

Theoretical Fundamentals of Eco-Tourism Organization and Development Management System

Xolbayev Firdavs Xusniddinovich ¹

Ablaizov Akbar Abduvafo o'g'li ²

Abstract

The article provides the theoretical basis for the creation of a system for managing the organization and development of ecotourism in Uzbekistan. Problems and tasks in creating a system for organizing and managing ecotourism have been identified.

Keywords: *Ecological crisis, the concept of ecotourism, biodiversity, flora, fauna, principles of ecotourism, rules of ecotourism.*

¹ Student of Samarkand Institute of Economics and Service

² Assistant of Samarkand Institute of Economics and Service

The tourism industry is the most profitable in the world economy and is growing rapidly. Ecotourism is an actively developing direction in the tourism industry. One of the main reasons for this development is that in the current era of ecological crisis, humanity is paying more and more attention to the ecological systems of nature and trying to relax in nature. According to the conclusions of well-known scientists, in the XXI century, humanity is in a more troubled situation to rest after fatigue, to restore their health.

In such situations, they are given the first recommendations and suggestions on recreation in nature and its various natural-recreational addresses. Secondly, as a result of measures to prevent planetary ecological crises, the rational use and protection of natural resources, the healing properties of fresh air, the unique impressions of flora and fauna, and international challenges to nature conservation are becoming more and more important.

In practice, the 'concept' of ecotourism was first formed on the American continent (Mexico) and later began to develop in Australia. This is because huge natural areas have been preserved on these two continents, and many species of biodiversity in these areas have aroused human interest in visiting them.

Since such natural areas have not been preserved in Western European countries, they have created models of ecotourism types called 'nature tourism', 'soft tourism', and 'ecologically and socially responsible tourism'. In fact, the concepts of ecotourism on both continents were similar, and in European countries, ecotourism was aimed at preserving nature and natural resources, as well as paying great attention and respect to the cultural heritage of the local population in ecotourism sites.

Ecotourism in Russia is taking its first steps, depending on the level of organization, and the development of modern ecotourism in this country, as abroad, is traditionally carried out in national parks and nature reserves. But there is also great opposition in this direction. Russian conservation organizations have highlighted the negative impact of ecotourism activities on national parks and state nature reserves on biodiversity in nature. According to them, if ecotourism activity has a negative impact on the natural balance of nature protection and flora, fauna, this activity can not be developed in the future. The same situation has arisen in the development of ecotourism in Uzbekistan.

The first reason for this hesitation is the lack of management systems for the organization and development of ecotourism and recreation in the "Specially Protected Areas". The development of global ecotourism and recreation shows that the "Specially Protected Areas" in the state budget operate in extremely economically disadvantaged situations. These cases have been proven. An ecologically and economically protected way out of this situation is the development of ecotourism, ecotourism excursions and recreation in the "Specially Protected Areas". This development is of course based on a well-designed organizational and management system.

The complexity of organizing and managing the development of ecotourism compared to other types of tourism is that ecotourism also raises the issue of nature conservation and protection, the fate of nature.

There are objective reasons for the delay in the formation of ecotourism management in Uzbekistan. These reasons are:

First, it is a certain process and environment that any innovation is perceived more unreliably by leaders who have practiced solid management for many years. In our country, specially protected

areas have been under state protection since the 1970s, and only those who conduct scientific research are allowed in these areas. The sudden mass use of these areas in ecotourism, in their opinion, will "trample" the ecosystems that have been protected and preserved for so many years.

Second, leaders of protected areas are reluctant to devote much time to understanding the specifics, principles, rules, and characteristics of ecotourism.

Third, in the initial organizational processes of ecotourism, ecological knowledge (principles, rules and signs of ecotourism, specialization (biodiversity in nature, ecotisms, legal and regulatory procedures (norms, permits, norms of use, terms of use, etc.), ecotourism, etc.) development of advertisements, development of ecotourism routes, etc .., requires study. These activities and productions must be both costly and time consuming.

Fourth, the formation of the ecotourism market in our country is slow. Which market should ecotourism products be launched on, what should be the prices? and so on.

From the above reasons, it is clear that we need to develop perfect systems of organization, development and management of ecotourism in our country. Following the ecotourism and recreation in our national parks, we must take into account the following two directions in the effective management of ecotourism:

1. Creating conditions for the development of ever-changing management and coordinating ecotourism and recreation.
2. Establish management of minimum impact of ecotourism and recreation on natural ecosystems and complexes.

The analysis shows that the ecotourism management system includes: conservation and protection of natural ecosystems, conservation and protection of unique biodiversity, organization of ecological monitoring, ecotourism design, training of ecotourism specialists for national parks and nature reserves, local ecotourism facilities. preparation of the population for tourism and ecotourism entrepreneurship, mastering and application of secular technologies and practices in ecotourism, development of projects on formation of ecological culture, ecological knowledge.

The following problems are also very important in the development of ecotourism in our country:

- Lack of ecotourism infrastructure (recreation areas, cords, caps, awnings, etc.) in ecotourism resources;
- Unsatisfactory condition of ecotourism services (guide leaders);
- Uncertainty in the development of commercial advertising of ecotourism in both domestic and international ecotourism, the lack of dissemination of information in this area;
- Uncertainty of the image and brand of domestic ecotourism and international ecotourism in Uzbekistan;
- Long distances of ecotourism resources and obsolescence of road and transport communications, failure of vehicles, inconvenience, etc .;
- Failure of engineering infrastructure (electricity, clean water supply, washing systems) at ecotourism facilities;

- Lack of legal and regulatory documents on the use of ecotourism resources;
- Lack of evaluation system for ecotourism services.

According to the laws of the Republic of Uzbekistan, the use of state nature reserves in ecotourism is not allowed. That is why the administration of nature reserves cannot even make plans to improve the economic situation of nature reserves through ecotourism. In this case, the development of domestic and international ecotourism without "Specially Protected Areas" and "Nature Reserves" are imaginary, abstract plans.

So far, everyone understands "Ecotourism". Development of a unified system of research methods for permissible ecotourism loading, ecotourism trails, ecotourism management, continuous ecotourism monitoring, monitoring of changes or non-change of ecotourism objects, preparation of ecotourism objects for ecotourism entrepreneurship, ecotourism design and other topical problems of ecotourism not.

Uzbekistan does not have a single system for monitoring and managing ecotourism in the "Specially Protected Areas", the state statistical system for the state of ecotourism and the development of ecotourism is not formed. We also need to develop a single system for the effectiveness of ecotourism in the regional economy, the impact of ecotourism on natural landscapes, to identify and monitor the permissible ecotourism-recreation load.

Continuous monitoring of the activities of unorganized ecotourism in many protected areas and national parks of the country is still one of the most pressing issues in the development of ecotourism.

Another important issue and problem is that the administration of "Specially Protected Areas" and ecotourism facilities does not take into account the interest of the local population in ecotourism services and entrepreneurship. Experience in the development of ecotourism in the world shows that ecotourism organizations first of all cooperate with the local population, the world leader in ecotourism, the Australian state has decided to accept only the local population to provide basic ecotourism services in ecotourism facilities. greatly facilitated supply issues.

The most important issue in the development of ecotourism in Uzbekistan is the fact that part of the income from ecotourism should be directed to improving the socio-economic situation of the local population.

In order to develop a system for managing the effective organization and development of ecotourism in the "Specially Protected Areas" in Uzbekistan, we must first perform the following tasks:

- Development of a "State Program" for the development of ecotourism, a business plan and a strategic plan for the development of ecotourism in ecotourism facilities in the "Specially Protected Areas";
- Creation of ecotourism infrastructure, ecotourism museum activities, ecotourism routes, equipped ecotourism trails, equipped observation points of flora and fauna, equipped recreation areas at ecotourism facilities;
- Development of marketing research systems to attract ecotourists in domestic and international ecotourism;
- Creation of advertising and information image and brand of ecotourism of Uzbekistan and its

promotion in domestic and international ecotourism, development of new ecotourism products;

- Creation of a comprehensive investment climate in ecotourism in Uzbekistan, creation of private and public cooperation in ecotourism;
- Development of modern legal and regulatory framework for the development of ecotourism in Uzbekistan in accordance with world ecotourism standards;
- Development of retraining systems for the training of highly qualified personnel for the ecotourism industry of Uzbekistan (managers, guides, guides, specialists, ornithologists, zoologists, botanists, geographers, etc.);
- Development of measures to establish friendly relations between ecotourists and the local population;
- Improving government statistics in the ecotourism industry and creating a transparent environment for statistical information for the general public, ecotourism firms, ecotourism organizations, ecotourism professionals and entrepreneurs;
- Creation of guest houses in ecotourism facilities, creation of systems of state support of local production, restoration of traditional national heritage of the local population and creation of systems for their use in ecotourism.

One of the most serious problems in the organization and development of ecotourism is the problems associated with these ecotourism routes. This problem has arisen rapidly on ecotourism and recreational routes in national parks. Therefore, the pros and cons of each ecotourism route to be used in specially protected areas should be scientifically proven, tested in the first practice (pedestrian route, horseback riding route, etc.).

The distance, lightness or weight of such routes through unique natural landscapes, ecosystems, and the extent to which they do not cause damage during a stop at natural monuments should be determined. Also, information leaflets on these routes include the main and additional objects of the route, walking routes, rest complete data and information on services (advertising, maps, diagrams, explanatory notes, etc.) are required.

There should also be alternative routes of special ecotourism routes in specially protected areas. This is because mass routes certainly have a negative impact on the biodiversity of nature. At such times, these public routes are “rested” and alternative routes begin to work. In such cases, ecotourism trails are changed and negative impacts on nature are prevented.

According to our observations, the network of ecotourism routes should be based on the following principles:

- Estimation of the ecological size of the route and the maximum load applied to it;
- Variety of route complexity and duration;
- The route is provided with advertising and information.

From the above, it is clear that in the proper organization and management of ecotourism in specially protected areas, the goals of nature conservation, environmental education, environmental awareness, environmental recreation and economic goals are achieved.

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