

The Role of Ecological Tourism in the Development of the Tourist Services Market in Uzbekistan

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Abstract: In recent years, a number of measures have been implemented in our country to protect the mother nature and preserve biological species. Tourism has become a direction that has a special place in the service sector. Therefore, the increase and development of the directions of this sector will create an opportunity for the economic growth of the country by increasing the export of services.

Keywords: recreational activity, tourist route, ecological tour, ecotourism, ecosystem, ecotourism industry, ecotourism science.

The local community is offered to host and serve foreign and local tourists interested in local flora and fauna, landscape, folk history and culture with tourism as an alternative activity. Even if this field is seasonal, if it is carried out according to a clear plan, it is possible to extend the season and get the same income throughout the year. Residents provide accommodation, meals, transportation, demonstrations of customs and crafts, guiding, protection and security services.

Undoubtedly, in the conditions of the transition to a market economy, the government should be the leading reformer in the development of tourism and revitalization of recreational activities. Because the use of nature without a clear plan can cause great damage to the country. Therefore, in our republic, there is a special approach to this area, and important decisions are being made. For example, the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated March 10, 2000 No. 83 "On the preservation of natural resources and the provision of a comprehensive and consistent approach to the development of the Chimyon-Chorvoq area" states that this area, due to its natural and climatic conditions, is a specially protected natural area of a resort and recreational nature. enters. In this regard, infrastructure restructuring was carried out in this area in order to reduce the environmental threat posed by enterprises that cause significant damage to nature and to determine the potential of local tourism. It was forbidden to build any industry, agriculture and other enterprises that have a negative impact on nature.

Western Tien-Shan is the territory of the three countries of Uzbekistan, Kazakhstan and Kyrgyzstan. Therefore, it is impossible to develop tourism here without achieving active cooperation and compatibility between these countries. It is not only a matter of creating cross-border tourist routes that are popular with foreign tourists, but also of preserving natural resources, preventing the wild extermination of animals through illegal hunting, reducing the negative impact of industry, and boosting the local economy. Both the authorities and the local community should benefit from the development of the area. They must control all economic processes occurring in their area and take the reins of management. Currently, there is a great demand for ecotourism products among foreign and local tourists. According to experts, Central Asia can become a kind of "Mecca" for nature travelers.

At least 10% of people visiting Uzbekistan on a tourist or private route are interested in the ecological aspects of their trip: they either visit natural areas (parks, mountains, forests, lakes), or, if not, take a one-day excursion to nearby rural areas. At least 60% of them feel the need for a mixed type, in particular, they are interested in ethnography and ecology ¹. As a result, organized tourists are "specializing" in ecological tours. Thus, a new form of tourism is being formed - ecological tourism. Of course, it is difficult to see the exact place of ecological tourism in the general tourism market. It is often difficult to distinguish it from other types of tourist services. But it is clear that the contribution of this new direction in tourism is still very low. The fact that this field is relatively little studied and promising shows the relevance of its theoretical scientific analysis.

The tourism industry of developing countries is mainly based on natural or ecological tourism. According to experts, ecotourism covers 10-20% of the tourist market, and the growth rate exceeds the growth rate of the general tourism industry by 2-3 times. Before creating and implementing ecological routes in protected natural areas, tourist organizations must agree with the administration of these areas, the State Committee for Nature Protection of the Republic of Uzbekistan, and obtain a certificate from the National Company "Uzbekturizm" or the Uzstandart Agency.

Eco-trails are usually organized in national natural parks (parks) and state reserve buffer, recreational areas. Only in exceptional cases, these trails can pass through nature reserves (but in this case, the environment should not be harmed as much as possible, the group should walk under the leadership of a special guide, a specialist of the protected area).

The formality rules for drawing up the tour route require the organizers to collect information about special interesting objects (caves, rocks, streams, lakes), flora (medicinal and rare herbs, poisonous plants, lichen world) and fauna (animals and insects included in the Red Book) in addition to general natural features. It should be said that when choosing an ecological route, it is necessary to consider not only the type of landscape, but also the capacity of tourists who can visit the future recreational ecological route. The route should be planned in such a way that it is necessary to bypass the places where rare species of flora and fauna live, especially species under state protection.

When developing routes, tour operators should pay special attention to the following; Informational signs must be placed on the roads, at rest areas, and at restaurants. It is desirable that each route has its own number, color or picture. Then the tourists will be able to accurately determine their location using the notebook. The notebooks should clearly indicate the distance to the points of interest and how much time it will take to reach them.

First of all, tourist products should be cheap, not specific to all seasons, and consumption should not be limited. But when it comes to ecosystems, this is not possible and should not be the case. A multi-day and long-distance factor combined with the activity or safety of the trip is desirable, but not always necessary. However, safety, the presence of preserved flora and fauna, strict rules of behavior of tourists in specially protected areas are important factors.

The concept of ecological tourism development was developed by "Ekosan" in 2007, and it is mainly aimed at the purposeful use of existing ecological tourism resources in our republic. It mainly emphasizes that special attention should be paid to the following. To ensure ecological safety and sustainable development of current and future generations, rational use of nature in the tourist direction. The realization of the goal of ecotourism requires the following tasks:

- development of special laws for formation of ecotourism industry and creation of their legal mechanism;
- development of theoretical foundations of ecotourism science, education and practice;
- take a h ecological raising consciousness and culture through ecotourism ; _ _

¹ N. Tukhliev, T. Abdullaev. Ecological tourism: water science , trends and strategy development. T., 2006, p. 22

- in the field of ecotourism continue education and training __ to put _
- ecotourism ___ local government ___ social mu h phase to do solving problems ; _ _
- on ecotourism _ experts prepare and say q preparation ;
- ecotourism objects comprehensive evaluation and them ___ _ _ _ cadastre take to go
- of ecotourism and tourism take to go and die to put _
- national state h ududini on ecotourism b ' zoning what work _ _
- establishing the activities of special types of entities engaged in ecotourism and having the status of a legal entity and determining measures for their legal support;
- development of tactical plans and strategic programs and activities of countries and the international community on ecotourism;
- creation of incentives for positive actions related to ecotourism;
- biological promote diversity _ _ _ and etc.

In performing these tasks, the following ecotourism principle, that is, it is necessary to observe the rules aimed at regulating ecological relations through tourism:

- priority of issues of nature protection and sustainable development in ecotourism;
- e of cotourism historical, cultural and other types of tourism with organic connected ; _ _ _ _
- expediency of introducing ecotourism training in all educational institutions in the field of tourism and service;
- the need to involve ecotourism in raising the ecological consciousness and culture of the local population;
- reflecting the content of rational use of nature and nature protection in ecotourism routes;
- the interest of the state, society, and local government agencies in ecological tourism;
- e in cotourism ecological social - and social of interest uniqueness ;
- pride and pride in ecotourism, etc.

Based on the above, the wide use of ecological tourism opportunities in the development of the tourism market in Uzbekistan is in line with the goal.

Used literature

1. Resolution No. 83 of the Cabinet of Ministers of the Republic of Uzbekistan dated March 10, 2000 "On preservation of natural resources and provision of a comprehensive and consistent approach to the development of the Chimyon-Chervoq region."
2. N. Tukhliev, T. Abdullaev. Ecological tourism: water science, trends and strategy development. T., 2006, p. 22.