



WAYS TO SOLVE THE DEVELOPMENT OF ECOTOURISM IN UZBEKISTAN

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Annotation:

The article points out that ecotourism is one of the areas with great potential in Uzbekistan. But today, compared with other types of tourism, the share of ecotourism in the field is very small. Uzbekistan is not only famous for its historical monuments and architecture, but also has the opportunity to attract tourists with its unique natural habitats.

Keywords: tourism industry, landscape, architecture, ecotourism, recreational tourism, modern models of ecotourism.

The development of ecotourism in the country is given attention at the state level. "Eco-movement" is organized in the Supreme Council and is working on the development of ecotourism in the country.

Ecological tours can be carried out both as a separate tour and as a mixed tour. World experience shows that mixed tours, cultural and educational tourism and ecotourism together account for 15-23% of the total. They can go to the natural national park. Then they can continue their journey through 3 famous historical cities - Samarkand, Bukhara, Khiva. Moving from one city to another city, they can visit villages and environmental centers.

Of course, there are specific problems and difficulties in this area, namely:

- infrastructure does not match the level of demand;
- lack of highly qualified specialists working in the field of ecotourism;
- underdevelopment of tourist routes to the main resources of ecotourism in the republic;
- lack of education, propaganda and interest in the employment of local residents in eco-tourism centres in the field of eco-tourism development;
- domestic ecotourism and international ecotourism national advertising in the field of ecotourism development does not enter the domestic tourism market or the foreign tourism market;
- low level of ecological knowledge among people.

Today, ecotourism is somewhat new. It should be popularized. First of all, it is necessary to explain that ecotourism is beneficial not only for the economy, but also





for the local population, and that ecotourism is the most reasonable way to preserve nature. It is necessary to attract the population living in this area to work in this area, that is, they must work as specialists. For the development of ecotourism, it is necessary to form an ecological culture and educate citizens. At the same time, it is necessary to create and improve information resources that can provide complete information about ecotourism and related organizations, as well as simplify the procedure for obtaining licenses for small hotels and guest houses located outside the city. And most importantly, it is necessary to control that the development of tourism here does not harm nature, does not lead to the disappearance of capital traditions and basic elements. By developing Ecotourism in the country, we will achieve the following results:

- ✓ increase the level of environmental awareness of the population;
- ✓ the local population looks at the reserves as a place of aesthetic and economic value, and the development of ecotourism is an incentive to work together;
- ✓ improvement of socio-economic conditions in the regions, as well as the creation of new jobs for the local population;
- ✓ to the emergence of additional financial support funds.

The project of creating a zoo in the Samarkand region

Based on regional conditions, it should be noted that there are great opportunities for the development of ecotourism in the Samarkand region. Meanwhile, the flow of tourists visiting our country and region is increasing every year, and local tourism has a share of about 60% in the total tourism flow.

In order to keep local tourists in the Samarkand region longer, it is important to increase the number of national parks and alleys and improve the quality of service. Based on the possibilities, we propose to create a large zoo in Samarkand. Of course, this process requires a lot of work, money and time. But it provides the following additional benefits:

- preservation of unique species of animals, informing tourists about the unique fauna of Uzbekistan;
- organization of scientific expeditions in this park, which serves as a place of practice for students studying in these areas;
- additional jobs will be created (livestock specialist, veterinarian, ameliorators, driver, etc.).
- the amount of additional income will increase;
- in this park it is advisable to use environmentally friendly, renewable sources of alternative energy for electricity and hot water supply;





○ the organization of special recreation areas and restaurants in beautiful places, the rental of bicycles and strollers for young children as an additional service on the territory of the zoo, entertainment services for them such as trampolines, the offer of photography services, general trips, sports, it will be possible to work on the basis of a certain connection between the spheres of art and culture.

We recommend organizing this zoo on the outskirts of the city, for example, in the unused part of the Ancient Samarkand complex. Foreign experience shows that ecotourism costs bring income 4-5 times more.

As you know, summer is very hot in our country, so we propose to build artificial trees around historical monuments for foreign and local tourists visiting our country. The height of these trees will be about 20-30 meters, taking into account the fact that they do not block the view of historical monuments, and solar panels will be placed on top of the trees. It is possible to provide coolness under a tree during the day by placing special water sprinklers on the trees, and in the evening dark trees spread light around thanks to small lanterns installed on them.

The potential of ecotourism in our country is extremely high and there are all opportunities for its rapid development. It is only necessary to use these potentials and opportunities, relying on the experience of countries that have developed ecotourism in the world, to find and implement unique and suitable ways for the development of the industry.

Conclusions and Recommendations

In conclusion, it can be noted that our country is rich in its tourism potential, but there are cases of underutilization of existing opportunities, especially in ecological tourism. Today, ecotourism is a new phenomenon, many are worried about the lack of complete information about the possibilities of ecotourism in our country. Special specialized publications and websites on this topic are rare; events related to the development of ecotourism are systematically held in our country. Therefore, increasing the development of this direction, its wide coverage in the media, popularization, popularization will undoubtedly increase the number of tourists interested in tourism in our country by several times.

As a result of the study, we propose the following:

- Considering the lack of highly qualified specialists in the field of ecotourism in our republic who meet world requirements, it is necessary to send young specialists to countries where ecotourism is developed to improve their skills and exchange experience.



- It is necessary to develop and implement large, small, short-term and long-term projects and business plans based on science and economics that meet international standards and requirements (based on a soft loan).
- It is necessary to popularize the world ecotourism market with the help of booklets, travel atlases and maps about historical monuments, beautiful and unique nature, landscape, flora and fauna of our country.
- It is necessary to create new ecotourism programs, routes and maps for the regions of Uzbekistan, it is necessary to increase the number of information resources that can give a complete picture of ecotourism and related organizations.
- Due to activities in the field of organization, protection and use of specially protected natural areas, joint activities of state authorities on the ground, as well as specially authorized state bodies, public organizations, a single interdependent system of specially protected natural areas of the republic should be formed.
- Use of solar energy as an alternative to electricity
- It is necessary to develop infrastructure (roads, transport, eco-houses)
- It is necessary to create a web page for ecological regions and improve existing web pages. Thanks to this, tourists and local residents will be able to quickly and easily receive information about ecotourism in Uzbekistan.

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