



## PERCEPTION OF THE POPULATION OF EVENTS IN THE SPHERE OF ECOLOGICAL TOURISM AND ATTITUDE TO ITS DEVELOPMENT

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### Abstract

Ecotourism is an environmentally sustainable form of nature tourism focused primarily on living and discovering the wilderness, organized in an ethical manner that minimizes environmental impact and is locally oriented. The distinctive features of ecotourism are that it stimulates and satisfies the desire to communicate with nature, prevents negative impacts on nature and culture, and encourages tour operators and tourists to promote nature conservation and socio-economic development.

In Uzbekistan, the positive dynamics of the ecotourism market opens up real opportunities for the development of this direction. Today Uzbekistan is not only famous all over the world for its ancient monuments and architecture, but also for its natural and climatic features. These are desert tours, mountain hikes to glaciers, trips to protected areas and much more. Ecotourism opportunities in Uzbekistan are very diverse and rich. For example, the Ugam-Chatkal State Natural National Park, tugai forests in the Amudarya River delta, the region of "environmental catastrophe" near the Aral Sea, the steppes and the Kyzylkum desert, the Nurata mountains and Lake Aydarkul, in the Farish district of the Jizzakh region, where small guest houses are successfully operating. houses ("Guesthouse"), etc. For example, in the Kyzylkum desert there are four yurt camps, the largest of which is located near the village of Dongelek, Nurata district, Navoi region.

Travelers can organize picnics by the water, boat rides on Lake Aydarkul, climbing mountain routes, watching the starry sky through a telescope, songs around the fire, performance of an akyn, shooting at mice with a nomad's bow, a jeep tour of the dunes, camel riding, making a wish at the "tree of happiness". While relaxing in unique geographical locations, the Nurata district of the Navoi region of Uzbekistan is also interesting from the ethnographic side. The populations of the desert and steppe, as well as high-mountain regions, have preserved the cultural and historical features of their traditional way of life to this day. The remoteness of these places from





the modern urbanized world allowed the unique handicraft to be preserved in this territory. In these places, you can see how carpets are woven by hand, mats are rolled, and suzani are embroidered. In recent years, residents of Uzbekistan from among the townspeople are increasingly paying attention to such recreation. It is so important that the unique natural heritage of the republic be an object of delight and pride not only for foreign tourists, but also for Uzbeks.

Ecotourism as one of the types of natural tourism is developing rapidly throughout the world, while covering our republic. Ecotourism is a type of nature tourism in which its environmental, sociocultural and economic impacts and consequences at the local level of the host country. A special role in the promotion of this industry belongs to tour operators who have their own distribution channels or can establish them. Depending on the speed of human involvement in this area, the success of the development of a new industry largely depends. The perception of the population of activities in the field of ecological tourism and attitudes towards the development of this kind is their activity.

Ecotourism today is a complex, interdisciplinary direction that ensures the interconnection of the interests of tourism, nature protection and culture, and its role can be very significant.

Currently, one of the fastest growing segments of ecotourism in Uzbekistan is the observation of wild species of animals and birds in their natural habitat. The main observation of wild animals in nature is the professionalism and excellent knowledge of the territory by the guides and the well-developed infrastructure of the host country. The guide should not only have objective information about the state of the natural environment and the presence of species in the territory of the tour, but also keep in mind the seasonal aspect of observations. In other words, the same species can be easily observed in one season and almost impossible in another. Migratory birds are a typical example. Animal observation methods can be divided into two groups, these are observations that do not require special training, that is, observations require the simple physical presence of tourists in any place, the artificial attraction of species to the observation point.

Today it is impossible to conduct high-quality European-level bioeco-tours without sufficient infrastructure at the observation sites. For example, if there is a need to show the natural and ecological complex of the Ugam-Chatkal park or the tugai forests in the Amudarya River delta, places with characteristic views, at least the simplest special paths to the edge are needed. In a number of Western European countries, special corridors are even planted from dense spruce undergrowth to enable tourists to quietly and quietly approach the observation post. The constant laying out of bait





near observation towers in Sweden and Finland has created the possibility of guaranteed bear observation, which has not yet been developed in our country. Wild boars are observed from towers near feeding areas, deer from towers in pine plantations. With a series of watchtowers and shelters in suitable places, you can even develop ways to lure wild animals, constantly attracting a predator there. All these are the criteria for a quality competitive biological tour, on which the number of visiting groups, the cost of the tourist product, and the reputation in the market directly depend.

Thus, the creation and operation of an appropriate ecotourism infrastructure is a difficult task, requiring special skills in the application of environmentally friendly technologies and investments. On the other hand, many requirements can be met without much effort, where only the desire and consciousness that meets the principles of sustainable development are required.

In addition, ecotourism roads should serve as a means of communication, transport and communication between tourist sites and attractions. Therefore, programming needs to combine the development of an appropriate road network to improve access to attractions, as well as landscaping along the roads in order to maximize the panoramic beauties of nature. At present, the urban population is particularly interested in outdoor recreation in the countryside in traditional houses. As a tourist product, ecotourism offers a whole package of services, from accommodation in a rural house, excursions, meals, and ending with active participation in nature.

Ecotourists' interest in rural recreation is the desire to be closer to nature, the opportunity to breathe fresh air, the opportunity to get acquainted with other cultures and traditions, the desire to participate in various holidays, communicate, and learn about family traditions. in the village is more active than passive. Here tourists should be offered activities of an active nature, as well as the opportunity to learn new things. Ecotourism, like any branch of tourism, has its positive aspects. The population will have the opportunity to earn extra money in affordable activities, and for adult family members to engage in labor activity, interesting communication with tourists from different regions, countries, an incentive to improve their personal plot. In addition, the demand for learning foreign languages, acquiring computer skills is increasing, the educational and cultural level is increasing, and rural residents are interested in nature conservation. At the same time, the employment of the population and the growth of family incomes, the improvement of the quality of life of rural residents, the growth of entrepreneurial activity in rural areas and the creation of jobs, additional revenues to the budget of indirect taxes from the service sector (trade, communications, transport, medical services, culture) and direct taxes from the





activities of ecotourism facilities. Entrepreneurs will have opportunities to increase income in the entire service sector due to the emergence of paying customers and the creation of various industries due to increased demand. In addition, business ties and attractive investments will be established. Therefore, for the development of ecotourism, it is necessary to support them in obtaining a loan in the early years. It is necessary to constantly support ecotourism workers, due to the high costs associated with the promotion of a tourist product, and for host ecotourists to strengthen vocational training in order to provide quality services.

In this regard, an important role in the promotion of an ecotourism product belongs to advertising, which is the most effective method of disseminating information about an ecotourism product and communicating it to potential consumers and other interested parties. With the help of advertising, a travel company has the opportunity to draw attention to the proposed tourism products, arouse interest, influence views and opinions, interest in the motives of purchases, a certain level of knowledge about the ecotourism product, provide an opportunity for additional study of it, create a positive image of the travel company.

Advertising a tourism product has its own specifics, determined by the characteristics of the ecotourism sector itself. A tourism product is a set of services that meet the specific needs of tourists and are subject to payment by them. Therefore, in advertising an ecotourism product, it is necessary to widely use photographic materials, visual products, and other tools that provide visibility in the perception of an ecotourism product.

In conclusion, they came to the conclusion that where ecotourism is developing most successfully, where a reasonable state policy and a developed regulatory framework can avoid the shortcomings of ecotourism, give it a sustainable character and contribute to the economic prosperity of the regions, while solving the problems of environmental protection.

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