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MECHANISMS FOR SUSTAINABLE DEVELOPMENT OF THE SERVICE SECTOR IN THE CONTEXT OF A GREEN ECONOMY IN UZBEKISTAN.

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Abstract. This article studies the mechanisms of sustainable development of the service sector in the context of a green economy in Uzbekistan. The article analyzes the theoretical foundations of the green economy, the components of the service sector (tourism, transport, trade, catering, utilities) and their aspects related to environmental sustainability.

Keywords: green economy, service sector, sustainable development, resource efficiency, energy efficiency, environmental services.

Today, the intensification of environmental problems in the world economy, the limitation of natural resources, climate change and the increasing anthropogenic impact on the environment create the need to form a new model of economic development. In such conditions, the concept of a green economy is emerging as an important factor of sustainable development. The green economy serves to ensure environmental safety, resource efficiency and economic efficiency not only in production sectors, but also in the service sector.

In Uzbekistan, modernization of the economy, maintaining ecological balance, improving the quality of life of the population, and development of the service sector are among the priorities of state policy. In particular, the service sector is one of the fastest growing segments of the economy, where the introduction of green technologies, the use of energy-saving methods, the expansion of environmental services, and the formation of innovative management mechanisms are of great importance.

The service sector includes tourism, transport, trade, catering, household services, utilities and other areas. Operating in these sectors taking into account environmental requirements not only reduces pressure on the environment, but also increases competitiveness, creates new jobs and improves the quality of services. In this regard, the development of the service sector based on the principles of a green economy is one of the urgent scientific and practical issues for Uzbekistan.

The purpose of this article is to study the mechanisms of sustainable development of the service sector in Uzbekistan in the context of a green economy, analyze existing problems, and develop scientifically based proposals for improving the sector. Based on this goal, the article analyzes the theoretical foundations of the green economy, the specific characteristics of the service sector, the practical situation in our country, and development prospects.

The Decree of the President of the Republic of Uzbekistan dated October 4, 2022 “On approval of the Strategy of the Republic of Uzbekistan for the transition to a “green” economy and “green” growth for the period until 2030” set out the main roadmap for environmentally sustainable

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development in the country. The strategy identifies increasing energy efficiency in the service sector, introducing renewable energy sources, and developing environmental services as priority tasks.

In practice, in the tourism sector, a number of hotels (for example, international chain hotels in Tashkent, Samarkand and Bukhara) have introduced energy-efficient lighting systems, water-saving sanitary equipment and solid waste sorting systems. In the transport sector, electric buses and metrobus lines are being established in large cities, which reduces the amount of harmful emissions into the atmosphere. In trade and catering enterprises, projects are being implemented to use recyclable materials for dishes, compost food waste and optimize packaging materials. In the field of utilities, automated control systems are being introduced in water supply and sewage networks, as well as pumping units that save heat and electricity.

However, in some regions of the republic, especially in rural areas, service facilities are still equipped with old, energy-intensive equipment. The introduction of green technologies is concentrated in large cities and international tourism centers. This situation creates regional imbalances in the sector.

There are a number of problems in the widespread implementation of green economy principles in the service sector in Uzbekistan:

- high initial capital is required for the installation and modernization of green technologies, and small and medium-sized service enterprises cannot sufficiently use preferential lending or subsidy mechanisms;
- entrepreneurs and service sector employees do not have complete information about the economic efficiency, environmental benefits and methods of implementation of resource-saving technologies;
- in some cases, there are no special tax breaks or subsidies for services that meet green standards, and the certification system is voluntary;
- the lack of separate waste collection and recycling systems, modern energy audit centers, and the underdevelopment of the environmental services market are obstacles in the sector;
- low environmental fees and environmental taxes, on the contrary, provide little incentive to save resources.

Based on the analysis of the above problems, the following proposals and recommendations were developed for the sustainable development of the service sector in Uzbekistan:

- phased implementation of separate resource-saving technologies for each of the sectors of tourism, transport, trade, catering and utilities;
- for example, in large cities or tourist areas, a "green service cluster" should be created, where energy efficiency, waste recycling and ecological transport would be tested, and then distributed throughout the country based on the results of this experiment;
- development of an open rating system for service enterprises (for example, based on energy efficiency, waste sorting, water saving criteria). Ensuring the image and market advantage of enterprises with the "green service" label among consumers;
- development of proposals for providing soft loans and grants to service entities with limited financial resources for phased modernization (for example, first the lighting system, then the heat supply);
- Study the experience of introducing resource-saving technologies in the service sector of countries such as Germany, South Korea, Singapore, and the UAE and recommend adaptation to the conditions of our Republic. In particular, increase the importance of adapting the "green stars" system and carbon footprint reduction programs in hotels and restaurants to the conditions of Uzbekistan.

Sustainable development of the service sector in the context of a green economy is an important factor in Uzbekistan's environmental safety, rational use of resources and economic growth. The

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introduction of resource-saving technologies in the sector will not only reduce pressure on the environment, but also increase the competitiveness of services, stimulate innovation and improve the quality of life of the population. The proposals presented in this article are scientifically based, and their implementation will serve the effective implementation of Uzbekistan's strategy for transition to a green economy.

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