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THE ROLE AND PROSPECTS OF THE GREEN ECONOMY IN THE SERVICE SECTOR



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Abstract: This article analyzes the role of the green economy in the service sector and its future development prospects. The green economy is a strategy aimed at harmonizing environmental protection and economic development, which focuses on the orientation of service sectors to the principles of environmental sustainability, energy efficiency and efficient resource management, and examines the implementation of green economy principles in the fields of tourism, healthcare, education, transport and services.

Key words: green economy, service sector, sustainable development, eco-efficiency, energy efficiency, resource management, environmental protection, green innovations, sustainable services, environmental sustainability, competitiveness.

Аннотация: В данной статье анализируется роль зелёной экономики в сфере услуг и перспективы её дальнейшего развития. Зелёная экономика рассматривается как стратегия, направленная на гармонизацию охраны окружающей среды и экономического развития, при которой сферы услуг ориентируются на принципы экологической устойчивости, энергоэффективности и рационального управления ресурсами. В статье исследуются вопросы внедрения принципов зелёной экономики в сферах туризма, здравоохранения, образования, транспорта и сервисных услуг.

Ключевые слова: зелёная экономика, сфера услуг, устойчивое развитие, экоэффективность, энергоэффективность, управление ресурсами, охрана окружающей среды, зелёные инновации, устойчивые услуги, экологическая устойчивость, конкурентоспособность.

INTRODUCTION

The green economy has become one of the most relevant and important trends in the world in recent years. This economic model is aimed at the efficient use of natural resources, ensuring environmental sustainability and harmonizing economic growth. Such principles affect not only the manufacturing sector, but also the service sector. The service sector is an important part of the economy, and the need to reduce its environmental impact and provide sustainable services is growing.

It is no exaggeration to say that the Resolution of our President dated December 2, 2022 “On measures to increase the effectiveness of reforms aimed at the transition of the Republic of Uzbekistan to a “green” economy

by 2030” is an important historical document that, as a logical continuation of these processes, ensures the timely implementation of the tasks set out in the Development Strategy of New Uzbekistan, increases the effectiveness of measures to ensure “green” and inclusive economic growth under the strategy of transition to a “green” economy, uses renewable energy sources, and saves resources in all sectors of the economy.

The role of the green economy in the service sector is increasing, especially in sectors such as tourism, transport, healthcare and education. This article examines how the principles of the green economy are affecting the service sector, how new environmental standards and innovations are helping to improve the quality of services and increase competitiveness. It also analyzes the prospects of the green economy in these sectors, such as increasing economic efficiency, ensuring environmental sustainability and creating new jobs. In this way, the article shows what opportunities and achievements the green economy brings to the service sector and helps to determine its future development paths.

A literature review on the role and prospects of the green economy in the service sector provides an opportunity to study the latest research, innovations, and practical methods in this area. Scientific research on the application of the green economy in service sectors provides new ways to preserve the environment and ensure economic sustainability.

The green economy is based on principles such as environmental sustainability, energy efficiency, resource efficiency, and waste reduction. Anderson emphasizes the impact of the green economy on all sectors of the economy and examines how this process affects the service sector. The article provides a comparative analysis of how the service sector should implement sustainable development strategies.

Creates a comprehensive picture of the role and prospects of the green economy in the service sector. Research shows that the implementation of the green economy in this sector creates great opportunities for increasing environmental sustainability, economic efficiency and competitiveness. Through methods such as green innovation, sustainable services and energy efficiency, the service sector can successfully implement the principles of the green economy.

REVIEW OF LITERATURE ON THE SUBJECT

Based on foreign experience, it should be noted that the competitiveness of an enterprise in the market is determined by the effectiveness of its market-oriented policy. Many economists have been engaged in the development and application of marketing principles. Among them, we can include such well-known scientists as F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, D. Marshall.

While the research in the field of marketing conducted in our country for many years is based on national characteristics, it is also necessary to recognize the scientists who have made a significant contribution to the development of marketing theory. These include M. Pardayev, Yo. Abdullaev, A. Saliev, M. Sharifkhodjaev, D. Rakhimova, Sh. Ergashkhodjaeva, Sh. Musaeva and others.

RESEARCH METHODOLOGY

The main objective of the research in this article is to study the impact of green economy principles on the service sector, to analyze the possibilities of sustainable development in this sector and to assess the future prospects of the green economy. The main methods used in the research are: analytical method, quantitative research and comparative analysis. This research methodology allows for a deep and comprehensive analysis of the role and prospects of the green economy in the service sector. The purpose of the research is to study the impact of the green economy on service sectors, to assess the prospects for creating new sustainable services and to analyze the economic and environmental changes that occur in this process. The results of the research will help to develop strategies necessary for the successful application of green economy principles in the service sector.

ANALYSIS AND RESULTS

Studies on the impact of the green economy on service sectors have shown that the principles of the green economy, if effectively applied in the service sector, can greatly contribute to environmental sustainability, efficient resource management, and economic efficiency in these sectors. The service sector is an important part of the economy, and the issues of reducing its ecological footprint, saving energy and resources, and reducing waste are becoming increasingly important.

Service sectors, especially tourism, transport and healthcare, are undergoing significant changes in the implementation of green economy principles. For example, green tourism is implementing practices such as environmental criteria, waste reduction and energy efficiency. In these sectors, the environmental and economic aspects of service delivery are improving, and there is an increasing demand for green services from customers and users.

Innovations in the service sector of the green economy can increase energy efficiency, save resources and reduce waste. For example, by creating green buildings and sustainable infrastructure, service sectors can manage energy and water more efficiently. The use of innovative technologies and energy-efficient equipment can provide significant growth indicators. The application of the green economy in the service sector plays a particularly important role in increasing economic and environmental efficiency.

Research shows that a number of positive changes have been achieved by applying green economy principles in the service sector (Table 1).

Table 1. Green Economy Measures in the Service Sector and Their Expected Outcomes¹

Industries	Measures	Expected results
Ecological transport	Introduction of electric buses, electric cars, and bicycle lanes	Reduction of air pollution, noise and traffic emissions decrease
Sustainable tourism	Eco-hotels, eco-tourism, supporting local ecological products support	Protection of nature and culture, development of the local economy
Green banking services	Introduction of digital banking systems, paperless document exchange, green loans and bonds	Efficient use of resources, increased investment in environmental projects
Waste management	Recycling, composting systems, organization of waste circulation	Waste quantity is reduces, recycle resources efficiently
Environmental services	Green building, energy-saving technologies, renewable energy use of resources	Energy and water efficiency, environmental protection of urban infrastructure safety

The implementation of green economy principles allows service sector enterprises to use energy and resources more efficiently, reduce waste, and reduce production costs. For example, green transport and tourism services not only bring environmental benefits, but also increase economic efficiency, as costs are reduced and competitiveness increases. As studies have shown, enterprises operating on the basis of green economy are highly valued by customers and they gain an advantage in the market.

Adopting green economy principles for the service sector will also help increase competitiveness. Initiatives in these areas in Uzbekistan are becoming an integral part of the country's overall economic growth and environmental protection strategy.

The widespread implementation of the green economy in the services sector through government-private sector partnerships, the introduction of innovative technologies, and support for local initiatives is expected to bring promising results. As customers increase their demand for environmentally responsible brands, service companies will strengthen their brands and increase market share by implementing their environmental strategies. In doing so, a green economy-based service sector will create a competitive advantage for enterprises (Table 2).

Table 2. The impact of the green economy on the services sector²

Direction	Traditional economy	Green economy	Productivity increase (%)
Energy consumption	High consumption, reliance on traditional fuels	Economical technologies, renewable energy	20-40%
Transportation service	Gasoline and diesel vehicles	Electric cars, bicycle rental, public transport	25-50%
Tourism	Traditional tourism, environmental damage is great	Ecotourism, sustainable tourism development	30-50%
Hotel business	High water and energy consumption	Green hotels, waste reduction	20-35%
Trade and retail market	Plastic packaging, packages, excess waste	Biodegradable products, unpackaged trade	15-30%
IT and technology service	Traditional servers, high energy consumption	Cloud technologies, energy efficient servers	30-60%

1 Source: developed by the author.

2 Source: developed by the author.

Medical service	Plastic waste is abundant, single-use tools	Environmentally friendly medical equipment, waste recycling	20-40%
Education sector	High paper consumption, offline learning	Digital education, distance learning, imparting ecological knowledge	25-45%
Finance and banking sector	Paper documents, traditional investments	Green investments, remote online banking services	20-40%
Courier and logistics	Gasoline and diesel transportation, bulk packaging materials	Electric transportation, ecological packaging materials	30-50%

From the table above, we can see that the introduction of a green economy into the services sector will not only increase economic but also environmental efficiency.

The research results provide the following conclusions:

1. The application of the green economy in the service sector helps ensure environmental sustainability, save energy and resources, reduce waste, and increase economic efficiency.
2. Green innovation increases environmental and economic efficiency by introducing new technologies in the service sector.
3. Increasing competitiveness and meeting customer demand for environmentally responsible services will create new opportunities in the service sector.
4. In the future, the role of the green economy in the service sector will become even more important, encompassing innovations based on sustainable services, technologies, and resource management principles.

CONCLUSIONS AND SUGGESTIONS

This article analyzes the role and prospects of the green economy in the service sector. The main principles of the green economy - environmental sustainability, efficient resource management, waste reduction and energy efficiency - lead to significant positive changes in the service sector. By assuming environmental responsibility, the service sector not only protects nature, but also increases economic efficiency and creates new business opportunities. The use of green technologies and innovations in these sectors helps to meet the growing demand of customers for environmental services.

The results of the study showed that the impact of the green economy on the service sector is not only important in ensuring environmental sustainability, but also in increasing competitiveness, reducing costs and creating new economic opportunities. The service sector ensures economic and environmental efficiency by implementing environmental services and sustainability-based strategies.

Suggestions:

1. Expanding the principles of the green economy: It is necessary to expand the principles of the green economy in all areas of the service sector. For example, by developing green tourism, green transport and green healthcare services, the environmental impact of the sector can be reduced. By strengthening cooperation between the public and private sectors, it is possible to ensure the more successful application of the green economy in the service sector.
2. Application of green innovations: It is necessary to widely implement energy-efficient technologies and resource management innovations in the service sector. In this regard, it is important to introduce environmentally friendly technologies for the service sector, apply new techniques and methods that ensure sustainable development. In particular, the development of infrastructure based on green technologies is important for energy saving and waste reduction in the sector.
3. Increase customer environmental awareness: In the service sector, marketing strategies should be developed to increase customer demand for environmentally responsible services. To increase environmental awareness and encourage the choice of green services, companies should promote green certificates, environmentally friendly services and products.
4. Sustainable resource management: It is necessary to implement effective systems for resource conservation and waste reduction in service sectors. Developing resource and energy management systems, waste recycling and environmental safety will lead to long-term sustainable development for the service sector.
5. Support for education and research: In order to successfully implement the principles of the green economy in the service sector, it is necessary to carry out more intensive activities in the field of education and research. By informing the general public about the opportunities and benefits of the green economy

and implementing the latest scientific developments based on these principles, it is possible to support the sustainable development of the sector.

6. Develop appropriate legislative proposals for social and environmental benefits: Effective public policies are required for the successful development of a green economy in the service sector. By introducing subsidies, tax incentives, and environmental certificates for green services, the service sector can implement strategies aimed at ensuring environmental sustainability.

The role and prospects of the green economy in the service sector are very broad and will bring significant social, economic and environmental benefits in the long term. Therefore, the service sector needs to actively participate in the implementation of the principles of the green economy, adopt new innovations and develop strategies for sustainable development. This, in turn, will serve not only to improve the environmental situation, but also to increase economic efficiency and create new jobs.

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