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## ECOTOURISM DEVELOPMENT PRIORITIES

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### ABSTRACT

*The development of important factors of ecotourism in Uzbekistan and the specifics of more effective use of these factors are described. The features, development factors and the socio-economic essence of ecotourism have been investigated. The state of tourism development in Uzbekistan, the potential and level, as well as the organizational and economic mechanisms for the development of ecotourism in the regions have been analyzed.*

**KEYWORDS:** *Tourism Industry, Ecotourism, Recreational Tourism, Modern Models of Ecotourism.*

### INTRODUCTION

Ecotourism of the tourism industry in the world is the prevention of an environmental crisis in the face of mankind; it was formed and developed on the basis of finding ways to save the planet and its resources for the sake of sustainable development and survival of mankind.

Ecotourism is the only direction in the tourism industry interested in preserving the main resource - the natural environment or its individual components (natural monuments, certain species of animals and plants, natural landscapes, etc.). It provides for an environmentally responsible journey towards undisturbed natural areas in order to explore and enjoy nature and cultural attractions, which promotes nature conservation, has a mild impact on the environment, and ensures the active socio-economic participation of local residents and benefits from this. Activities according to the findings of the World Tourism Organization, ecotourism are one of the fastest growing types of tourism in the world. The ecological crisis is growing within global boundaries, the incidence of infectious diseases is increasing, and people are increasingly focusing on their health, wanting to rest in clean conditions.

In this type of tourism, healthy people are more engaged in tourism activities. They do not need any mandatory therapies to heal their health and are considering relaxing in an environmentally friendly environment to restore their health. Therefore, tourism specialists, entrepreneurs, tour operators and travel companies see more than one goal in the development of ecotourism - making a profit. Ecotourism is currently one of the fastest growing tourism industries based on the World Guide to Tourism and Excursions and the World Tourism Organization, i.e. the share of ecotourism in the global tourism industry ranges from 10 up to 20%. Its annual growth is 30%. Also, until 2020, ecotourism will be one of the main strategic directions of world tourism, and these areas will also develop in the Republic of Uzbekistan.

Uzbekistan has a number of opportunities for types of ecotourism. This should include a wide range of activities - from long scientific expeditions to short-term outdoor recreation. The most common types of ecotourism are hiking and horseback riding, rowing and motorboat trips. This also includes hunting and fishing tourism, birdwatching (bird watching), etc.

Taking into account the above, it becomes obvious that the main obstacle to the development of ecological tourism is a lack of understanding of the concept of ecological tourism in its classical sense.

It is believed that going out into nature (any kind - hiking, equestrian, automobile, etc.) is already ecological tourism, while forgetting about its main part - acquaintance with wildlife, with local customs and culture, about the participation of local residents and corresponding cash transfers from tourism activities to local communities.

#### **THE MAIN CONTENT OF ECOLOGICAL TOURISM IS:**

- Minimizing the negative consequences of an ecological and socio-cultural nature;
- Maintaining the environmental sustainability of the environment;
- Raising the level of environmental education, culture and enlightenment;
- Participation of local residents and their receipt of income from tourism activities, which creates economic incentives for them to protect nature;
- Economic efficiency and contribution to the sustainable development of the regions visited.

Important components of the further development of ecotourism in Uzbekistan are the development and detailed descriptions of tourist routes and their official registration in the relevant structures responsible for the development of tourism.

In this regard, resolutions of the President of the Republic of Uzbekistan of August 16, 2017 "On priority measures for the development of the tourism industry for 2018-2019", "Development of tourism and related infrastructure in all regions of the Republic of Uzbekistan, diversification of tourism products and the creation of new tourist facilities ", as well as the Program of Priority Measures for Tourism Development for 2018-2019, which are aimed at actively promoting national tourism products in the domestic and foreign markets.

When implementing this program, it is important to study the problems of the development of ecotourism in our country. In this direction, it is necessary, first of all, to study the advanced technologies and experience of foreign countries in the field of ecotourism. According to

international experience, there are two models for the development of ecotourism: a national park and an international park.

In the development of ecotourism, we must pay attention to the following principles of the national park model:

- Low national park areas;
- 50% of national parks are owned by the private sector, 50% - in state ownership;
- State policy stipulates that the national park will develop at the expense of people;
- Organization of health improvement of the population in the field of domestic tourism.

In the development of ecotourism, the concept of the International Park Reserve-model is fundamentally different: the financing of these national parks is not government support, but state support. The main principle of these national parks is to rely on their own power and self-defense. This model was formed in the middle of the 20th century. And is widespread in developed countries

The access to the national park is very low. The most important factor in the reserve model is that Europeans have a very high ecological awareness and ecological culture. In other words, it has been many decades since Europeans adopted the "Keep your home clean" slogan.

International model of a park-reserve for the development of ecotourism:

- Internal power;
- Be from the local population serving the national park;
- Distribution: 80% of national parks and 20% of revenues;
- Domination of private property.

Based on the goals and objectives set out in the Concept for the Development of Ecotourism in Uzbekistan and the requirements of the Modern Concept and Practice of International Ecotourism, we need to start research on the development of organizational structures and mechanisms for the development of ecotourism in our country. Organization of ecotourism trainings for ecotourism specialists under the guidance of the Samarkand Institute of Economics and Service We need to establish legal standards for the application of modern technologies and the experience of foreign countries with ecotourism in the organization and development of ecotourism in Uzbekistan. We need to start the process of testing national models of ecotourism, created in cooperation with European countries, for the organization and development of ecotourism in Uzbekistan, in the national parks of our country.

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