



Prospects For The Development Of Ecological Tourism

Ibodullayev Nurali Eshniyazovich

Prof. of Samarkand Institute of Economics and Service

Sunnatova Yodgora Mamasayidovna

Master student of Samarkand Institute of Economics and
Service

Abstract: Ecotourism is a sub-component of the field of sustainable tourism. Ecotourism's perceived potential as an effective tool for sustainable development is the main reason why developing countries are now embracing it and including it in their economic development and conservation strategies. Ecotourism, as an alternative tourism, involves visiting natural areas in order to learn, to study, or to carry out activities environmentally friendly, that is, a tourism based on the nature experience, which enables the economic and social development of local communities.

Keywords: Eco tourism, Sustainability, Green economy, Tourists, Flora and Fauna

INTRODUCTION

Ecotourism helps in community development by providing the alternate source of livelihood to local community which is more sustainable. Its aim is to conserve resources, especially biological diversity, and maintain sustainable use of resources, which can bring ecological experience to travelers, conserve the ecological environment and gain economic benefit. However, achieving the aims in ecotourism depends on whether they are environmentally and ecologically sustainable and economically applicable. Ecotourism helps in involving local community for the conservation of the ecology and biodiversity of the area that biodiversity in return provides the economic incentives to the local community. Eco-tourism contributes to conservation of biodiversity; sustains the well-being of local people; involves responsible action on the part of tourist and the tourism industry; promotes small and medium tourism enterprises; requires lowest



possible consumption of natural resources; stresses local participation, ownership, and business opportunities, particularly for rural people; and above all includes the learning experiences.

In order for ecotourism to encourage patterns of sustainability, which can benefit local communities, protect the environment, and be economically viable, it must be comprehensive and account for the complexity of issues that have been mentioned in this paper.

This chapter has revealed that there is a need for sustainable development in tourism, and the connection between tourism and environment is much stronger than in other sectors. Ecotourism must account for social, economic and environmental implications, in order to succeed. The purpose of this study look at ways in which ecotourism and sustainable development can be evaluated; and suggest ways to improve current ecotourism practices. In parallel with this purpose, it was aimed at looking for an answer to questions of: What is Ecotourism? “What might be the effects of ecotourism?” What are the impacts and challenges of ecotourism? What are the possible benefits that ecotourism can bring? Within this scope, we focused on ecotourism’s definition, its objectives, the reasons of its emergence and development, its principles, its types, its environmental, social and economic impacts; ecotourism and sustainable development and on the examination of approaches to ecotourism in Turkey and Europe.

Ecotourism, a unique subset of the tourism industry, is ,focused on the enhancement or maintenance of natural systems through tourism. Ecotourism means different things to different people. To some, it is the general term that encompasses nature- based, adventure, soft adventure, and cultural tourism. The term ecotourism was coined in 1983 by “Hctor Ceballos Lascurain” a Mexican environmentalist, and was initially used to describe nature-based travel to relatively undisturbed areas with an emphasis on education. Ecotourism guarantees the sustainable use of environmental resources, while generating economic opportunities for the local people.¹

Main part.

Tourism can be sustainable if development meets the needs of tourists and local residents while protecting future opportunities. Ecotourism offers benefits for local residents, conservation, development and educational experiences. Ecotourism is a sustainable form of natural resource-based tourism.

¹ (Farrell & Runyan 2001; Bhattacharya, Chowdhury and Sarkar, 2011).



Every year the tourist flow increases. World attractions are suffering from a huge flow of tourists, and some countries popular with tourists are introducing quotas for visiting. In this regard, ecological tourism is becoming increasingly popular, which is aimed not only at active and healthy recreation, acquaintance with local culture and customs, but also at preserving the country's natural resources, so the topic under consideration is relevant.

Currently, the totality of types and directions of tourism, classified as ecological, has dozens of units. In particular, most experts single out such areas as green, adventure, nature-oriented, non-technological, biological, rural, agro-ecological, soft, recreational, health and others.

The development of ecotourism is facilitated by attracting young people to enterprises in the tourism industry. The formation of professional competencies of a graduate, improving his skills and practical skills, research and improvement of the professional level of personnel in the field of tourism, will significantly affect the demand for young professionals in the labor market. Ensuring employment of young professionals in the field of service and tourism, after graduation, is one of the main tasks of educational institutions in training specialists in this direction.

Ecotourism is travelling with responsibility for the environment in relation to the undisturbed natural areas to explore and enjoy nature and cultural attractions, which promotes the protection of nature, has a “soft” impact on the environment, provides an active socioeconomic involvement of local people and getting them benefits from this activity.

Conclusion. In conclusion, it should be noted that it is necessary to draw public attention to important and rare natural objects as much as possible. The tourism industry can in many cases act as one of the most powerful information channels. From the foregoing, we can conclude that ecotourism is a dynamically developing tourism industry, which every year is gaining more and more popularity around the world. This is due to the growing problem of anthropogenic impact on nature and the desire to preserve the unique flora and fauna for future generations.

References:

1. Жохова В.В. ПЕРСПЕКТИВЫ РАЗВИТИЯ ЭКОЛОГИЧЕСКОГО ТУРИЗМА ПРИМОРСКОГО КРАЯ (НА ПРИМЕРЕ ТУРИСТСКИХ ОРГАНИЗАЦИЙ НАХОДКИНСКОГО ГОРОДСКОГО ОКРУГА) // Международный журнал прикладных и фундаментальных исследований. – 2014. – № 11-1. – С. 67-71;
2. URL: <https://applied-research.ru/ru/article/view?id=6075> (дата обращения: 09.06.2023).
3. Bunakov OA, Rubtzov VA (2016) Complexity of positioning in tourism on the basis of cluster approach. *International Business Management*, 10(21): 5101-5103.



4. Bunakov OA, Zaitseva NA, Larionova AA, Chudnovskiy AD, Zhukova MA, Zhukov VA (2015) Research on the evolution of management concepts of sustainable tourism and hospitality development in the regions. Journal of Sustainable Development, 8(6): 39-44.
5. evolution of management concepts of sustainable tourism and hospitality development in the regions. Journal of Sustainable Development, 8(6): 39-44.
6. of Sustainable Development, 8(6): 39-44.
7. Соколова М.В.История туризма. - М.: Академия, 2004.
8. Экономика и организация туризма: международный туризм / Под ред. И.А. Рябовой, Ю.В. Забаева, Е.Л. Драчевой. - М.: КНОРУС, 2005