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INTELLECTUAL EDUCATION
TECHNOLOGICAL SOLUTIONS
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FACTORS OF MODERN ECOLOGICAL TOURISM DEVELOPMENT

Xusanov Rustambek Umidjon o'g'li

Student of the Faculty of Economics and Tourism

Annotation: The article describes the conceptual directions of improving the quality of services in eco-tourism and scientific-theoretical and methodological issues of its evaluation. It shows the factors affecting the quality of tourism services, the specifics of hotel services, the system of indicators that reflect the quality of service in eco-tourism, the content and ways to determine them.

Keywords: tourism, ecological tourism, hotel, service, service, quality, quality of service, quality of service in hotels, a system of indicators reflecting the quality of service in hotels, recreational tourism.

Ecological tourism has gradually entered the world tourism industry since the end of the last century. According to the information of the World Tourism Organization, the results of the book show that the flow of tourists in ecological tourism will increase more and more in the next five years. Southern Europe, South-Eastern Asia, Asia Minor, China and the countries of Africa are leading in this direction of tourism. Of course, the noted geographical natural destinations are unique natural regions, and the natural biological diversity resources and conditions of the countries with constant spring and summer climate ensure an increase in the flow of tourists in these regions throughout the year and create opportunities. Today, ecological tourism has become one of the rapidly developing tourism sectors in the world.

Ecological tourism has gradually entered the world tourism industry since the 80s of the 20th century. According to the information of the World Tourism Organization, the results of the calculations are given that the flow of tourists in ecological tourism will increase in the next five years.

In this direction of tourism, the countries of Southern Europe, Southeast Asia, China and the African continent are taking the leading positions. However, the concept of ecological tourism has not yet been given a single definition. The concept of ecotourism is defined differently by scientists, experts and international tourism and international nature protection organizations.

International Union for Conservation of Nature - "Environmental tourism or ecotourism is responsible travel to the natural environment, exploring it without harming natural areas, and enjoying unique, attractive places of nature, helping nature while protecting nature, "soft" on the environment affects, activates the socio-





economic conditions of the local people and ensures that they receive benefits from this activity."

Tourism Society - "Responsible travel to natural areas provides protection of nature and improves the living standards of local people."

World Wildlife Fund - "Ecotourism is travel to areas that have not harmed nature, to get an idea of cultural ethnographic features, without destroying the integrity of the system, to create such economic conditions in which nature protection is improved and natural resources benefit the local people."

World Tourism Organization - "In ecotourism, as a result of responsible travel to natural areas, it ensures the protection of nature and improves the standard of living of the local people."

In the concept of the development of ecological tourism of Uzbekistan - "Ecological tourism is not only a trip to exotic natural areas, their animal and plant world with educational and spiritual goals, but also a set of interconnected complexes with the solution of ecological problems with the help of the implementation of social and economic issues."

Ecotourism Society of the United States of America - purposeful travel to natural areas that takes into account the interests of local people, protects natural resources, preserves the integrity of ecotourism, and deepens the understanding of local culture and the natural environment.

Australia's national ecotourism strategy is purposeful nature travel tourism based on the principles of ecological sustainability and environmental education and cultural programs.

International centers serving the world community have different goals, but their conclusions in determining the place of ecotourism are almost the same. However, the work procedures and goals of the World Tourism Organization, the Tourism Society, and the International Union for Conservation of Nature, which promote ecotourism, are always in conflict with each other. The first two international societies support the use of nature for tourism purposes, and the next international organization is engaged in nature protection. Now we will present the conclusions of experts and scientists who clarified the concept of ecotourism. At the heart of these conclusions is the idea of promoting ecotourism.

Kazakh expert M. Musatova defines the purpose of ecotourism as:

- trip to wildlife;
- minimal impact on nature;
- support of nature protection activities;
- receiving environmental education;





• defines as additional income of the local population from environmental activities.

Russian experts I. Zorin and V. Kvartalnov define the concept of ecotourism in two ways. According to their first conclusions, ecotourism is a direct trip to nature with the use of environmentally friendly technologies. Modern ecological tourism products in ecotours do not have a negative impact on nature, but strengthen the education of nature conservation. According to their second conclusions, tourists who visit unique corners of nature develop feelings of protecting its resources.

The tourism industry of developing countries is mainly implemented at the expense of ecological tourism. According to experts, ecotourism covers 10-20% of the tourist market, and its growth is 2-3 times higher than that of general tourism.

The essence of the word ecological tourism is still understood by us as a trip to nature. Sometimes, the opinions that ecological tourism should be called nature tourism are published in the press. In our opinion, a trip to the bosom of nature and its unique landscape can be called nature tourism. However, we must admit that we are just developing tourism, especially international tourism, and we are just learning the types of tourism and the names of these types, and we are just learning the tourist resources of these types from the literature of foreign countries.

The word ecological tourism came to us in a different sense. For some reason, we cannot guarantee that tourists will preserve natural resources in the case of nature tourism, but in the case of ecotourism, we believe that ecotourists will contribute to the protection of nature.

So far, the behavior of international tourists on ecotourism trips on tourist routes to our nature has not been studied. We are well aware of the results of Uzbeks' trips to nature. That is, in most cases, waste is left behind, it is not a matter of studying nature, but eating while soaking in the bosom of pure nature.

Now you can be sure that the funds received from ecological tourism will be directed to nature protection. Secondly, we accept the word ecotourism and ecotourism activities according to the international literature and mainly the recommendations of the World Tourism Organization, and we have not been able to change ecotourism activities by doing something else. Thirdly, more and more funds and modern technologies are being requested every year for the protection of nature and natural resources, which are being destroyed more and more.

The structural analysis of the information learned in understanding the essence of ecological tourism helps to understand the activity of ecotourism as follows:

- •conditions are created to accept the use of wildlife resources in ecotourism as an ecotourism environment;
 - •as a result of ecotourism trips, new nature protection technologies are





introduced;

- environmental damage is reduced (minimized);
- •ecotourism enhances the value of recreation, education and environmental knowledge;
 - •teaches to study and protect new natural landscapes, flora and fauna;
- •teaches ecotourists to respect the inhabitants of the ecotourism areas and the living nature in the area.

Since we decided to develop ecotourism, it will be right for us to adapt to these conclusions. The purpose and tasks of ecological tourism is the rational use of nature and natural resources in the tourist direction to ensure ecological safety and sustainable development of current and future generations. In the current pandemic, the tourism sector is developing very slowly. Due to the pandemic, an economic crisis suddenly occurred in 185 countries of the world.

To develop ecotourism in Uzbekistan, to realize the goal of national ecotourism, it is enough to quote the planned program presented in the "Concept of Development of Ecotourism in Uzbekistan". In this "Concept", the importance of performing the following tasks for the development of ecological tourism in our republic is specially noted: the development of special laws for the formation of the ecotourism industry and the creation of their legal mechanisms;

- development of theoretical foundations of ecotourism education and practice;
- •raising the ecological consciousness and culture of the population through ecotourism;
 - establishing education and training in the field of ecotourism;
 - developing experts in ecotourism;
 - training and retraining of ecotourism specialists;
- •conducting a comprehensive assessment of ecotourism objects and their cadastre;
 - •establish monitoring and prospecting of ecotourism;
 - zoning of the nation-state territories for ecotourism;
 - conservation of biological diversity;
 - creation of factors stimulating positive actions related to ecotourism.

Fulfillment of the mentioned goals and tasks creates the basis for rapid development of ecological tourism in Uzbekistan.

Uzbekistan ranks among the richest countries in the world in terms of ecological tourism resources (Concept of development of ecological tourism in Uzbekistan). According to some data, 41% of international tourists coming to Uzbekistan (over 50 years old) want to travel to state nature reserves and nature, 26% of young tourists are interested in environmental problems in our republic. That





is why it is necessary to seriously deal with the issues of ecological tourism development in our republic, to start studies on the development of ecotourism, to identify problems and develop their solutions.

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