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PARTICULARITES OF ECOLOGICAL MANAGEMENT IN SUSTAINABLE DEVELOPMENT OF HOTEL INDUSTRY: THE CASE OF KHOREZM REGION

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framework. 89.39 billion Sums, \$ 1635.55 million and 57.63 million euros were allocated for implementation of the program.

Within the framework of continuous measures to improve the reclamation status of irrigated land, over the past years, the projects implemented in the regions have improved the reclamation status of over 240,000 hectares. In this regard, the scope of work has been expanded in line with the Decree of the President of the Republic of Uzbekistan "On Measures for Further Improvement of Ameliorative Status of Irrigated Lands and Rational Use of Water in 2013-2017".

Conclusions

During the years of independence, important organizational, socio-economic and legal measures have been developed and implemented to ensure environmental safety. The measures taken allowed decreasing the air pollution level, improving the mainstream water flows, reducing pesticide use, improving the sown area structure, and involving international organizations in solving national environmental problems.

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**MODERN PROBLEMS OF TOURISM AND ECONOMICS****UDC: 338.48****PARTICULARITIES OF ECOLOGICAL MANAGEMENT IN
SUSTAINABLE DEVELOPMENT OF HOTEL INDUSTRY: THE CASE OF
KHOREZM REGION****Matyakubov Umid,****First year doctorate specialisation,****Economics of service sphere branches (economic sciences),****Department of economy Tourism and Economy Faculty,****Urgench State University,****E-mail address: umidjan.mat@mail.ru**

Аннотация: Ушбу мақолада Хоразм вилояти меҳмонхоналари фаолиятида экологик менежментнинг ўзига хос хусусиятлари очиқ берилган. Яъни, вилоятда фаолият кўрсатаётган меҳмонхоналардан 26 таси танлаб олиниб, улар ўртасида меҳмонхона индустриясида экологик менежментнинг муҳим чора-тадбирлар сифатида сув ва энергия ресурсларини тежаш, атроф-муҳитга чиқараётган чиқиндиларни камайтириш, экологик тоза материаллардан фойдаланиш ва шунга ўхшаш саволлардан иборат анкета сўровномлари ўтказилган. Сўровномалар ўтказиш натижасида олинган жавоблар асосида хулоса ва таклифлар берилган.

Калит сўзлар: Барқарор ривожланиш, экологик менежмент, экоотель, экомаҳсулот, экобюро, экотранспорт, экобелги, экотуризм, туризм, табиий муҳит.

Аннотация: В этой статье раскрыты своеобразные черты экологического менеджмента в деятельности гостиниц Хорезмской области. То есть среди 26 гостиниц, действующих в области, проведена анкета-опросник включающие такие вопросы, как экономия водных и энергетических ресурсов, уменьшение отходов и выбросов в окружающую среду, использование экологически чистых материалов, которые являются важными мероприятиями



экологического менеджмента в гостиничной индустрии. На основе ответов, полученных в результате проведения опроса, даны выводы и предложения.

Ключевые слова: устойчивое развитие, экологический менеджмент, эко-отель, экопродукция, экобюро, экотранспорт, экознак, экотуризм, туризм, естественная среда.

Abstract: The article describes the features of ecological management in the Khorezm region's hotels. In other words, 26 selected hotels have been surveyed in the region, including survey questionnaires in the hotel industry like: environmental management, saving of water and energy resources, environmentally waste disposal, using of environmentally friendly materials and other important environmental management responses. Conclusions and recommendations are given based on the answers received from the surveys.

Keywords: Sustainable development, ecological management, eco-hotel, eco-product, eco-bureau, ecotransport, eco-mark, ecotourism, tourism, natural environment.

Introduction

Undoubtedly, at the beginning of the 21st century, the development of the world economy and a qualitative improvement in the well-being of the population are directly related to industrialization. If we look closely, we will see positive trends in the industrial economy in all aspects of our daily lives. Industry played an important role in the development of a wide range of goods, the structural transformation of the economy, the rapid development of modern information technologies and communications.

Today, with high rates of economic growth, the welfare of the population and the development of industry as a whole, it has created enormous environmental problems in the face of humankind. Many scientists and researchers noted that the whole world is aggravated by the ecological situation on the planet, global warming of the climate and extinction of atmospheric emissions and degradation of ecosystems. The importance of this problem is not limited to scientists, as well as



representatives of government, business, especially for the general public (N.A.Khutorova, 2012). Scientific, technical and socio-economic development in the countries of the world contributed to the fast development of tourism. Tourism has become one of the most important sectors of the economy, which is crucial for eliminating unemployment and improving foreign exchange earnings. According to the World Tourism Organization (WTO), the share of the world economy in 2016 was 7.6 trillion US dollars, which exceeds 10% of world GDP. In addition, the flow of tourists around the world has grown by more than 1.2 billion people, and every tenth working day falls on the tourism industry (UNWTO, 2017). In recent years, development of tourism has accelerated in Uzbekistan. Tourism is one of the most important sectors of the economy, and laws and decrees are adopted by the government for the development of this sphere (LEX, 2018). The development of the tourism industry also positively and negatively affects the environment. Today in all countries green tourism, ecotourism and agritourism are developing in order to decrease negative impact of tourism to the environment. Also, the hotel industry, which is one of the most important branches of tourism industry, also has its own impact on the environment.

The hotel industry has a direct negative impact on the environment, releasing various types of waste, wasting excessive water resources and using inefficient and excessive energy resources. Ecological management plays an important role in mitigating the negative impact of the hotel industry on the environment. Ecological management is of paramount importance for sustainable development. The essence of ecological management is to control the activities of people who are less harmful to the environment and do not lead to an environmental crisis.

In the field of tourism, especially in the hotel business, the most important measures for the protection of the environment can be the saving of water and energy resources, reducing emissions to the environment, the use of environmentally friendly materials, etc. The development of the hotel industry, given its impact on the natural environment and ensuring sustainable development, today is one of the



topical issues of tourism. Today, researches on sustainable development of tourism, in particular researches on hospitality industry have been performed very rarely in Uzbekistan. In particular, the sustainable development of tourism in the Khorezm region plays an important role, which is one of the most important tourist destinations in country.

Literature review

To assess the impact of travel companies on the environment, several researches have been carried out. The creation of programs for the production of clean, pure products (eco-product) at tourist enterprises, the management of product quality, the creation of eco-strategic tourist enterprises are key components of environmental management (Enzeychik.I, 2003). Currently, the whole duo pays great attention to environmental protection. In an attempt to maintain the ecological balance, people change their worldview and habits. Guests also take part in these events, as well as organize activities of the "eco-model". As a result of economic crises, hotels in countries around the world are moving to an environmentally friendly management system. There are many resource users in hotels, so investments that can be used to save energy can save enough energy. The use of innovative systems in energy management will save up to 65% of energy for hotels (Kapiki.S, 2010).

“ACCORE” Hotel is one of the first US hotels offering sustainable development. The strategy for environmental protection in this hotel began in 1994, and since 2002, "Sustainable Development" is officially a strategic condition. “ACCORE” hotel publishes recommendations and reports covering all aspects of environmental protection, for the training of managers and their employees. Moreover, since 2008, “Hilton” hotel has been developing short-term and long-term sustainable development strategies around the world. For example, by 2014, “Hilton” hotel defined its key strategy as reducing energy consumption by 20%, reducing waste by 20% and using water by 10% (Houdré, H., 2008).



The organization of ecological management in the sphere of tourism, the system of ecological management should be included in the system of state bodies in the sphere of ecology in Uzbekistan and have official authority with state status. The ecological management of a travel company is a system that depends on the different forms, directions and aspects of direct relations between the company's management and the environment (Khayitboev, R., & Matyakubov U.R, 2010).

The Khorezm region is part of the lower Amudarya region of the Republic. Today, the ecological situation on the Aral Sea has a direct impact on the Khorezm region. Several researches were carried out aimed at mitigating the ecological situation in the region, preserving the existing ecosystem, positively influencing the environment, developing direct ecotourism in the flora and fauna of the region Khorezm (Matyakubov, U.R 2011).

Research methodology

In the process of research, comparative analysis, logical analysis, structural analysis, statistical grouping, analysis and synthesis, a questionnaire were used. In order to carry out this research, 26 hotels operating in the Khorezm region were selected and the respondents answered questionnaires. The results of the surveys are presented in the following sections.

Analysis and results

Reducing the effects of hotel industry on the environment and decreasing the amount of energy are one of the goals of sustainable development. As it is mentioned above, developing tourism in Khorezm region is one of the priority directions of government. Besides, developing hotel industry in the region is specially being paid attention in the government programs.

Whereas there there were 26 hotels in 2012, their number added to 50 in 2017. The number of beds was 1477 in the year 2012, it amounted to 2239 in 2017. Based on the data from the Statistical Department of the Khorezm province, the situation of the hotel industry in the region for 2017 was analyzed (Fig.1).

Table 1. Main indicators of the hotels of Khorezm region in 2017

No	Number of indicators	Number of hotels	Number of rooms	Number of beds	Local tourists	Foreign tourists
	Total	50	1165	2239	35482	51969
1	Urgench (city)	12	340	645	18709	3836
2	Khiva (city)	30	704	1356	11317	47584
3	Gurlan	2	16	32	453	1245
4	Urgench (district)	1	5	8	35	17
5	Xazarasp	3	41	87	834	63
6	Khiva (district)	2	16	48	-	292
7	Yangibozor	1	43	63	4134	132

Source (2017): Based on the data from the Statistical Department of the Khorezm province.

The most of the hotel in Khorezm Region are situated in Khiva and Urgech cities. During the research, 26 hotels in Urgench and Khiva were selected. Throughout the expedition, to study the hotel attitudes to the environment, 26 hotels were asked to fill out the survey:

Survey results:

1. Has your hotel planned to include eco-product?

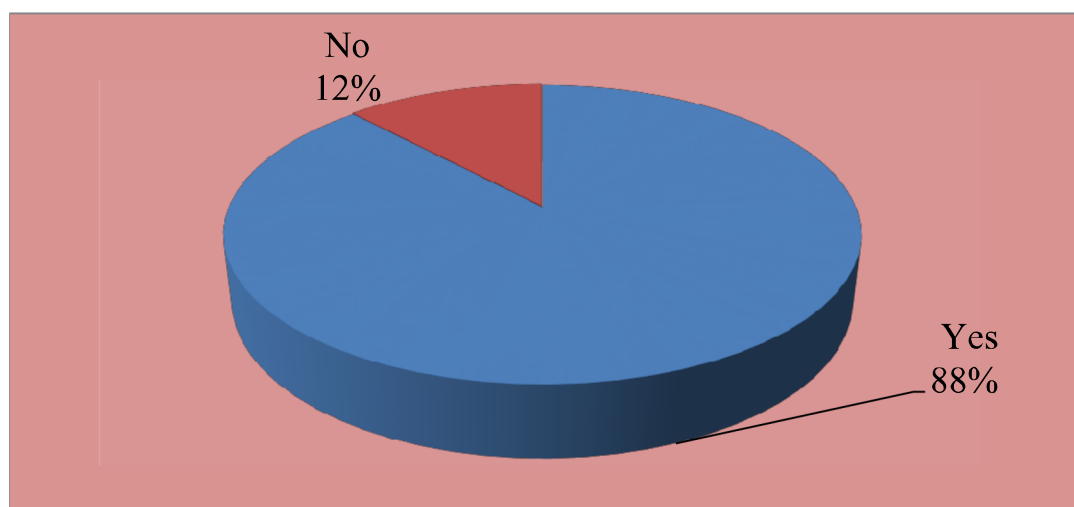


Diagram 1. Hotel includes eco-product.

2. Has your hotel attended any environmental occasions?

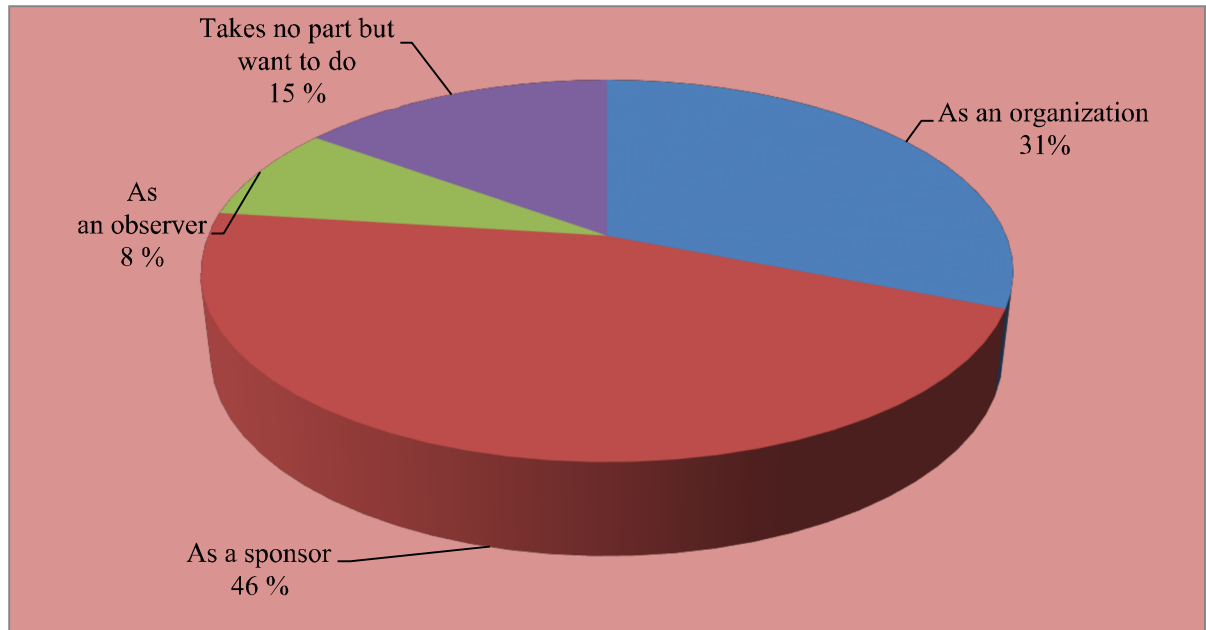


Diagram 2. Hotels attendance in events that are useful for the environment

3. Can these types of “Eco-bureau”, “Eco-hotel”, “Eco-transport” improve hotel market image?

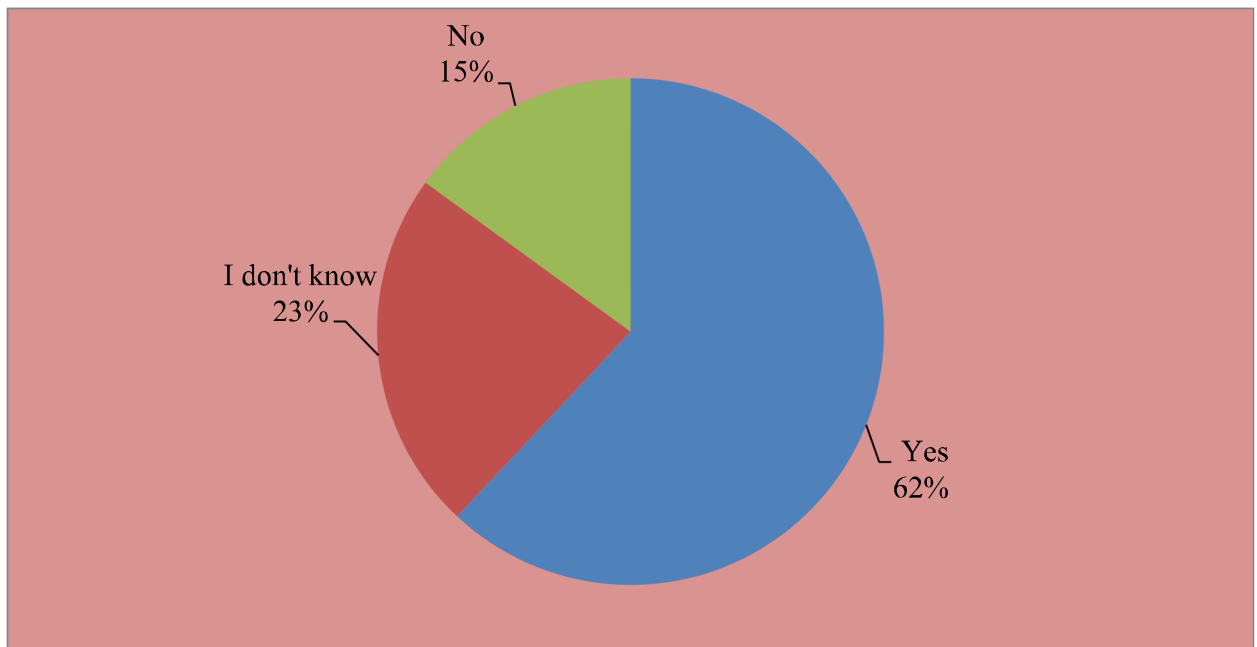


Diagram 3. Effects of “Eco-bureau”, “Eco-hotel”, “Eco-transport” on the hotel market image?

4. Do you use control eco-labeling in your products in the future?

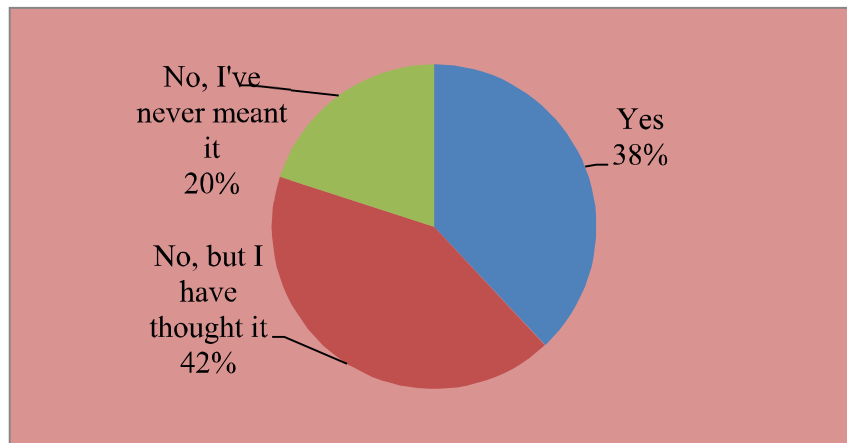


Diagram 4. Receiving eco- and controlling them in products by Hotels

5. What is the importance of financial ecological payment for your hotel?

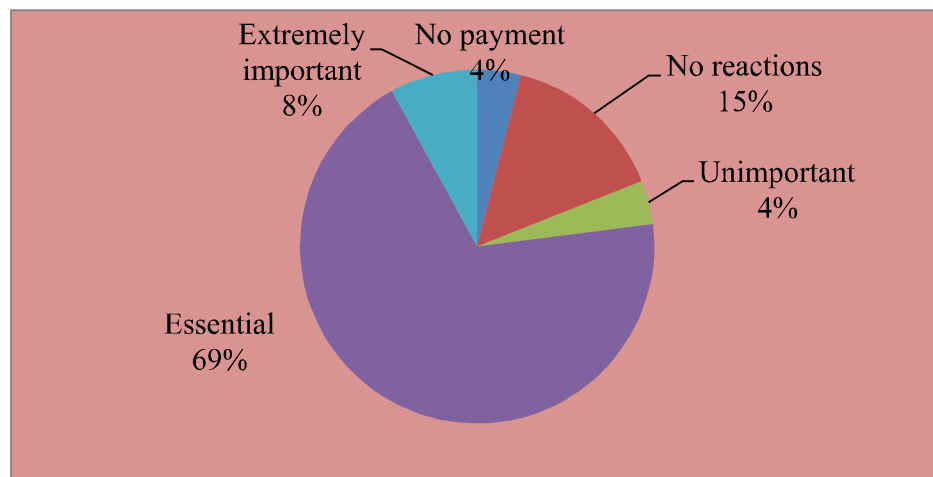


Diagram 5. The importance of financial ecological payment for hotels

6. What aid forms does your hotel apply while holding a ecological observance?

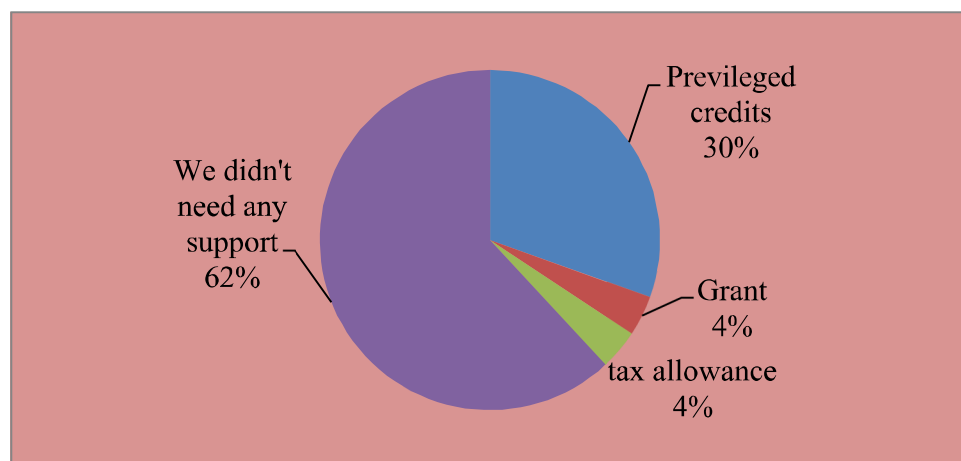


Diagram 6. Aid forms hotels apply while holding a ecological observance?

7. Do you use renewable energy such as solar panel and wind turbines in your activity?

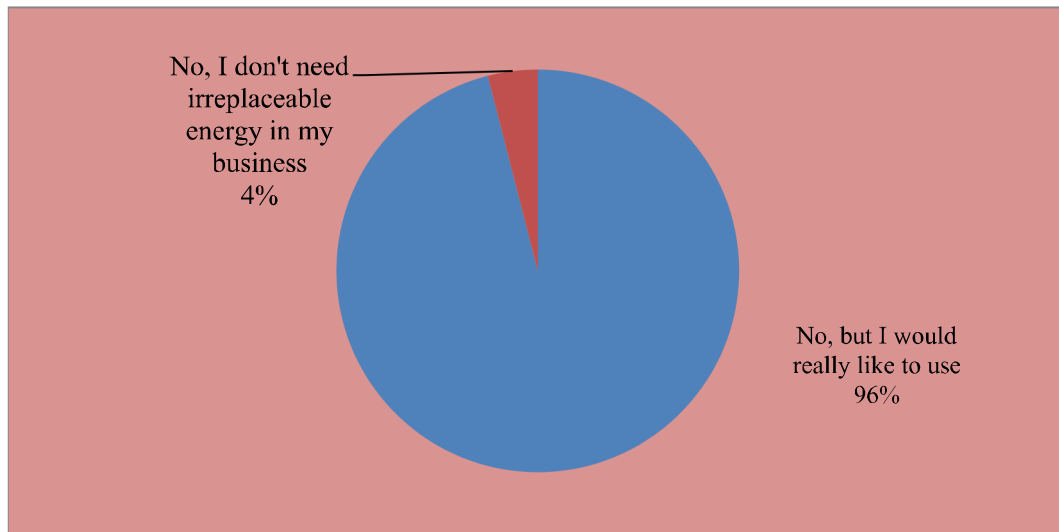


Diagram 7. Hotels applying renewable energy resources

So, in the survey, **when respondents were asked if their hotel has ecological friendship for the environment**, 11 % respondents say that there are private cleaning institutions, 31 % say running water or other cleaning institutions should be given to communal service, 38 consider that water usage has been controlled for example in the canteen or sanitation rooms, 27 % say that filters have been installed, 46 % say that ecological beneficial materials have been used in building constructions and modernizing them and 38 % say that 'health dieting' issues have been discussed.

Which means of ecological policy has relation with your hotel? 19 % respondents say that changed payment for the land that is used by the hotel, 15 % payments of waste for the atmosphere, 69 % payment of running water, 77 % payments for the collected garbage, 11 % payments for using the natural resources and 11 % penalties for contravention the rules for preserving the environment.

Features and suggestions

As a result of studying some aspects of environmental management, such as the attitude of hotels to the environment, to the sustainable development of the hotel industry in Khorezm, we came to the conclusion that: