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## THE ESSENCE OF ECOLOGICAL AND RECREATIONAL TOURISM IN OUR COUNTRY, AND THE IMPORTANCE OF DEVELOPING IT

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### ABSTRACT

*The article describes the conceptual directions of improving the quality of services in tourism and scientific-theoretical and methodological issues of its evaluation. It shows the factors affecting the quality of tourism services, the specifics of hotel services, the system of indicators that reflect the quality of service in hotels, the content and ways to determine them.*

**KEYWORDS:** *Tourism, Ecological Tourism, Hotel, Service, Service, Quality, Service Quality, Service Quality In Hotels, System Of Indicators Representing The Quality Of Service In Hotels, Recreational Tourism.*

### INTRODUCTION

In the current pandemic, the tourism industry is developing very slowly. The pandemic caused an economic crisis in 185 countries around the world<sup>1</sup>. The main focus on the formation and development of tourism in Uzbekistan began after gaining independence. To date, tourism in our country is considered a priority of economic development, and attention to the development of this sector has risen to the level of public policy. Necessary organizational, legal and economic mechanisms for the development of tourism have been created, relevant legal documents have been adopted by our government, and work in this direction is still ongoing. In this regard, decrees, resolutions of the President of the Republic of Uzbekistan, resolutions of the Cabinet of Ministers of the Republic of Uzbekistan have been adopted and are being implemented.

Implement comprehensive measures to fully utilize the potential of tourism, accelerate the development of foreign and domestic tourism, ensure economic growth and improve the quality of services in accordance with international standards and increase the share of tourism in economic growth. In order to ensure the implementation of Resolution PD-4058 "On measures to

support enterprises, ensure their sustainable operation and increase export potential", the Cabinet of Ministers of the Republic of Uzbekistan on January 30, 2009 approved the resolution of the Ministry of Foreign Economic Relations and Trade. Approved the proposal to establish an Interdepartmental Coordination Council for Support and Development of Tourism<sup>2</sup>.

This decision of the Cabinet of Ministers of the Republic of Uzbekistan marked a new stage in the development of sustainable and equitable development of tourism in the country. In fact, it was recognized that tourism in Uzbekistan is developing mainly in central, industrialized cities.

According to the data, 76.2% of the total tourist flow in Uzbekistan falls on the cities of Samarkand, Bukhara, Tashkent and Khiva, 24.6% of foreign tourists are interested in the Fergana oasis. 40% of the tourist potential is in Tashkent city and Tashkent region, 37% in Samarkand, Bukhara and Khorezm regions, 16% in Fergana oasis and Surkhandarya region. The remaining provinces, which occupy 50% of the territory, account for only 7% of tourism potential<sup>3</sup>.

Therefore, the Cabinet of Ministers of the Republic of Uzbekistan has established a working group on the development of tourism in the regions under the leadership of each regional administration. Because the tourism potential of the regions has not been studied yet, the development of tourism in the regions is very slow, the existing tourist resources in the regions are not fully explored, and the development of tourism in the regions is unsatisfactory. The main reason for the serious problems in the smooth and sustainable development of tourism in Uzbekistan in all regions is the uneven use of tourism potential and tourist resources in the regions. The decision of the Cabinet of Ministers is an important step in solving these problems. Second, from the point of view of transforming tourism into the main sectors of our economy, we can distinguish its four main regional links or stages:

1. Development of international tourism in Uzbekistan;
2. Development of national tourism in Uzbekistan;
3. Development of local tourism in Uzbekistan;
4. Development of regional tourism in Uzbekistan.

It is known that today Uzbekistan pays more attention to the development of international tourism. However, in the development of tourism in the country, all the regional geographical links will have to work in one system.

Scientific and methodological issues of zoning of tourism geography in Uzbekistan have not yet been fully studied. The fact that this serious problem has not been resolved indicates that the tourism industry is in the formative stage. In particular, theoretical issues such as factors of tourist zoning, classification and topology of tourist areas, their economic relations with regional tourist complexes or systems require serious research in the future.

One of the key issues in the development of tourism in our country is the development of ecological and recreational tourism in the context of modernization of the economy. The fact that this problem is considered in the case of Jizzakh region shows its even greater importance. Because it is at this level that there is an organizational and legal basis for the organization and development of tourism. Another aspect of the topicality of the topic is that in order to increase

national tourism in Uzbekistan, it is necessary to effectively use the tourist opportunities in the regions. Tourist resources in the districts of the regions, the study of opportunities, scientific evaluation of existing tourist facilities, their protection, development of promising tourist routes, the organization of various directions of tourism in the regions are of great practical importance.

Since the development of any sector of the macroeconomy is primarily based on improving the material and spiritual well-being of people, the development of national tourism in Uzbekistan and the development of ways to effectively use the tourist potential of the regions to determine the future is one of the most pressing issues in tourism in Uzbekistan.

The topic we have chosen is also aimed at addressing the current issues and the development of promising areas for the development of regional tourism.

In this regard, the President of the Republic of Uzbekistan I.A. It is appropriate to quote Karimov: "When I say tourism business, I mean not just the development of tourism, but a broader concept. It is about the development of services and services directly related to tourism. The development of this sector will inevitably make a huge contribution to the economic and social development of our country by attracting many foreign tourists to our country and, most importantly, by providing large foreign exchange earnings."<sup>4</sup>. In this regard, the development of tourism in Jizzakh region, the main part of which is religious and recreational tourism, is one of the most pressing issues. The origin of ecotourism has led to an increase in the anthropogenic (human activity) burden on natural and social resources, cultural and historical tourist resources as a result of the growing popularity of international tourism. The World Tourism Organization's 21st Century Tourism Forecasts pose serious and global challenges to tourism demand, needs, and the use of natural resources. This is because European ecologists and economists proved in the 70s of the last century that the growing popularity of tourism around the world has a negative impact on the environment and nature.

Today, anthropogenic pressure in the form of tourism affects almost all sectors of the tourism industry. The German Council for Global Change was one of the first to develop the following models. The models are called syndromes (a set of symptoms characteristic of a disease) and are referred to the WTO.

Land Crisis Syndrome. The fact that lands (fertile) lands are becoming unusable in agriculture and are being taken out of use altogether is a serious obstacle to the development of recreation in nature. Developmental syndrome. The complete crisis of natural landscapes and the natural catastrophe in these places, the ecological crisis (Aral Sea), the eternal extinction of major biological species (Turan tiger).

Waste syndrome. The fact that the global ecological crisis is threatening the survival of mankind as a result of the controlled and uncontrolled development of toxic waste (land) and burial (world oceans) in the world.

After the publication of this international document with all its calculations and proofs, more than 400 articles will be published abroad on the use of natural and historical-cultural tourist resources in tourism and the negative impact of tourism on these resources..

In 1996, the World Tourism Organization (WTO) and the World Tourism and Travel Council (WTC), the World Green Movement, and the World Green Movement launched the concept of

sustainable tourism development in the 21st century. "(Adenda 21 for travel and tourism industry). The 21st Century Agenda and Comprehensive Action Plan for the Tourism Industry and Travel was signed by 182 heads of state at the 1992 UN International Conference on Environment and Development.

In 2002, to mark the 10th anniversary of the 21st Century Agenda, the UN General Assembly in Rio de Janeiro declared 2002 the International Year of Ecotourism. According to P. Shackelford, a WTO expert on Europe, the word ecotourism was used before the "21st Century Agenda". There are also sources that A. Mueller first used the word "ecotourism" in 1978<sup>4</sup>.

In Russia, the term "eco-tourism" began to appear in the press in the 1980s. The Bureau of International Youth Tourism of the former Soviet Union, Irkutsk region Specialists of the Sputnik Youth Center of the Leninist Communist Youth Union of the All-Union for the first time developed Ecotour routes, and these ecotour routes are officially called "Ecological Tourism" routes. Then in 1997, Gujin G.S. and M.Yu. Belikov and E.V. Klimenok was one of the first in Russia to define "the basis of eco-tourism is environmental protection and conservation." For that time as well as now, it has been concluded that this definition is the most convenient and represents the true essence of ecotourism<sup>5</sup>.

For the first time in Uzbekistan, the concept of prospects for the development of the essence, goals and objectives of ecotourism was developed by the State Committee for Nature Protection of Uzbekistan<sup>6</sup>.

In the development of tourism in any country, it is necessary to have tourism resources and development factors, which are inextricably linked. Tourism resources are understood by tourism professionals in different ways. In fact, it means a single economic sector in terms of tourism resources and the content of tourist resources. Only the availability of tourist resources will be the basis for the formation of tourism. That is, tourist resources are the basis of tourism development.

Many experts divide tourism resources into levels and assess these levels as a priority or downside in tourism. For example, in order to develop tourism in certain countries, the first parties prioritize international tourism in this country and the diversity and attractiveness of tourism facilities and resources in this country. This is a very correct conclusion.

On the other hand, for the development of tourism in a country, well-known accommodation resources (hotels, restaurants), transport system, tourist routes and services on these tourist routes, excursion services on the routes meet the requirements of the perfect world. Without denying the above, the third party believes that the development of tourism is the provision of excellent services in the field of tourism in a particular country. Also, those who put the idea that good tourism management in the country will create a basis for the development of tourism in this country, and the rest can be developed, are right.

As tourism is a complex socio-economic sector, it is possible to prioritize each direction in tourism. It really should be that way. However, the development of tourism in a particular country depends primarily on the fact that the first tourist resources in tourism combine diversity and antiquity, mystery, splendor, miracle, history and other similar features.

If the tourist resources of the countries are of international importance, if this resource is known in the countries of the planet, the international tourist flow will start to flow into this country and vice versa. Therefore, when the above-mentioned tourism resources function perfectly for the same purpose, tourism in a particular country will develop at the expected level. Therefore, the use of tourism resources in the development of tourism or the development of tourism resources should be placed in the following order:

Tourist resources are all anthropogenic (man-made) and natural objects (natural geographical area, flora, fauna, biodiversity, unique natural landscapes, climatic features, recreation areas, etc.) that attract and attract tourists.

Tourist accommodation resources - tourist accommodation or houses, hotels, tourist camps, rental houses, etc. Tourist catering resources - kitchens, bars, restaurants, teahouses, cafes.

Resources that provide transport services to tourists - all vehicles, local modes of transport.

The main reason for our brief focus on tourism resources in this chapter is to identify and identify opportunities for tourism development based on the study of the availability (scarcity, abundance, international or local significance) of tourism resources in research areas or administrative territories of the state. Second, the use of tourism resources mentioned in the formation of the dissertation or the possibility of creating these resources, the priorities of use in planning tourism are developed.

When we analyze the number and activity of tourist flows around the world, so far the number of tourists visiting ancient, historical and miraculous monuments is in the first place, recreational tourism is in the second place and shrine tourism is in the third place. It is also known from the periodicals and international media that eco-tourism has been gaining the status of secular tourism in the last five years.

Therefore, before studying the possibilities of developing ecological and recreational types in our country, it is important to know the essence of these types of tourism, to analyze the current state of development of these types of tourism in our country.

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