PROSPECTS FOR THE DEVELOPMENT OF SERVICE SECTORS IN A GREEN ECONOMY

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Abstract. The article analyzes the essence of the concept of green economy and its importance in the service sector. The possibilities of achieving economic and environmental efficiency by introducing a "green" approach in the most important areas of the service sector - tourism, trade, transport, information technologies - are considered. The current reforms in Uzbekistan, state policy and promising directions are analyzed, and practical recommendations for the development of the sector are given.

Keywords: green economy, service sectors, sustainable development, eco-tourism, digital technologies, logistics, environment, environmental policy, innovation.

Today, global environmental problems and the rational use of natural resources are in the center of attention of the world community. Traditional models of economic development, having a negative impact on nature, threaten sustainable development. Therefore, in recent years, new economic approaches based on the principles of the "green economy" have been formed worldwide. The green economy serves not only to protect the environment, but also to create new jobs, strengthen innovative activity and ensure social justice.

In recent years, the need to transition to sustainable models of economic development has been growing worldwide. In this process, the green economy - that is, economic activities based on the efficient use of resources without harming the environment - is gaining particular importance. Uzbekistan is no exception to this trend. In our country, important reforms are being implemented in the direction of

diversifying the economy based on green energy, renewable sources and environmentally friendly technologies. In this process, it is of great importance to study the role and development prospects of the service sector. Important reforms are also being implemented in Uzbekistan to develop the green economy. In particular, measures such as the use of environmentally friendly technologies in the service sector, increasing energy efficiency, and introducing resource-efficient services are among the important directions in this direction. The service sector, covering various areas such as transport, tourism, trade, household services and information and communication services, can make a significant contribution to the environmental sustainability of the economy.

The term green economy is defined by the UN as follows: "an economy that aims to reduce environmental risks and eliminate environmental poverty, while increasing human well-being and ensuring social equality." In this model, economic sectors, including the service sector, should develop in accordance with sustainable and environmental goals. Service sectors include areas such as trade, hospitality, transport, information technology, tourism, education, and healthcare. In these areas, it is possible to reduce environmental impact through the introduction of green technologies, the use of energy and resource-efficient methods, the introduction of electronic document management, and digital services.Directions of greening of service industries:

1. Ecological approach in tourism and hotel service. Development of eco-tourism is important. Hotels can implement energy-efficient lighting systems, water-saving equipment, waste recycling and the use of local organic products.

2. Wide introduction of information and communication technologies. Digitization reduces paper turnover and transport costs. Services such as e-government, online education, remote medical services reduce the carbon footprint of activities.

3. "Greening" of transport services. It is important to use electric cars, modernize public transport, and increase bicycle lanes.

4. Priorities in trade and logistics. Measures such as e-commerce, use of biodegradable packaging, and promotion of local products will improve the service sector from an ecological point of view.

Uzbekistan has adopted a strategy for the transition to a green economy for 2023–2030. It identifies a number of priority areas, including the service sector:

• expanding the use of renewable energy sources;

• giving preference to “green” products in government procurement;

• raising environmental awareness among the population;

• introducing environmental audits and monitoring in all sectors.

Local entrepreneurs are also actively involved in this area. For example, some hotels in the city of Kokand have introduced “insect-free bio-lawns”, recycled water systems, and solar panels.

In the tourism sector, eco-tourism facilities are being created in cities such as Samarkand, Bukhara, and Khiva. Digital services and electronic payment systems are expanding in the ICT sector. Electric buses have been introduced as a pilot project.

The development of service sectors in the context of a green economy serves not only to protect the environment, but also to create new economic opportunities.

In this regard, the following recommendations can be put forward:

1. Introduction of an environmental certification system in service sectors;

2. Provision of tax incentives to entities providing eco-services;

3. Support for startups in the fields of eco-tourism, digital services, and recycling;

4. Training specialists in “green services” in educational institutions;

5. Studying international experience and adapting it to local conditions.

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