



THE ROLE OF FOREIGN EXPERIENCE IN THE ORGANIZATION OF ECOLOGICAL HOTELS IN UZBEKISTAN

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ABSTRACT: *The article focuses on the importance of foreign experience in the organization of eco-friendly hotels. We know that many hotels today are trying to reduce overheads in hotels in the first place in order to increase efficiency, on the basis of which we can also make a pandemic, and the article focuses on the effectiveness of eco-hotels and their important role in increasing potential customers illuminated. In addition, the need for eco-hotels in the tourism market was identified through a survey of domestic and foreign tourists. In addition, it should be noted that today the increase in the number of eco-hotels for guests and their development based on foreign experience will again attract potential customers who love nature.*

Keywords: hotel industry, innovation, eco-hotels, efficiency, ecology, services, infrastructure, marketing.

INTRODUCTION

Today, we know that many organizations around the world pay great attention to improving the ecology in the region. There are great opportunities for the development of eco-tourism in our country. Uzbekistan pays \$ 38 million has more than 1.0 million hectares of hunting and fishing land. The water fund consists of lakes, rivers and reservoirs [1].

There are other factors (tradition, fashion, imitation) that affect the flow of tourists. They are also often called irrational factors because they are not caused by natural or climatic or socio-economic factors.

Imitation and fashion affect seasonality as follows. Newcomers to the flow of tourism choose these places mainly for psychological reasons, without knowing the



conditions of recreation in individual countries and regions. They choose the time when experienced tourists or celebrities are going on vacation. Only then, as they gain experience as new tourists, will they be able to choose the best time to travel.

Seasonal adverse effects affect all components of the tourism process - resources, accommodation, food, transportation, as well as service personnel and tourists themselves [2].

Ecological hotels are typically built in regions away from industrial and industrial zones, as well as areas with untouched natural landscapes. Only such structures can be termed environmentally friendly in today's world if the usage of synthetic building and finishing materials is kept to a bare minimum during construction. Buildings should also be energy efficient and have their own self-contained life support systems. The usage of alternative energy sources is one of these qualities. The sun, wind, and water are the most common examples of the latter. In this scenario, the integrated use of high-quality thermal insulation solutions to prevent heat loss via walls, roofs, and foundations, as well as to conserve energy - on roofs, makes the most contribution to energy efficiency [3].

LITERATURE REVIEW

Gaining a deeper knowledge of customers' desire and intention for green consumption is a crucial problem for hotel marketers (Han, Hsu, and Lee 2009). While the hotel sector is reacting to market demand for green initiatives (Bohdanowicz 2005), more study is needed to determine the true amount of consumer concern for green hotel initiatives, such as the classic example of guests' unequal participation with towel reuse rules. The perceived severity of environmental problems is based on ideas like water, energy, and tree availability. Environmental inconvenience refers to the extra effort or privation that may be required as a result of green initiatives. Environmentally friendly activities prevent pollutants and improve the environment, according to the importance of being environmentally friendly. Finally, corporate responsibility is concerned with the notion that firms are (or should be) environmentally conscious [4].

Green hotels are environmentally conscious establishments whose managers implement programs to conserve water, energy, and solid waste, so saving money and contributing to environmental preservation. These hotels have policies in place to ensure



that guests stay in a safe, non-toxic, and energy-efficient environment. Green hotels implement environmental regulations and include elements of environmentally friendly new technologies, so contributing significantly to environmental protection while also improving operational performance. The objective of this study is to highlight and affirm the benefits provided by green hotels in light of worldwide trends in green tourism and hospitality, which have been influenced by tumultuous development and have numerous negative implications [5].

The hospitality business in the region is experiencing a green wave for the first time. Only a few hoteliers call themselves self-green businesses. All of the green hotels and resorts in the region are linked with a chain, according to his findings. They have their parent company's support and financial backing to become green operators. The areas with the most participation, according to the statistics, are energy, waste, and water. These regions help you conserve money and resources. Indoor air quality and long-term site management are two areas where there is less engagement. These areas have a smaller effect on operating costs. Due to cost and system availability, participation in emerging technologies such as renewable energy (solar panels) and rainwater collection systems is also lower. His findings also reveal that different operators have taken various green approaches to their operations. The causes are the management goals, cost availability, and land area in the surrounding context [6].

RESULTS AND DISCUSSIONS

The importance of the development of eco-friendly hotels and their introduction into the tourism business is that the hotel rooms were considered environmentally friendly and harmless. Based on foreign experience, we can say that after the establishment of an ecological hotel, all its products should be environmentally friendly and safe. An example of this is eco-friendly hotel products made of wood. Convenient for eco-friendly hotels, these accessories have very good environmental properties as it does not produce harmful chemicals or gases. It has luxury style, strong metal connection, and textured wood feel and dustproof functions. Its full series is made of leather, resin, acrylic and Northwest materials, so you can choose your favorite type and each hotel can customize it according to its logo and product design, which is sure to make every hotel can reflect the level of professional management and present a good brand. "Environmentally friendly hotel" amenities have



the advantages of standard size and convenient maintenance. Complete set of meeting table, table panel, service catalog holder, remote holder, square / rectangular tissue box, small storage box, tea box and tray [40].

For hotel and restaurant complexes, modern equipment provides a plethora of inventive alternatives for resource conservation. Reduced pollution, the introduction of new innovations and technological solutions that contribute to reducing hydrocarbon gas emissions into the atmosphere, and the implementation of a number of international and regional environmental and energy-saving programs have made the introduction and use of unconventional heat and energy sources such as solar panels, solar collectors, and wind generators popular. The recovery of heat from stratospheric seas.

Energy conservation is sometimes built into the systems themselves in eco-hotels, such as in the Lox Time EMI 23 00. When the guest departs the room, the system uses the lock sensor to turn off the lights and electrical appliances that were left on. When a guest checks out, the system receives a command to turn off the room's air conditioner and depending on who entered the room - a guest or personnel the air conditioner is turned off [2].

Enterprise eco-responsibility can take many different forms and activities, such as reducing, recycling, and reusing raw materials and waste; minimizing the negative impact of exhaust gases on the environment; controlling the use of water and energy in the company; supporting ecological groups; implementing formal ecological policies, and so on.

Hotels that consider themselves to be environmentally friendly must handle three important areas: 1) environmental commitment through the use of sustainable methods that have a beneficial influence on the environment and society; 2) material and energy management that is cognizant of resource restrictions; and, 3) effective stakeholder involvement and complete transparency. All of these signs point to the tremendous environmental impact of the hotels' operations. In the sales/service industry, hotels are among the top five energy consumers. As a result, carbon dioxide is emitted, large volumes of water are consumed that are frequently not properly treated, large amounts of energy are consumed, and garbage is not properly managed. As a result, many people have criticized hotels' current methods, and there is a need for hotels to employ more ecologically friendly techniques and materials. There are adequate resources, databases,



and technical know-how to adopt eco responsibility in the hotel industry; the difficulty today is to persuade hotels to do so [7].

Because it consumes so much of the hotel's resources, water and electricity usage should be efficient. The difficulty with many locations where hotels are located is that they consume a lot of water, electricity, and resources, creating environmental damage. As a result, there is a lot that can be done. Responsible use of energy-efficient equipment and resources, ranging from the use of less water from double-loaded toilets to the use of renewable energy sources such as solar and wind. Using home automation to manage energy use in a hotel is another fantastic way that these technologies can benefit the environment. This type of hotel should have a holistic approach to the environment, working with environmentally conscious vendors. The proximity of organic farming products from local producers helps to have a much smaller impact on the environment and contributes to the community's growth. In general, we should seek for vendors who provide ecologically friendly alternatives, such as eco-friendly cleaning products or textiles manufactured from recycled materials. This creativity should be reflected in all aspects of the hotel.

Waste management and recycling are two major challenges in these types of tourism complexes today. Today, we can see how many things are being replaced by reusable products such as straws, reducing the amount of plastic used carelessly. To limit the quantity of waste produced, you should choose items that can be reused. Creatures must be recycled in order to survive [41].

Many hotels are made up of houses or huts that are designed to look like the homes of the indigenous tribes who live in this conservation area. Many hotels merely feature a bed or hammock, a table, and a couple of armchairs; you will not find elegant and ornately furnished rooms here. Of course, the furniture is made of natural materials such as wood and/or stone. Education in the realm of environment is one of the additional services provided by such hotels. Visitors are educated about the flora and fauna of local ecosystems, as well as how to lessen their negative environmental impact.

Many eco-hotels collaborate with the local community, training and employing residents and hosting events that encourage visitors to learn about and appreciate local



customs while also contributing to the local economy. Food is frequently dependent area in which the hotel is located and will follow a traditional menu [42].

CONCLUSION

The key distinction between eco-hotels and other hotels is that eco-hotels are typically located in natural regions that are protected. Eco-hotels follow the philosophy of living in harmony with nature, without harming the environment with the waste products of tourists' important activity. Many eco-hotels have little amenities: a bed or hammock, a table, and a couple of armchairs. Generally, all furniture in eco-hotel rooms is constructed of local natural resources, such as stone or wood.

Environmental education is one of the extra services that eco-hotels provide to their clients. Guests are taught how to identify local plant and animal species, as well as how to lessen their damaging personal influence on the ecosystem.

Ethnographic tourism and eco-hotels are inextricably interwoven. As a result, its visitors frequently get the opportunity to learn about the cultures and traditions of many ethnicities [43].

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