

### Specific Characteristics of Eco-Tourism Development in Areas of Excessive Environmental Situation

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#### ABSTRACT

*The article talks about the specific features of the development of ecotourism in the regions where the environmental situation has become more severe. The specific features of the development of ecotourism in different countries compared to the Republic of Uzbekistan are reflected, as it is known that the tourism sector is of great importance in the social and economic development of the country and in taking its rightful place on the world scale.*

In recent years, we have been hearing a lot about ecotourism. "Ecotourism is a way to get an idea about the natural, cultural and ethnographic features of the area, which does not destroy the integrity of the ecosystems and creates such economic conditions, is tourism that includes travel to places where nature is relatively untouched by human feet, where the protection of nature and natural resources is beneficial for the local population.

Ecotourism or "Green" tourism is classified as responsible or sustainable tourism. Green tourism aims to help conserve wildlife and cultural values by using tourism services that help protect the places visited and support the lives of local people. There are several types of ecological tourism:

- ✓ Cultural. Visiting objects of cultural and historical heritage, getting acquainted with the ethnography and local traditions of the object to be visited.
- ✓ Scientific. Studying flora and fauna, history, paleontology, observing, participating in field research, etc.
- ✓ Agritourism. Participating in the agricultural activities of local residents of precious natural areas, including learning about organic farming and animal care.
- ✓ Education (information provider). Observation of animals, insects, natural phenomena, photography.
- ✓ Adventure. Outdoor activities including mountain climbing, rafting, sailing and more [5].

The main principles of ecotourism include three conditions: minimal impact on the environment,

the traveler's experience of interaction with nature untouched by human foot, and positive impact on the local economy.

Currently, tourism forms the basis of the economy of the developed and developing countries of the world. According to BTT (Global Tourism Organization), tourism is the basis of the economy of 40% of the countries in the world, providing employment to 350 million people, it is one of the 5 most profitable directions in the economy of 80% of the countries, and according to predictions, the growth of international tourism until 2020 will be 4.1% organizes. In particular, these regions will be equal to: in East Asia and the Pacific Ocean - 6.1%, in South Asia - 6.5%, in the Middle East - 7.1% [3].

As it can be seen from the mentioned forecasts, the growth of our continent will certainly have an impact on our country, which is among the top ten in the world in terms of tourism. In particular, international tourism plays an important role in the processes of integration with other countries of the world.

These processes do not leave Uzbekistan alone, because our country is considered one of the unique places of world tourism.

In the economy of any country, international tourism performs the following important tasks:

- ✓ attraction of foreign currency income to the economy of the country;
- ✓ reducing unemployment;
- ✓ formation of new sectors of the economy related to tourism;
- ✓ to reduce unemployment in the service sector, to increase the income of the population and to raise the standard of living [4].

One of the most important issues is the development of the tourism industry and the formation of the tourism market in the Orol and its regions (Republic of Karakalpakstan, Khorezm region), where the environmental situation of our country has become more acute.

As a result of studying the possibilities of effective development of tourism in the regions where the ecological situation has worsened, it was found that the tourist resources and opportunities in these regions have higher indicators compared to other regions [2].

From this point of view, experts and scientists in the field of scientific tourism are primarily interested in the regions where the environmental situation has become more severe. The limitation of this interest can be in two forms:

- a) Ecologists, biologists, and geographers in the countries with regions with severe environmental conditions go on trips to these regions to see the severe environmental conditions and to carry out their research.
- b) Ecologists, scientists and specialists from other countries are interested in the territories where the ecological situation has worsened. Currently, the majority of foreign tourists come and go to the regions along the Aral Sea in the summer season. One of the main reasons for the increasing number of these visits is the fact that 2 international tourist routes that meet international standards have been developed and are being implemented in the regions where the environmental situation has worsened, for example, in the Republic of Karakalpakstan and Khorezm region.

Khorezm region ranks second in our Republic in terms of technological reserve of excursion resources, 75.9%, first place in terms of density of excursion resources, 16.9%, first place in historical and cultural excursion resources, 89.7% is occupied [3].

Therefore, one of the important directions in the formation of effective tourism in the region is the development of tourist routes that meet the tourist resources, international requirements and

the requirements of domestic tourism.

It should be noted separately that in researching, identifying and defining the perspective of ways to increase the efficiency of tourism in the conditions of the intensified environmental situation, the ancient traditions, national games and handicrafts of the peoples living in these areas are invited to tourism and the ways of using them in the development of tourism will make the people of the developed regions interested in tourism, as well as provides employment to local cocktail resources [2].

In order to achieve efficiency in the field of tourism in the regions with an aggravated ecological situation, firstly, the organization of infrastructures for providing services in tourist facilities, and secondly, all engineering communication networks based on the requirements of the current era are considered important tasks that cannot be delayed today.

Due to the expected increase in the flow of foreign tourists to the region, the following urgent issues in the creation of tourist infrastructures are waiting for their solution in order to increase the efficiency of tourism:

- repair of the roads leading to the ancient fortresses of Khorezm at the level of demand for international tourism;
- creation of infrastructures in tourism facilities in the districts of the region;
- creation of special transport infrastructure specialized in tourism;
- formation of tourism and tour operator networks, which are an important means of attracting tourists, especially foreign tourists, in the region - one tourist organization is engaged in these activities in the region;
- formation of services that meet the requirements of international tourism.

In the future, we think that it is appropriate to take appropriate measures to increase the share of tourist services in the region's gross domestic product in the Khorezm region, to create new jobs in the field of tourist services, and to attract foreign investments to the sector:

- ✓ Shaping the tourism information infrastructure in the region, i.e., establishing a regional advertising center for tourism, creating information about the region's tourism resources, publishing generalized information about the region's tourism opportunities in the form of booklets and booklets in different languages at the level of world standards;
- ✓ organization of tourism opportunities in the region, in order to develop and popularize local tourism, organize tourism cultural and educational events on the theme of "Tourism Days", "Tourism Week" and "Development of Domestic Tourism", participating in national and international tourism fairs and conferences of Uzbekistan promotion and expansion of tourism brand;
- ✓ carrying out activities related to the formation of a system of bringing and welcoming tourists to the region, that is, finding ways to reduce the costs associated with the arrival of tourists, creating a system for organizing the sale of tourist products via the Internet;
- ✓ creation of new types of tourist services in the region, including the establishment of an "Eco-tourist center", creatively studying the experiences of the world's leading management companies and firms in the field of hotel business and management, and widely introducing them to the field of tourism of the region;
- ✓ on the development of tourism infrastructure, the establishment of camping sites and motels for the reception of tourists in Khorezm, Urganch, Gurlan and Shavot districts, as well as the attraction of investments of international organizations in the establishment of new tourist infrastructures and routes.

The mentioned measures are considered to be one of the most important priorities for the sustainable development of tourism in the Khorezm region.

Thus, ecotourism is a relatively new term in the tourism industry. For a long time, people began to make tourist trips with respect and love for nature, but in the second half of the XX century, they began to think seriously about the preservation of the environment and the damage caused to it as a result of the development of tourism. This was helped by some global trends in tourism. The rapid increase in the flow of tourists has caused irreparable damage to many natural destinations. Also, with the growth of urbanization and environmental education, tourists are increasingly seeking new destinations in relatively unspoiled natural areas. In this regard, development of ecotourism as an important branch of the economy, formation of the ecotourism image of our country by attracting advanced foreign experiences and innovative technologies to the field is considered one of our main tasks.

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