

ORGANIZING ECOTOURISM IN UZBEKISTAN: PROBLEMS AND SOLUTIONS

Jakhongir Khayiti

Samarkand State Architectural and Civil Engineering University

ABSTRACT	KEYWORDS
The development of important factors of ecotourism in Uzbekistan and the specifics of more efficient use of architectural and landscape factors are described. And also the features, factors of development and the socio-economic essence of ecotourism are studied. The state of development of tourism in Uzbekistan, the potential and level, as well as the development of architectural and landscape mechanisms of ecotourism in the regions are analyzed.	tourism industry, landscape, architecture, ecotourism, recreational tourism, modern models of ecotourism.

Introduction

Tourism is one of the fastest growing sectors of the global economy today. It reportedly contributes 9% to the global gross domestic product (GDP), provides one out of every 11 jobs in the world and 6% of global exports. According to experts' forecasts, by 2030 the number of international tourists may be about 2 billion people [8].

The ecotourism of the tourism industry in the world is the prevention of an ecological crisis in the face of humanity, it was formed and developed on the basis of finding ways to save the nature of the planet and its resources in the name of sustainable development and the survival of mankind.

Ecotourism is the only direction in the tourism industry that is interested in preserving the main resource - the natural environment or its individual components (natural monuments, certain types of animals and plants, natural landscapes, etc.). It provides for environmentally responsible travel to undisturbed natural areas to explore and enjoy nature and cultural attractions, which contributes to the protection of nature, has a mild environmental impact, ensures the active socio-economic participation of local residents and their benefits from this activity [2; 5; 9].

According to the World Tourism Organization, ecotourism is one of the fastest growing types of tourism in the world. The ecological crisis is growing globally, the incidence of infectious diseases is increasing, and people are increasingly focusing on their health, wanting to relax in clean conditions [4].

In this type of tourism, healthy people are more involved in tourism activities. They don't need any mandatory treatments to heal their health and are considering relaxing in an eco-friendly environment to restore their health. Therefore, in the development of ecotourism, tourism specialists, entrepreneurs, tour operators and travel companies see more than one goal - making a profit. Currently, ecotourism is one of the fastest growing tourism industries, based on the World Tourism and Excursions Guide

and the World Tourism Organization, that is, the share of ecotourism in the global tourism industry ranges from 10 to 20%. Its annual growth is 30%. Also, until 2022, ecotourism will be one of the main strategic areas of world tourism, and these areas will also develop in the Republic of Uzbekistan [6; 7].

Uzbekistan has a number of opportunities for the types of ecotourism. This should include a wide range of activities - from long-term scientific expeditions to short-term outdoor recreation. The most common types of ecotourism are hiking and horseback riding, rowing and motor boat trips. This also includes hunting and fishing tourism, bird watching [1].

In view of the foregoing, it becomes obvious that the main obstacle to the development of eco-tourism is the misunderstanding of the concept of eco-tourism in its classical sense.

It is believed that access to nature (any kind - walking, horseback and automobile) is already ecological tourism, while forgetting about its main part - acquaintance with wildlife, local customs and culture, the participation of local residents and relevant monetary contributions from tourism activities to local communities [3].

The main content of ecological tourism is:

- ✓ minimizing negative environmental and socio-cultural impacts;
- ✓ maintaining the environmental sustainability of the environment;
- ✓ raising the level of environmental education, culture and enlightenment;
- ✓ the 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 visited regions.

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 [5].

In this regard, the resolutions of the President of the Republic of Uzbekistan "On priority measures for the development of the tourism industry", "Development of tourism and related infrastructure in all regions of the Republic of Uzbekistan, diversification of tourist products and creation of new tourist facilities", as well as a program of priority measures for the development of tourism, which are aimed at the active promotion of national tourism products in the domestic and foreign markets [9].

When implementing this program, it is important to study the problems of ecotourism development in our country. In this direction, it is necessary, first of all, to study advanced technologies and the 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 should 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% are state-owned;
- state policy provides that the national park will be developed 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 basic principle of these national parks is to rely on their own power and self-defence. This model was formed in the middle of the XX century and is widespread in developed countries.

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

International model of the 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;
- the dominance of private property.

Uzbekistan is rich in resources and opportunities for ecotourism, and tour operators offer ecotours along the routes Tashkent-Charvak-Tashkent, Tashkent-Baisaiskoy-Chimyon-Tashkent, Tashkent-Zomin-Tashkent, Tashkent-Aidar-kol-Tashkent. Camel rides in the desert regions not only of Uzbekistan, but also of the whole world attract a lot of attention from tourists. According to the analysis, tour operators providing ecotourism services mainly operate within the Chimgan-Charvak recreation area. However, the remains of Gissar, Bobotog, Kichitangtos (Surkhandarya), Charkar (Kashkadarya), Nurota (Navoi-Jizzakh), Zarafshan (Samarkand), Turkestan (Jizzakh), Alai (Fergana), Kurama, Chatkal (Namangan), the Kyzylkum desert are no less interesting, the dried bottom of the Aral Sea and salt lakes, the Ustyurt plateau.

Work is to be done on the creation of complexes and thematic eco-tours to the tugai forests, to the Muruntau deposit, the Mingbulak depression, to the Aydarkul and Dengizkul lakes, the Amudarya and Syrdarya rivers.

Uzbekistan has its own charm and unique landscapes, beautiful caves. In this regard, speleotourism (tourism) has great potential. There are more than 700 travel agencies in the country, about 240 large and small hotels, a large number of tourist camps and campsites, many architectural and historical monuments, beautiful natural landscapes.

Statistics show that 41% of tourists who come to Uzbekistan come here to get to know the country. On the banks of the Amu Darya there are tugai forests, which are very interesting for ecotours. The Badai-Tugai Nature Reserve was created to protect birds and animals in the tugai forests on the right bank of the Amudarya River. In addition, eco-tours are organized to the 485-meter mountain Uvay, in the western part of Kyzylkum, on the right bank of the Amu Darya (Cambrian period). In the Amudarya region, one of the oldest cities in Uzbekistan is located in Khorezm, and its architectural monuments are one of the historical tourist centers. Ecotours can be combined with the study of historical landscapes.

Conclusions and Recommendations

- 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 trainings on ecotourism for ecotourism specialists under the guidance of the Samarkand Institute of Economics and Service.
- We need to establish legal standards for the use 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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