

The Phenomenon of Ecological Tourism as the Main Direction of Modernity

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Annotation:

This article discusses various approaches to the definition of ecotourism. In general, we can distinguish two main approaches to determine the sector of ecological tourism. First: ecotourism is a type of tourism whose main object is wildlife. Second: it is said that, "Ecotourism" is a type of tourism that is characterized by nature management that does not lead to degradation of resources. Ecotourism was born in the 1980s, at the dawn of sustainable development, as a way to channel tourism revenues into conservation and development. We reviewed 30 years of ecotourism research looking for empirical evidence of successes and failures. Given the increasing pressure on wild lands and wildlife, we see the need to strengthen the analysis of ecotourism.

Key words: tourism, nature conservation, sustainable development, wildlife, environmentally responsible, environmental resources.

Introduction:

Ecotourism or ecotourism - a journey with responsibility to the environment in relation to undisturbed natural territories in order to study and enjoy nature and cultural attractions, which helps to protect nature, has a "soft" impact on the environment, ensures active social and economic participation of local residents and getting them benefits from this activity. Ecotourism is a responsible trip to the natural territories, which contributes to the protection of nature and improves the well-being of the local population. Ecotourism - tourism, including trips to places with relatively untouched nature, in order to get an idea of the natural, cultural and ethnographic features of the area, which does not violate the integrity of ecosystems and creates economic conditions in which the protection of nature and natural resources becomes beneficial for local population.

Main part:

Ecotourism is very important for the growing international tourism industry. Ecotourism has great prospects for the conservation of wildlife and wild lands, as well as the communities that live nearby and even abroad. Providing people with the opportunity to explore new places in a way that positively affects the natural environment through education, economic opportunities and conservation creates a constructive experience for all participants. Ecotourism contains exactly this: maximum adventure and minimal harm. "Ecotourism is one of the ways local people can earn money by protecting them," says Elizabeth Boo, an ecotourism specialist at the World Wildlife Fund and the author of a significant 1989 study on this subject.

Here we would like to consider a few specific definitions of ecotourism from leading environmental and responsible tourism organizations dedicated to environmental protection:

Ecologically responsible trips to natural areas in order to enjoy and appreciate nature (and related cultural features, both past and present), which contribute to conservation, have a weak impact on visitors and provide beneficial social and economic participation of local peoples. ” Nature Conservation and the World Conservation Union (IUEP)

Ecotourism includes natural activities that enhance visitors' appreciation and understanding of natural and cultural values. This is an experience that helps them ensure environmental, economic, and social sustainability by contributing to the well-being of the natural areas and communities in which they work - the Queensland State Parks and Recreation Department.

Why is ecotourism so important?

The United Nations has proclaimed 2017 as the International Year of Sustainable Tourism for the development of eco-tourism, making it a great time to learn how to be an eco-friendly traveler. Engaging in ecotourism means exploring natural places in order to study the environment and traditional cultures. The best way to find out about a new place is to take tours or sightseeing of locals familiar with the surrounding ecosystems and the history of the community. Ideally, when you select a tour operator or hotel, you should look for specialized, locally-owned organizations to get the most out of your experience, while helping to save the place you are visiting.

The main objects of ecotourism in its classically environmental, narrow interpretation are considered relatively undisturbed natural complexes or their individual elements. Often the objects of cognitive or scientific ecotourism are some of the most popular and remarkable species of animals and plants. Eco tourists are attracted by unique objects of inanimate nature, geomorphological, hydrological and other features (individual mountains and canyons, caves, waterfalls, lakes and rivers, etc.), as well as paleontological finds. The objects of ecotourism can be unique plant communities and biocenoses as a whole, for example, forests, steppes at different times of the year. In addition, cultural, ethnographic, archaeological and historical sights, as well as natural and anthropogenic (cultural) landscapes in general, often become objects of ecotourism - which is especially characteristic of ecological tours in their broad interpretation. In the modern era of progressive environmental degradation, the main task of ecological tourism should be to achieve a balance of recreational use of natural resources. According to statistics provided by Tripadvisor, every year 30% of the total number of tourists in the world are ecotourists. Also, 71% of respondents said they would consider a more environmentally friendly choice over the next year, while 65% made eco-trips in the past 2019.

According to the United Nations World Tourism Organization (UNWTO), eco-tourism is recognized as one of the promising sectors of the economy. This species is a young but effectively developing sector of the industry, the income from which makes up the bulk of the GDP of several countries of the world.

As a result of the intensive development of tourism and tourism services in recent years, several non-traditional species have begun to take shape - ecotourism, agritourism, archaeological, ethnographic tourism, extreme tourism, and others that are noted by specialists as intensively developing areas. One of the promising types of tourism, ecotourism, is growing especially fast.

The decree of the President of our country “On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan” of December 2, 2016 serves as an important guide in improving the efficiency of work in this direction.

The development of ecotourism in Uzbekistan is promoted by state policy in the field of environmental protection and biodiversity conservation. An extensive network of protected natural territories has been created in the republic. Great tourist potential are Chatkal, Zaamin, Nurata and other reserves, Ugam-Chatkal National Park, Ecocenter "Dzheyran" and other protected natural areas. Travelers are attracted by the diversity of the animal and plant world. It is also important that favorable weather conditions in our country make it possible to use the mid- and high-mountain regions all year round for skiing and hiking.

Ecotourism gives a person the opportunity to touch nature that has not experienced anthropogenic impact, at the same time develops environmental knowledge and contributes to the preservation and maintenance of nature monuments in their original form. This type of tourism makes a significant contribution to the implementation of environmental protection measures.

The development of ecotourism is one of the important activities of the Ecological Movement and other non-governmental non-profit organizations. It is known that ecotourism, unlike other areas, is a profitable and low-cost business. On the territory of Zaamin, Bakhmal, Farish, Gallaaral districts located in the mountain range of the Turkestan ridge, there are wide opportunities for the development of ecotourism.

Ecotourism is becoming one of the most attractive types of tourism on a global scale, says L. Sanaeva, representative of the State Committee of the Republic of Uzbekistan for the Development of Tourism in the Jizzakh Region. An increase in the flow of ecotourists is of considerable importance for improving the well-being of rural residents. With this in mind, the tourism development program in the region in 2017-2021 pays special attention to the creation of modern tourism infrastructure. According to this program, in the first half of this year, 2 new hotels, 2 sanatoriums, and more than 10 guest houses were commissioned in the region. New tourist destinations are opening up.

Foreign tourists are very interested in the Zaamin district with a rich fauna and flora, juniper groves in the mountains. In the Zomin People's Park with a unique ecosystem, the Zomin Nature Reserve, the Zomin State Forestry, more than 700 species of wild plants grow, 150 species of unique and rare species of animals are found. Uriklisoy Falls, the 1000-year-old Boboyeongok tree are of great interest not only to local, but also foreign tourists.

In the international ecotourism market, the main regions generating demand are Western Europe and North America. The most visited destinations are the countries of Latin America, Asia and Africa, as well as Australia and Oceania. The geographical position of the country affects the predominance of tourists from a particular country. For example, the Caribbean attracts Latin America and the Pacific. The most attractive for tourists from North America are Africa and South Asia - Europeans. The results of a study of the ecotourism market in Germany show that ecotours within European countries predominate on the German market, in particular, France, Greece, Poland, Norway, Iceland, Sweden, Ireland and Italy are the leaders. If we talk about Germany as an ecotourism destination, then there are practically no untouched natural objects, the expansion of forest restoration zones and natural landscape zones is characteristic. In this regard, the Tourism Union has launched the implementation of an unusual eco-project of "forest stocks" in Mecklenburg-Northern Pomerania. Each vacationer symbolically buys a tree, thus contributing to the creation of a "climate forest". One tree, priced at 10 euros, absorbs carbon emissions from the family during two weeks of vacation. Purchased tree can be planted by hand. This "forest campaign" is in demand - 7.5 thousand trees were sold, and this is 7.5 hectares of new "climate forests".

Ecotourism is the tourism sector closest to the environment in its broadest sense. This is expressed in closer ties with many areas that are important for the sustainable development of individual territories and the global system as a whole. The development of ecotourism is associated with a change in environmental management models, which contributes to the protection of nature and culture, social and economic development. These elements form a system (Fig. 1) and mutually influence each other.



Рисунок 1 – Основные факторы развития мирового рынка экотуризма

Long-distance travel is AWESOME for the environment. Harmful aircraft, ignition of fuel, all these road-sized plastic bottles, hotels that spend water that use an excessive amount of cleaning chemicals, an unrealistic amount of plastic straws that are included in every ordered cocktail or fruit drink, and so on. Unreasonable behavior on vacation, combined with the growth of the tourism industry and global warming, makes ecotourism practice more and more important today. As it turns out, the sustainable tourism industry is also seeing rapid growth: every fifth consumer claims to be willing to pay more for a trip to a company with good environmental and social indicators. Too often, travel companies, hotels, or major attractions are run by wealthy foreigners, so your money will ultimately go to those who need it the least. For example, do not stop at large resorts such as Hyatt or Hilton, because most of the money you spend there does not go to the local economy. The support of your host community is an important part of ecotourism, as it includes social, cultural and environmental sustainability. In addition to social and cultural sustainability, try to find housing that practices environmental sustainability through the use of solar or wind energy,

the efficient use of water and energy, processing and composting, and biodegradable cleaning products. When you arrive at the hotel, be sure to ask about their carbon footprint and what the hotel is doing to reduce it. In addition, if you intend to sightsee or take a tour, your local organization should always strive to preserve the natural environment and wildlife, and not explore it in order to receive quick, unstable money from tourists. Some obvious examples of wildlife exploitation that you should always avoid because they are harmful and sometimes illegal are people selling tiger selfies, riding elephants or swimming with dolphins. If you want to approach the wildlife without exposing the animals, yourself or the person responsible for the operation to risk, then choose the option where you can see these animals in the wild or in a responsible nature reserve that is subject to local laws.

Results

Sustainable tourism is a learning experience for all involved. The more we know about the place, the more our love and admiration grows and inspires us to protect it. Guides and organizers are trained at a deeper level to share knowledge with visitors, while tourists begin to appreciate the beauty of the new environment. Adding to visual appeal is a new perspective in exploring the historical and environmental significance of unfamiliar land and buildings. As we explore unknown places with a spirit of curiosity and kindness, we begin important discussions with locals and other visitors. Through their stories, we have an internal idea of what the needs and desires of people are. Unfortunately, some consider tourists rude visitors who create inconvenience for residents. Local residents are often annoyed by the growth of traffic, unreasonable demands and the inability of tourists to understand and respect cultural expectations and dress code. When you meet people on sustainable travels, mutual understanding allows all parties involved to learn about each other. You can tell others where you come from and show them that you would like to tour the area without violating their lifestyle or respecting their values. By showing strangers that you care about their feelings and concerns, they see you as a representative of your home and ally. This creates a sense of unity and cultural sensitivity.

Conclusion:

An analysis of the development of ecotourism in the world indicates that under the influence of demand for recreation, the evolution of socio-economic models of tourism activity took place. The model of mass tourism is gradually being replaced by a model of sustainable tourism development. In the framework of this model, ecological tourism is one of the most effective types of tourism. The development of ecological tourism will help to realize how enormous wealth the undisturbed natural territories are in the modern world, and to understand that their significance will increase. Rational recreational nature management will not only help to stimulate the flow of people into the country, increase the welfare of the regions, but will also play an important role in preserving the country's natural wealth as part of global planetary resources.

In the modern world, the tourism industry is one of the most dynamically developing and cost-effective sectors of the world economy. The number of tourist arrivals is increasing every day, however, the congestion of tourism resources and their depletion increases proportionally. Satisfying an ever-increasing tourist demand runs counter to the rational use of tourism resources. This was the main reason for the emergence of eco-tourism. The

development of ecotourism is the most perfect and, perhaps, the only way to reduce the negative impact on ecosystems as a result of tourist activities.

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