

# DIRECTIONS OF EFFECTIVE ORGANIZATION AND CONDITIONS FOR THE DEVELOPMENT OF ECOTOURISM

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**Abstract.** *The article describes the relevance of environmental tourism, its scientific basis and priorities. The ecotouristic potential of Uzbekistan is presented and the measures for its effective use are shown.*

**Index terms** - *Tourism, tourism services, tourism potential Eco tourism, opportunities for eco-tourism development, measures for the development of eco-tourism.*

## 1. INTRODUCTION

Tourism is one of the fastest growing sectors of the world economy. Tourism plays an important role in the economies of many countries. It accounts for 10% of world GDP and 11% of global consumption. The World Tourism Organization has identified trends in the development of eco-tourism, and predicts that by 2020, eco-tourism will be among the five major strategic directions in the world. In the world, tourism revenues are estimated at \$ 1.5 trillion a year, and this figure is steadily increasing [1].

World business is more dependent on nature than predicted, and deterioration of environmental situation poses a great threat. According to experts of the World Economic Forum and PwC UK, three areas that are highly dependent on nature and its resources are construction (\$ 4 trillion in GDP), agriculture (\$ 2.5 trillion), and food and beverage production. (\$ 1.4 trillion). The total share of these industries in GDP is more than double the German economy, the report says. These areas are directly related to natural resources, particularly forests and oceans or ecosystem utilization, such as fertile soil, clean water, and sustainable climate. The deterioration of natural resources can cause serious damage to the above-mentioned areas. Experts at the World Economic Forum and PwC also revealed that many industries are "secretly connected" to nature and its resources - chemical, aviation and tourism, real estate, mining, transportation, and retail.

In these circumstances, the development of all types of tourism in Uzbekistan, in particular, environmental tourism, contributes to the growth of the national economy and its worldwide image. In accordance with the Decree of the President of the Republic of Uzbekistan "On Additional Measures for the Promotion of Tourism in the Republic of Uzbekistan" dated January 5, 2019, PF-5611 create favorable conditions for the development of tourism in our country, improve the quality and competitiveness of services, measures for active and widespread promotion of tourism products.

President of the Republic of Uzbekistan The concept and action plan for the development of tourism for 2019-2025 has been developed in line

with the objectives set out in the Mirziyoyev's Address to the Oliy Majlis on December 28, 2018 [2] and in line with the strategy of the Republic's five priority areas of development for 2017-2021.

According to the Uzbektourism National Company, there are currently over 700 tourist organizations in Uzbekistan, about 240 hotels, a large number of tourist facilities and camping sites. In the tourism services market new directions are being developed, in particular, the development of eco-tourism, which envisages trips to sightseeing natural and cultural sites. There are more than 4,000 cultural, architectural and historical monuments, unique natural landscapes and beautiful places in Uzbekistan, and the country's flora and fauna is very rich. According to statistics, 41% of tourists arriving in our country visit the same places in Uzbekistan [3]. Features of organization of production at light industry enterprises and improving logistics were studied by several scientific works of Tursunov B. [13;14;15;16; 18]. Innovative ways of development of Uzbekistan agroindustrial complex were researched by Russian and Uzbek scientists as well as Nuritdin Yuldashev, Vladimir Nabokov, Konstantin Nekrasov, Bobir Tursunov [17].

## 2. MAIN PART

The natural beauty of the country as a factor in the development of eco-tourism, unique flora and fauna, unique archaeological finds, paleontological relics, rare geological sites and hundreds of natural monuments attract foreign attention. First President of the Republic of Uzbekistan Karimov said in an interview with TODAY that the country has great geographical and natural conditions and is very favorable for the development of eco-tourism. [4]

According to the study of the scientific basis for the development of eco-tourism, ecotourism is the journey of individuals traveling from nature to the environment for the purposes of recreation, sports, health, education and spiritual activities. The goal of eco-tourism is to use nature in a tourism orientation

to ensure environmental security and sustainable development for present and future generations [5].

The Russian scientist V. Kozhakov has published a book on the concept of "ecological tourism". Quartalnov proposed the interconnected system of concepts such as "ecosystem", "ecology", "ethics of ecological travel". In particular, the notion of "ethics of ecological travel" is of great importance. It is interpreted as a code of respect for the living nature, the landscape in question, and the people who live there [6]. According to the International Union for the Conservation of Nature, "environmental tourism or eco-tourism promotes environmental responsibility in order to travel responsibly to the environment, to explore the natural environment, and to enjoy the unique, beautiful places. it stimulates socio-economic conditions of the population and provides them with benefits." [7]

Among the scientific works on environmental tourism in Uzbekistan, a book co-authored by economists N.Tukhliev and T.Abdullaeva [8], a monograph published in 2009 by M.Hashimov, and published in 2010 by R.Haytboev [10]. manual and others. These works highlight the nature of ecotourism, its role in the market of tourism services in

Uzbekistan, and the development of ecotourism in general.

Today ecology is not only an independent field of science, but also a system of sciences. Ecotourism is an area of science and practice that has its place in this system. Many scholars (Davidov, 1990; Drozdov, 1999; Khrabovchenko, 2003; Bochkareva, 2003; Egorenko, 2003; Tukhliev, Taksanov, 2001, Taksanov, 2005; Tukhliev, Abdullaeva, 2006; Nigmatov, Shomuratova, 2009, and others) have different interpretations of ecotourism. They do.

Australia's National Ecotourism Strategy ecotourism is nature-based tourism that includes education and training based on the principles of environmental sustainability.

The International Union for Conservation explains that ecotourism is an environmentally responsible trip to a relatively intact natural area, and to explore and enjoy cultural and natural heritage through the protection of the environment, with a "soft" effect when traveling. The closest concept is provided by the US Ecotourism Society (Kosolapov, Miz, 2002).



Fig.1. Role of Ecotourism in Sustainable Development

The above concepts confuse ecotourism with the types and objectives of nature tourism; Although eco-travelers' primary goals are not always conservation, they do not reflect or fully describe ecotouristic conditions, such as their careful attitude to the environment and the fact that most of its profits should be directed towards the protection of that ecotourism environment.

The World Tourism Organization says that eco-tourism is a nature that can attract people from a tourism perspective in certain countries. However, it does not specify the objective reality that can be applied to a particular knowledge or practice of people. They do not specify any definite concept or classification for the ecotouristic object. Areas where anthropogenically altered or crisis-prone areas (Aral and Aral Sea) cannot be considered as eco-tourism.

In general, ecology is a field of science that aims to optimize the relationship between nature and

society in a particular system, and it is possible to include natural complexes, natural monuments, protected, cultured and disturbed geotystems.

Another step that defines the purpose and nature of eco-tourism based on ecotouristic concepts is the principles to be followed in social ecotourism. They are: the priority of environmental protection in eco-tourism, directing the benefits of eco-tourism to environmental goals, and the fact that ecotourism is linked with other types of tourism, such as historical, cultural, religious tourism. At the same time, both tourism and environmental regulations come into play. Ecotourism-oriented behavior requires a holistic, scientifically grounded approach to environmental principles.

Natural geographical aspects of eco-tourism and eco-tourism opportunities in Uzbekistan. Because of the fact that ecotourism is a young trend compared to other types of tourism, its natural geographical aspects are not sufficiently studied. When

considering the natural geographical aspects of environmental tourism, it is advisable to consider the natural and socio-economic conditions in terms of ecotouristic resources.

Nature has provided various amenities for people to travel. In each natural complex, the human body is affected by a set of natural factors. The complexity of the natural factors influencing the mountainous regions cannot be compared with each other. With this in mind, it is important to evaluate each natural complex from the point of view of eco-tourism. Before comprehensive evaluation of natural complexes it is advisable to evaluate each component separately. Ecotourism and its development depend not only on the socio-economic conditions of the studied area, but also on the natural conditions of the area, the availability of eco-tourism facilities and their geographical location. This is because the features of the natural conditions allow us to determine the ecotourism potential of the region and what types of species can be developed.

The main purpose of studying the ecotouristic potential of geomaterials is to determine the

suitability, convenience or inconvenience of geomaterials for eco-tourism based on the requirements of ecotourists, and to determine the geographical location of the studied geomaterials to the eco-tourist sites.

When evaluating natural complexes from the point of view of eco-tourism, it is necessary to take into account all the features that determine their ecotourism potential. These characteristics are shaped by the following factors: They are lithologic-geomorphological, climate, water regime, soil and vegetation cover, fauna. Together, they create a particular environment and determine whether the place is suitable for eco-tourism.

In determining the eco-tourism potential of geographical complexes it is necessary to take into account the objective risks that threaten ecotourism (ecotourist) and reduce its value. These are: seismic hazards, avalanche and flood hazards, threat of attack of wild animals and insects, dangerous meteorological events.

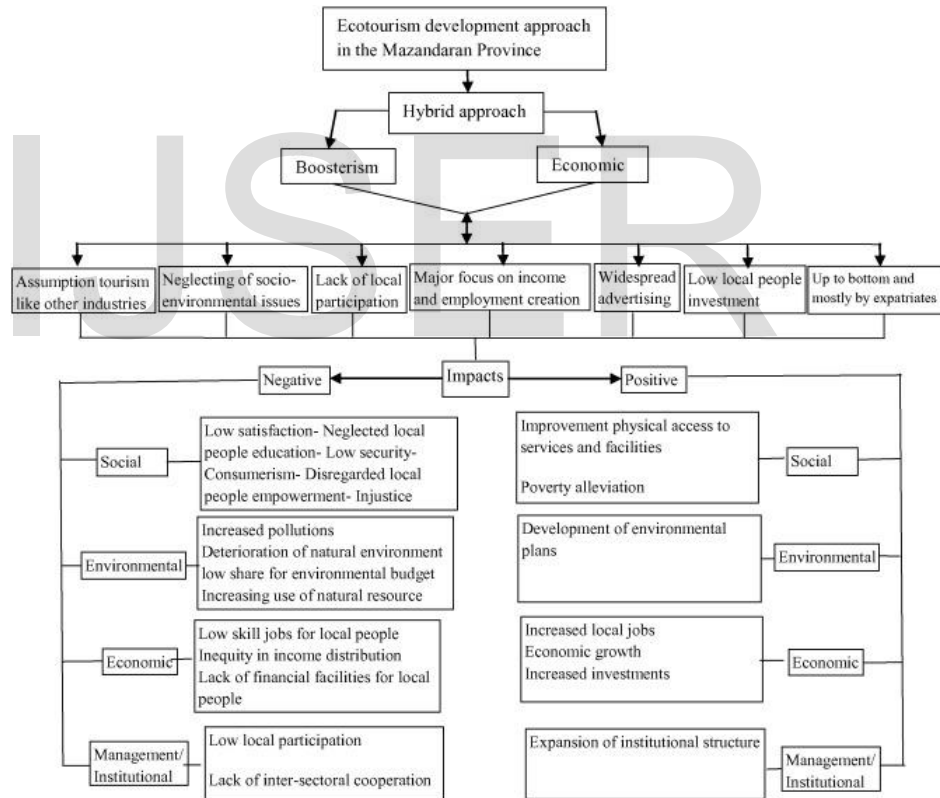


Fig. 2. Ecotourism development approach and its impacts [19]

The factors that determine the ecotouristic potential of geomaterials can be divided into two - strong and weak, depending on the position of the eco-tourism potential. Strong factors include relief, climate, surface and groundwater, and they are leaders in the creation of eco-tourism opportunities. Weak factors include soil and vegetation cover and fauna.

One of the main factors determining the geomaterial's attractiveness for eco-tourism is that it should take into account the absolute and relative altitude of the place, its depths, plasticity, fragmentation, slope, vegetation cover, and lithological structure.

Climatic conditions play an important role in determining and evaluating the ecotouristic potential of the region. Climate has a direct impact on human activities, and in many cases limits rest and travel in

the region. Complex effects of meteorological and physiological factors determine a person's body temperature. Meteorological factors include air temperature, short- and long-wave radiation flow, wind speed, and humidity. Physiological factors include temperature of the body (heat released from the body as a result of oxidation processes), as well as thermoregulatory function of the body: sweating, vasomotor reactions regulating blood circulation. The primary task is to classify the physiological comfort of the climate. Weather affects a person with all its features. Weather types are characterized by thermal sensitivity of ecotourists in different geographic zones, on the one hand, and meteorological elements (air temperature, solar radiation, relative humidity, wind speed, etc.).

Surface water is also one of the factors contributing to the geoeological environment for ecotourism. Their presence increases the ecotouristic and recreational value of the natural environment. The geoeological role of water bodies is diverse, with pure mountain and plain rivers, deep lakes, and salty lakes with a wide variety of water travel and sporting activities: extreme rafting from slow rafting, diving to waterfowl, and year-round fishing. enough. The temperature regime of rivers and lakes for the hot period (average monthly, average daily and 1 pm) in terms of drinking, bathing and household needs; analysis of water basins (chemical composition and purity).

When analyzing the soil layer from the point of view of ecotourism, attention is paid to its features, sanitary-hygienic condition, and the degree of disturbance of its natural state under the influence of negative processes. Flora also plays a special role in eco-tourism. Vegetation is an important oxygen supply, major health and recreational factor.

Uzbekistan has favorable opportunities for the development of eco-tourism:

- diversity of natural landscapes,
- Recreational resources;
- rare and endangered species of flora and fauna included in the International Red Book of Uzbekistan;
- abundance of natural and historical monuments,
- availability of specially protected areas.

The ecotourist potential of Uzbekistan can be assessed as well as Samarkand, Kashkadarya, Surkhandarya, Jizzakh, Fergana and Tashkent regions are rich natural monuments and are the main centers for the development of eco-tourism. It means that the tourist potential of the regions, especially the resources of ecotourism, is a great opportunity for the development of this sphere. There are also rich natural resources for the development of ecotourism in the lower Amudarya region of the country, in the Republic of Karakalpakstan and Khorezm region [11].

Today Uzbekistan is one of the leading countries in the field of environmental protection and

environmental protection. It is noteworthy that the ecological direction of tourism is regulated by the laws "On the protection and use of wildlife", "On the protection and use of wildlife", "On the protected natural territories" in addition to the tourism legislation. The purpose of reforms and efforts in this area is to further improve the welfare of the population through the accelerated development of eco-tourism in our country.

### 3.CONCLUSIONS AND RECOMENDATIONS

In Uzbekistan, not only the development of historical, architectural and cultural tourism, but also the existing natural resources and the unique flora and fauna of the regions can effectively develop eco-tourism in the near future. We propose to implement the following measures for development of ecotourism in the regions:

- creation of new complex tourist routes (mainly ecotouristic resources, along with historical and architectural tourist facilities), with the inclusion of key environmental tourism resources in the regions as part of the tourist routes offered by travel agencies;
- In order for tourists to come to Uzbekistan to know the nature of the regions, it is necessary to create a unique eco-tourism map and catalog of our country, which includes the flora and fauna of the regions. This environmental map and directory is a simple, illustrative, environmentally friendly guide for companion translators to identify animals and plants that may be encountered during the tour. These maps and directories should also be provided electronically to potential tourists abroad;
- It is necessary to create ecotourism complexes in all regions, depending on the natural conditions and potential;
- It is necessary to encourage tourists who visit the regions of the country for healing of various diseases, healing waters, unique salts and other natural resources;
- it is necessary to create ecotourism areas in the desert zones and forestry areas and to include them in the routes of the tourist routes;
- Taking into account the growing inflow of foreign tourists to the country (such as scientific expeditions, study of territories), it is necessary to develop environmental ecological tourism routes to the region in accordance with international standards, others

As a result of implementation of the above recommendations, the share of eco-tourism services in the domestic tourism market will increase significantly, as a result of the opening of new tourist attractions will increase the interest of foreign and local tourists.

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