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## ANALYSIS OF ECOTOURISM DEVELOPMENT PRACTICE IN DEVELOPED COUNTRIES

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### ABSTRACT

In the article, based on a comparative analysis of advanced foreign experience in the development of ecotourism, the possibilities of creative use of the advanced, rich experience accumulated in the world in our country are revealed.

**Key words:** tourism, ecotourism, ecotourism objects, ecotourism services, nature tourism services, tourist, ecotourist.

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### Introduction

Recent years have seen an increase in global socio-economic issues, including the worsening of processes that degrade natural resources as a result of global climate change. This has prompted the need for responsible use of natural and recreational resources. According to the official statistics of the company "Tripadvisor," which is well known for supporting the international tourist flow, ecotourists make up about 30% of the foreign tourist flow on average each year, and 71% of them said they prefer safety and the preservation of the natural world when using ecotourism services. The use of ecotourism services by visitors has been confirmed to be constant year after year.<sup>1</sup>

### Literature review

Numerous economists have conducted research in the economic literature to determine the potential for ecotourism in their respective nations. A. Avila-Robinson, S.Q. Cutler, M. Santeiro, N. Somerio, A. Avila-Robinson, and A.G. Theoretical perspectives on the scientific and methodological underpinnings of ecotourism potential evaluation have been examined by foreign economists like Asmelash.

### Methodology

In the study, categorization, systematic method, theoretical and practical learning, induction and deduction, statistical observation, and comparative analysis were all employed.

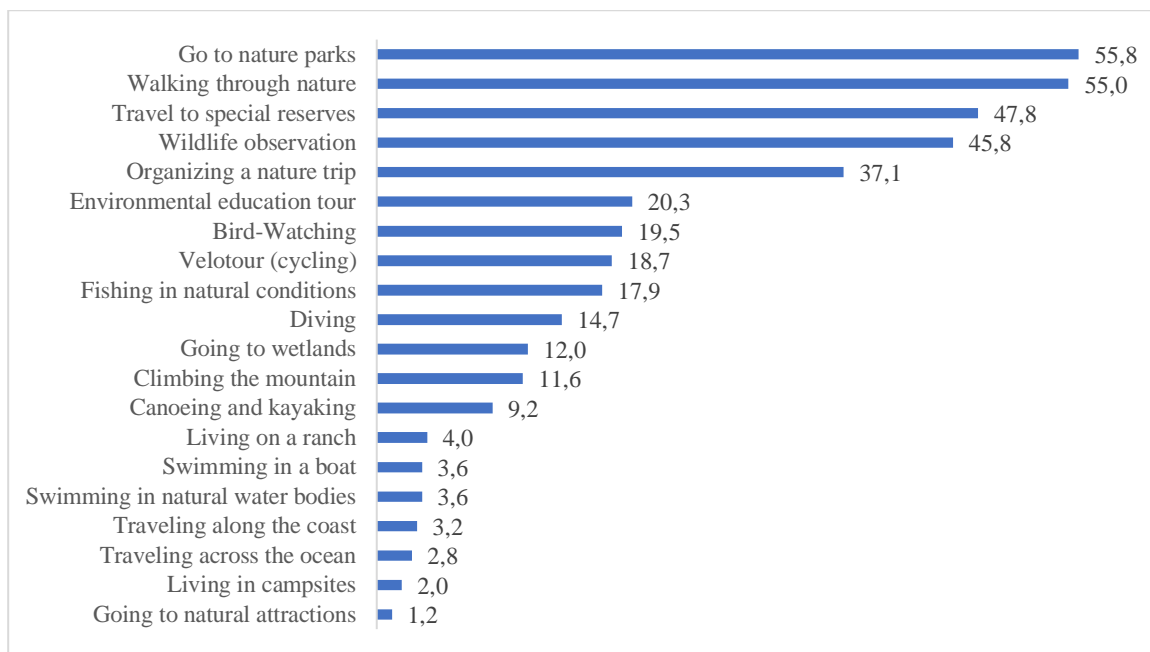
### Result and discussion

Annual surveys of the nation's ecotourists are conducted by experts from the International Ecotourism Society (TIES)<sup>2</sup> of the USA to examine the objectives of ecotourism. Companies that provide tourist services do this kind of survey as they market ecotourism packages. According to the survey's findings, the majority of US ecotourists prefer to plan a nature trip (37.1%) and prefer to visit natural parks (55.8%), hike through the wilderness (55.0%), visit protected areas (47.8%), and observe wildlife (45.8%). This circumstance demonstrates the strong desire US ecotourists have to appreciate and explore pristine environment.

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<sup>1</sup> Center for Responsible Travel Transforming the Way the World The Case for Responsible Travel [Electronic source] // Trends and Statistics Stanford University & Washington, DC. – URL: [www.responsibletravel.org](http://www.responsibletravel.org).

<sup>2</sup> The International Ecotourism Society. <https://ecotourism.org/>



**Figure 1. Percent willingness of US ecotourists to use ecotourism services for ecotourism purpose<sup>3</sup>**

Due to its enormous potential for ecotourism, the United States leads the globe in terms of the number of travelers who engage in this activity. Ten percent of the USA is made up of protected natural areas, which are frequented by both domestic and international ecotourists. Additionally, in the reforms carried out in the nation for the development of the tourism industry, the issues of national (domestic) and international (external) ecotourism development are given equal priority, and regional programs aimed at the development of regional ecotourism in each region are developed in accordance with the federal ecotourism development strategy.<sup>4</sup> At the same time, domestic ecotourism services account for 10% of the USA's gross income from the supply of foreign tourist services and provide 50% of the gross demand in the global ecotourism industry.<sup>5</sup> Due to this circumstance, we may draw the conclusion that the US ecotourism services market has a highly established practice of offering both local and international ecotourism services.

Since Yellowstone National Park was initially formed in 1872, the United States has adopted national wildlife conservation programs; nowadays, these programs are regarded as a part of state programs targeted at the growth of ecotourism on a federal level. With 76 natural monuments covering a total of 280 thousand km<sup>2</sup>, 53 protected natural areas (parks, green spaces, etc.), 12 nature reserves, and 10 marine reserves, the USA has a strong potential for the development of ecotourism. At the same time, it was discovered that the nation's network of non-state reserves has more than a thousand ecotourism sites.<sup>6</sup>

Additionally, according to "The Lonely Planet" program, the US state of Virginia dominates the global market for bicycle excursions that are part of ecotourism. According to sources, the "Virginia Mountain Bike Trail" established in this region is intended to allow cyclists to go 770 kilometers via the "Blue Ridge" tributary situated in the state's rugged terrain. Bicycle tours are offered all throughout the Shenandoah Valley for people who are utilizing this kind of ecotourism services for the first time.<sup>7</sup>

<sup>3</sup> Бочкарева Т.В. Экотуризм: анализ существующего международного опыта. [Электронный ресурс] – URL: [https://tourlib.net/statti\\_tourism/bochkareva.htm](https://tourlib.net/statti_tourism/bochkareva.htm)

<sup>4</sup> Усенбаева Г.Ж., Шакирова Д.Н. Анализ развития экологического туризма в мире. [Электронный ресурс] – URL: <https://articlekz.com/article/13812>

<sup>5</sup> Экологический туризм в контексте регионального развития. [Электронный ресурс] – URL: <http://www.ecoedu.ru/index.php?r=10&id=22>

<sup>6</sup> Усенбаева Г.Ж., Шакирова Д.Н. Анализ развития экологического туризма в мире. [Электронный ресурс] – URL: <https://articlekz.com/article/13812>

<sup>7</sup> Лучшие направления для туризма в 2021 году по версии The Lonely Planet. [Электронный ресурс] – URL: <https://immigrantinvest.com/ru/insider/eco-tourism-2021/>

One of the most lucrative regional economic areas in the state's regional economy is ecotourism, which has played a significant role in the growth of US tourism. While Williams Strait is a popular destination for ecotourists to see lions and seals, the state's Denali National Park is home to many species of big eagles. With a total area of 78 thousand km<sup>2</sup>, the Arctic National Faunal Reserve is one of the largest reserves in the USA. It is situated in the state of Alaska, where visitors can get to know more than 132 thousand species of fauna, including grizzly bears, Dall sheep, birds, deer, wolves, and arctic foxes. More than 300,000 hot springs, steam streams, hot lakes, mud volcanoes, and geysers may be found inside the 900,000 hectares of the world-famous Yellowstone National Park, which is located in the state's hilly areas.

Due to the establishment of a total of six national parks of this sort in the state, California is widely recognized on the international ecotourism market for its long-standing parks. For instance, there are dinosaur-era trees that are between 6,000 and 8,000 years old at the Kings Canyon National Park. The "Yosemite" natural and ecological national park has also built around 750 ecotourist routes, with the "John Muir" path being at least 340 km long.<sup>8</sup>

The USA, which has a wealth of ecotourism resources to support the growth of ecotourism, is one of the top nations in the world for offering domestic and international ecotourism services, according to the report. The ecotourism services offered are also distinguished by a much better quality because the USA leads other nations in terms of inventive development globally. Particularly in terms of providing ecotourism services, the USA has a wealth of expertise in making wise and effective use of the world's natural resources. Researching the potential for innovative application of US practice in the growth of the national ecotourism sector is of scientific and practical relevance given that our nation is a country rich in natural and ecological resources.

In terms of demand for ecotourism services, inhabitants of Western Europe and North America are in the lead, according to an examination of figures from the global market for such services. The nations of Africa, Latin America, Asia, Australia, and Oceania are also among those having the greatest levels of ecotourism worldwide. The data shows that a sizable portion of ecotourists using ecotourism services in Latin America, the Caribbean, and the Pacific region come from North American, South Asian, and African nations. In order to learn more about the environment, it has been discovered that citizens of the European Union prefer to travel to the nearby nations on vacation. The European Union region stands out from other places in the globe because internal regional ecotourism has developed to a high degree there. In the EU, nations with significant internal regional ecotourism traffic include those in Italy, France, Germany, Ireland, Poland, Greece, Norway, Iceland, and Sweden.<sup>9</sup>

In the practice of the member states of the European Union, the growth of ecotourism in Germany is crucial. Due to the emphasis placed on industrialization in the nation's economy following World War II, there are practically no natural ecotourism places that have not been impacted by people. The National Tourism Association has created the "forest action" as a result, and environmental initiatives are being carried out in the North Carolina region of Mecklenburg. Each ecotourist visiting the Mecklenburg region will take part in this initiative by buying one seedling of an ornamental or fruit tree and planting it in an appropriate forest or parkland. Additionally, ecotourists are given the chance to care for the tree seedlings they planted themselves. The average price of tree saplings sold within the framework of the event is 10.0 euros, and a total of 7.5 thousand tree saplings have been planted on 7.5 thousand hectares of land. In the areas planted with these trees, a "forest climate" has almost formed.<sup>10</sup>

Germany holds a special position in the practice of ecotourism development, both inside the EU and on the global market for ecotourism services. The nation sets itself apart from other nations

<sup>8</sup> Усенбаева Г.Ж., Шакирова Д.Н. Анализ развития экологического туризма в мире. [Электронный ресурс] – URL: <https://articlekz.com/article/13812>

<sup>9</sup> Усенбаева Г.Ж., Шакирова Д.Н. Анализ развития экологического туризма в мире. [Электронный ресурс] – URL: <https://articlekz.com/article/13812>

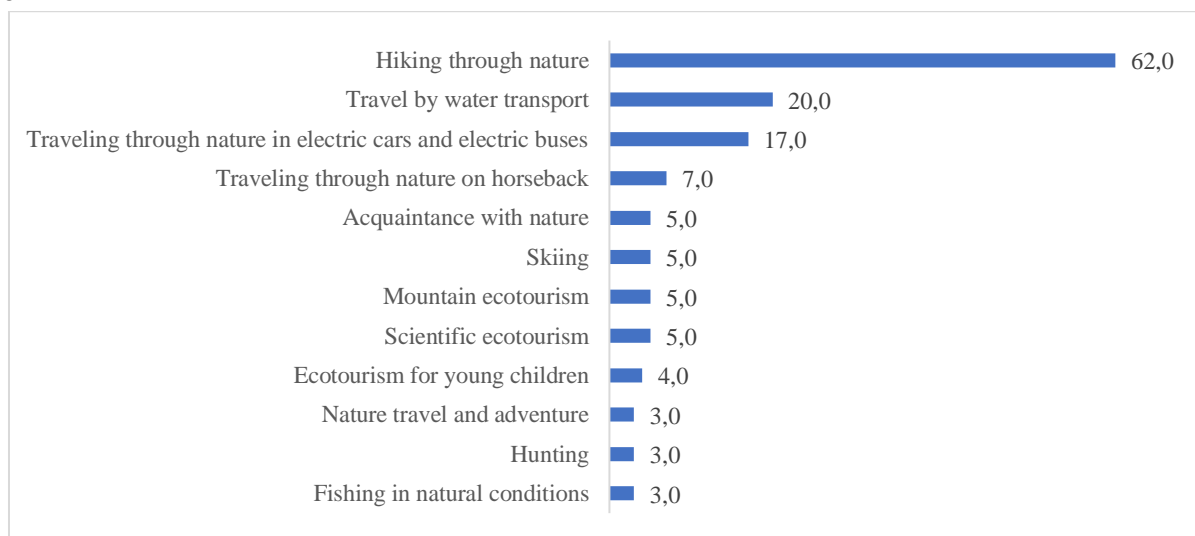
<sup>10</sup> Усенбаева Г.Ж., Шакирова Д.Н. Анализ развития экологического туризма в мире. [Электронный ресурс] – URL: <https://articlekz.com/article/13812>



by offering special eco-hotel services to eco-tourists. For instance, no plastic, glue, nails, or other chemical materials were used in the construction of the hotel "Berghotel Mattlihuies" that opened in Bavaria in 2011. Instead, only real wood was utilized. In order to make wise use of water resources, rainwater is also utilised in the hotel's toilet system. Tourists may order food from the hotel's restaurant that is entirely made using regional ingredients.<sup>11</sup>

One of the top nations in the world for implementing eco-technologies and fostering ecotourism is Germany. One of the top goals of the state's strategy is the adoption of cutting-edge eco-technologies to provide hotel services to visitors to the nation for all types of tourism reasons, not only eco-tourists. A notable example of a hotel that leads the nation in the use of energy-saving technology is the "Felderberger Hof" in Schwarzald, a city that is well-known in the German hotel sector. It was able to cut the volume of CO<sub>2</sub> gas (carbon dioxide) emissions into the environment by 700 tons by switching this hotel's single oil heating system with a block heating system.<sup>12</sup>

The protection of the environment is the primary objective of the reforms for the growth of ecotourism in Germany.<sup>13</sup> The "Atmosfair" accreditation system for air transport has been specifically created by the tourism organization "Berliner atmosfair GmbH," which is regarded as one of the major businesses in the nation's tourist services sector. It makes advantage of penalty practice. Environmental protection programs in the nation will be financed from the fines-based budget. The government also recognizes tourist businesses that are leaders in environmental conservation by giving them the "Viabono" designation, which goes along with the provision of ecotourism services in the nation.<sup>14</sup> The largest number of nature travel programs in the country is offered by the Deutsche Bahn company, which organizes tours for ecotourists on foot and bicycle tours of a total of 17 nature reserves and national parks in Germany.<sup>15</sup> Also, in the market of ecotourism services of the country, large ecotourism complexes<sup>16</sup> such as "Garmisch Panthenkirchen", "Obserfdorf", "Berchtesgarden", national parks such as "Taunus Wunderland", "Phantasieland", "Minidom de Ratigen", "Rust", "Traumland" serve ecotourists. they lead not only in the country, but also in the EU region.



**Figure 2. The most provided ecotourism services in Germany, in percent<sup>17</sup>**

<sup>11</sup> Озеров А.С., Романенко А.И. Экотуризм в Германии и Великобритании. [Электронный ресурс] – URL: <https://school-science.ru/11/3/45836>

<sup>12</sup> Никитин А.И., Федорова С.В. Экологический туризм в Германии // Строймного, 2017. № 2 (7). С. 6 <https://cyberleninka.ru/article/n/ekologicheskiy-turizm-v-germanii>

<sup>13</sup> Березина М.М. Экология // Эко, 2017. – № 12 – с. 8-18

<sup>14</sup> Аверова Н.Г. Экологический туризм // Экономика туризма, 2017. – № 3. – с. 12-21

<sup>15</sup> Никитин А.И., Федорова С.В. Экологический туризм в Германии // Строймного, 2017. № 2 (7). С. 6 <https://cyberleninka.ru/article/n/ekologicheskiy-turizm-v-germanii>

<sup>16</sup> Бортникова Н.А. Основные виды туризма в Германии // Туризм сегодня, 2015. № 4. – с. 3

<sup>17</sup> Озеров А.С., Романенко А.И. Экотуризм в Германии и Великобритании. [Электронный ресурс] – URL: <https://school-science.ru/11/3/45836> маълумотлари асосида тузилган.

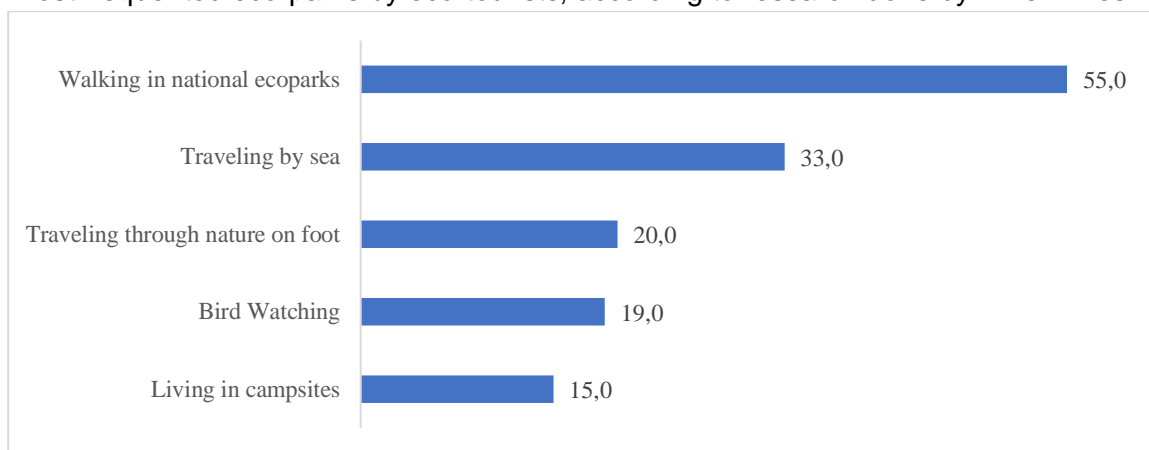


The majority of ecotourists who go to Germany enjoy nature trekking, according to the government's yearly study of those who do so. At the same time, 17.0% of visitors are ecotourists who come to the nation to ride in electric vehicles like automobiles and buses as they traverse the countryside (see Figure 2). This circumstance shows that alternative energy consumption is becoming increasingly significant to the German economy.

The analysis of German ecotourism development practices reveals that despite the fact that there are almost no natural and ecotourism resources that have not been harmed by the negative effects of humans, the reforms implemented by the state in the fields of ecotourism development, environmental protection, and innovative development are simultaneously and mutually reinforcing because of the priority given to industrialization policy in the country after the Second World War. Applying it led researchers to the conclusion that Germany's national ecotourism industry now holds the top spot in the global ecotourism services market, including the EU area. This condition makes it even more important to research German ecotourism development methods.

The formation of "ecological villages" distinguishes British practice in the development of ecotourism services. Currently, the nation's average cost to build such settlements is 16 million. It is equivalent to US dollars, and ecotourists will be able to enjoy the services of numerous restaurants, service stations, retail stores selling souvenirs, and marketplaces selling local goods in addition to learning about the natural village life. Additionally, visitors to the ecovillage may enjoy additional forest and water ecotourist services due to the ecovillage's vicinity to the Whinlatter Fores and tributaries on the motorway close to Preston.<sup>18</sup>

National ecological parks make up 7.0% of the total area of the UK when it comes to ecotourism services. The ecological park "Cairngorms National Nature Reserve" in the Scottish islands, with a total size of 26,000 hectares, is the biggest national park in Great Yurita. The country's national parks are visited by the bulk of ecotourists (55.0 percent) who come to the country (see Figure 3). The Cairngorms, Exmoor, Brecon Beacons, New Forest, and Peak District national parks are the most frequented eco-parks by eco-tourists, according to research done by "The Times."<sup>19</sup>



**Figure 3. Top ecotourism services in the UK, in percentage<sup>20</sup>**

The research finds that the creation of national ecoparks is crucial to the growth of ecotourism in the United Kingdom. At the same time, a large number of ecotourists go to the nation each year in order to traverse its "green zones." It is suitable to creatively adapt the British practice of creating national parks and camping places for ecotourists given that there are sufficient land areas with the potential to build ecoparks on the territory of our country.

### Conclusion and recommendation

It should be mentioned at this point that because to its relationship to nature and the

<sup>18</sup> Озеров А.С., Романенко А.И. Экотуризм в Германии и Великобритании. [Электронный ресурс] – URL: <https://school-science.ru/11/3/45836>

<sup>19</sup> Озеров А.С., Романенко А.И. Экотуризм в Германии и Великобритании. [Электронный ресурс] – URL: <https://school-science.ru/11/3/45836>

<sup>20</sup> Озеров А.С., Романенко А.И. Экотуризм в Германии и Великобритании. [Электронный ресурс] – URL: <https://school-science.ru/11/3/45836> маълумотлари асосида тузилган.

environment, agrotourism includes ecotourism in certain European Union nations, including France, Italy, Spain, and the Netherlands.

The following opportunities that can be creatively employed in our country's practice were recognized after analyzing the practice of growing ecotourism in developed countries:

- creation of a network of national eco-parks (US, UK, Germany);
- planning secure ecotourist excursions through national parks on the nation's soil (USA);
- government support for the use of cutting-edge ecotechnologies in the delivery of ecotourism services (USA, Germany);
- the growth of scientific ecotourism in the United States, France, and Italy for the study of nature and the environment;
- the establishment of nature museums in Germany that employ cutting-edge ecotechnologies;
- to build "small ecological villages" in rural regions (Great Britain) to provide the chance for ecotourists to become familiar with the character of our nation's territory and its eco-resources;
- Implementing state programs to ensure environmental stability at the expense of the financial budget established on the basis of fining businesses that release harmful gases into the atmosphere above the legal limit and air transport companies by establishing the legal limit of harmful gases released into the environment in terms of environmental safety for production enterprises and air transport (Germany).
- supporting the practice of employees working in the areas affiliated to state companies (Germany) planting fruit and decorative trees, etc. - fostering the creation of "green zones" in the regions.

Based on the aforementioned suggestions, in our opinion, it will be possible to strengthen our nation's position in the market for international ecotourist services by promoting ecotourism in our nation and increasing the volume of foreign ecotourists visiting the republic's territory in the medium term. In particular, our nation's ecological potential will be used more effectively.

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