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**Annotation.** *This article discusses aspects of tourism development in the context of sustainable development, as well as its increasing role in the global and national economy. If not properly organized and managed wisely, the negative aspects of the industry's environmental impact will also increase. In Uzbekistan, including in the Bukhara region, tourism is one of the drivers and promising sectors of the economy; several examples have shown the negative impact on the natural and urban environment.*

**Keywords.** *tourism, tourist, hospitality industry, cultural heritage sites, environment, nature, sustainable development, sustainable tourismю.*

Uzbekistan has adopted the national goals of sustainable development within the framework of the global goals of sustainable development adopted by the UN and is implementing economic reforms within the framework of achieving these national goals. In order to achieve the goals of sustainable development, effective reforms are being carried out in the country's economic sectors. In particular, one of the driving and promising sectors of the country's economy is tourism.

According to the World Tourism Organization (UNWTO), more than 10 percent of the world's gross domestic product, 7 percent of the world's investments, 5 percent of tax revenues, 11 percent of the world's consumer spending and every 16 new jobs created One of them is the contribution of the tourism and hospitality industry. Tourism is a broad field with both economic and socio-cultural importance. It ranks third in the world in terms of profitability. Another important aspect is that it allows for the creation of many jobs at low cost.

In our country, this field is developing consistently. In particular, the number

of foreign tourists who visited our country in 2022 increased three times compared to 2021. The export of the industry amounted to 1 billion 600 million dollars. More than 11 million people traveled as part of domestic tourism programs. As a result of the establishment of a new tourism center in Samarkand, an additional 2 million tourists came there.

There are more than 8,200 cultural and heritage objects in Uzbekistan, 209 of which are included in the UNESCO list of world cultural heritage objects. However, along with the development of tourism in the regions, the extent of its negative impact on the environment and nature is also increasing. For example, an increase in the number of tourists, an increase in water consumption in the regions, an increase in the human load on the green areas, an increase in the flow of traffic, as a result of which increases the pollution of the atmosphere, an increase in the anthropogenic impact on historical monuments and modern architectural monuments, and their degradation is an example of this. .

Of course, the development of tourism is an objective necessity and has an important socio-economic value for every area and region. In order to reduce its impact on the environment and nature, we suggest applying the principles of sustainable tourism and green tourism. "Sustainable tourism" is the use of available resources and services of tourism without harming the nature and social environment and the continuous growth of the tourism industry. Sustainable tourism is mainly based on 3 principles: 1) preservation of the natural environment, in which the tourism industry should not harm the environment during its development. 2) socio-cultural, in which tourists should respect local customs, traditions and values, local residents should receive income from regional tourism. 3) ensuring the effective operation of economic, all economic processes, in which all interested parties should see socio-economic benefits.

It is predicted that the development of the tourism industry will increase in the future in the direction of ecotourism, tourists' enjoyment of natural resources, recreational resources. Because the development of industry and the expansion of urban agglomerations increase the flow of people as vacationers in the natural

environment. This, in turn, can lead to an increase in their negative attitude towards nature. The Global Sustainable Tourism Council (GSTC) is a global body that supports and coordinates the development of sustainable tourism both globally and regionally. This body has adopted various programs in order to protect the natural development of biosystems on a global scale. For example, in order to restore the natural environment in the Galapagos Islands, the number of annual tourist flows was set at 12,000 visits, but later this number was changed by the Ecuadorian government to 50,000 visits for economic purposes. The tourism potential of Bukhara is large, which is explained by its rich historical and cultural heritage, the eternal residence of great figures of the Islamic world, ethnographic and cultural opportunities, unique desert landscape, and natural and ecological resources. However, the main direction in urban tourism is the "Historic Center of Bukhara", and today 72% of total tourism is carried out within this direction.

An increase in the number of tourists will develop trade. In this year, 2,265,389 (48,924 of them foreign) tourists visited the city. This indicator shows a 9.3-fold increase in domestic tourism compared to 2020 (more than 243,500 people in 2020), and a 3.6-fold increase in the number of foreign tourists (more than 13,500 people in 2020). The increase of tourism service facilities and the increase of sales outlets will create new jobs, local residents will be provided with work. In January-August 2023, the number of 15 new tourist organizations increased from 119 in 2022 to 134 now. 56 new jobs were created in 15 organizations launched. In January-August 2023, 10,950 new jobs were created in tourism and related industries. The income of entrepreneurs will increase. Over the past 5 years, the volume of tourism exports has increased by 3.7 times to 37.2 million. It will reach 138.2 million USD in 2022.

The load on the natural and ecological environment of the city increases, the intensive (frequent) use of water, trees, and soil reduces the possibility of their regeneration, increases their pollution, degradation (damage). More than 300,000 permanent residents and more than 100,000 temporary residents of Bukhara, a total of more than 400,000 residents are engaged in daily activities. If we add the average

daily number of tourists to Bukhara, 10,000 people, the number will increase by 2.5% per day. we are happy For example, if we take into account the average consumption of 400-450 liters of water per person per day in Uzbekistan, we see that water consumption per 10,000 people will increase by 4,000 tons. The formation of tourism infrastructure leads to the reduction of green spaces in the city. In the city of Bukhara, green areas decreased from 7.1 m<sup>2</sup> to 6.05 m<sup>2</sup> per capita during 2000-2022.

### **Conclusion**

In conclusion, it can be said that the development of the tourism industry will increase in the future in the directions of ecotourism and historical tourism. Because the development of industry, the expansion of cultural tourist places in modern cities increases the flow of people who relax in the natural environment and are interested in historical places. This, in turn, should not lead to an increase in their negative attitude towards nature and historical monuments. In a word, tourism must develop within the framework of the concept of sustainable development.

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