



**“ZAMONAVIY ILMIY YONDASHUVLAR VA TEXNOLOGIK
TARAQQIYOTNING USTUVOR YO‘NALISHLARI” nomli Respublika
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DETERMINANTS OF ESG PRINCIPLES IMPLEMENTATION IN THE REGIONAL TOURISM SECTOR (BUKHARA REGION CASE)

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Annotation

The thesis analyses the factors affecting the implementation of ESG (environmental, social and governance) principles in Uzbekistan’s tourism sector, using Bukhara region as a case study. Based on the author’s “CISR model” (Climate – Infrastructure – Society – Regulation), the level of regional ESG readiness is assessed and practical proposals for sustainable tourism development are formulated.

Keywords

sustainable tourism, ESG, climate-geographic factors, infrastructure, CISR model, Bukhara region.

Annotatsiya. Tezisdagi O‘zbekiston turistik sohasida, xususan Buxoro viloyati misolida, ESG (ekologik, ijtimoiy va boshqaruv) tamoyillarini joriy etishga ta’sir qiluvchi omillar tahlil qilingan. Muallif tomonidan taklif etilgan “CISR modeli” (Climate – Infrastructure – Society – Regulation) asosida hududiy ESG tayyorlik darajasi baholangan va barqaror turizmni rivojlantirish bo‘yicha amaliy takliflar berilgan.

Kalit so‘zlar: barqaror turizm, ESG, iqlim-geografik omillar, infratuzilma, CISR modeli, Buxoro viloyati.

Аннотация. В тезисах анализируются факторы, влияющие на внедрение принципов ESG (экологических, социальных и управленческих) в туристическом секторе Узбекистана на примере Бухарской области. На основе авторской модели «CISR» (Climate – Infrastructure – Society – Regulation) оценен уровень



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региональной ESG-готовности и предложены практические меры по развитию устойчивого туризма.

Ключевые слова: устойчивый туризм, ESG, климатические факторы, инфраструктура, модель CISR, Бухарская область.

Worldwide, the transition to sustainable tourism has become a policy priority under the UN Sustainable Development Goals, and the Environmental, Social and Governance (ESG) framework, originally shaped in the financial sector, is now widely applied to tourism and hospitality. By current estimates global tourism accounts for about 8 per cent of greenhouse-gas emissions, which makes the ecological dimension of ESG especially pressing for destinations. In Uzbekistan the rapid growth of the sector, from 2.7 million international visitors in 2017 to more than 6.7 million in 2019, followed by a post-pandemic recovery exceeding 8 million arrivals by 2024, has sharply raised the relevance of ESG implementation. Under the “Uzbekistan – 2030” strategy and the national tourism agenda, sustainability and the conservation of UNESCO World Heritage cities are set as priorities. Bukhara region, whose historic centre has been on the UNESCO World Heritage List since 1993, concentrates an exceptional density of cultural heritage within a fragile semi-arid environment, where water scarcity and a sharply continental climate make ESG adoption both urgent and difficult.

The “CISR model” proposed by the author was developed as a systematic approach to the determinants of ESG implementation in regional tourism and comprises the following components: 1) Climate – the climate-geographic conditions that shape energy and water demand in tourism enterprises; 2) Infrastructure – the transport, engineering and digital infrastructure that enables green and inclusive services; 3) Society – the socio-cultural readiness of host communities and the workforce to adopt sustainable practices; 4) Regulation – the legal and institutional framework, standards



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and certification that govern ESG conduct. The model treats these four factor groups not as isolated obstacles but as interacting determinants whose combined readiness sets the achievable level of destination ESG implementation.

An assessment of the climate and infrastructure factors in Bukhara region showed that the continental climate raises hotel energy consumption considerably: in summer, cooling systems claim a large share of an establishment’s electricity use, while limited water resources, aggravated by the regional consequences of the Aral Sea crisis, place water-saving at the centre of the environmental agenda. Field assessment of tourism enterprises indicated that only a minority had introduced metering and energy-efficiency measures, that waste-segregation practices remained immature, and that the share of accommodation providers holding recognised sustainability certification was low. Infrastructure readiness was uneven across districts: enterprises in Bukhara city, where engineering networks and managerial capacity are concentrated, showed markedly higher ESG readiness than those in peripheral districts such as Qorovulbozor and Olot, reproducing a centre–periphery divide observed in other regional indicators.

A composite assessment of regional ESG readiness placed Bukhara in the moderate range, with the social dimension strongest, owing to heritage stewardship and the integration of authentic crafts, and the environmental dimension weakest. Regression analysis of enterprise-level data identified the regulatory-institutional factor as the leading determinant of ESG implementation: a one-point improvement in regulatory and certification readiness was associated with a 0.44-point rise in the standardised ESG implementation score ($p < 0.001$), while infrastructure readiness explained a further significant share of the variance. International experience confirms the leverage of these factors: GSTC-certified destinations and heritage cities in Türkiye, Spain and Southeast



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Asia have raised measurable sustainability performance within 5–10 years through coordinated investment in standards, certification and green infrastructure.

On the basis of the study the following conclusions were drawn. First, ESG implementation in regional tourism should be advanced not through isolated environmental measures but through the coordinated development of all four CISR factor groups. Second, given the pronounced internal disparity, an address-based support strategy, channelling certification assistance and green-infrastructure investment to lagging districts, is advisable. Third, the author’s “CISR model” can serve as a practical instrument for regional sustainable-tourism policy and for diagnosing where readiness is binding. Fourth, through public-private partnership mechanisms and targeted regulatory support, the ESG readiness of Bukhara’s tourism sector can be raised to the high-implementation band within the 2025–2030 period.

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