



**FORMATION OF ECOLOGICAL KNOWLEDGE AND CULTURE IN TOURISM**

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**ABSTRACT**

The passage discusses the formation of ecological knowledge and culture in the context of tourism. It highlights the importance of developing ecotourism and informing the international community about the region's ecotouristic potential. The passage emphasizes the need to protect nature, use natural resources wisely, and preserve the beauty and purity of the environment. It also addresses the global ecological crisis and the role of ecotourism in promoting the preservation of nature and educating people to be ecologically literate and culturally aware. The passage emphasizes the connection between ecology and economy, underlining the need to manage our natural "household" in harmony with nature. It underscores the significance of ecological stability, comfortable natural environments, and sustainable resource use. Overall, the passage emphasizes the importance of ecological awareness, consciousness, and a spiritual connection with nature in fostering ecological knowledge and culture within the tourism industry.

**KEYWORDS**

Formation, ecological knowledge, culture, tourism, ecotourism, international community, region, potential, nature, natural resources, environment, global ecological crisis, preservation, education, ecological literacy, cultural awareness, ecology.

**Introduction**

As a result of the formation of ecological knowledge and culture, ecotourism and its various types can develop in our country. To develop ecotourism in our country, the international community needs to be informed about the region's ecotouristic potential. To foster the development of ecological culture in our country and its growth, it is necessary to implement all measures aimed at protecting nature, using natural resources wisely, consciously altering nature for human benefit, preserving and enhancing the beauty and purity of nature and its riches.

In addition to other fields, serious attention must be paid to ensuring ecological stability, creating necessary conditions for the population to have a comfortable natural environment, rational and efficient use of natural resources, preventing emerging ecological problems, and eliminating their negative consequences.

If we look at the words "Ecology" and "Economy," they share the common root "Eko." The word "Ecology" is derived from the Greek words "oikos" (house) and "logos" (science). Thus, it means "Our House of Nature." The word "Economy" means the art of managing "Household." Therefore, these two sciences must help to preserve and develop "Our House."

If we want to live in "agreement" with nature, enjoy its benefits, and appreciate its beauty, we need to accept its conditions and ensure that we do not exceed certain limits when altering the environment to meet our needs.

The true objectives of ecological tourism are outlined in these conclusions. In defining ecotourism, it first emphasizes being in nature without harming its resources. A person who enjoys nature and its diverse biological resources will inevitably feel the desire to preserve this environment. Additionally, there are other reasons for the development of ecological tourism.

For example, the planetary scale of the ecological crisis is increasingly worrying humanity. The root causes of the worsening global ecological problems include the declining self-repair capacity of nature, the depletion of its resources, the pollution and contamination of the environment, and nature's inability to fully provide conditions for a healthy human life.

In this situation, the weakening of nature further strengthens the ideas of preserving nature within ecotourism. From this perspective, the formation of ecological knowledge and culture ensures the development of ecotourism. Forming ecological knowledge and culture in humans involves understanding the essence of natural laws and realizing that humans themselves are a biological part of nature.

Sultonov P.S. explains the role of nature in the development of human virtues as follows: "The educational significance of nature refers to its ability to awaken and shape moral qualities such as nobility, kindness, tolerance, patriotism, grandeur, and gentleness in people. Frequent interaction with nature helps the development of these human virtues."

The greatest quality of ecotourism enthusiasts and the feeling that draws them to nature is essentially this. "One of the reasons for the prevalence of spiritual poverty, indifference, rudeness, anger, cruelty, and materialism in society is that people have fallen into an artificial (technogenic) environment and have become separated from nature."

The more damage a person does to nature, which is his home, the more he becomes spiritually impoverished. The importance of ecotourism in solving the difficult problem of preserving nature and educating people to be ecologically literate and ecologically cultured is incomparable.

Ecological awareness is the basis of ecological literacy and ecological culture. Ecological consciousness is manifested in preserving nature, in conscious attitude to it, in moderate use of its resources, in prevention of natural crisis, and most importantly in keeping the environment always clean.

In the formation of ecological knowledge and ecological culture in a person, it is understood to learn, understand and apply the following principles in practice (in oneself).



1-Figure Principles that form ecological knowledge

Source: Author's development based on collected data.

The goal of ecotourism is the rational use of nature in the tourist direction to ensure ecological safety and sustainable development of current and future generations. In order to realize the goal of ecotourism, it is enough to present the planned program presented in the "Concept of Development of Ecotourism in Uzbekistan". In this concept, the importance of fulfilling the following tasks for the development of ecological tourism in our republic is specifically noted:

- 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;
- raising the ecological consciousness and culture of the population through ecotourism;
- to establish education and training in the direction of ecotourism;
- training and retraining of experts in ecotourism;
- conducting a comprehensive assessment of ecotourism objects and their cadastre;
- to establish monitoring and prospecting of ecotourism;
- zoning of the national territory for ecotourism;
- conservation of biological diversity.

In the performance of the mentioned tasks, it is required to strictly and responsibly observe the following ecotourism principles, that is, the rules aimed at regulating ecological relations through tourism:

- priority of issues of nature protection and sustainable development in ecotourism;
- the connection of ecotourism with historical, cultural and other types of tourism;
- 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 awareness 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;
- unity of ecological socio-economic interest in ecotourism;
- the necessity of forming national pride and pride in ecotourism.

Implementation of the mentioned principles provides the basis for rapid development of ecological tourism in Uzbekistan.

There are four types of nature use, which are explained as follows:

1. In order to use nature in the reserve, mainly scientific staff conducts experiments and researches, students practice, tourists are allowed to visit for a short time. Man's interference with nature - hunting and shooting of animals is not allowed. It is allowed to maintain the natural state of the reserve and restore the lost part of the natural complex.

The use of nature in the reserve is used in the sense of gathering information from natural resources, not for obtaining raw materials. Houses of the reserve staff and hotels for tourists are located in other zones outside the reserve.

2. Recreational use of nature - construction of natural parks outside the city, use of it for long-term recreation and tourism, establishment of forest and hunting farms, collection of natural hay, use as pasture, i.e. natural origin it is used in moderation in complexes with an exit.

Excursions are conducted using the reserve, and the scenery is of great importance. It is not allowed to lie on the blue grass, take a bath, pick fruits and mushrooms, catch fish. There are tourist bases, country houses, routes along travel trails.

3. Rural (agricultural) use of nature, agricultural work is carried out at an average and high level. Where there are gardens, fields, farms, reservoirs, forests and natural parks invite city dwellers to their bosom on weekends. In these lands, works on the use of objects or raw materials are carried out.

4. The use of urban nature includes permanent residences of people in the city, community service areas, industrial enterprises, and they are interspersed with parks and avenues in the city.

The landscape divided into parts consists of three autonomous types: landscape corridors, highways and tourist highways, and they serve as a guarantee for the functioning of systems, nature, urbanization and recreation. Wild animal trails leading to nature reserves pass along landscape corridors. Goods and people sent to other lands along the main highways, tourists and excursionists along the main tourist roads are considered. The use of this type of nature is used in specially protected natural areas. In conclusion, it can be noted that our country is rich in its tourist potential, but there are cases of not fully using the available opportunities, especially in ecological tourism. Nowadays, ecotourism is somewhat new. Many people are concerned about the lack of complete information about the

ecotourism opportunities of our country. Special specialized publications and sites on this topic are rare. In our country, activities related to the development of ecotourism are carried out in a consistent manner. Therefore, increasing the development of this sector, its wide coverage in the mass media, popularization and promotion will undoubtedly increase the number of tourists interested in tourism in our country.

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