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BUXORO DAVLAT UNIVERSITETI**

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Mazkur to‘plamga kiritilgan ilmiy ishlar va g‘oyalar mazmuni, undagi statistik ma‘lumotlar, sanalarning aniqligiga hamda tanqidiy fikr-mulohazalarga mualliflarning shaxsan o‘zlari mas‘uldirlar.

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ENHANCING METHODOLOGICAL FOUNDATIONS FOR ECOTOURISM DEVELOPMENT: GLOBAL TRENDS AND UZBEKISTAN'S PERSPECTIVES

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Annotation. The article explores the enhancement of methodological foundations for the development of ecotourism, analyzes global trends and ecotourism opportunities in the context of Uzbekistan. It specifically examines the possibilities and challenges of ecotourism development in the Bukhara region and provides strategic recommendations for regional economic stability, employment, and environmental protection based on international experiences.

Keywords: Ecotourism, economic stability, ecological literacy, infrastructure, eco-cluster.

Annotatsiya. Maqolada ekologik turizmni rivojlantirishning uslubiy asoslarini takomillashtirish, global tendensiyalar va O'zbekiston misolida ekoturizm imkoniyatlarini o'rganish yoritilgan bo'lib, Buxoro viloyatida ekoturizmni rivojlantirish imkoniyatlari va muammolari tahlil qilinib, xalqaro tajribalarni qo'llagan holda hududiy iqtisodiy barqarorlik, aholi bandligi hamda atrof-muhitni muhofaza qilish bo'yicha strategik tavsiyalar berilgan.

Kalit so'zlar: Ekologik turizm, iqtisodiy barqarorlik, ekologik savodxonlik, infratuzilma, eko-klastar.

Аннотация. В статье рассматривается совершенствование методологических основ развития экологического туризма, освещаются глобальные тенденции и возможности экотуризма на примере Узбекистана. Проведен анализ потенциала и проблем развития экотуризма в Бухарской области, на основе международного опыта даны стратегические рекомендации по обеспечению региональной экономической стабильности, занятости населения и охране окружающей среды.

Ключевые слова: Экологический туризм, экономическая стабильность, экологическая грамотность, инфраструктура, эко-кластер.

Introduction. Global environmental challenges, notably climate change and the rapid loss of biodiversity, have significantly heightened the interest in ecotourism worldwide. Ecotourism, characterised by its minimal negative environmental impact, offers new opportunities for sustainable tourism growth, job creation, and economic diversification. A robust transport infrastructure coupled with unique ecotourism offerings attracts both domestic and international tourists, thereby stimulating local hospitality sectors such as hotels, restaurants, and traditional craftsmanship industries. The global ecotourism market reached approximately \$189.88 billion in 2022, with forecasts predicting growth to \$200.8 billion in 2023, exhibiting an annual compound growth rate (CAGR) of 5.8%. Particularly, expedition travels, outdoor leisure activities, and individual journeys are expected to drive this expansion. According to the World Tourism Organisation, by 2027, the ecotourism market is projected to expand by 13.4%, reaching approximately \$331.62 billion, underscoring the increasing global demand for sustainable travel experiences.

In Uzbekistan, extensive potential exists for developing ecotourism networks appealing to diverse tourist groups. Recent strategic initiatives emphasise the creation of tourism clusters linking hotels, cultural, natural, ethnic, and gastronomic centres, leveraging resources from 22 nature reserves and 24 national parks. While significant progress has been achieved in the broader tourism sector, there remains a critical need for enhancing methodologies for economic valuation of ecotourism sites, developing localised adaptation methods, creating detailed ecotourism routes, and exploring innovative clustering opportunities.

Literature Review. Ecotourism has been extensively explored through various theoretical, methodological, and organisational frameworks globally. International scholars such as Boo (1990), Ceballos-Lascurain (1996), Adriana (2009), Alonso (2010), Ogle (2011), Aminian (2012), Ayala (2013), Bramwell (2015), Lane (2016), Butler (2017), Cukier (2018), Matteus (2019), Drozdov

(2020), Boreyko (2021), Djandjugazova (2022), and Moraleva (2023) have significantly contributed to the understanding of ecotourism's conceptual and practical dimensions. Their studies emphasize sustainable natural resource management, the balance between tourism development and environmental conservation, algorithmic and digital approaches to developing ecotourism routes, and enhancing the attractiveness of protected areas through systematic methods.

Methodology. This research aimed to enhance the effective utilisation of ecotourism potential within the Bukhara region by developing comprehensive, evidence-based proposals and recommendations for improving regional ecotourism infrastructure and related services. To achieve this, an extensive methodological framework was employed, integrating abstract-logical analysis, inductive and deductive reasoning, grouping, systematic analysis, regression analysis, and expert evaluation methods.

The study initially focused on a detailed theoretical analysis of ecotourism, examining existing definitions and practices, and reviewing Uzbekistan's regulatory and legal frameworks related to ecotourism management. Subsequently, advanced economic valuation methods, including the improved "Travel Cost" methodology, were applied, specifically tailored to the unique local conditions of Bukhara. The evaluation also included a comprehensive assessment of the tourist carrying capacity of key natural and historical ecotourism sites within the region.

Results. The analysis of ecotourism development in the Bukhara region reveals robust potential and significant economic implications. In 2022, eco-tourism sites attracted 61,370 tourists, growing considerably in the first seven months of 2023 with 45,430 visitors, indicating increasing popularity and demand. Notably, sites such as "Jilvon Jilosi" eco-tourism center received around 10,000 tourists in 2022 alone. However, infrastructure challenges, especially road conditions, significantly limit potential growth. Addressing these through state-funded infrastructure programs could lead to a projected 15-20% annual increase in visitor numbers.

Agrotourism in the region demonstrates exceptional promise, especially exemplified by the "Bukhara Varnet" agro-industrial complex which attracted approximately 400,000 visitors within the first seven months of 2023, highlighting significant interest in experiential agricultural tourism. Targeted promotional campaigns and partnerships with international tour operators could potentially attract up to 1 million visitors annually.

Ethnotourism, although currently smaller in scale, presents considerable growth opportunities. Facilities like "Shirin Ethno-tourism Village" and "Sheyxan Ethno House" collectively attracted over 4,750 tourists within the first half of 2023. Expanding infrastructure and intensifying marketing strategies could double these figures in the next few years.

Implementing international best practices, such as those from successful ecotourism models in Costa Rica and New Zealand, suggests that comprehensive infrastructure improvements and diversified touristic offerings could significantly enhance Bukhara's global competitiveness in the ecotourism sector. Empirical data suggests such initiatives could increase overall tourism revenues by approximately 25-30% annually, significantly contributing to regional economic stability, employment opportunities, and ecological conservation.

Furthermore, economic forecasts based on regression analysis estimate that targeted ecotourism enhancements could improve the average local income levels and employment in the tourism sector by approximately 15% annually through 2028. Ecotourism's integration with educational programs could also significantly boost ecological literacy among visitors and locals, positively impacting long-term sustainability and conservation initiatives.

Thus, investing strategically in ecotourism infrastructure and promotion in Bukhara can substantially strengthen the regional economy, enhance environmental preservation efforts, and increase global tourist interest and engagement.

Analysis and Discussion. The analysis conducted for the Bukhara region highlights several crucial insights regarding the economic valuation and potential of ecotourism sites, emphasizing their role in regional economic stability and environmental sustainability. Utilizing the "Travel Cost" method, a comprehensive approach that factors visitors' expenses into the recreational value

assessment, provided precise estimations of various ecotourism destinations. This methodological approach effectively quantified the economic potential of ecotourism assets in the region.

In applying this method, the recreational values for significant ecotourism attractions in Bukhara were calculated, including Jeyran eco-center and other prominent locations. The value of each ecotourism site per visit was determined based on variables such as travel duration, visitor income, distance to the site, marginal automobile expenses, and entry ticket prices. This detailed assessment demonstrated the substantial economic impact these sites could generate annually, positioning ecotourism as a vital contributor to the local economy.

Specifically, infrastructure improvements, particularly in road connectivity to ecotourism sites, emerged as critical for maximizing these benefits. Empirical data showed that enhanced infrastructure could significantly increase visitor numbers by approximately 15-20% annually. Such investments not only boost local tourism but also directly enhance community livelihoods through job creation and increased economic activities.

The research also underscored the broader economic implications of establishing comprehensive ecotourism clusters. These clusters, integrating sectors such as transportation, hospitality, catering, and environmental conservation, provide structured collaboration among various businesses. The establishment of a regional ecotourism cluster, particularly in areas like Jeyran eco-center, would address existing limitations such as insufficient visitor services, inadequate seasonal management, and low awareness among potential tourists.

A structured cluster model, informed by international best practices, was proposed to enhance cooperation among stakeholders and streamline operational efficiency. Experiences from countries with successful ecotourism sectors, such as Costa Rica and New Zealand, illustrate that well-managed ecotourism clusters not only generate substantial economic revenue but also effectively promote environmental conservation and sustainable practices.

Econometric analyses conducted within the study revealed that active participation in ecotourism significantly impacts local household incomes. Survey data from 167 respondents, including both ecotourism service providers and local residents, indicated that households involved in ecotourism activities earned substantially higher incomes compared to non-participants. Statistical analyses using regression models demonstrated clear correlations between ecotourism involvement, educational attainment, and household income levels. Specifically, participation in ecotourism showed a robust positive impact, emphasizing the sector's potential to uplift community economic conditions significantly.

Further, the research identified the positive externalities associated with enhanced ecotourism development, including increased local employment, higher ecological literacy among visitors and residents, and improved environmental stewardship. These benefits highlight the necessity of adopting integrated strategies combining infrastructure development, educational programs, and rigorous ecological management.

In conclusion, the analysis indicates that strategic investments and the establishment of structured ecotourism clusters in Bukhara could lead to notable economic, social, and environmental benefits. Enhancing infrastructure, systematically managing visitor capacity, and effectively marketing ecotourism attractions can significantly elevate the region's economic resilience and sustainability. These efforts are crucial for positioning Bukhara as a competitive destination within the global ecotourism market.

Conclusion. The study underscores the considerable potential for ecotourism development in Bukhara, emphasizing its critical role in fostering regional economic stability, employment opportunities, and environmental sustainability. Through comprehensive analyses employing the "Travel Cost" method, the research effectively quantified the economic value and potential of local ecotourism sites, highlighting the significance of targeted investments in infrastructure, promotion, and stakeholder collaboration.

Findings suggest that improving accessibility to ecotourism destinations, establishing structured ecotourism clusters, and enhancing community engagement can significantly increase visitor numbers and overall economic benefits. Additionally, active participation in ecotourism has

been shown to substantially enhance household incomes and local employment, illustrating ecotourism's potential as a powerful driver of community well-being.

Adopting best practices from successful international models further validates the feasibility and benefits of a structured and sustainable ecotourism approach. Thus, strategic investments and integrated planning efforts are essential to fully realize Bukhara's ecotourism potential, enhancing the region's competitiveness, ecological literacy, and long-term sustainability.

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MILLIY TURIZM LOYIHALARINI XALQARO BARQARORLIK STANDARTLARI BILAN INTEGRATSIYA QILISH IMKONIYATLARI

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Annotatsiya. Mazkur maqolada O'zbekiston Respublikasida turizm sohasini barqaror rivojlantirish bo'yicha amalga oshirilayotgan loyihalarni xalqaro standart va mezonlarga moslashtirish imkoniyatlari tahlil qilinadi. BMTning Barqaror rivojlanish maqsadlari, Global Barqaror Turizm Kengashi mezonlari va boshqa xalqaro tajribalar asosida, O'zbekistonda turizm infratuzilmasining hozirgi holati, ekologik va madaniy meros obyektlaridan foydalanish, mahalliy hamjamiyatlarning ishtiroki hamda davlat-xususiy sheriklik modeli doirasidagi barqarorlik yondashuvlari ko'rib chiqilib, ularni xalqaro andozalar asosida rivojlantirish bo'yicha konseptual va amaliy tavsiyalar berilgan.

Kalit so'zlar: barqaror turizm, xalqaro standartlar, barqaror rivojlanish maqsadlari, ekologik mas'uliyat, turizm infratuzilmasi

Kirish

So'nggi yillarda barqaror rivojlanish konsepsiyasi global darajada ijtimoiy, ekologik va iqtisodiy siyosatning ajralmas tarkibiy qismiga aylangan bo'lib, bu yondashuv turizm sohasi uchun ham dolzarb ahamiyat kasb etmoqda. Xususan, turizmning atrof-muhitga, mahalliy madaniyat va iqtisodiyotga ta'siri chuqurroq tahlil etilar ekan, barqarorlik mezonlariga asoslangan yondashuvlar ko'plab mamlakatlar milliy turizm strategiyalariga integratsiya qilinmoqda. Birlashgan Millatlar Tashkilotining Barqaror rivojlanish maqsadlari, Global Barqaror Turizm Kengashi tomonidan ishlab chiqilgan standartlar va YUNESKO tamoyillari xalqaro miqyosda barqaror turizmni rivojlantirishda metodologik asos bo'lib xizmat qilmoqda.

O'zbekiston Respublikasi ham bu jarayondan chetda qolmay, turizm sohasida ekologik, ijtimoiy va iqtisodiy muvozanatni ta'minlashga qaratilgan qator milliy loyihalarni amalga oshirmoqda. Shu bilan birga, mazkur loyihalarning xalqaro barqarorlik mezonlariga qanchalik mosligi, ularni to'laqonli integratsiya qilishdagi institutsional, infratuzilmaviy va boshqaruvga oid omillar hanuzgacha tizimli tahlilni talab etadi.

Mazkur maqola O'zbekistonda turizm sohasini xalqaro barqarorlik mezonlari bilan uyg'unlashtirish imkoniyatlarini aniqlash, mavjud to'siqlar va istiqbollarni baholash hamda xalqaro tajriba asosida amaliy takliflar ishlab chiqishga qaratilgan.

Adabiyotlar tahlili

Barqaror turizm konsepsiyasi jahon ilmiy-amaliy adabiyotida 1980-yillardan boshlab shakllana boshlagan bo'lib, bu tushuncha turizmning iqtisodiy manfaatlari bilan bir qatorda ekologik va ijtimoiy ta'sirlarini muvozanatlashtirishga qaratilgan yondashuv sifatida talqin etiladi. Brundtland hisobotida keltirilgan barqaror rivojlanish ta'rifi ushbu kontsepsiya uchun nazariy asos bo'lib xizmat qilgan. Shundan so'ng, Global Barqaror Turizm Kengashi tomonidan ishlab chiqilgan mezonlar turizmni rejalashtirish va baholashda xalqaro standartga aylandi.

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