



PROBLEMS OF DEVELOPING ECOTOURISM AND THE TECHNOLOGY OF USING NATURAL RESOURCES IN THE TERRITORIES OF SURKHANDARYA REGION

Bunyod O'tkirovich Abdullayev

Senior Lecturer (PhD) Department of "Automation and Control"

Termez State Engineering and Agro-Technological University

Phone: +998 99 677 27 92

Email: bunyod.abdullayev2792@gmail.com

<https://orcid.org/0009-0009-2086-9532>

ABSTRACT	KEYWORDS
The article provides a comprehensive overview of the problems of developing ecological tourism and natural resource utilization technologies in the Surkhandarya region, the positive and negative consequences of the development of ecological tourism, the SWOT analysis of ecological tourism, ways to solve the problems of developing ecological tourism, the necessary conditions for forming a program for developing ecological tourism in the regions, and the main tasks of the "Green Step into the Future" ecological tourism development program.	Tourism, productivity, tourists, hotel, infrastructure, assessment, index.

Introduction

The development of ecotourism in the Surkhandarya region is associated with a number of accompanying problems, in fact, this type of active rest is at the stage of formation. Successful solution of these problems of environmental, economic and social nature determines whether tourism justifies its ecological status, its proper development in the context of overall sustainable development. The development of ecological types of tourism in the regions of the Surkhandarya region is complicated by the lack of funds of an economic and natural nature and the search for sources of their income, the problems of impact on the natural environment.

Inadequate infrastructure (international vehicles, roads and road signs, public transport, hotels and guest houses) is a serious obstacle to the successful development of ecotourism. In particular, in order to increase the access for tourists to large natural objects and protected areas, it is necessary to build residential and catering facilities next to them.

Promotion and encouragement of domestic tourism is a key factor for the development of economical and profitable ecotourism at the regional and local levels. Therefore, it is advisable to use the Swot

analysis method to identify the internal and external environmental factors and divide them into four main categories (Figure 1).

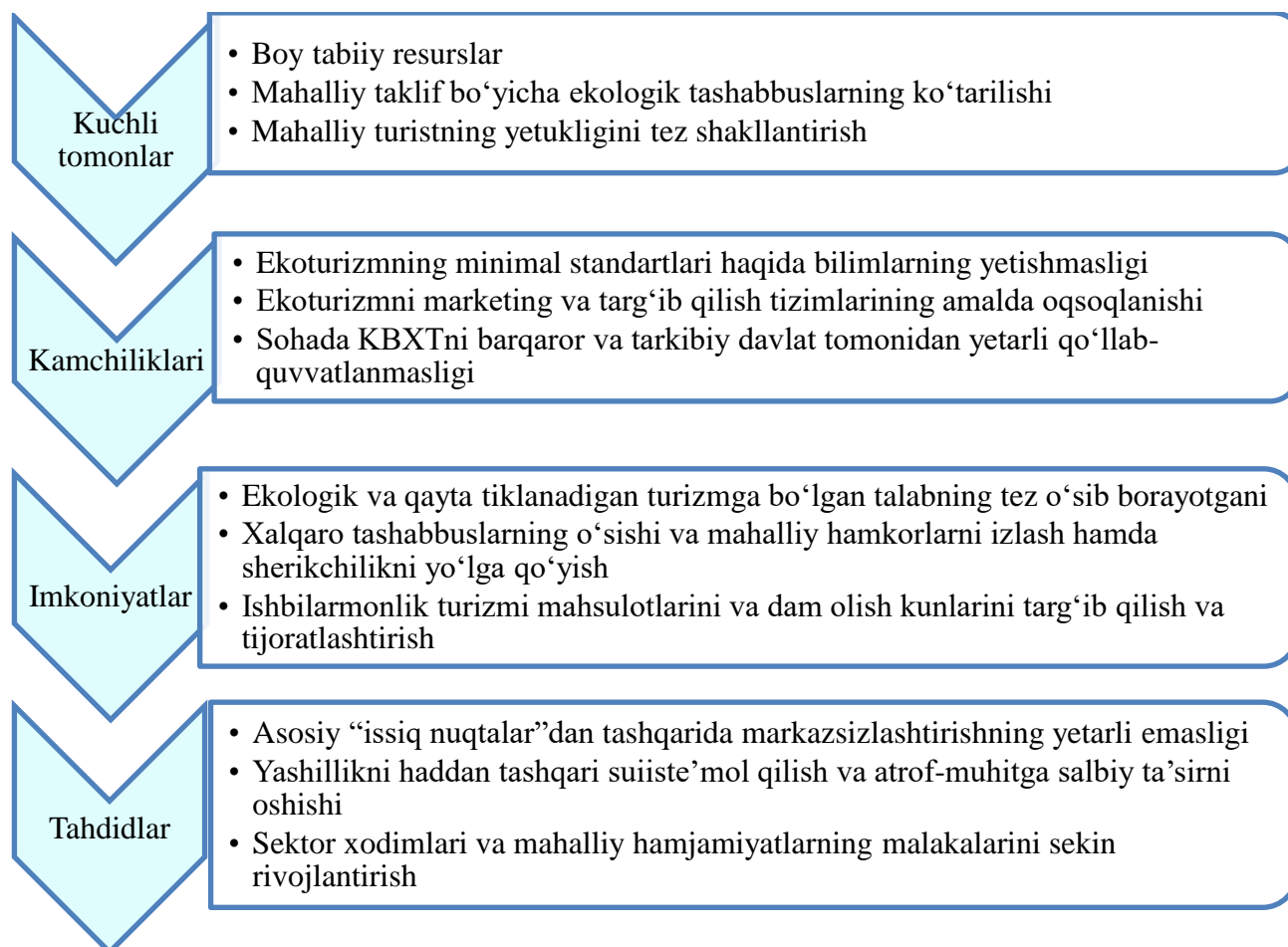


Figure 1. Swot analysis of ecotourism in the regions of Surkhandarya region

When organizing ecotours it is very important to pay special attention to the physical and mental safety of tourists (in conditions of protection from natural disasters, accidents, diseases and crime). It is necessary to provide medical care in case of accidents and illnesses. Prevention of offenses is important for the positive image of any tourist center or destination.

Ensuring the employment of the local population should be at the heart of ecotourism policy. In this regard, it is advisable to organize special training courses for local gids to ensure that they have the right knowledge and skills. An important tool for the development of ecotourism areas should be the involvement of all participants in the integrated policy and tourism process. In particular, the creation of a network of rural areas rendering of tourist services, which will contribute to stimulating the local population and improving the quality of tourist services.

Literature review on the topic

In-depth analysis and research of the existing potential opportunities in the ecotourism market is not enough. Proper scientific support is in great need. Ecotourism policy and development programs should be based on research and expert assessments conducted by local research and educational institutions.

The implementation of the International Folklore Festival "Baysun Bahari", which glorifies the centuries-old values of our people in the Surkhandarya region, plays an important role in the development of the tourism industry of the region. As a result, the Surkhandarya region has become popular, visiting not only domestic but also foreign tourists, since such events are necessary for the development of international tourism. This, in turn, made it expedient to develop eco-tourism in the region in any conditions.

The Surkhandarya region is distinguished by a variety of natural conditions, a wealth of ecological and recreational resources. Protected areas are important for recreational tourism, even if their main purpose is to preserve objects inherent in the area, as well as to preserve and restore valuable and unique natural complexes or their essential structural elements. Currently, the measures being taken to develop ecotourism include the development of the reserve fund. At the same time, it is desirable to provide for natural entities - nature reserves, national parks, zoos.

Where possible, it is better to walk or use public transport instead of renting a car. Thus, we analyzed possible options for solving the problems of further development of ecotourism. In recent years, positive results in the field of tourism have been achieved in the Surkhandarya region. The reason for this is that it has implemented a number of priorities (Figure 2).



Figure 2. Ways to solve the problems of eco-tourism development

It is very difficult to assess the effectiveness of reserve fund entities at exact values. Because while in many cases the focus is on cost-effectiveness, in fact, social efficiency is also important. This entails a focus on environmental protection activities in the regions. Because, in the context of increasing needs of the population for recreation and tourism, in the conditions of broad and intensive interaction of society and nature, there is a reasonable need for planned use of natural resources through the use of appropriate mechanisms of balanced nature. Recreation and health restoration of the population is an urgent issue of our time, and one of the ways to restore it is ecologically oriented tourism, which is designed to implement the conceptual framework of sustainable development.

Analysis and Results

At the expense of the economic benefits of ecological tourism, it is possible to improve the quality of life of the local population, increase their participation in the preservation of the habitat, increase the ecological culture. They should be aimed at preserving the values of natural, cultural and historical landscapes, passing them on to future generations as well as promoting ecotourism planning with the support and participation of responsible and relevant organizations. Today, the trend of tourism development is the transition from the leisure cycle model to an individualized recreational demand and the satisfaction of intellectual demands through types of tourism. At the same time, instead of the three "S" ("sun – sea – sand") ("sun – sea – sand"), it is possible to replace the three "L's" ("lore – landscape – leisure" ("knowledge/national traditions – landscape – leisure").

It is this formula that reveals the essence of ecotourism. In the context of such an approach, today we can say with full confidence that for a number of regions of the Surkhandarya region, the territorial combination of natural conditions and resources is included in the strategy of regional development, which is clearly expressed for recreational and tourist purposes. An emphasis on improving and actively developing "green tourism" can justify the tourism industry in the province.

Regional development and uneven living standards of the population create necessary conditions for social tension in society, threaten the territorial integrity of the country, limit the dynamics of socio-economic indicators, slow down market changes and reduce their effectiveness. In this regard, the regional policy of the state should serve as the basis for creating conditions for increasing the competitiveness of the regions, their accelerated development and overcoming significant interregional imbalances¹.

The development of the regional development management strategy is based on the identified main areas of the environmentally friendly policy and requires significant adaptation of the norms and requirements existing in the country with international standards. In particular, the natural conditions of the regions of the Sariasia district are very favorable for the development of many directions of ecotourism - cognitive, adventure, rural, wellness, winter, mountainous, children, youth, family, trips (walking, horseback riding, cycling) and development. This is facilitated by the mountain landscape with a diversity of flora and fauna, a mild climate, fresh air saturated with the aroma of luxuriously blooming spring and summer vegetation, a network of mountain streams and clean water sources, including many minerals.

Regarding the development of eco-tourism in Baysun, Sariasia, Termez district, Kumkurgan and Sherabad districts of the Surkhandarya region, it is expedient to form a "Green Step to the Future"

¹ Dikiy O.V. Osnovnye priority i mekhanizm strategicheskogo planirovaniya sotsial'no-ekonomicheskogo razvitiya regiona [Main priorities and mechanism of strategic planning of socio-economic development of the region]. – 2011. – № 11. – P. 71-76.

program, which is based on the stability and conservation of used natural resources of the environment. In turn, the improvement of the travel system and the use of alternative, i.e., environmentally sustainable methods of carrying out tourist activities (Fig. 3).

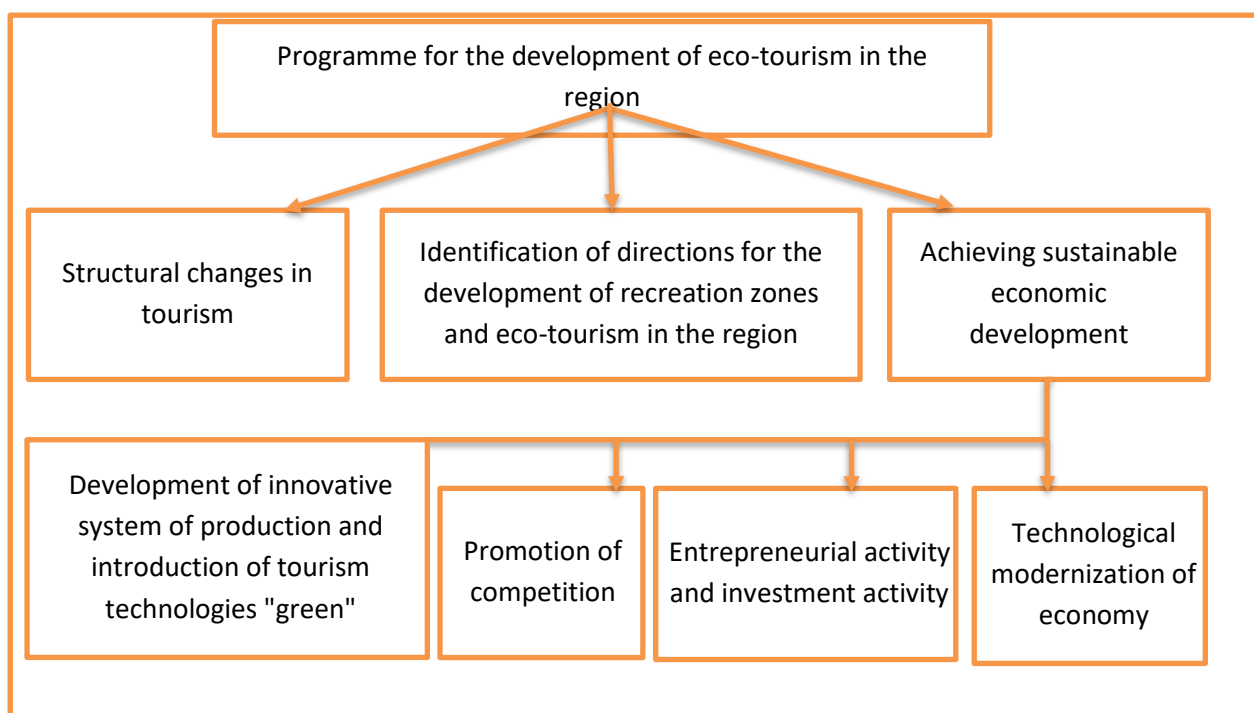


Figure 3. Prerequisites for the formation of a program for the development of ecological tourism in the regions

This is possible, first of all, to radically change the field of employment, income of the population, budget replenishment, solving the issues of sanitation of villages and towns, arrangement of roads and streets, landscaping. As a result, the attractiveness of the regions will increase, the tourist flow will increase, the production of consumer goods will develop, as demand by tourists will appear.

It is clear that financial resources are the driving force of any development, including innovative ecotourism. In this regard, there was an urgent need to find a source of financing for the development of ecotourism in the region. Environmentally sound design methods, proper use of the natural environment, long service life and use of low-maintenance materials, optimized use of solar energy and rainwater harvesting systems can be proposed in the future, taking into account different climatic conditions. It is worth highlighting some aspects of the above-mentioned issues, the implementation of which will allow to direct tourism development towards a sustainable and balanced path:

- activation of the general state policy in the field of ecotourism and improvement of the system of regulation of ecotourism activities;
- finding a source of financial support from state and territorial authorities for the development of ecotourism;
- to improve the information and advertising system and attract various types of investments;
- compliance with various international standards in the implementation of ecotourism activities, creation of appropriate infrastructure;

- improving the quality of tourist services through standardization, certification and licensing of ecotourism activities;
- to ensure high-quality training and employment of highly qualified personnel. In our opinion, it is desirable to define the main objectives of the above-proposed Green Step to the Future program for the development of ecological tourism as described in Table 1.

Table 1 Key tasks of the program for the development of ecological tourism "Green step to the future"

Improvement of the legislative base	Ensuring financial and logistical harmonization	Rational use of natural tourism and tourism resources	Sustainable development of tourist areas and facilities, local communities	Increasing the competitiveness of the ecotourism market in Surkhandarya region
Promotion of an active and healthy lifestyle	Increasing ecotourism products	Conservation of biodiversity and unique landscapes	Improving service quality and tourist safety	Development of personnel and infrastructure

Consequently, the prospects for achieving sustainability and high profitability in the sector can be predicted after the above-mentioned norms for the rational use of natural resources and the safe development of tourism, in particular ecotourism, are implemented at the appropriate level. It consists of:

- increasing the tourism potential of the region;
- to ensure the preservation and rational use of natural and creative resources;
- to ensure the availability of tourism resources for all segments of the population, both local and foreign;
- to encourage local people's interest in promoting such policies;
- to improve the efficiency of public and private interaction in the field of ecotourism. Ecotourism is actively developing in Sariasia district as an innovative area of tourism. Of course, for this it is necessary to develop marketing activities, strong financial support from both domestic and foreign investors. The development of ecotourism is able to solve a number of socio-economic and environmental problems of the mountainous region.

All this activates a new way of thinking, innovative economic activity of the local population. Therefore, it is necessary to improve the system of financing and lending for the development of ecotourism in the mountainous Sariasia region, meet their modern needs and, accordingly, attract sufficient reserves for the development of the tourism industry in these regions.

Since tourism is an energy-intensive industry, it can accelerate the transition to increasing the share of renewable energy in the global energy balance. By encouraging investment in clean energy sources, ecotourism can help reduce greenhouse gas emissions, mitigate climate change, and use energy for all. Energy is at the heart of almost every major challenge and opportunity, so the following very important goals can be cited that are relevant to achieving the Sustainable Development Goals on energy use:

Goal 1 – Poverty alleviation: Eradicating energy poverty in all its forms remains one of the biggest challenges.

Goal 2 – Achieve food security: Promote nutrition and sustainable agricultural development.

Goal 4 – Quality education: Ensure education and promote lifelong learning opportunities for all.

Goal 6 – Clean water and proper sanitation: energy to pump water for irrigation, crop cleaning, clean drinking and hygienic sanitation.

Goal 7 – Affordable and clean energy: health services and infrastructure require sustainable energy; Poor health and energy use often go sideways.

Goal 8 – Decent Work and Economic Growth: Access to energy sources that was previously unattainable can be achieved.

Goal 9 – Industry, Innovation and Infrastructure: Creating Sustainable Infrastructure, Promoting Sustainable Industrialization, Innovation.

Goal 10 – Reduce inequality: energy use is unequal both globally and across countries.

Goal 12 – Responsible consumption and production: Sustainable energy can separate economic growth from environmental degradation.

Goal 13 – Climate Action: We need to decarbonize energy sources and decouple energy use from emissions by reducing energy emissions to reduce global temperature rise.

Goal 15 – Protection of ecosystems: Stimulate the restoration and rational use of terrestrial ecosystems, stem and reverse the process of forest use, land degradation and biodiversity loss.

Goal 16 – Peace and Justice: Energy is essential for post-conflict recovery².

Based on these Sustainable Development Goals, ecotourism must develop to accelerate the transition to renewable energy sources, increase its share of the global energy balance, help reduce greenhouse gas emissions, contribute to innovative energy solutions in regional and remote areas, and provide reliable energy.

In general, the range of environmentally oriented types of tourism that can successfully develop in the regions of the Surkhandarya region is very wide, but investments and weighted advertising policies are not enough. It is advisable to consider the development of ecotourism, rural and green tourism as promising areas of tourism business in the Surkhandarya region. It is important to stimulate the arrival of international tourists and to introduce into the industry various exotic types of tourism.

At the same time, a prerequisite for such a regional development scenario should be the preservation of its natural biodiversity, which serves as the basis of basic natural capital - business. This requires a strong information and education system based on the methodology and implementation of the formation of an eco-network of regions of the Surkhandarya region.

Conclusion and Suggestions

Based on the analysis of factors and conditions for the development of the ecotourism sector in the region, the state of development of ecotourism infrastructure, problems and trends in the development of domestic and international tourism, the following conclusions were reached:

1. The distance of the Surkhandarya region from the central regions, the geographical location of the Surkhandarya region, the high level of industrialization, low investment potential, the fact that agriculture is the main source of income, adversely affect the level of socio-economic development.
2. The Surkhandarya region has mountainous recreational resources, ancient historical, cultural and archaeological resources, world intangible heritage, which allows the development of many types of ecotourism.

² Sustainable Development Goals. – Access mode : <https://knowledge.org.ua/cili-stalogo-rozvitku>

3. The main part of the tourism infrastructure of the region is located in the city Termez, which allows increasing the volume of service through intensive organization of tourism infrastructure entities in mountain and foothill zones.

Mountain and foothill zones of the region, protected areas and their border areas are considered favorable zones for the creation of small tourism zones specialized in the provision of recreation, medical and recreational ecotourism and other recreational services.

REFERENCES

1. Reference of the Department of Tourism of Surkhandarya region.
2. Reference of the Department of Statistics of Surkhandarya region.
3. Beydik O.A. Recreational and Tourist Resources: Methodology and Methods
4. Kekushev V.P., Sergeev V.P., Stepanitsky V.V. Osnovy menedzhmenta ekologicheskogo turizma: Ucheb. allowance. Moscow, 2011.
5. Bohdan, N. M., & Sukhorukova, O. P. (2016). Doslidzhennia ryzykiv u turyzmi. [Risks research in tourism]. Business Inform, 10, 206– 211.

INTERNET NETWORK WEBSITES AND ADDRESSES

6. www.review.uz
7. www.stat.uz/uz
8. <https://surxonstat.uz/uz/>
9. www.tem.fi (Finlands_Tourism_Strategy_to_2020.pdf)
10. www.tourism.gc.ca
11. www.tourism.interfax.ru
12. www.tourprom.ru
13. www.trademapp.org
14. www.unwto.org