
Issues of Development of Ecotourism and Improvement of Routes in the Conditions of Development of Digital Economy

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Abstract: In this article, scientific-practical proposals and recommendations have been developed on the importance and directions of use of ecotourism resources in the organization and development of international ecotourism in Uzbekistan.

Keywords: tourism, ecotourism, international ecotourism, park, state, private property, model, competition, excursion, exotic nature, recreation, resource.

Introduction: Ecotourism is an integral part of the infrastructure of natural tourism, it is not only an idea, but also a concrete type of general tourism, its impact on the environment can be different (negative, neutral and positive). The concept of "Ecotourism" is widely used in the modern activities of reserve zones and natural parks. The reason for the rapid growth of this type of tourism in the world is not only the deterioration of the environment, but also the increasing exploitation of popular recreation areas - mountain resorts, coasts of warm seas, plains and forests.

Often, the term ecotourism is replaced by other terms such as natural tourism, sustainable tourism, green tourism, "responsible" tourism, and charitable tourism. Although some elements are the same for these different types of tourism, these terms are not synonymous, and one does not replace the other. Ecotourism is a type of natural tourism. It may include some parts of nature tourism, such as adventure tourism, such as horseback riding or canoeing.

The results of our research show that ecotourism, a component of tourism, is an opportunity to create new jobs in the sustainable development of the tourism market and the development of related sectors, as well as high income in the field. According to the World Tourism Organization, "in 2021, the income from ecotourism will be 185.87 million US dollars, and it is expected to reach 333.8 million US dollars by 2027, and the number of ecotourists will increase from 38.9 million people to 71.6 million people." These data are used to improve the efficiency of ecotourism tourist and recreational resources, to preserve and protect nature, shows that it will make a significant contribution to increasing the prosperity of the local population.

Research methods. The article uses methods such as scientific abstraction, comparison, systematic and logical analysis, analysis and synthesis, induction and deduction, periodicization.

Literature review. Scientists of the world have been engaged in the field of tourism. We found it appropriate to mention the names and works of Uzbek economists in this article. These include: N. Tukhliev, I. S. Tukhliev, M. M. Mukhammedov, M. Q. Pardaev, M. T. Alieva, D. Kh. Aslanova, M. A. Hoshimov, O. H. Hamidov, M. T. Alimova, A. Eshtaev, B. Sh. Safarov, R. Khaitbaev, M. E. Ahtamova can be included. These scientists are conducting

scientific research in the field of tourism. In the works of these scientists, the general aspects of the development of the field of ecotourism were studied.

The theory of digital services has not yet been fully formed, but their theoretical views can be found in the scientific literature by most economists. For example, "Post-industrial economy" (D. Bell), "Information economy" (O. Toffler), "Megaeconomy" (V. Kuvaldin), "Economy based on information and communication" (I. Niiniluto), "Techno-economy or digital economy" (B. Gates), "Economy based on knowledge" (D. Tapscott) put forward their scientific views.

However, it is in the article that issues of development of ecotourism and improvement of routes in the conditions of development of digital economy have received little attention in tourism literature. Because of this, we found it appropriate to give special importance to this issue.

Analysis and results. Analyzing and studying the development processes of ecotourism shows that it has gone through several stages in its development and has been the main tool for people's knowledge of the world since ancient times.

One of the goals of ecotourism is to preserve unique fauna for future generations. The demand for endangered species of animals, birds, reptiles, fish, plants and even insects naturally led to the formation of supply. A new secret sector of the economy has appeared. Not only the traditional area, for example, rhinoceros horn, ivory, lion's teeth for Africa, but also parrots, falcons, geckos, snakes, tropical fish, as well as spiders, beetles, scorpions included in the "Red Book" have become objects of contraband. Demand for all of these has increased among European collectors and shopkeepers of some Asian countries.

The price of exotic goods is quite high on the black market: an Angolan python is 65,000 US dollars, a rare African beetle "colophon" is 15,000 dollars, etc. Rare species of spiders and tropical fish are also highly valued. They try to transport small reptiles and insects in small containers, but only 20-30% of the "moles" survive. But this alone is enough to make a big profit. Naturally, travel for this purpose is not approved in any country, and such a field of "tourism" is prosecuted by criminal law.

Thus, nature tourism and ecological tourism are inextricably linked with the protection of rare and endangered species, as many of them are considered exotic and become objects of ecotourism. This statement applies not only to animals and plants, but also to ecosystems and natural complexes in general. On the other hand, excessive tourism "burden" due to improper planning, the uniqueness and value of wildlife "gifts" are causing the loss of some species and the destruction of natural factors. The unique species and ecosystems of the areas can be considered as a vital resource for the local communities, therefore their protection is inextricably linked with the protection of the local culture.

The development of international tourism led to its division into sectors. Similarly, ecotourism was previously carried out together with international tourism and was not mentioned as a separate sector. Now, more precisely, the devastation brought by the end of the First World War and the increasing human impact on nature began to cause serious problems.

With the end of the four-year war, a new concept of tourism began to appear in the development of tourism in Europe. The activity of tourist companies and travel agencies has started to revive again. In this case, the tourist traffic has increased several times compared to the previous ones. The number of people going on nature trips has increased. However, the development of tourism slowed down again. This was caused by the outbreak of the Second World War. With the end of the Second World War, in the 50s of the 20th century, a turning point in the development of tourism began. During this period, extensive reforms were carried out in all spheres of the world economy, as well as in service provision. Processes

such as booking hotels in advance and ordering tickets began to develop rapidly. Big changes have started to occur in the development of techniques and technologies. As a result of the introduction of computers into all sectors of the national economy, economic growth accelerated. The era of space exploration by humanity has begun. Science and technology began to develop rapidly, as a result, information and communication processes accelerated.

The main stage in the process of ecological tourism development corresponds to the 80s of the 20th century. By this time, natural resources were widely used in the provision of tourist services. Recreation in the heart of nature began to play a major role in tourism. As a result, tour operators began to develop new types of eco-friendly programs. This determines the current level of development of ecotourism.

The results of our research showed that in the third millennium there will be a high demand for tourism products that provide the most satisfaction for a short period of time. Uzbekistan has all the necessary resources for the development of tourism: there are ancient historical architectural monuments, monuments of folk art, nature reserves, mountain and water tourism, etc. In the development strategy of Uzbekistan until 2035, the share of tourism in GDP is expected to increase from 1.4% to 28%.¹

During the years of independence, the economy of Uzbekistan grew significantly, the material well-being of the people increased, and the quality of life improved. As a result, the population of the country began to pay more attention not only to the consumption of food products, but also to recreation and its quality. As one of the important areas of recreation, the tourism industry is becoming one of the most promising and priority sectors of the republic's economy. In the following years, the implementation of the "Travel Uzbekistan" program had a significant impact on the development of tourism culture in the country.

Our analysis shows that during 2019-2022, the dynamics of the number of tourists throughout Uzbekistan is being restored, although in 2022 the indicator will increase by 15%, the number of hotels compared to 2019 will increase from 26,147 to 33,411, i.e. by 21.7%.²

The number of tourists coming to Uzbekistan and the dynamics of its change (thousands of people)³

The beginning of reforms in the field of tourism, in turn, requires the representatives of the field to carry out a holistic and structural analysis of changes in the field, for example, in the field of ecotourism.

There are more than 7,000 objects of historical, cultural, architectural, archaeological interest in Uzbekistan. These are the things that attract foreigners. B. According to Toraev, "... 545 of them are architectural, 575 historical, 1457 art monuments, more than 5500 objects are archaeologically valuable. But only 140 of them are attracted to the tourist demand. More than 200 of the above-mentioned objects are under repair, 500 are under repair; tens of millions of dollars should be spent on these every year. The experience of other countries shows that the repair process itself is interesting for many tourists. In this regard, there are several thousand archeological objects from Uzbekistan. In addition, there are more than 300 museums and 1200 enterprises of folk art in our Republic. The number of objects visited by tourists is 144 in Tashkent, 118 in Samarkand, 221 in Bukhara, 310 in Khiva. However, in general, the tourism potential is underutilized."

At least 10% of people visiting Uzbekistan on a tourist or private route are interested in the ecological aspects of their trip: they either visit natural areas (parks, mountains, forests,

¹ Ўзбекистон Республикасининг 2035-йилгача ривожланиш Стратегиясининг концепцияси. Расмий сайт: uzbekistan2035.uz/uz.

² Кун уз хабарларининг маълумотлари.// kun.uz/

³ Ўзбекистон Республикаси Давлат статистика қўмитаси маълумотлари.

lakes), or, if not, take a one-day excursion to nearby rural areas. At least 60% of them feel the need for a mixed type; in particular, they are interested in ecology with ethnography⁴.

The tourism industry of the developing country is mainly carried out at the expense of natural or ecological tourism. According to experts, ecotourism covers 10-20% of the tourist market, and the growth rate exceeds the growth rate of the general tourism industry by 2-3 times. However, the potential indicators, purpose, organizational-legal, educational, socio-economic aspects of ecotourism in our country, problems of development of services and service provision in this area have not been sufficiently developed.

The results of our research show that the ecotourism product differs from other products, for example, cultural-educational, sports products by its specific aspects. The reason for this difference is that tourists sometimes use less renewable natural resources. So, what should be the product, how should the effect of this or that element be determined?

First of all, tourist products should be cheap, not specific to all seasons, and consumption should not be limited. But when it comes to ecosystems, this is not possible and should not be the case. A multi-day and long-distance factor combined with the activity or safety of the trip is desirable, but not always necessary. However, safety, the presence of preserved flora and fauna, strict rules of behavior of tourists in specially protected areas are important factors. Western tourists will never deny this factor.

Conclusions and suggestions: Taking into account the above points and the role of tourism in the socio-economic development of society, it plays an important role in people's social life, allows people to spend their free time effectively, learn about the world, strengthen interstate economic, political, spiritual relations, and become one of the most useful sectors in the world economy. there is a reason to conclude that it can become Indeed, it is becoming evident that international tourism can do great things on a global scale.

Our offers include:

- The seasonality of the natural climatic conditions of our republic, the presence of various natural regions, the diversity of flora and fauna create a new opportunity for ecotourists to choose ecotour resources and objects. These are reflected in the following. In particular, it will be necessary to make extensive use of the opportunity to attract ecotourists in the Republic, to develop programs and routes for the development of ecological tourism in our national parks and nature reserves under state protection;
- Development of ecotourism based on the study of experience and models of foreign countries and implementation of its new possibilities.

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⁴ Н. Тухлиев, Т. Абдуллаев. Экологический туризм: сущность, тенденции и стратегия развития. Т.,2006, стр 22

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