompyuter tizimlari, telekommunikatsiya tarmoqlari va qurilmalari. Axborotlarni taqsimlash
- 05.05.03 – Yorug'lik texnikasi. Maxsus yoritish texnologiyasi
- 05.05.05 – Issiqlik texnikasining nazariy asoslari
- 05.05.06 – Qayta tiklanadigan energiya turlari asosidagi energiya qurilmalari
- 05.06.01 – To'qimachilik va yengil sanoat ishlab chiqarishlari materialshunosligi
- 05.08.03 – Temir yo'l transportini ishlatish
- 05.09.01 – Qurilish konstruksiyalari, bino va inshootlar
- 05.09.04 – Suv ta'minoti. Kanalizatsiya. Suv havzalarini muhofazalovchi qurilish tizimlari
- 10.00.06 – Qiyosiy adabiyotshunoslik, chog'ishtirma tilshunoslik va tarjimashunoslik
- 10.00.04 – Yevropa, Amerika va Avstraliya xalqlari tili va adabiyoti
- 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

Ma'lumot uchun, OAK

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MUNDARIJA

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IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT PRINCIPLES IN ECO-FRIENDLY HOTELS

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Abstract: This article examines the theoretical foundations of sustainable development principles in the hotel industry and their practical implementation. The study analyzes the economic, environmental, and social pillars of sustainability, their significance for the hospitality sector, and their relationship with the Global Sustainable Tourism Council (GSTC) criteria and the United Nations Sustainable Development Goals (SDGs). Particular attention is given to the efficient use of resources, the reduction of environmental impacts, the support of local communities, and the enhancement of the long-term competitiveness of hotel enterprises. The findings provide practical recommendations for improving sustainable management practices within the hotel industry.

Keywords: sustainable development, hotel business, hospitality industry, GSTC, Sustainable Development Goals (SDGs), environmental sustainability, social responsibility, economic sustainability, sustainable tourism.

Annotatsiya: Ushbu maqolada mehmonxona biznesida barqaror rivojlanish tamoyillarining nazariy asoslari va ularni amaliyotga joriy etish masalalari yoritilgan. Tadqiqotda barqaror rivojlanishning iqtisodiy, ekologik va ijtimoiy ustunlari, ularning mehmondo'stlik sanoatidagi o'rni hamda Global Sustainable Tourism Council (GSTC) mezonlari va BMTning Barqaror rivojlanish maqsadlari (SDGs) bilan o'zaro bog'liqligi tahlil qilingan. Shuningdek, mehmonxona korxonalarida resurslardan samarali foydalanish, atrof-muhitga salbiy ta'sirni kamaytirish, mahalliy hamjamiyatlarni qo'llab-quvvatlash va uzoq muddatli raqobatbardoshlikni ta'minlashning asosiy yo'nalishlari yoritilgan. Tadqiqot natijalari mehmonxona biznesida barqaror boshqaruv mexanizmlarini takomillashtirish bo'yicha amaliy tavsiyalar ishlab chiqishga xizmat qiladi.

Kalit so'zlar: barqaror rivojlanish, mehmonxona biznesi, mehmondo'stlik, GSTC, SDGs, ekologik barqarorlik, ijtimoiy mas'uliyat, iqtisodiy barqarorlik, barqaror turizm.

Аннотация: В статье рассматриваются теоретические основы принципов устойчивого развития в гостиничном бизнесе и вопросы их практической реализации. Исследуются экономические, экологические и социальные аспекты устойчивого развития, их значение для индустрии гостеприимства, а также взаимосвязь с критериями Global Sustainable Tourism Council (GSTC) и Целями устойчивого развития Организации Объединённых Наций (SDGs). Особое внимание уделено эффективному использованию ресурсов, снижению негативного воздействия на окружающую среду, поддержке местных сообществ и обеспечению долгосрочной конкурентоспособности гостиничных предприятий. Полученные результаты могут быть использованы при совершенствовании механизмов устойчивого управления в гостиничной отрасли.

Ключевые слова: устойчивое развитие, гостиничный бизнес, индустрия гостеприимства, GSTC, Цели устойчивого развития, экологическая устойчивость, социальная ответственность, экономическая устойчивость, устойчивый туризм.

The hotel industry has become one of the key sectors where the principles of sustainable development are increasingly integrated into business strategies and operational practices. Growing environmental challenges, changing consumer expectations, and international sustainability commitments have encouraged hospitality enterprises to adopt more responsible approaches to resource management, social responsibility, and economic performance. Sustainable hotel management not only minimizes environmental impacts but also enhances competitiveness, improves service quality, and strengthens relationships with local communities. Therefore, understanding the theoretical foundations and practical implementation of sustainability has become essential for ensuring the long-term resilience and success of the global hospitality industry.



“Sustainability in the modern hotel business has become one of the highest priorities worldwide. In the context of accelerating climate change and the consequences of human impact on the planet, there is an increasing need for the hospitality industry to incorporate responsible and environmentally friendly practices into its daily operations.

The development of eco-friendly hotels aims to promote the implementation of environmentally sustainable, socially responsible, and economically efficient practices within the hotel sector. Compliance with international standards ensures that educational content aligns with international sustainability requirements, including the criteria of the Global Sustainable Tourism Council (GSTC) and the United Nations Sustainable Development Goals (SDGs). Enhancing workforce readiness involves supporting the development of qualified professionals capable of meeting the emerging sustainability requirements of the hospitality industry. Adaptation to local conditions provides educational content tailored to the environmental, cultural, and economic characteristics of Uzbekistan and Central Asia. By describing the core competencies of sustainable development and practical implementation strategies, it seeks to bridge the gap between sustainability theory and its practical application within the hotel sector. This diverse audience facilitates the effective dissemination of sustainability knowledge across all levels of hospitality education and practice, thereby encouraging meaningful and long-term transformation within the industry. Consultants specializing in the hotel business and tourism provide advisory services to hospitality enterprises on improving sustainable development practices. They utilize evidence-based resources, as well as practical solutions that can be implemented, to assist clients in developing effective recommendations” [1].

“Over the past decades, the concept of sustainability has become an integral part of the global agenda by integrating economic, environmental, and social dimensions into a unified framework. It represents a strategic approach to resource management that ensures the rational use of resources to meet the needs of the present generation without compromising their availability for future generations. This concept serves as the foundation for establishing responsible business models, particularly in resource-dependent sectors such as tourism and hospitality. Sustainability is defined as meeting the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development is of particular importance as it serves as a means of preserving natural and cultural heritage, maintaining social equity, and stimulating local economic development. Sustainable tourism is tourism that fully considers its current and future economic, social, and environmental impacts while meeting the needs of visitors, the industry, the natural environment, and host communities. For the hotel industry, this means integrating sustainability principles into strategic planning, operational activities, and marketing in order to create value for customers, the environment, and society as a whole” [1].

It should be emphasized that sustainable tourism is not a specific type or form of tourism, as it may appear at first glance, but rather a particular management system. It should not be interpreted narrowly as a static concept—for example, it is not sufficient simply to declare a particular accommodation facility sustainable or to consider the task accomplished.

Furthermore, sustainable tourism is a dynamic process that requires continuous development. Practices and standards regarded today as the best examples of sustainability may lose their relevance within a few years. Experience demonstrates that approaches considered effective a decade ago may no longer correspond to current realities. Therefore, it is essential to maintain flexibility and focus not on achieving an unattainable ideal but on continuous improvement [2].

“The key dimensions and three pillars of sustainable development are based on the economic, environmental, and social aspects, which are commonly referred to in the literature as the three fundamental pillars of sustainability. These elements are interconnected and require a comprehensive approach to maintaining a balance between business development, environmental protection, and the improvement of society’s quality of life”¹.

Understanding these pillars and integrating them into the strategic and operational processes of the hotel business is essential for achieving long-term success. Economic sustainability, as a key priority, involves developing an efficient business model that ensures stable sources of revenue, supports the local economy, and creates new employment opportunities. In the hospitality sector, this approach primarily involves the rational use of local resources, the promotion of products and services offered by local producers, and the implementation of innovative solutions that optimize costs while creating additional value for customers. The financial sustainability of a hotel should be combined with responsible resource management and investments in the development of local communities.

1 . Bakulina A.A., Kpacyukova N.L. Uppavlenie gosudarstvennym i munitsipalnym imushchestvom (uchebnik) (Panina O.V., Ppokofev C.E.; pod ped. C.E. Ppokofeva). - “KNOPUC”, 2022 g.



The environmental pillar focuses on reducing the environmental impact of hotel operations. This includes implementing practices that improve the management of energy, water, waste, and CO₂ emissions, while contributing to the conservation of natural heritage. The social pillar is associated with ensuring equal opportunities, providing decent working conditions, and supporting local communities. The hotel industry should contribute to social development by protecting employees' rights, promoting inclusiveness, and supporting local cultural initiatives. The Sustainable Development Goals (SDGs), developed and adopted by the United Nations Member States in 2015, constitute a comprehensive framework designed to promote collaborative efforts toward building a better future by 2030. More than 190 countries, including Uzbekistan, have adopted the 17 SDGs, which address various aspects of human development, including poverty eradication, inequality reduction, climate action, and other global challenges. Tourism is one of the fastest-growing sectors worldwide and has the potential to contribute directly or indirectly to all of these goals. In particular, it is explicitly linked to SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), and SDG 14 (Life Below Water) [3].

"It should be particularly emphasized that the tourism sector can play a significant direct or indirect role in achieving the Sustainable Development Goals (SDGs). As an interdisciplinary and multidisciplinary field, tourism contributes to addressing a wide range of social, economic, and environmental challenges, including promoting economic growth, advancing gender equality, fostering innovation, and protecting natural ecosystems. Through the implementation of effective governance mechanisms and the widespread adoption of sustainable practices, it is possible to unite the efforts of governments, international organizations, businesses, and local communities. As a result, tourism is increasingly recognized as an important instrument for achieving global sustainable development objectives. From the perspective of contemporary global challenges and sustainability requirements, one of the fundamental prerequisites for implementing sustainable development principles in the hotel industry is the need to reduce its negative environmental impact. Hotel operations are inherently resource-intensive, consuming substantial amounts of water, energy, and other natural resources while generating considerable volumes of waste. It has been estimated that the tourism and hospitality sector contributes approximately 28% of global greenhouse gas emissions associated with buildings and infrastructure energy consumption."

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