



## Problems of Development of Ecological Tourism in Uzbekistan and Possibilities of Their Solution

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### ABSTRACT

In the article on given problems of development of ecological tourism and decision possibility, an estimation of potential of development of ecological tourism, perfection of the tourist legislation and questions of formation of strategy of development of ecological tourism in regions.

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**INTRODUCTION.** It is not for nothing that special emphasis was placed on the development of the tourism sector in the decree of the President of the Republic of Uzbekistan dated February 7, 2017 "On the strategy of actions for the further development of the Republic of Uzbekistan" No. PF-4947.

In general, the current situation shows that the activity of local authorities and management bodies in increasing the investment attractiveness of the country and its regions is weak.

It is known that Uzbekistan has many cultural and natural hospitality facilities. The share of tourism in GDP was 2.4% in 2021, 2.7% in 2019, and 2.6% in 2020. In 2022, 11.4% of Eskport, and 7.8% in 2019.

In 2017-2018, as a result of the policies implemented within the framework of the state tourism development program, the provision of tourist services more than doubled, and the number of visitors from foreign countries increased by 2 times. The implemented measures and the protection of private property and entrepreneurship encouraged the opening of new tourism enterprises during this period.

However, along with the rapid growth of the world tourism market, today there are unresolved issues regarding the improvement of the tourism network and its role as a locomotive for the complex development of regions and related industries.

Apart from that, President Sh. Mirziyoev in his address to the Oliy Majlis: "Our tourism is often limited to our ancient cities, historical and cultural monuments. And although the unique nature of our country, national reserves, mountain areas have great potential for tourism development. In particular, the development of medical tourism, pilgrimage tourism, and ecotourism gives a great impetus to the development of not only the economy, but also the social spheres. It is necessary for the Cabinet of Ministers to develop and implement the national concept of tourism development in 2019-2025. Based on this, the number of foreign tourists visiting our country should be increased to 7 million in 2025, and the annual income from tourism exports should be increased to 2 billion dollars.

One of the most common areas of tourism is ecological tourism or ecotourism. Seeing new places while traveling, enjoying the beauty of nature or the urge to breathe in the forest air, to relax in the lap of "wild" nature, to enjoy the interesting lifestyles of various wild animals, this is the impetus for ecotourism.

At the international level, this direction of tourism already has its rightful place, Australia, with its beautiful exotic nature and many unique tourist resources, islands located in the Pacific Ocean, beautiful corners around the Mediterranean Sea, and travel destinations in Southeast Asia attract millions of tourists with their charm.

**Research methodology.** Systematic approach, abstract-logical thinking, grouping, comparison, factor analysis, selective observation methods were used in the research process.

**Analysis and results.** There are enough opportunities for the development of ecotourism in our country, but the evaluation of the potential of using these opportunities has not been fully studied yet. In our opinion, it is appropriate to deeply analyze the ecological tourism potential of regions in our country and evaluate the possibilities of their use. For this purpose, we propose to analyze and evaluate ecological resources in the following directions:

- technological evaluation of the touristic and recreational potential of the regions and identification of the socio-economic and natural resources of the region, as well as territorial rezoning;
- assessment of existing conditions and climatic conditions for ecotourism. In this case, it is necessary to determine the possibilities of engaging in active types of ecotourism during the summer vacation;
- thorough analysis of the resource potential of the area and determination of favorable seasons for ecotourism;

- to analyze the aesthetic aspect and attractiveness of natural and anthropogenic landscapes. It is carried out on the basis of the practice of local studies, place marketing, regional marketing, and serves to create a positive image of the region or place for tourists through the cultural landscape, geographical image, regional identity, regional mythology;
- economic assessment of the use of ecotourism resources. The volume of sales of tourist services, tourist flows and tourist expenses, the state of the material and technical base of ecotourism, the financial and economic potential of travel agencies and the indicators of the development of international tourism are analyzed;
- introduction of digital economy in the field of tourism and assessment of its effectiveness. This includes the wide use of geo-information technologies aimed at obtaining new information about the environment and ecological resources, working with the tourist database based on these technologies, conducting surveys and statistical analysis, and fully visualizing the regions in the form of an environment that implements ecological tourism activities.

At the same time, the main issues facing the state in the field of ecotourism are clarifying the issues related to the limitation of the field of activity and developing related legal mechanisms. The transition to the practical aspects of the development of tourism legislation first requires solving a number of issues related to regulation.

Based on world practice, we can conclude that legislation in the field of ecological tourism includes regulatory issues in the following areas:

- the issues of limiting and regulating the activity of ecological tourism facilities, first of all accommodation facilities;
- implementation of professional activity (tourist profession) in the field of ecological tourism and regulation of working conditions in the field;
- rights and obligations of participants in ecological tourism activities, protection of consumer rights in tourism;
- issues of using state support in the field of ecological tourism. In our opinion, the analysis of the experience of advanced countries with developed ecological tourism is appropriate to apply the following practical recommendations that help to develop the field of ecological tourism in Uzbekistan in the conditions of modern market relations:
  - to use a systematic approach that allows to reduce costs in order to bring economic, social and ecological benefits to all participants of the tourist market, tourists, tourist enterprises, residents of the tourist area in solving issues related to the field of ecological tourism by state bodies, as well as comprehensive state programs of regional development development and implementation;
  - development of a methodology for taking into account and calculating the contribution of ecological tourism to the country's economy;
  - development of short-term eco-tours on weekends and promotion in the tourist market;
  - paying special attention to the development of the material and technical base of ecotourism areas;
  - in the conditions of internationalization and integration of the international tourism industry, introduction of international standards of insurance, price and service quality assessment in Uzbekistan, taking into account national characteristics.

At the same time, one of the main factors of the effective development of ecological tourism in the territory of our country is the improvement of the management model. In our opinion, it is appropriate to develop a strategy for the development of ecological tourism in the following stages:

- ✓ Determining the goals and objectives of ecotourism development:
- ✓ Analysis of the development potential of ecological tourism in the region
- ✓ The development of ecotourism is inappropriate.
- ✓ Making decisions on the development of ecological tourism.
- ✓ Developing a strategy for the development of ecological tourism in the region. - Control and management of ecotourism development in the region.

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