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RESEARCH MODELS OF GREEN TOURISM DEVELOPMENT

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Abstract
The article examines the problems of the effective use of research models of green tourism development. In particular, issues of the importance of green tourism in the protection of the environment and the rational use of Natural Resources, the effective use of the green touristic capabilities of the regions in forming a "green" economy have been scientifically analyzed. Scientific proposals and conclusions on the development of the field are also presented.

Keywords: green tourism, CO2, green economy, Environmental Kuznets Curve analysis, green tourism opportunities.

Introduction

In the process of researching research models for the development of green tourism, it is appropriate to try to identify several aspects that influence the behavioral intentions of international tourists, to immediately consider their ecologically responsible tourism behavior. Despite many studies focusing on the sustainability of green tourism, only a few of them have focused on the sustainability of green tourism perceptions of international tourists from a specific destination (e.g., small regions), including their behavioral intentions. It is important to prevent environmental degradation and environmental protection while achieving green growth. The territories are not only small, but they preserve the local ecological environment and preserve unique fauna and flora. Henceforth, the impact on the sustainable development of tourism in the region is serious, and includes an urgent appeal to tourists to strengthen efforts to protect the environment. In order to answer the missing aspects in the research literature on hospitality marketing, we found it appropriate to investigate two variables using the Extended theory of Planned Behavior (ETPB): environmental concern (EC)) and green tourism perception (GTP) concepts. Our analysis is based on the evidence of people living in the territory of the republic. In our study, we aimed to analyze consumer behavioral aspects of green growth in the tourism industry. Thus, this study is of urgent importance for effective use in green marketing strategies for environmental benefits, society and sustainable companies.

From 2019 to 2030, the transition of the Republic of Uzbekistan to a "green" economy, which was established by the decree of the president of the Republic of Uzbekistan PQ-4477 of October 4, 2019, has been introduced several tasks on adaptation and mitigation

of the consequences of climate change, improving the efficiency of Natural Resources and preserving natural ecosystems. Also, the 15th goal of national goals and objectives in the field of sustainable development in the period up to 2030 is to “protect and restore land ecosystems, promote rational use of them, combat desertification, stop and reverse land erosion, stop the process of biodiversity extinction”. This, in turn, is due to the effective use of the tourist-recreational opportunities of the regions and the development of ecotourism. President of the Republic of Uzbekistan on January 28, 2022 - PF-60 on the development strategy of the New Uzbekistan for 2026, decrees PF-5326 of February 3, 2018" on additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan", decree PQ-2731 of January 18, 2017"on the state program for the development of the islet region in 2017-2021, Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated December 3, 2018 “on measures to develop ecotourism and improve the arrangement of allotments within the water protection zones of reservoirs” No. 978, and the implementation of tasks set out in other regulatory legal acts serves to develop ecotourism in Uzbekistan.

In addition to being one of the most profitable sectors in the world economy, the tourism industry is also one of the sectors that should be given serious attention in terms of damage to the environment.

In recent decades, environmental problems and global warming, climate change, greenhouse gas emissions (GHGs) and pollution have become serious problems at the global level, mainly due to the excessive release of carbon emissions into the environment, resulting from the excessive consumption of energy and water and the wanton abuse of natural resources.

LITERATURE REVIEW

According to Li et al.[4], consumers are willing to purchase energy-efficient appliances to reduce energy consumption and carbon emissions in daily use. Many researchers have studied consumers' environmental and attitudinal behaviors and environmental behaviors based on the level of green product consumption and pro-environmental shopping and green food consumption. Although several researchers point out that the Theory of Planned Behavior (TPB) has paid little attention to the interaction between the three predictors and demographic factors, only a few studies have examined the sustainability of green tourism and discussed the influence of international tourists' behavioral intentions in the context of environmental degradation.

The Theory of Planned Behavior (TPB) was first introduced into scientific circulation as an extended psychological theory proposed by I. Ajzen [5].

According to research scientists M. Yazdanpanah, M. Forouzani: It is a research tool that predicts people's behavioral intentions and actual behavior[6].

Research has shown that the Extended Theory of Planned Behavior (ETPB) model is more predictive than the original Theory of Planned Behavior (TPB) model [7].

ANALYSIS AND RESULTS

International tourists prefer to travel in international tourism destinations that have attractive natural and cultural resources, as well as diverse aspects and valuable heritage. Thus, green tourism facilities can provide the impressions desired by international tourists. Therefore, environmentally responsible tourism behaviors can explore international tourists' perceptions of green tourism sustainability and improve their experiences of green tourism areas without compromising their ecological status. Therefore, we chose to use Theory of Planned Behavior (TPB) as the main research methods of our research to further predict the environmentally responsible behavior of international tourists.

Table 1 Emission factors for tourism transport modes in the context of the European Union [8]

Tourism transport methods	CO_2 factor (kg/pkm)
Air transport <500 km	0.206
500-1000 km	0.154
1000-1500 km	0.130
1500-2000 km	0.121
>2,000 km	0.111
World average air transport	0.129
Railway	0.027
Car	0.133

As shown in Table 1 for EU transport, average emission factors for different transport modes can vary significantly.

Bus and rail transport are the most efficient, with carbon emissions of 0.022 kg CO2/km and 0.027 kg CO2/km, respectively. This specific difference is mainly related to the level of occupancy: compared to each seat-kilometer (skm) (that is, taking into account the number of people that can theoretically be transported with a full load) , rail transport is relatively more efficient at 0.016 kg/km compared to tourist bus at 0.020 kg/sq.km.

Even fewer emissions can result from rail traffic if the electricity comes from renewable energy sources. Emissions from cars average 0.133 kg CO2/pkm, flights of 1,000 km and more have 0.130 kg CO2/pkm, and short flights less than 500 km have 0.206 kg CO2/pkm. The higher value for short-haul flights is due to the greater amount of energy expended during takeoff. Cruise ships are the most emitting tourist transport. Although a comprehensive database is not available for this type of transport, Carnival Corporation and plc report direct air emissions of 0.330 kg CO2 per available lower berth (ALB-km) for their fleet.

CONCLUSION

Tourism is one of the sectors that has been working in cooperation with all sectors with its multifaceted types. Green tourism makes it possible to develop many aspects of the economy.

These include hotels and guest houses, catering establishments, transport services, communal households, road construction, household services, trade networks and service industries. The development of green tourism includes at the same time a unique recreation and entertainment industry. The main services in tourism include additional services to the main services:

- reception services;
- accommodation services;
- catering services;
- transport services;
- divided into excursion services.

When every service infrastructure is perfectly formed, there are no problems for tourists. There are additional services that are also directly involved in the processes. Reception services mean remote work. A responsible employee of a travel agency going to the airport to meet a tourist requires that the road infrastructure, airport infrastructure and transport infrastructure meet international and green standards.

In terms of placement services, the infrastructure of hotels and guesthouses should meet the standards and the country's capacity to receive tourists should be sufficient.

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