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**OPPORTUNITIES FOR
THE DEVELOPMENT
OF ECOTOURISM
IN THE FERGANA VALLEY**

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This monograph is an independent research work, which analyzes the legal framework for the development of ecotourism in Uzbekistan, the ecotourism potential of the Fergana Valley, in particular, improving the mechanisms of ecotourism in Uzbekistan based on foreign experience, priorities for ecotourism in the Fergana Valley. Ways to achieve this, opportunities for effective use of the potential of the local population in the development of ecotourism in ecotourism areas, important strategic steps.

Object of research - ecotourism areas of the Fergana Valley of the Republic of Uzbekistan.

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Keywords: *ecotourism; mechanism; strategy; ecotourism potential; initial strategies; sustainable development; eco-hotel; forest resources; environmental security; environment; scientific ecotourism; cognitive ecotourism; recreational ecotourism; cultural landscape; natural landscape.*

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INTRODUCTION

Ecotourism is responsible for the environment (the share of the world tourism services market is 181.1 billion US dollars per year, the annual growth rate is 14.3%).¹ making the development of life a vital necessity. One out of every eight deaths worldwide due to air pollution and the use of toxic chemicals (oncological diseases, respiratory diseases, birth defects in infants) is due to environmental diseases.² The most effective economic strategy for preventing environmental pollution is to develop ecotourism in potential areas.

In the world ... It remains necessary to unite the efforts of the entire international community to make effective decisions that serve "green" and sustainable development.³ In this regard, special attention is paid to research into the potential of new areas of ecotourism in potential areas, scientific research aimed at improving the mechanisms of development. In particular, one of the important tasks is to establish environmentally friendly eco-hotels, to form its market requirements at the international level, to certify them for green purposes in order to protect natural ecosystems, to pay special attention to research on efficient use of unused natural forest resources.

The coronavirus pandemic in our country has had a negative impact on the sustainable development of the tourism industry over the past two years, as has the global crisis, but in recent years, large-scale reforms to raise the tourism industry to a new level have borne fruit. In particular, the Action Strategy for the further development of the Republic of Uzbekistan for 2017-2021 sets the tasks "Accelerated development of the tourism industry, increasing its role and share in the economy, diversification and improving the quality of tourism services, expanding tourism infrastructure."⁴ One of the new directions of tourism in order to minimize the anthropogenic impact on the environment through the adoption of comprehensive measures is to study the potential of ecotourism, to bring it into line with international standards through in-depth study of the potential of ecosystems, targeted use of forest areas It is important to develop proposals and recommendations for

¹ <https://www.statista.com/statistics/1221034/ecotourism-market-size-global/#statisticContainer>
WorldHealthStatistics2018.

² <https://apps.who.int/iris/bitstream/handle/10665/272596/9789241565585-eng.pdf>

³ Speech by the President of the Republic of Uzbekistan Sh. Mirziyoyev at the Second International Summit "Cooper998ation for Green Growth and Global Goals - 2030", May 30-31, 2021, <https://oz.sputniknews-uz.com/20210530/mirziyoyev-seuldagi-sammitda-ishtirok-etdi-asosiy-fikrlar-18989066.html>

⁴ Decree of the President of the Republic of Uzbekistan — PF-4947 dated February 7, 2017 on the Strategy of actions for further development of the Republic of Uzbekistan [\\www.lex.uz](http://www.lex.uz)

improving the mechanisms of ecotourism development based on resource opportunities.

PF-4861 of the President of the Republic of Uzbekistan dated December 2, 2016 "On measures to ensure the accelerated development of the tourism sector of the Republic of Uzbekistan", PF-5326 of February 3, 2018 PF-5611 of January 5, 2019 "On the Concept of Tourism Development in the Republic of Uzbekistan for 2019-2025", PF-5781 of August 13, 2019 "On Measures for Further Development of Tourism in the Republic of Uzbekistan", 2020 Decree No. PF-6002 of May 28, 2018 "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic", Resolution No. PP-3509 of February 6, 2018 "On measures to develop inbound tourism" as well as the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated October 6, 2020 No. 602 "Coronavirus This study to some extent contributes to the implementation of the tasks set out in the Resolution "On support of tourism entities and the development of tourism infrastructure in the economic situation caused by the pandemic" and other regulations related to this activity.

Theoretical, economic and scientific issues of ecotourism have been studied by the following foreign scholars, including Ceballos-Lascurain, the first founder of the concept of "ecotourism". Powell, RB, Ham, SH, Lindberg, K., L.Czyamin, F., Botse, Mohd, R., Yacob, A., Keyser, H., Wight, PA, Leonie de Wit., Peet van der Merwe ., Balkaran, R., Maharaj, S., Getz, D., Mowforth, M., Munt, I., Weaver, D., Hall, CM, Orams, MB, Scheyvens, R., Sharpley, R., Conducted by Stone, M., Wall, G, Bjork, P., Geoffrey, W., L.Terzieva., Honey, M., et al.¹

¹ Ceballos-Lascurain, H. (1987). The future of 'ecotourism'. *Mexico Journal* 13–14. Buckley, R. (1994) A framework for ecotourism. *Annals of Tourism Research* 21(3): 661–665. Blamey, R. and Braithwaite, V. (1997). A social values segmentation of the potential ecotourism market. *Journal of Sustainable Tourism* 5(1): 29–45. Honey, M. (1999). *Ecotourism and Sustainable Development: Who Owns Paradise?* Island Press, Washington, DC. Fennell, D.A. (2001). A content analysis of ecotourism definitions. *Current Issues in Tourism* 4(5): 403–421. Powell, R. B., and Ham, S.H. (2008), "Can ecotourism interpretation really lead to pro-conservation knowledge, attitudes and behavior Evidence from the Galapagos Islands", *Journal of Sustainable Tourism*, 16(4), 467-489. Lindberg, K., Enriquez, J., & Sproule, K. (1997). Ecotourism questioned: Case studies from Belize. *Annals of Tourism Research*, 23(3). 543-562. doi: 10.1016/0160-7383(95)00074-7. Лю. Цзяминь. Процесс исследования и планирование развития экотуризма в Китае Текст: Лю Цзяминь// Экология, 1998.-Ч 9. № 3. -327-331с.Фу.Боцзе.Концепция зонирования экотуризма в Китае Текст // -Пекин: издательство туризма КНР,2001.-1-6 с. Mohd Rusli, Yacob Ahmad Shuib Research Gate, Local economic benefits of ecotourism development in Malaysia: The case of Redang Island Marine Park, Malaysia, 2007. p-3-7. Keyser, H. (2009), *Developing tourism in South Africa: towards competitive destinations*, Oxford University Press, Cape Town. Wight, P.A. (2003), "Supporting the principles of sustainable development in tourism and ecotourism: government's

A number of scientists from the CIS countries, in particular, A.V. Drozdov, T.A. Safranov, A.I. Tarasenko, A.S. Slepokurov, V.M. Pashchenko, S.R. Erdavletov, M.B. Birjakov, I. Nikiforov and V.V. Khrabovchenko, A.O. Pivovarov, V.P. Shevchuk, E.I. Golubeva, N.I. Tulskeya, E. Yu. Dedovskiy, N.V. Moraleva, O. Yu. Dmitruk, V.P. Kekushev, V.P. Sergeev, V.B. Stepanitskiy.¹

potential role", in Lück, M., and Kirstges, T., (eds.) *Global ecotourism policies and case studies: perspectives and constraints*, Channel View, Clevedon. Leonie de Wit, Peet van der Merwe *Book of proceedings vol.ii – international conference on tourism & management studies – Algarve 2011*, An ecotourism model for south african national parks, 1138-1142 pp. Balkaran, R., & Maharaj, S. (2014). A comparative analysis of the South African and global tourism competitiveness models with the aim of enhancing a sustainable model for south Africa. *Journal of Economic and Behavioural Studies*, 6(4), 273-278. Getz, D. (1987). *Tourism planning and research: Traditions, models and futures*. Australian Travel research workshop, Bunbury, Western Australia, Vol. 5, No. 6, Mowforth, M., Munt, I. (2008). *Tourism and sustainability: Development, globalization and new tourism in the third world*. Routledge. Weaver, D. (1998). *Ecotourism in the less developed world*. Cab International, 64–78. Hall, C.M. (2008). *Tourism planning: Policies, processes and relationships*. Pearson Education. Orams, M. B. (1995). *Towards a more desirable form of ecotourism*. *Tourism Management*, 16(1), 3–8. Scheyvens, R. (1999). *Ecotourism and the empowerment of local communities*. *Tourism Management*, 20(2), 245–249. Sharpley, R. (2006). *Ecotourism: A consumption perspective*. *Journal of Ecotourism*, 5(1&2), 7–22. Stone, M., & Wall, G. (2003). *Ecotourism and community development: Case studies from Hainan, China*. *Environmental Management*, 33(1), 12–24. Björk, P. (2007). *Definition paradoxes: From concept to definition. Critical issues in ecotourism: Understanding a complex tourism phenomenon* (pp. 23–46). Oxford: Elsevier. Geoffrey Wall-Professor of Geography and Recreation and Leisure Studies University of Waterloo, *Ecotourism: Change, Impacts, and Opportunities*, pp 109-117. L. Terzieva. *Ecotourism best practice models general overview and characteristics* The modul has been developed. NHTV Breda University of Applied Sciences, The Netherlands pp-18. Honey, M. (2008). *Ecotourism and sustainable development: who owns paradise?*, 2nd ed., Island Press, Washington.

¹ Drozdov A.V. *Fundamentals of ecological tourism*. -M.: Gardariki, 2005. 271 p. Safranov, T.A. *Ecologization of sanatorium-resort and recreational-tourist activities in the mountainous regions of Ukraine*. -Odessa: OGEU, 2005.-223 p. A.I. Tarasenko *Business in agro-and ecotourism*-Minsk, 2014.-380 p. Slepokurov A.S. *Diversity of landscapes of Crimea as the basis for the development of resort and tourist activities // Biological and landscape diversity of Crimea; problems and prospects*. - Simferopol: SONAT, 1999.-263 p. Pashchenko V.M. *Towards the development of the theory of landscape science // Geography and natural resources*. - Novosibirsk, 1990. №2.-p. 143-153. Erdavletov S.R. *Once again to the issue of tourism science // International Scientific and Practical Conference. Vestnik*, 1/2 (42) -Kazakhstan, 2016. -22 p. M. Birzhakov., V.I. Nikiforov *Tourism industry: Transportation (tourists)* Publishing house Gerda, 2007 - 528 p. Khrabovchenko, *Ecological tourism*, -M; 1983-221 S. Pivovarov A.O., Shevchuk V.P., Livchenko E.N. *The contribution of ecotourism to nature conservation // Successes of modern natural science*. - 2014. - No. 12. -S.78-82; Golubeva E.I., Tulskeya N.I. *Ecological tourism in protected areas in the Russian Arctic: prospects and problems*, 2016 No. 23, p. 68. E.Yu. Dedovskikh, N.V. Moraleva., *Ecological tourism on the way to Russia ... Principles, recommendations, Russian and foreign experience / Comp.* - Tula: Grif and K, 2002.- 284 p. O.Yu. Dmitruk, *Ecological tourism: modern concepts of management and marketing*, Textbook. -2nd products., M.: "Alterpress", 2004.-192 p. VP Kekushev, VP Sergeev., VB Stepanitskiy., *Fundamentals of ecological tourism management*, M.: Publishing house MNEPU, 2001-60 p.

On marketing, management and economic issues of tourism in Uzbekistan K.Kh..Soliev, B.Navruz-Zoda, O.X.Xamidov, D.X.Aslanova, M.R.Usmonov, M.M.Muxamedov, D.K.Usmanova, M.Xoshimov, A.Norchaev, B.Turaev, B.Berdiyrov, B.Sh.Safarov, M.T.Alimova and others.¹

In the course of the research, the names of a number of other world and Uzbek scientists were taken into account. In contrast to the work done in this area, our study focuses on the ecotourism potential of the Fergana Valley, highlights the specifics of improving the mechanisms of ecotourism development in the region, develops criteria for assessing the ecotourism potential of the region by ecotourism opportunities spectrum (EOS).

¹ Abduraxmonov K.X. Tourism management. Study guide. –T.: Branch FGBOU VPO “REU im. G.V. Plexanova” in g. Tashkent, 2013., Boltabayev M.R., Tuxliyev I.S. Tourism: theory and practice. –T.: «Science and technology», 2018. - 400 p.; Pardaev M.Q., Atabaev R. Basics of tourism. Samarkand, SamISI. 2006. - 74 p.; Pardaev M.Q., Atabaev R., Pardaev B.R. Opportunities for tourism development. - T.: «Science and technology», 2007. - 32 p.; Tuxliev I.S. Basics of tourism. Textbook. –T.: Science and technologies, 2014. –332 p.; Tuxliev I.S., Qudratov G'..H., Pardaev M.Q. Tourism planning. Textbook. –T.: «Economy and finance», 2010. - 238 p.; Tuxliev N., Abdullaeva T. Ecological tourism: dryness, trends and development strategies. –T.: Gos. Nauch. Izd-vo “National Encyclopedia of Uzbekistan”, 2006. - 416 p.; Soliev A., Rahmatov F. Formation of market relations in the field of tourism and its impact on network efficiency indicators // Service and tourism: Problems of management and development. Proceedings of the international scientific-practical conference. –Samarkand, 2007, September 4-7; B Navruzzoda and N.Ibragimov. The measures for improving virtual activity of incoming urban tourism in Uzbekistan. In: World Journal of tourism small business management. Volume 1. Issue 3. 2007. World Research Organization. Isis Press. Cape Town. South Africa. 43-49 pp.O.H.Khamidov., Improving the management of ecotourism development in Uzbekistan: problems and solutions / monograph, T: Economics - 2016. D.Kh.Aslanova., Models of formation of a foreign tourist cluster // "Service", 2013, №1. – C / 41; Usmonova D.K. Features of the formation of tourist products and perspective directions of ego development. economics fan. nom. dis. Author's abstract. – Samarkand, SamISI, 2009. - 25 p.; Hoshimov M. Ecological tourism of Uzbekistan. Monograph. Samarkand, State Enterprise "Zarafshon" publishing house, 2009. - 220 p.; Norchaev A.N. Candidate's dissertation "Impact of international tourism development on economic growth". TDIU, 2004. - 120 p.; To'raev B.X. Theoretical and methodological bases of tourism development. –T.: «Fan», 2008. - 166 p.; B.Berdiyrov. Ecotourism and its role in the tourism services market of Uzbekistan. Candidate's dissertation. – C.; SamISI. 2010 y. 154.b. Safarov B.Sh. Improvement of the methodological and methodological foundations of the innovative development of the national market of tourist services.. Doctoral dissertation. SamISI, 2015. - 254 p.; Alimova MT Features and trends of development of the regional tourism market (on the example of Samarkand region); dissertation for the degree of Doctor of Economics. S: SamISI, 2017.-24.

CHAPTER I. DEVELOPMENT AND THEORETICAL AND METHODOLOGICAL BASIS OF ECOTURISM

§ 1.1. Various theories on the concept of ecotourism evolution of views

The study of the theoretical foundations of the development of ecotourism and the stages of its formation is important in ensuring the sustainability of the type of tourism, which is a separate promising direction in the national economy.

At the same time, one of the global environmental problems in the country today is the deterioration of the atmosphere, which has a negative impact on the environment every year. In order to prevent these negative phenomena in the country, the development of mechanisms for the development and implementation of action plans for the rational use of natural resources is becoming a vital necessity.

The new stage of economic reforms in the field of tourism in the Republic of Uzbekistan requires an in-depth study of its new directions and opportunities in the regions. In addition, the Resolution of the President of the Republic of Uzbekistan No. 4095 of January 5, 2019, "Concept of Tourism Development of the Republic of Uzbekistan in 2019-2025" states that the goals of tourism development in 2019-2025 are tourism as a strategic sector of the national economy, Improving the quality and improving the tourism infrastructure, including by attracting foreign investment and effective advertising and marketing, by creating a variety of attractive and competitive tourism products of the Republic of Uzbekistan in different seasons, including thematic tourist zones and clusters in the country and the development of new tourism programs, taking into account promising types of tourism (pilgrimage, educational, environmental, ethnographic, gastronomic, sports, health, rural, industrial, business, etc.). mentioned separately.¹ In this regard, the scientific analysis of a particular type (ecotourism) is important, taking into account the potential of the country's natural resources.

¹Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No 5611 "On the Concept of Tourism Development of the Republic of Uzbekistan in 2019-2015" National database of legislation (www.lex.uz), January 6, 2019.

Initially, the term “nature conservation” was used internationally after the first International Conservation Congress in 1913 in Switzerland. The ecological direction of tourism began with practical work on a global scale, and its development as an independent tourist direction dates back to the end of the XX century and the beginning of the XXI century.

Based on the analysis methodology of this paragraph of the research work, research in the field of ecotourism in foreign scientific practice is considered. It is clear from our scientific research that one of the main problems of ecotourism is the still wide range and uncertainty of its interpretations and definitions. The opposite definition of ecotourism as a type of tourism raises the problematic question of the expediency of adopting it as an organizational form of the tourism industry.

The study discusses the world experience in the development of ecotourism and the practice of Uzbekistan in organizing this activity. Nowadays, everyone has heard and knows about the concept of ecotourism, but no one knows exactly what its complete classification, symptoms and parameters are. Also, the appearance of several years of scientific debate in this area has not stopped. The concept, definitions and examples of ecotourism are many, but the conceptual essence is not enough.

In our opinion, the achievements of foreign scientists in Uzbekistan will be useful if they are studied in more depth in the practice of its development, which will contribute to the widespread introduction of scientific and practical experience in the organization of ecotourism. The fields of tourism and hospitality in foreign scientific schools are based on the principles of mutual scientific, comparative analysis, its practical application and experience in the implementation of specific directions. It is also important today to study the importance and role of ecotourism in modern society, conceptual approaches to defining its functions, a thorough discussion of terminology and classification of this topical direction in the theory and practice of tourism.

According to a number of experts, in particular, Björk, P¹. today's modern tourism industry is moving towards “greenery”, the growing number of tourists is focusing on the environmental problems of resorts and addresses, the preservation of natural complexes, and more and more vacationers are choosing ecologically clean, natural potential areas. The selected areas are natural areas and do not depend on the high socio-economic level of the area. Today, for many countries, ecotourism has become a key sector of the national economy, making a significant contribution to the state budget.

¹ Björk, P. (2000). Ecotourism from a conceptual perspective, an extended definition of a unique tourism form. *International Journal of Tourism Research*, 2, 189-202.

Costa Rica, Ecuador, Nepal, Kenya, Thailand, Madagascar, etc. can be cited as bright examples of such countries, whose experience is perfectly reflected in a number of scientific works of researchers such as Lindberg, K¹, Brockelman, W.A.², Wallace, G.N.³, Ecotourism opens up new possibilities and also poses new threats to it, but it involves many theoretical and conceptual problems, the solution of which in many respects prevents a clear understanding of their importance, functions and role. Higham, JES, Carr, A. Ecotourism " due to the uncertain nature of the development, "the policies, planning and development that make up the entire segment of tourism activity that has arisen are hampered.

The history of the relationship between man and nature consists of many years of complexity and contradictions. Its basic concept is 'cultural adaptation', which is generally understood to mean that society's adaptation to environmental conditions and changes in the environment occur mainly due to people's labor activities. This relationship is reflected in the concept of "cultural landscape", which began to develop in the twentieth century.⁴ The concept of cultural landscape is a landscape that has been rationally modified for a specific purpose (increasing biological productivity; recreation, housing, etc.) on a scientific basis and in the interests of the people.⁵ Natural landscape (German: Land - land, schaft - landscape) is a concept that generalizes typological natural complexes: geological soils, relief, climate, soils, flora, fauna, areas characterized by uniformity of hydrological regime and having natural boundaries.⁶

Today, the regulation of environmental change is not yet sufficiently organized, and it is a process involving humanity's "behavior with respect for the environment" primarily in its methods of environmental management in order to maintain the "Man and Nature" system. Examples and forms of the negative impact of tourism on the natural environment in the world scientific literature are already scientifically based.

The earliest definition of ecotourism was in 1965 by Hetzer, D.⁷ According to him, ecotourism is a type of activity based on natural and archeological sources, such as watching birds and other wildlife, landscapes,

¹ Lindberg, K., Enriquez, J., & Sproule, K. (1997). Ecotourism questioned: Case studies from Belize. *Annals of Tourism Research*, 23(3), 543-562. doi: 10.1016/0160-7383(95)00074-7.

² Brockelman, W. A., & Dearden, P. (1990). The role of Nature trekking in conservation: A case-study in Thailand. *Environmental Conservation*, 17(2), 141-148. doi: 10.1017/S037689290003191X.

³ Wallace, G. N. & Pierce, S. M. (1996). An evaluation of ecotourism in Amazonas, Brazil. *Annals of Tourism Research*, 23(4), 843-873. doi: 10.1016/0160-7383(96)00009-6.

⁴ Saushkin Yu.G. Cultural landscape // Questions of geography. 1946. Coll. 1. S. 97-106.

⁵ National Encyclopedia of Uzbekistan. The first volume. Tashkent, 2000

⁶ National Encyclopedia of Uzbekistan. The first volume. Tashkent, 2000

⁷ Hetzer, D. (1965). Environment, tourism, culture. UNNS, Reported Ecosphere, 1-3.

reefs, caves, fossils, archeological sites, swamps and travel. However, the Mexican economist Ceballos-Lascurain, H¹. The widespread scientific revolution of 1983 introduced a radically different term for "ecotourism" - the concept of ecocentric value system, based on the rational use of natural products, convenience, public relations, the abandonment of living in a comfortable, modern environment, tourism to meet the needs of many tourists. , Clarifies more than 30 interrelated concepts and terms. We analyze the various definitions given by scientists to early ecotourism in the world scientific literature below (Table 1.1.1); according to this table, the earliest and most complete description of ecotourism is given by Tseballos Lascureyn. Subsequent definitions are given as similar or complementary. For example, analyzing the definitions of K. Ziffer (1989), the International Ecotourism Organization (TIES) (1990), J. Richardson (1993), it can be concluded that ecotourism is mainly inspired by the natural history of the region, including local cultures as a form of tourism, the ecotourist visits relatively underdeveloped areas in a spirit of appreciation, participation and empathy. An ecotourist prevents the wasteful use of wildlife and natural resources and contributes to the preservation of the area and the economic well-being of the local population through the workplace or financial means visited. The descriptions in this series emphasize the economic well-being of the local population.

Table 1.1.1

Stages of development of ecotourism definitions after Seballos-Lascureyn on the same principles ²

№	AUTHOR OR SOURCE	YEAR	DEFINITIONS
11	S. Laskureyn	11987	Early definition: Ecotourism is a tourism concept based on the rational use of natural products, aimed at satisfying the needs of a large number of tourists, aimed at convenience, public relations, the abandonment of living in a comfortable, modern environment.
22	K.Ziffer	11989	Ecotourism is a form of tourism that is largely inspired by the natural history of the region, including local cultures. Ecotourism visits relatively underdeveloped areas in a spirit of

¹Ceballos-Lascurain, H. (1987). Estudio de Prefactibilidad Socioeconomica del Turismo Ecologico y Anteproyecto Arquitectonico y Urbanõstico de Centro de Turismo Ecologico de la Reserva de la Bioстера Sian Ka'an, Quintana Roo. Mexico: Study made for SEDUE Mexico.

² Author's work based on the study of various scientific literature.

№	AUTHOR OR SOURCE	YEAR	DEFINITIONS
			appreciation, participation and empathy. An ecotourist prevents the wasteful use of wildlife and natural resources and contributes to the preservation of the area and the economic well-being of the local population through the workplace or financial means visited.
33	International Ecotourism Organization (TIES)	11990	Ecotourism is a type of tourism that is responsible for natural areas and is responsible for the environment and ensuring the well-being of the local population through environmental protection.
44.	J.Richardson	11993	Ecotourism is an ecologically sustainable tourism in natural areas that explains the local environment and cultures, improves the perception of tourists about them, helps to preserve nature and increases the well-being of the local population.
55	N.K.Vard	11997	Ecotourism is a journey of travelers, exploring the environment, the value of nature.
66	M.B. Birjakov	11999	Ecotourism is one of the types of natural tourism that unites people traveling for scientific and educational purposes.
77	A.S. Slepokurov	22000	Ecological tourism is a trip of nature groups to nature in order to eliminate damage and restore the underground without wasting nature..
88	Ya.B.Oliylik	22002	Ecotourism includes all types of tourism aimed at protecting the natural environment, in particular, protected landscapes, establishing human relations with local people and local governments, increasing financial and economic well-being.
99	V.V. Xrabovchen-ko	22003	Ecotourism is a type of tourism based on the requirements of tourism, related to tourism needs, knowledge of nature and contributing to the preservation of ecosystems.
110.	D.Fennel	22008	Ecotourism is the study of nature and its wild plants and animals, travel to relatively untouched natural areas for fun and purpose.

In this regard, as a synonym for the concepts that explain the concept of ecotourism, it is appropriate to cite the following: (Figure 1.1.1)

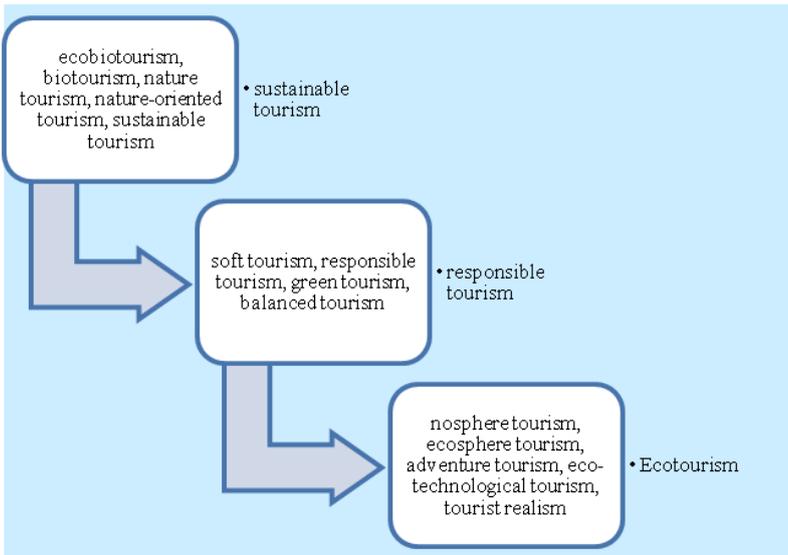


Figure 1.1.1. Interpretation of synonyms explaining the concept of ecotourism¹

But today, the concept of “ecotourism” is one of the most talked about species. However, the full meaning and content of this concept is not yet clear. There are many approaches to defining ecotourism today. For example, a number of authors Björk, P², Fennell, D. A.³, Wight, P. A.⁴, “Ecotourism is an expression of sustainable development of society.”

Blamey, R.⁵, Blamey, R.⁶ emphasizes that its main purpose is the experience of studying wildlife in the natural environment. Fennell, D. A.⁷, Fennell, D., Ebert K.⁸, Lawton, L. J., Weaver, D. B.,⁹ and in the scientific

¹Developed by the author.

²Björk, P. (2000). Ecotourism from a conceptual perspective, an extended definition of a unique tourism form. *International Journal of Tourism Research*, 2, 189-202.

³Fennell, D. A. (2001). A Content Analysis of Ecotourism Definitions. *Current Issues in Tourism*, 4(5), 403-421. doi: 10.1080/13683500108667896.

⁴Wight, P. A. (1993). Ecotourism: Ethics or Eco-sell? *Journal of Travel Research*, 31(3), 3-9. doi: 10.1177/004728759303100301.

⁵Blamey, R. (1997). Ecotourism: the search for an operational definition. *Journal of Sustainable Tourism*, 5(2), 109-130. doi: 10.1080/09669589708667280.

⁶Buckley, R. (1994). A framework for ecotourism. *Annals of Tourism Research*, 21(3), 661-665.

⁷Fennell, D. A. (2001). A Content Analysis of Ecotourism Definitions. *Current Issues in Tourism*, 4(5), 403-421. doi: 10.1080/13683500108667896.

⁸Fennell, D., & Ebert K. (2004). Tourism and the precautionary principle. *Journal of Sustainable Tourism*, 12(6), 461-479. doi: 10.1080/09669580408667249.

⁹Weaver, D. B., & Lawton, L. J. (2007). Twenty years on: The state of contemporary ecotourism research. *Tourism Management*, 28(5), 1168-1179. doi: 10.1016/j.tourman.2007.03.004

views of others, one of the theoretical problems of ecotourism is the breadth and uncertainty of definitions. There are more than 100 different approaches to defining the concept of ecotourism in the world scientific literature. The methodological problem of defining a single type of this activity still remains unclear. However, this direction of tourism, the theoretical and methodological basis of which is unknown, is developing rapidly in world practice. There are many attempts to draw conclusions from a comparative analysis of approaches to defining the concept of “ecotourism” that has been made several times by a number of researchers. Valentine, P.¹ summarized and presented a summary of the 18 definitions used to describe nature-based tourism. Edwards, S.N.,² Summarizes 25 different definitions of North America. (from government documents to scientific literature) by comparing them with predetermined components, including purpose, activities, guidelines, management and operations, conservation, planning and design, economic benefits, experience and awareness, conservation, social benefits and social-clarified the concept of cultural protection. Björk, P.³ By critically comparing all existing definitions of ecotourism, the core of all definitions is: the area to be visited by the ecotourist, a place that is manifested as a major natural and (or) cultural attraction; puts forward a single definition that the tourist should admire, explore and enjoy these elements in natural areas.

On the other hand, ecotourism is an alternative (specific way of protecting the environment) approach aimed at protecting natural resources, especially biodiversity,⁴ promoting sustainable use of resources; the goal of creating an environmental experience and environmental awareness for tourists was a priority,⁵ issues such as the protection and respect of natural and cultural heritage, the benefits to local communities and their emphasis on economic development and planning processes⁶ is a tourist destination with an urgent function.

An analysis of a number of studies has shown that the most complete analysis of ecotourism definitions in Western practice Fennell, D.A.⁷ provided

¹Valentine, P. (1993). Ecotourism and nature conservation. A definition with some recent developments in Micronesia. *Tourism Management*, 14(2), 107-115. doi: 10.1016/0261-5177(93)90043-K.

²Edwards, S. N., McLaughlin, W. J. & Ham, S. H. (1998). Comparative Study of Ecotourism Policy in the Americas. Washington, DC: University of Idaho and the Organization of America States.

³Björk, P. (2000). Ecotourism from a conceptual perspective, an extended definition of a unique tourism form. *International Journal of Tourism Research*, 2, 189-202.

⁴ Bansal, S. P., & Kumar, J. (2011). Ecotourism for community Development: A Stakeholder's perspective in great Himalayan National Park. *International Journal of Social Ecology and Sustainable Development*, 2(2), 31-40.

⁵Fennell, D. A. (1999). *Ecotourism: An introduction* (1st ed.). London and New York: Routledge.

⁶Tewodros, K. T. (2010). *Geospatial approach for ecotourism development: A case of bale mountains national park, Ethiopia.* (Master Thesis).

⁷Fennell, D. A. (2001). A Content Analysis of Ecotourism Definitions. *Current Issues in Tourism*, 4(5), 403-421. doi: 10.1080/13683500108667896

by. He conducted a structural analysis of 85 existing ecotourism definitions. Developed a similar methodology and analyzed 30 definitions of ecotourism using the following criteria to analyze the diversity of approaches H.Donohoe.,R.Needham¹, clarifies concepts such as environmental impact, size of enterprises providing ecotourism services, ethics, responsibility and awareness of tourists, management of environmental objects (natural parks) and protection of natural areas, satisfaction of cultural needs, impressions, nature-oriented, (volunteers) volunteers . This suggests that the concept of “ecotourism” in Western scientific theory does not have a single holistic definition, but only affects a set of basic principles that distinguish this type of activity.

Like other industries in the twentieth century, tourism has done a lot of damage to nature. In 1997 Lawrence, T. B., Wickins, D. va Phillips, N.² noted that ecotourism is experiencing a “crisis of legitimacy” in terms of its ability to achieve its intended environmental and economic goals. Lindberg, K., va McKercher, B.³ described ecotourism as a developing sector whose ability to achieve set goals is uncertain. With different definitions of the phenomenon of ‘ecotourism’, the development of most of its species turns into travel to natural, indoor places that pose a threat to them if mass forms of ecotourism develop. For example; (Eco-disaster monitoring). The integration of ecotourism with nature is the most common, familiar way of managing nature (which has long been known as “recreational management in nature”). In essence, another example of the idea of ecotourism becoming a common form of marketing and enrichment for stakeholders is environmental standardization, “environmental conformity” certificates. If payments were made to the state in all eco-regions, the proceeds could actually go to the budget for the development of a network of areas for nature protection, restoration of degraded landscapes, etc. If these tasks are transferred to private ownership, His efforts are ineffective. But it is very important for the consumer to see the "Eco" sign, that is, "ecotourism". Today, the benefits of “eco-standardization” run into the tens of billions of dollars. Cater, E.⁴ ecotourism actually emphasizes the western model of environmental management. Compared to traditional forms of nature management, ecotourism poses fewer problems and risks to the

¹Donohoe, H. M. & Needham, R. D. (2006). Ecotourism: The Evolving Contemporary Definition. *Journal of Ecotourism*, 5(3), 192-210. doi: 10.2167/joe152.0.

²Lawrence, T. B., Wickins, D. & Phillips, N.(1997). Managing legitimacy in ecotourism. *Tourism Management*,18(5), 307-316. doi: 10.1016/S0261-5177(97)00020-4.

³Lindberg, K., & McKercher, B. (1997). Ecotourism: A critical overview. *Pacific Tourism Review*, 1(1), 65-79.

⁴Cater, E. (2006). Ecotourism as a Western Construct. *Journal of Ecotourism*, 5(1-2), 23-39. doi: 10.1080/14724040608668445.

environment. A number of authors Cater, E.¹ Hall, C. M.² Mowforth, M. Munt, I.³ ecotourism emphasizes that in the future it will become a form of "eco-colonialism", ie the economic commercialization of natural resources that were not previously used in economic activity. Therefore Lindberg K., and Hawking, D.⁴ suggests the use of a simple and general conceptual definition, i.e. "Ecotourism is a sustainable type of tourism that is nature-oriented recreation." Therefore, it can be concluded that absolutely any type of tourism can be ecotourism, the form of participation of tourists in environmental activities or its organization and conduct is consistent with environmental management. In our opinion, ecotourism as a separate form of tourism. it would be inappropriate to attempt detection practices. Today, there is a practice of categorizing ecotourism as a separate type of tourism. However, in the theory of tourism, traditional linguistics is considered as a classification of tourism by species, a sign that allows the use of motivational factors. With this classification, they stem from the main reason that motivates a person to travel. This creates a methodological problem of the legitimacy of the separation of ecotourism as a separate species. Attempts to determine the criteria, principles, characteristics of ecotourism can be found in the scientific literature. Buckley, R.,⁵ Pierce, S. M., Wallace, G. N. and Björk, P.,⁶ Needham, R. D. and Donohoe, H. M.⁸, Eagles, P. F. J.⁹, Dowling, R. K., Newsome, D., Moore, S. A.¹⁰ etc.).

¹Cater, E. (1993). Ecotourism in the Third World: problems for sustainable tourism development. *Tourism Management*, 14(2), 85-90. doi: 10.1016/0261-5177(93)90040-R.

²Hall, C. M. (1994). Ecotourism in Australia, New Zealand and the South Pacific: Appropriate tourism or a new form of ecological imperialism? In: *Ecotourism: A Sustainable Option?* London & Chichester: Royal Geographical Society and John Wiley, 137-157.

³Mowforth, M. & Munt, I. (2003). *Tourism and Sustainability*. London: Routledge.

⁴Lindberg K., & Hawking, D. (1993). *Ecotourism: A Guide for Planners and Managers*. Vol. 1. The Ecotourism Society, North Bennington.

⁵Buckley, R. (1994). A framework for ecotourism. *Annals of Tourism Research*, 21(3), 661-665.

⁶Wallace, G. N. & Pierce, S. M. (1996). An evaluation of ecotourism in Amazonas, Brazil. *Annals of Tourism Research*, 23(4), 843-873. doi: 10.1016/0160-7383(96)00009-6.

⁷Björk, P. (2000). Ecotourism from a conceptual perspective, an extended definition of a unique tourism form. *International Journal of Tourism Research*, 2, 189-202.

⁸Donohoe, H. M. & Needham, R. D. (2006). Ecotourism: The Evolving Contemporary Definition. *Journal of Ecotourism*, 5(3), 192-210. doi: 10.2167/joe152.0.

⁹Eagles, P. F. J. (2001). Nature-based tourism management. In: *Contemporary Perspectives on Tourism*. Department of Geography Publication Series. Waterloo, ON: Department of Geography, University of Waterloo, 181-232.

¹⁰Newsome, D., Moore, S. A. & Dowling, R. K. (2002) *Natural Area Tourism: Ecology, Impacts and Management*. Clevedon: ChannelView Publications.

Also, the analysis of several definitions of ecotourism in Uzbekistan is summarized in the following table: (see Table 1.1.2)

№	AUTHOR OR SOURCE	YEAR	DEFINITIONS
11	A.X.Pardaev, A.N Norchaev	2011	Ecotourism is a natural tourism that involves the creation and understanding of the natural environment. Its management is carried out in such a way that, as a result, this activity is ecologically, socially and culturally sustainable, and includes “natural environment”, cultural content, “environmental sustainability”, appropriate income for the local population and long-term protection of resources used.
22	A.Nigmatov, N.Shomuratova	2011	Ecotourism in the narrow sense is the travel of people to ecosystems. In the broad sense, ecotourism is the travel of individuals to their ecosystems for leisure, sports, health, economic, social, educational and spiritual purposes, or for other purposes.
33	O.Xamidov	2016	Ecotourism is a conscious attitude to the environment, minimizing the negative impact, helping to finance the beautification of protected areas, creating opportunities for ecotourism companies to earn a living, creating a source of income for the local population, educating tourists about the ecological culture..
44	R.Islomova	2019	Ecotourism is the promotion of nature through travel and adventure while protecting the environment without harming natural areas in order to see, observe, scientifically explore natural, cultural and social values, and enjoy their unique charm and uniqueness. - a type of tourism aimed at improving economic conditions.

The latest by scientists of the Republic (2019)¹ In addition to the above definitions, ecotourism is a type of tourism that prioritizes the preservation of the natural landscape, recognizes the interests of the local population in the development of tourism, protects the local flora and fauna,

¹Islomova R.A. Improving organizational and economic mechanisms for the development of ecotourism in free economic zones. dissertation for the degree of Doctor of Philosophy in Economics. S: SamISI, 2019.-12.

and provides economic incentives for local people to protect the environment.

Today's modern understanding of ecotourism, with the resulting focus on sustainability, in many ways forces us to reconsider traditional ideas about which types of travel should be considered ecotourism. At the same time, the traditional criteria for distinguishing types of tourism - the motivation of travelers and the volume of tourist flows - are certainly important, but they themselves do not play a decisive role in distinguishing ecotourism as a separate species. Therefore, ecotourism is a certain type of tourism organized in accordance with the principle of gentle attitude to the environment and adherence to the general cultural norms of tourist behavior in the environment. Travel organizers need to ask themselves the question: how do these trips affect the natural and cultural environment, and what consequences do they have. It follows that absolutely any type of tourism can be ecotourism if the tourism program is compatible with any form of participation of tourists in environmental and nature protection activities (including education) or its organization and conduct on a large-scale environmental management. Therefore, in our opinion, it is more accurate and methodologically justified to consider ecotourism as an organizational form of the tourism industry rather than tourism. (Figure 1.1.2) shows the types of ecotourism by purpose:

Since 1993, the State Committee for Environmental Protection has been functioning in the Republic of Uzbekistan, reporting directly to the parliament. Dozens of tourist organizations, hundreds of private households are operating. Currently, ecotourism is on the verge of gaining a foothold in tourism as a new scientific direction.

According to Figure 1.1.2, there is an opportunity to develop 20 ecological types of tourism in the country, which in turn will have a positive impact on the development of these 20 areas, in particular (agriculture, forestry and fisheries).

In particular, the scientific innovations presented in this study are aimed at improving the mechanisms for the development of ecotourism;

The SEO (Spectrum of Ecotourism Opportunity) method is to identify areas where ecotourism can be developed, to find the optimal options according to the data obtained in the areas where these potential levels are identified. The word SPA refers to this water-related physiotherapy method. Use of hydrotherapy (Greek *hýdōr*, water + *therápēia*) treatment (water, river, lake, spring, rain)¹ balneotherapy (lat. *balneum* —

¹ Scientific and informational "Spelling Academic Resource ACADEMOS" of the Institute of the Russian Language. V.V. Vinogradov RAN.

+ **greek**. therapéia —"treatment"), as well as, psammotherapy (грек. psammo — sand, therapia — treatment)¹ semantic concepts such as. The first SPA resorts in the world are Vichi and Evian in France, Abano-Terme in Italy and SPA in Belgium, which treat with mineral, healing, salt and medicinal waters. These settlements play an important role in the regional economy. The reason why the researcher suggested such eco-hotels as a priority area for the development of ecotourism is that the demand in these areas is in its natural state at the expense of local tourists, although there is no infrastructure today.

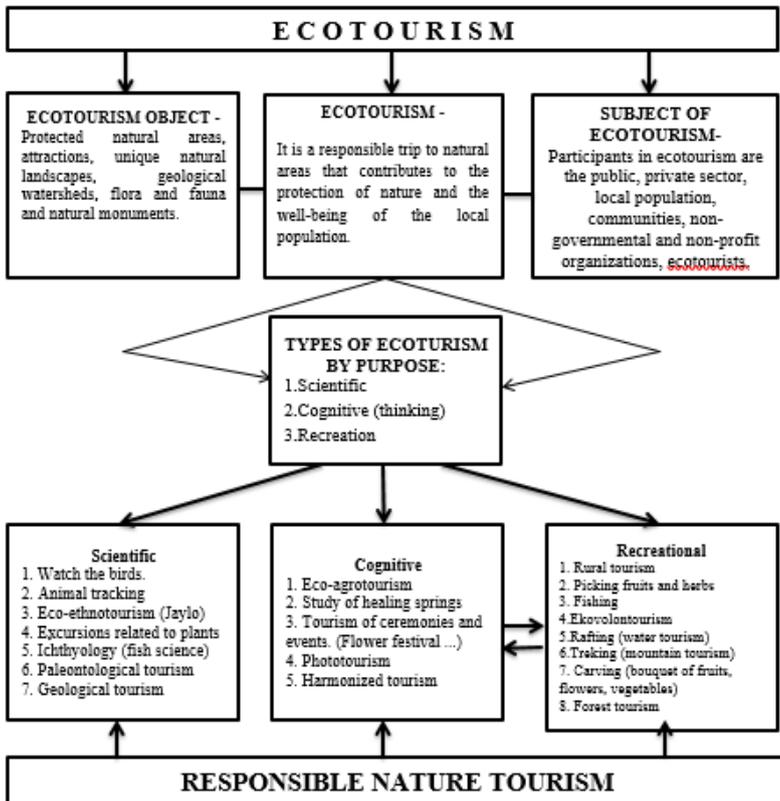


Figure 1.1.2. The essence and perspective types of the concept of ecotourism ²

¹ Oliferonko V.T. Water heat therapy. 3rd ed. - M. 1986: Manshina N.V. Resortology for all: For health at the resort.-M, 2007.

² developed by the author.

The multi-stage structural model was developed in order to systematize ecotourism activities. It is currently used in modeling socio-economic processes.

Mechanism for the development of ecotourism in forestry - the main purpose of this mechanism is to protect forestry, promote the restoration of public health, economic assistance to local people living around the forest and the development of sustainable forms of tourism. In this mechanism: in the process of ecotourism development, the mechanism of ecotourism development moves as a result of the actions of interdependent, stakeholders.

In the last 15-20 years, the science and education of ecotourism has been rapidly introduced into international practice. Research is being conducted in the International Union for Conservation of Nature, as well as in eco-centers of nature reserves, based on the following principles (Figure 1.1.3);

In analyzing these principles, it should be noted that its full-blooded definition is consistent with and taken into account in all its principles. In particular, the rational use of natural resources, the protection of nature, the promotion of the economic well-being of the local population, respect and protection of culture, and so on.

Today, the population in Uzbekistan has not yet fully developed the skills to organize ecotourism. This is because, in our opinion, it is probably not being promoted enough. Several Uzbek scientists have conducted research on the development of ecotourism, improving its mechanisms and enriching its scientific and theoretical basis. For example, its economic properties are directly N. Tuxliev (2001), A. Taksanov (2005) and T. Abdullaeva (2006), A. X. Pardaev., B. Berdiyurov, (2010), A. N. Norchaev, (2011), O. Khamidov (2017), R. Islomova (2019). Ecological tourism in Uzbekistan and its regional aspects should be studied more widely.

In conclusion, it can be said that the importance of ecotourism is not limited to direct financial income, but its positive impact on the environment is much higher than its economic benefits.

§ 1.2. Introduction of ecotourism development strategies in Uzbekistan on the basis of foreign experience

Currently, the bulk of the state budget is spent on tourism. According to the World Tourism Organization (WTO), the results of such a fast-growing industry forecast that by 2021 the number of tourists on the planet was expected to reach 1.6 billion people. In Uzbekistan, according to

international tourism forecasts, by 2025 the number of tourists will exceed 15 million people. (excluding pandemic cases) The share of ecotourism in the growth of the total number of tourists is high. At the international level, a lot of work is being done in this area, including the activities of the International Ecotourism Society (TIES) (see Figure 1.2.1).

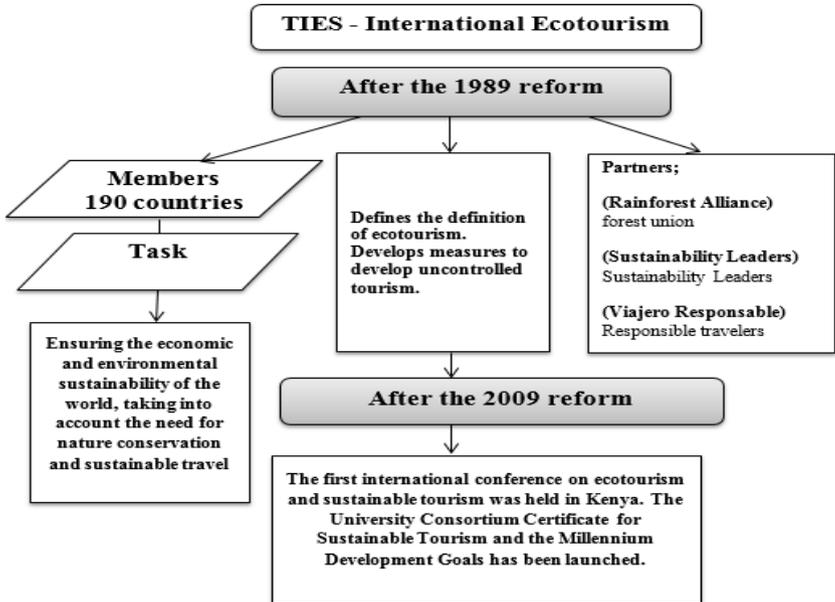


Figure 1.2.1. Classification of Reforms of the International Ecotourism Society ¹

Founded in 1990, this non-profit organization, which aims to promote ecotourism on a global scale, makes a significant contribution to the development of ecotourism by providing guidance and standards, technical assistance, training, research and publications on ecotourism activities.

(TIES) is a global network of experts and travelers in the field of ecotourism, aimed at using tourism as a reliable tool for the conservation of biological and cultural diversity and the sustainable development of society. The largest and earliest ecotourism society, (TIES), has members in more than 190 countries. In addition, all partners work to develop sustainable ecotourism, bringing together those who want to contribute to the development of ecotourism (Figure 1.2.2).

¹Author's development based on data from the official website of TIES (<https://ecotourism.org>).



Figure 1.2.2. Activities of partners of the International Ecotourism Society in the field of ecotourism development ¹

There is also an International Center for the Study of the Negative Impact of Socio-Economic Development on Countries, a joint center of faculties of European and Mediterranean Universities. The center operates under the motto "Development aimed at meeting current needs only undermines the ability of future generations to meet their own needs."² Constant monitoring of the negative impact of over-industrialization on the environment in the economy, environmental certification, scientific and practical research on effective environmental research. The purpose of the Center is to support and implement innovative international research projects on environmental protection as much as possible. Leading countries are also making extensive use of unprotected natural areas in their territories to promote eco-tourism. It is estimated that more than 100 million tons of hydrocarbons are released into the atmosphere each year. Of this, 74% is accounted for by developed countries.³ This global problem is achieved through the analysis of the experience and policies of highly industrialized countries (USA, Canada, China, Japan, Germany.) It is through the accurate,

¹Compiled by the author based on the study and analysis of TIES activities. <https://ecotourism.org/our-members-partners/>

²https://www.ecsev.org/EUROPEAN_CENTER_OF_SUSTAINABLE_DEVELOPMENT, Sustainable Development Conference, 2019, Rome, Italy

³Kholmuminov T.J., Safarov. I.J., Natural Resources Law in Foreign Countries; comparative analysis and improvement of legislation. T; 2012. Monograph. Page 6.

precise analysis of the development of ecotourism, its goals and directions. These countries are the ones that create jobs for the local population through the development of ecotourism, create artificial green ecotourism corners, and start planning the socio-economic development of each region much earlier than other countries in the world. The countries shown below (see Figure 1.2.3) (2010-2020) are the leading countries in the world in ecotourism. Countries such as the United States, Australia, Kenya, New Zealand, Tanzania are now countries that are discovering new types of ecotourism from year to year. Today, America is a world leader in the number, attractiveness, diversity and convenience of ecotourism routes. Although Kenya is a small country, ecotourism is currently leading the way in the development of ecological projects with significant results.

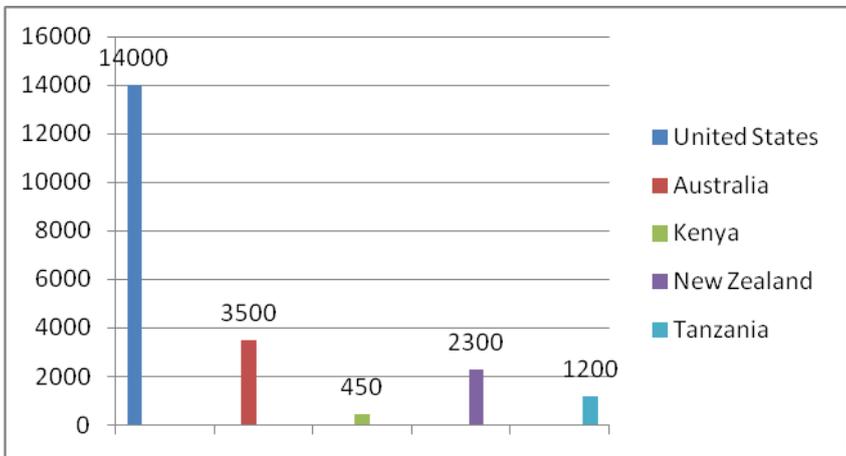


Figure 1.2.3. The share of ecotourism revenues in the world per year is estimated at millions of dollars. in dollar terms

The U.S. is significantly ahead of other countries in terms of revenue from ecotourism, with annual revenues of \$ 14,000 million. The fact that such an annual income comes from ecotourism shows the high demand for ecotourism in this country around the world.

At this point, when we analyze the U.S. experience, targeted policy strategies, the process of developing ecotourism in America began with the development of national parks, nature reserves.¹ In the United States, ecotourism is a major part of the tourism industry. Therefore, ecotourism is important for the sustainability of the tourism industry in the country. In

¹ https://en.wikipedia.org/Ecotourism_in_United_States

order to further simplify ecotourism decisions in the country, 10 of the strongest ecotourism states have been announced.¹

An analysis of the Japanese experience shows that the initial measures in the development of ecotourism in the country have paid great attention to national parks. More than 316 million ecotourists visit Japan's national parks every year. Of this (80%), 252 million are Japanese and the rest are foreign tourists.

The reason for the rapid development of ecotourism in Canada is the size of the area and the large population distribution in these areas. The analysis of the factors influencing the rapid development of ecotourism shows that the population location is more relevant than the total area of the region.² This country was one of the first among the leading countries to develop strategies for the development of ecological tourism in the organization of national parks, recreation from them, nature protection. For example, in Canada today, "outdoor travel" accounts for one-fourth of total tourism.

Analyzing France's strategies for the development of ecotourism, the long-term experience of this country shows that in addition to protected areas, today they are artificially creating separate "ecotourism corners".³ Many hotels are trying to meet special criteria to get a special "green label". (that is, all services should be environmentally friendly and green)

In Germany, domestic eco-tourism ranks first. While in 1983, nature travel (ecotourism) was considered important by 46% of West German tourists, this figure can be observed to have increased to 59.3% in 1993. The growth trend of the global tourism type in the example of Germany; the ecotourism market has a steady growth trend. For example, we can observe an increase from 6.8% in 2000 to 10% in 2010 and 15% in 2018.

Goals from tourists The general picture of the demand for ecotourism in Germany in 2000 is as follows: The total population of Germany is 82.2 million, and the number of tourists visiting the country is 48.4 million. (58.5%). The potential of the total ecotourism market (wildlife observation, visits to national parks) amounted to 14.5 million (30%). (Figure 1.2.4). According to the research, the share of eco-tourists in the structure of domestic tourism in the leading countries in ecotourism today is reflected in the data of Figure 1.2.1.

¹<https://mynatour.org/destination/top-10-ecotourism-states-usa>

² Geoffrey Wall Professor of Geography and Recreation and Leisure Studies University of Waterloo, Ecotourism: Change, Impacts, and Opportunities, pp 109-117.

³ <http://www.tourism4development2017.org/solution-in-france/>

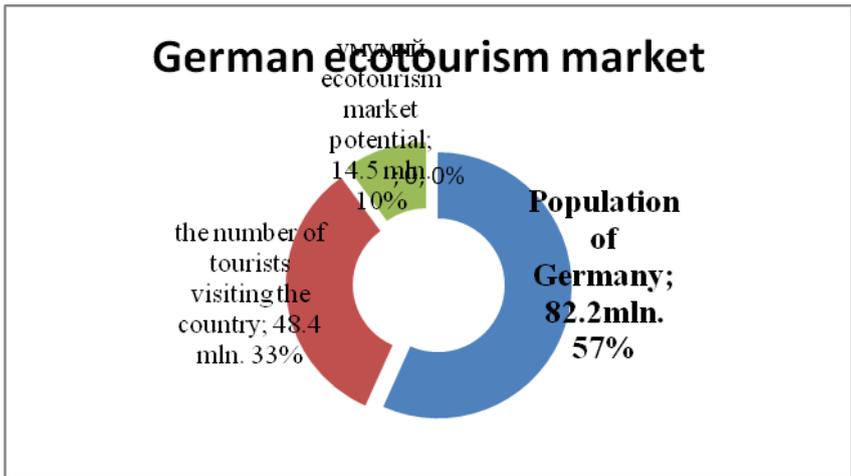


Figure 1.2.4. Distribution of ecotourism in Germany ¹

Today, countries with the highest number of ecotourists are Germany, 22%, and the United States, 18%. Spain accounted for 17%, the United Kingdom for 17%, Australia and Brazil for 16%. There are no restrictions for ecotourists to visit these areas. In our country, access to some eco-zones is prohibited. In this case, it is necessary to develop ecotourism in eco-regions, subject to strict compliance with the criteria.

Australia is today one of the leading countries with many years of experience in attracting ecotourists, and currently almost 20% of the services provided to tourists in 20 states fall into this area of tourism. The analysis of our research shows that 30% of eco-tourists visiting the country prefer home hotels in nature.²

Malaysia is currently ranked 6th in the world in terms of tourism, and as one of the leading countries in terms of ecotourism, it was the country that attracted the most eco-tourists in 2016.

One of the strategic objectives of Malaysia in the field of tourism is the sustainable development of tourism in the country. The country's tourism policy is aimed at stimulating economic development by increasing foreign exchange earnings, expanding employment opportunities and supporting socio-economic development. The government has also been reluctant to use tourism as a tool for sustainable development in rural areas.

¹<https://ecotourisingermany.wordpress.com/>

² L.Terzieva. Ecotourism best practice models general overview and characteristics The modul has been developed. NHTV Breda University of Applide Sciences, the Netherlands pp-18

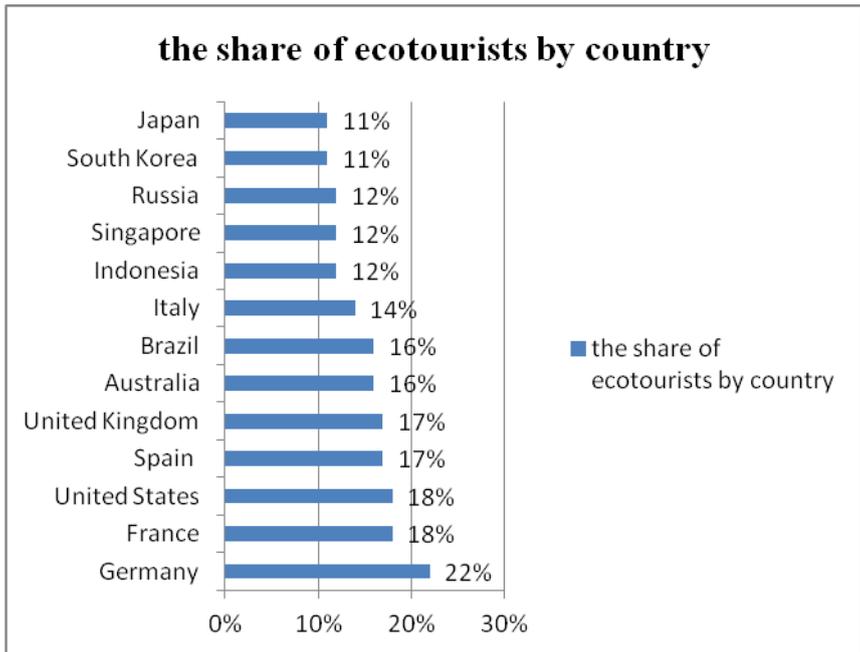


Figure 1.2.1. Proportion of ecotourists by country 2019 ¹

One of the factors contributing to the rapid development of the network in Malaysia is the serious attention paid to transport and infrastructure, services.² One of the factors contributing to the rapid development of ecotourism in the country is the Gunung Mulu National Park. This park is included in the UNESCO World Heritage List. The main part of this national park consists of forests. It is also known for its high biodiversity and karst properties. The caves studied are at least 295 km long.³ Malaysia is currently one of the countries with a stable level of development. The country's capital also has green forests in areas with large land areas. A variety of animals are raised in this forest area, and the locals are friendly. The environment and public health are always under state control and are among the most pressing issues. Industrial poisonings and environmental degradation are located in areas 200-300 km from the city center.

¹<https://www.criteo.com/insights/green-travel-trends/>

²Yokubjonova H., Boyto'rayev O, Malaysian experiencing in developing ecotourism, Economics and Society, electronic periodical, No. 2 (45) - 2018, p. 93.

³ **Source;** 6 th world Ecotourism conference 2016, Mulu, Sarawak, Malaysia.

Spain, a leading country in the field of tourism, studied the impact of the tourism industry on the economy for 25 years, and in 2015, for the first time, tourists from 184 countries visited the world. A comparison in the case of Spain shows a 38% increase in (2015) compared to (2000). Analyzing the results of the global tourism industry in 2018, the country that attracted the most tourists and won the championship sent 75 million to Spain. tourist visited. According to the results of 2017, the flow of tourists increased by 9.9%. 77 billion soums were transferred to the state budget through tourism organizations. the amount is income, which is equal to 1000 euros for each tourist. (3 million 450 thousand soums). If we look at the tourism practice in Spain, there is a Tourism Institute in this country. With many years of experience, Spain develops long-term plans to develop the industry every 10 years.¹ Tourism laws and regulations are developed and implemented directly by them. The country pays more attention to health tourism, which accounts for a significant part of the budget. Tourism accounts for 11% of the Spanish economy. In turn, ecotourism in the country is also developing rapidly, and according to the strategy of the Spanish Tourism Organization, there are 10 strict rules that must be followed by eco-tourists.²

With the introduction of this mechanism, the following rules of conduct have been developed for eco-tourists in the development of ecotourism in the country;

Respect for the culture of the local population;

1. Rational use of natural resources;

2. Provide economic assistance to the local population through the purchase of local products only;

3. No emissions into the environment.

4. Not to harm nature, plants and greenery. The implementation of the above aspects of the strategies of developed countries in the practice of ecotourism in Uzbekistan will give the expected results in the development of the industry. Unfortunately, for a long time the development of ecotourism in Uzbekistan was naturally an amateur. In recent years, there has been a significant trend in the formation of this type of tourism. But his statistics have not yet been formed. Today, ecotourism areas are being identified. The population is gaining an understanding of ecotourism. Thus, in our opinion, to date, world scientists, scientists of our country, studying

¹ Travel tourism economic impact 2015 Spain, World Travel tourism council(WTTC).<https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2019/world2019.pdf>

²<https://traveltips.usatoday.com/ecotourism-spain-18528.htm>

the economic aspects of ecotourism, have been able to justify the specific aspects of the development of ecotourism, its dual importance to society, ie economic and environmental. Taking into account the specifics of the relevant regions of the Republic of Uzbekistan and international experience and practice, it would be expedient to develop promising areas of ecotourism, optimal mechanisms for its further development.

§ 1.3. Development of ecotourism in Uzbekistan organizational and legal basis

As a result of the rational policy of rational use of natural resources, protection of the environment, creation of a comfortable living environment for the population, initiated by the 1st President I.Karimov during the years of independence and being implemented today, rare plant and animal species have been multiplied and biodiversity has been improved. is being achieved. The organizational and legal basis of the industry, the consistent implementation of the requirements of international documents play an important role in this. Over the past period of independence, Uzbekistan has acceded to more than 40 conventions and international agreements in this area, which determine environmental policy. The strategy of ensuring the environmental security of the Republic of Uzbekistan is aimed at protecting the vital interests of the individual, society and the state and in the field of ecology, as defined by the Constitution, ie;

- creation of the necessary ecological conditions for protection of public health;
- stabilization of the ecological situation,
- Achieving physical development of generations;
- sustainable development and sustainable ecological situation in the regions,
- formation of a healthy lifestyle;
- Addressing issues such as the mobilization of all forces of society in the implementation of environmental policy of the country.¹

International environmental cooperation in ensuring environmental security as an important component of universal values has been formed and improved for more than a century. Its earliest manifestations began in the late 19th century as an interstate movement to regulate the use of animals and birds. The Republic of Uzbekistan has acceded to the United Nations

¹ Program of the Ecological Party of Uzbekistan, T; 2019, approved by the decision of the I Congress of the Ecological Party of Uzbekistan on January 8, 2019. 5-b.

Convention on Biological Diversity since 1995 and has made the following commitments:

a) development of national strategies, plans and programs for the conservation and sustainable use of biodiversity or adaptation to existing plans and programs;

b) Identify the parts of biodiversity that are essential for its conservation and sustainable use;

c) expansion of existing protected areas and establishment of new ones to ensure reliable conservation of biodiversity;¹

Accession of the Republic of Uzbekistan to the Convention on Biological Diversity, signed in 1992 in Rio de Janeiro to implement Resolution No. 82-I, as well as ensuring the conservation and sustainable use of biodiversity, development and expansion of protected areas, reducing the rate of degradation of natural ecosystems The Cabinet of Ministers approved the Strategy for Biodiversity Conservation in the Republic of Uzbekistan for 2019-2028 in order to implement comprehensive measures aimed at the restoration of rare and endangered species of animals and plants, the development of international relations in the field of biodiversity conservation. The implementation of the strategy involves 2 stages;

Phase I (2019-2023) - Improving the legal framework;

Phase II (2024-2028) - achievement of targets and expected results. In order to preserve biodiversity, it is necessary to take measures to organize ecological tourism in the regions. In this case, the issue of improving the regulatory framework and training of specialists is also important.

Some natural areas of the country are the most organized and suitable places for receiving tourists, because in these areas there are defined areas and borders, areas for tourists, the ability and experience of the local population to work with visitors, and some - areas but infrastructure does not meet demand, in these cases it will be necessary to create at least 1 (overnight) infrastructure capacity first. This is important because it costs less. The strategy includes action plans for environmental protection at the national and local levels, fundamental and applied research, environmental monitoring, reduction of direct loads on biodiversity, development of protected areas, ecosystem services taking into account biodiversity. serves as one of the legal bases for the development of network development programs related to the preservation and use of water efficiency, adaptation to climate change, development of forestry, protection of water resources.

¹ Resolution of the Cabinet of Ministers of the Republic of Uzbekistan "On the Strategy for Biodiversity Conservation in the Republic of Uzbekistan for 2019-2028" Resolution No. 484 of June 11, 2019.

The implementation of the above tasks is all directly related to ecology and ecotourism.

However, the legislation prohibits access to ecotourism, including recreational activities, in state reserves, nature reserves and biosphere reserves. This is one of the most important obstacles to the development of ecotourism in the regions. signed conventions and treaties regulating relations at the international level. (Fig. 1.3.1.) Achieved effective results in the performance of assigned tasks.

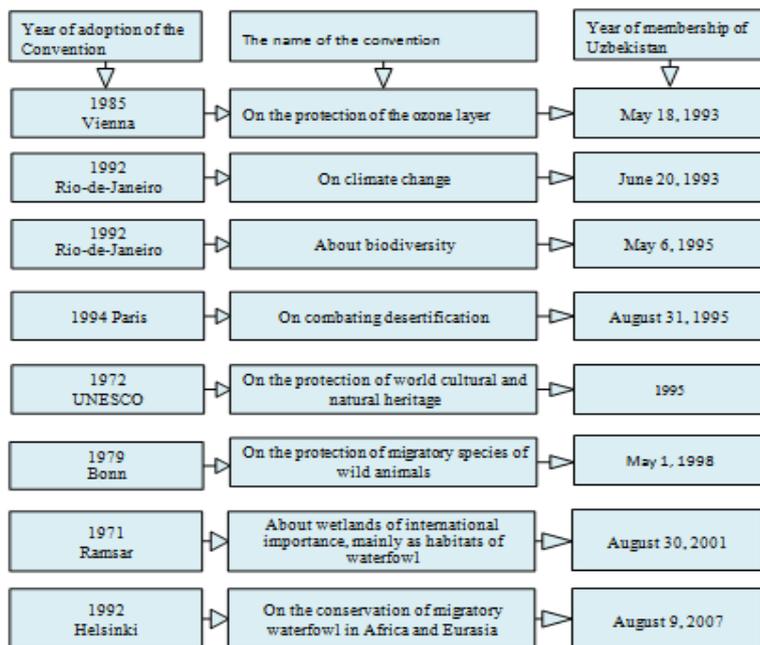


Figure 1.3.1. Classification of Uzbekistan's membership in important international environmental conventions ¹

Also, "... accelerated development of tourism in the country, more complete and effective use of the huge tourism potential, along with traditional-cultural-historical tourism, visiting other potential types of tourism - ecological, educational, ethnographic, gastronomic, sports, medical and health , rapid development of agriculture, industry, business

¹ Researcher development based on the study of various official sources

tourism and other types...”¹ Large-scale reforms are being carried out on the basis of state programs.

It is noteworthy that today Uzbekistan is one of the countries that pays special attention to the protection of the environment and environmental sustainability. It should also be noted that today, in addition to tourism legislation, the environmental direction of tourism is regulated by a number of other laws (see Table 1.3.1).

Table 1.3.1

Legislation of the Republic of Uzbekistan on environmental protection and management of ecotourism development²

№	Laws	Year and date of receipt
1	Constitution of the Republic of Uzbekistan	08.12.1992 y.
22	About nature protection	09. 12.1992 y.
33	About water and water use	06.05.1993 y.
44	About underground resources	23.09.1994 y. (new edition. 13.12.2002 y.)
55	On the protection of atmospheric air	27.12.1996 y.
66	On the protection and use of flora	26.12.1997 y.
77	On the protection and use of wildlife	26.12.1997 y.
88	Land Code of the Republic of Uzbekistan	30.04.1998 y.
99	About the forest	15.04.1999 y.
110.	On protection of the population and territories from natural and man-made emergencies	20.09.1999 y.
111.	On ecological expertise	25.05.2000 y.
112.	About waste	05.04.2002 y.
113.	About underground resources	(new edition 13.12.2002)
114.	About protected natural areas	03.12.2004 y.
115.	About tourism	(new edition 18.07.2019)

Land, subsoil resources, water, flora and fauna and other natural resources are national wealth, which must be used wisely and are under state protection.³ Indeed, in this context, it is an important need today to inculcate in people the criteria of ecological culture, to spread and promote the skills of caring for the natural resources around us.

¹Decree of the President of the Republic of Uzbekistan on the Strategy of actions for further development of the Republic of Uzbekistan, "Xalk so'zi", 08. 02. 2017. № 28 (6722).

² Created by the author.

³ Twelfth convocation Constitution of the Republic of Uzbekistan, adopted at the eleventh session of the Supreme Council of the Republic of Uzbekistan on December 8, 1992 Part 3, Chapter XII, Article 55. Page 18.

An analysis of the study of the above laws shows that each of these documents directly contributes to the development of ecotourism in conjunction with environmental protection.

In 1992, the Law of the Republic of Uzbekistan "On Nature Protection" was adopted, according to which the legal, economic and organizational basis for the preservation of environmental conditions, rational use of natural resources. The purpose of the law is to ensure the development of a balanced relationship between man and nature, the protection of ecosystems, natural complexes and individual objects, the right of citizens to a comfortable environment.¹

In 2017, more attention was paid to the field of ecology in our country. In accordance with the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev dated April 21, 2017 "On improving the system of public administration in the field of ecology and environmental protection", renamed it "State Committee for Nature Protection", "State Committee for Ecology and Environmental Protection" was established. This Decree entrusted the State Committee for Ecology and Environmental Protection with the following tasks: implementation of public administration in the field of ecology, environmental protection, rational use and restoration of natural resources; organization of an effective system of collection, transportation, processing, utilization and disposal of household waste; ensuring optimal preservation of the ecological state of the environment, protection of ecological systems, natural complexes and individual objects, improvement of the ecological situation; implementation of state ecological control over the observance of legislation in the field of protection and use of land, subsoil resources, water, forests, protected natural areas, flora and fauna, protection of atmospheric air, waste management; maintenance of the state cadastre in the field of environmental protection, as well as the state accounting of nurseries, zoological and botanical collections of breeding and storage of wild animals, wild plants; organization of ecological education, propaganda and enlightenment work, as well as retraining and advanced training of specialists in the field of ecology and environmental protection.² All of the above tasks are directly related to the goals and principles in front of ecotourism.

An important condition for the successful development of tourism in the country is the formation of the necessary regulatory framework for its sustainable operation.

¹ Lex.uz/pages/ getpage.aspx? lact_id=7065

² www.uza.uz

During the years of independence, Uzbekistan has created a solid legal framework aimed at comprehensive legal support of tourism. The goals and principles of state policy in the field of tourism were stated. The first step in this direction was the establishment of the national company "Uzbektourism" in 1992, which was tasked to form a national model of tourism development. In addition, the republic has been a member of the Executive Council of this organization for several years.

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- to meet and register foreign tourists at the airport, railway station and other entrances, in the hotel specified in the certificate;

- escort tourists in all directions until the end of the trip;

- Ensures that tourists stay in the territory of the republic within the established period and leave the republic in time after the expiration of the term;

- Receive relevant information from the relevant departments of the Ministry of Emergency Situations before the arrival of foreign tourists to dangerous places;

- Provides travel on certain safe routes in coordination with the relevant territorial department of the Ministry of Emergency Situations of the Republic of Uzbekistan;

- Informing tourists about the characteristics of the planned route and the sources of danger that may be associated with the actions of tourists, as well as ensuring their safety;

- if necessary, provide law enforcement agencies with information on foreign tourists;

- Assistance to relevant government agencies in ensuring compliance with the established procedure for foreign tourists crossing the border, etc.¹.

In 1999, the main document in the development of tourism - the Law of the Republic of Uzbekistan "On Tourism" was adopted. The main task of

¹NK (Uzbektourism) Ministry of Tourism and Sports 13-23 dated 13.09.2004, NSS dated 29.10.2004 №-9/1005, Ministry of Internal Affairs dated 27.09.2004, Joint Resolution of the Ministry of Emergency Situations of the Republic of Uzbekistan dated 15.09.2004 №- 1/5 / 4-622, registered 03.11.2004 № -1421 of the Ministry of Justice of the Republic of Uzbekistan.

the above law is to manage the legal processes of the industry, to accelerate the market of the tourism industry of Uzbekistan, as well as to protect the legitimate interests and rights of tourists and participants in the tourism industry. At the legislative level, the powers of local government in the field of tourism are also defined. In accordance with the seventh article of the Law of the Republic of Uzbekistan "On Tourism": Local public authorities in the field of tourism develop and implement regional programs for the development of tourism and address other issues in accordance with the legislation.

It should be noted that Article 50 of the Constitution of the Republic of Uzbekistan obliges citizens to be careful with the natural environment.¹ It follows that not only those responsible for the environment, but also the citizens living in each republic are responsible. In order to further improve the activities of the National Company "Uzbektourism" in 2004, "Uzbektourism" established an extra-budgetary Tourism Development Fund, the source of which is replenished by tourist companies and hotels based on taxes paid to tourists. The Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated October 10, 2012 "On measures to further support and develop the tourism industry in the Republic of Uzbekistan" contributed to the further development of tourism in Uzbekistan. The Resolution "On measures to ensure the accelerated development of the tourism sector of the Republic" identifies new tasks and priorities of state policy in the field of tourism in the medium term. These include: the formation and consistent implementation of an integrated concept of tourism development, which gives tourism the status of a strategic sector, sustainable development of this sector in the economy, making it a powerful tool for structural restructuring and diversification of the economy;²

- Further improvement of the legislative framework in the field of tourism, aimed at creating favorable conditions for its activities;
- elimination of existing barriers and obstacles to the development of tourism, simplification of visa and registration procedures, customs and passport control, optimization of state and market mechanisms, regulation of the tourism industry;
- Implementation of measures to stimulate entrepreneurship and develop competition in the field of tourism, developments in the market of tourist services, improvement of the statistical system of tourism;

¹Constitution of the Republic of Uzbekistan, Part 2, Article 50.

² Decree of the President of the Republic of Uzbekistan "On measures to ensure the accelerated development of tourism" No 4861, Tashkent, December 2, 2016. // www.lex.uz.

– Development and implementation of national and regional programs for the comprehensive development of domestic and foreign tourism, aimed at the development of tourism and the effective use of huge tourism potential.

In accordance with this Decree, the State Committee for Tourism Development of the Republic of Uzbekistan was established on the basis of the liquidated National Company "Uzbektourism". The decree also provides for the following:

– Accelerated development of tourism industry facilities in all regions of the country that meet international standards, needs and requirements of tourists:

– construction and reconstruction of hotels and similar residential buildings, restaurants, transport and cultural and sports facilities, information centers, logistics structures, transport and engineering-communication infrastructure, roadside infrastructure along the main tourist routes, attracting foreign investors for these purposes. wide attraction and so on¹.

In accordance with the Action Strategy for the five priority areas of development of Uzbekistan for 2017-2021, the tourism industry is one of the main directions of economic development and liberalization and performs the following tasks:

- accelerated development of the tourism industry;
- increasing its role and contribution to the economy;
- diversification and quality improvement of tourist services;
- expansion of tourism infrastructure.

In particular, in the field of tourism, from January 1, 2017: Licensing of the right to carry out tourist activities is carried out only by tourism companies-tour operators, travel agencies, excursion organizations, travel agencies that organize tourist activities;² Mandatory condition for licensing after obtaining a license for the right to carry out tourist activities is the presence of attractions, a system to ensure the property, health and safety of tourists; tourist services provided by entities related to tourism activities must be certified, hotels, motels, camps and similar residential buildings, the requirement to obtain a license to carry out activities related to the provision of tourist services has been abolished, in addition, from January 1, 2018 :

¹ T.V. Kim., Present and Future: Prospects for the Development of the Tourism Potential of Uzbekistan, Scientific and Analytical Journal of Science and Practice of the Russian Economic University. G.V. Plekhanov. 2018.No. 3, 104-112 pp.

² Appendix to the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 189 "Regulations on the procedure for licensing of tourism activities". April 6, 2017

mandatory certification for catering and road transport companies specializing in the service of foreign tourists; At the same time, taking into account the new challenges facing the tourism industry of Uzbekistan, in 2017 the Cabinet of Ministers of the Republic of Uzbekistan approved the Resolution "On measures to further support and develop the tourism industry in the Republic of Uzbekistan." a new regulation on the procedure for their use was approved.

The program of specific measures for the implementation of the concept of tourism development of the Republic of Uzbekistan in 2017-2021 provides for the implementation of measures in the following areas;

- improvement of legal regulation in the field of tourism;
- Diversification of tourism products and the creation of new tourist routes, incentives and benefits to attract tourists;
- development of logistics, transport and road infrastructure;
- development and support of housing and other tourist infrastructure, etc. Also, the prospects of active and comprehensive promotion of national tourism products in world markets "On the next measures for the development of tourism in 2018-2019" Resolution No. 3217 of 16 August 2017 was adopted.

In order to improve the regulatory framework in the field of tourism, the Resolution No. 5326 of February 3, 2018 "On measures to further improve the activities of the State Committee of the Republic of Uzbekistan for Tourism Development" was adopted. Also, ensuring the implementation of the Decree of the President of the Republic of Uzbekistan dated February 3, 2018 No PF-5326 "On additional measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan", domestic tourism as one of the most important factors In order to accelerate the development, to provide citizens with the cultural and historical heritage and natural resources of our country¹ Many reforms are being carried out in our country, which determines the opportunities created for domestic tourism and favorable conditions for foreign tourism. In order to increase the efficiency of the State Committee for Tourism Development of the Republic of Uzbekistan, attract foreign investment in tourism, strengthen its role in the development of domestic tourism, on January 5, 2019 approved the "Concept of tourism development in the Republic of Uzbekistan 2019-2025". This concept is important in that it aims to transform tourism into a strategic sector of the national economy and to achieve the goals of tourism through improving the quality of tourist services, improving tourism

¹ Resolution of the President of the Republic of Uzbekistan "On measures to ensure the accelerated development of domestic tourism", Namangan fact, February 19, 2018 №12 (19424).

infrastructure, attracting foreign investment, effective advertising and marketing. On January 5, 2019, the President of the Republic of Uzbekistan adopted Resolution No. PP-4095 "On measures to accelerate the development of the tourism industry." In accordance with this decision, many benefits and opportunities have been provided for tourists to meet the international requirements and standards for the rapid growth in the number and quality of hotels and related infrastructure. By the Decree of the President of the Republic of Uzbekistan dated April 6, 2021 "On measures to further improve the system of public administration in tourism, sports and cultural heritage" PF-6199 in the executive structure of the Cabinet of Ministers the post of Minister of Sports was terminated. The Ministry of Tourism and Sports has been established on the basis of the Ministry of Physical Culture and Sports and the State Committee for Tourism Development.

The decree also defines the main tasks and activities of the Ministry of Tourism and Sports: effective management of tourism facilities on the basis of public-private partnership and the introduction of modern information technologies in this area; formation and implementation of an integrated concept of tourism development aimed at radically increasing the country's tourism potential, pursuing a unified state policy in the field of tourism; implementation of active advertising and information policy aimed at conducting marketing research in foreign and domestic markets of tourism services, wide promotion of historical and cultural heritage, preservation and development of tourism in the country, the entry of national tourism products and brands in international tourism markets;

coordination of the development of national and regional programs for the integrated development of domestic, inbound and outbound tourism, attracting investments in the development of tourism infrastructure in accordance with international standards, as well as loans and grants from international financial institutions and other organizations;

implementation of comprehensive measures to diversify the types of tourism, first of all, pilgrimage tourism, ecotourism, ethnotourism, business tourism, sports, gastronomic, medical, educational and scientific tourism and the development of their infrastructure;

licensing and certification of services in the field of tourism and inspection of compliance of tourism services with the established requirements and standards;

development of standards for the quality and safety of tourism services aimed at ensuring the safety and health of tourists in the organization of tourism services;

development of competition in the market of tourism services, comprehensive promotion of entrepreneurial activity in the field of tourism, active introduction of advanced information and communication technologies in this field;

organization of planning and design work in potential areas for the placement of tourism facilities, the creation of favorable conditions for attracting investors to them;

expansion of international cooperation with leading international and national organizations in the field of tourism and foreign organizations operating in the field of tourism, introduction of international and interstate standards and norms in tourism activities and practices, etc.¹

The above-mentioned opportunities and benefits are yielding effective results. In general, the expected outcome as a result of the creation and effective functioning of the regulatory framework for tourism (ecotourism) is the creation of a stable tourist complex in the international ecotourism market of the Republic of Uzbekistan, which will become a base for regional development.

Conclusions on the first chapter

The following conclusions were drawn from Chapter I of the research:

1. Ecotourism is a certain type of tourism organized in accordance with the principle of gentle attitude to the environment and adherence to the general cultural norms of tourist behavior in the environment.

2. Our scientific analysis shows that the basic principles of ecotourism are as follows;

- should arouse real interest in nature;
- contribute to protection;
- respect and protect local culture;
- Rational use of natural resources should be the main criterion;
- provide benefits and economic assistance to the local population;
- should protect nature.

3. In our opinion, regional ecotourism is a type of tourism that prioritizes the preservation of the natural landscape, recognizes the priority of the interests of the local population in the development of tourism, protects local flora and fauna, and provides economic incentives for local people to protect the environment.

¹ Decree of the President of the Republic of Uzbekistan "On measures to further improve the system of public administration in the field of tourism, sports and cultural heritage" PF-6199, Tashkent, April 6, 2021. // www. // www.lex.uz.

4. Ecotourism is not a new direction in the development of tourism for profit, but a tourist direction that provides environmental sustainability, which is becoming a vital necessity at a time of global climate change in the country.

5. In order to constantly monitor the negative impact of over-industrialization on the environment in the economy, it is necessary to develop ecotourism in the country through environmental certification, scientific and practical research on effective environmental research.

6. The experience of leading countries in ecotourism shows that in the development of ecotourism, protected areas and national parks play an important role in the development of ecotourism through the correct, accurate analysis of its goals and directions.

7. Some protected natural areas of the country are the most organized and suitable places for receiving tourists, because these areas have defined areas and boundaries, areas for tourists, experience of working with visitors, and some - areas, but the infrastructure does not meet the requirements. , in these cases it is necessary to create at least 1 (overnight) infrastructure facilities for eco-tourists. This is important because it costs less.

8. As a result of accession to important international environmental documents, Uzbekistan has made significant progress in fulfilling its obligations. International conservation of biodiversity, protection and use of natural resources play an important role in the development of ecotourism.

9. In general, the growth rate of tourism, which is responsible for nature, today is several times higher than the overall growth trend of tourism in developed ecotourism countries. explains that the direction. The analysis of the evolution of the concept of tourism has led to the formation of models of tourism activities of socio-economic development, the growing demand for recreation under the influence of natural factors, the methodological basis of the study of ecotourism. This suggests the need to gradually transform the mass tourism model into a sustainable tourism model.

CHAPTER II. ECOTOURISTIC POWER OF THE FERGANA VALLEY AND CONDITION OF ITS USE

§ 2.1. The current state of ecotourism potential of the Fergana Valley

The Fergana Valley has a unique tourist potential, in total. There are 3 natural monuments, 13.9% of 7400 universal cultural heritage sites in the country, ie 1025, 371 in Fergana, 282 in Namangan, 422 in Andijan. M.Babur Museum, "Monuments of Akhsikent" of Namangan region. This region is a region with high potential for tourism development, especially ecotourism. As ecotourism is a new concept and a separate area of the tourism industry, the analysis of its status in the region poses some challenges. This, first of all, requires the study of the analysis of the general situation of the region.

As noted by President Sh. Mirziyoyev in the Decree of the Republic of Uzbekistan "On measures to ensure the accelerated development of tourism", «...Accelerated development of tourism industry facilities - hotels and similar accommodation facilities, catering facilities, transport and logistics structures, information centers, cultural and sports facilities in all regions of the country that meet modern world standards, the needs and requirements of tourists, road transport in major tourism areas and accelerated construction and reconstruction of engineering and communication infrastructure, roadside infrastructure, attracting foreign investors for these purposes;¹ This is one of the important issues in the rapid development of the tourism industry in all regions of the country.

It should be noted that scientific research and marketing research on the development of ecotourism in the Fergana Valley is relatively low. Existence of surplus labor force in agriculture is one of the most pressing problems facing the regions of the Fergana Valley. There are a number of problems in the network, such as the fact that enterprises and firms engaged in recreation and tourism do not meet the requirements of world standards of tourist services, lack of qualified personnel in this field, limiting the rest and entertainment of tourists. Andijan, Fergana and Namangan regions are new

¹ Decree of the President of the Republic of Uzbekistan No. PF-4861 on measures to ensure the accelerated development of tourism, Tashkent, December 2, 2016.

areas to be explored as tourist attractions in the service sector.¹ Our research shows that today Namangan and Fergana regions are the leaders in the region both in terms of the number of ecotourism areas and in terms of attracting local ecotourists.

In the current period of rapid economic reforms in the country, the development of tourism plays an important role in the sustainable development of the regions. However, it is expedient to study a number of problems in this direction. In particular, the factors influencing the different development of the regions; while demographic, geographical, natural conditions, production and resource potential are considered, the regional division of labor between regions is one of the important conditions for the effective deployment of productive forces in a market economy. At the same time, the level of economic development of each region varies according to its natural resource potential, historical and demographic characteristics. Therefore, each region specializes in a particular field only on the basis of its own characteristics and exchanges products with other regions on the basis of economic relations. One of the important factors that determine the tourist attractiveness and attractiveness of the region is the diversity of exotic nature of the region, the richness of landscapes, flora and fauna. In terms of regions of the country, it includes the mountains of southern Uzbekistan, the Kyzylkum landscape, the mountainous areas of the Tien Shan and Pamir-Alay, natural reservoirs with rich ornithofauna. Chatkal, Zaamin, Nurata, Gissar, Boday-Tukay nature reserves, Ugam-Chatkal National Park and "Jayron" centers also have great ecotourism potential. , Chodak village of Pop district, Nanay village of Yangikurgan district.

In recent years, large-scale investment projects have been attracted to develop the tourism industry in the region, including the construction of amusement parks in Andijan, the Valley of Legends recreation park in Namangan worth \$ 171 million, the opening of the Angren-Pop railway, Fergana. The opening of electrified railways for high-speed trains in Khiva, Shakhrisabz, Karshi, Bukhara plays an important role in the development of the industry.

Andijan region is located in the eastern part of the Fergana Valley and borders with the Kyrgyz Republic in the north-east and south, Fergana region in the west and Namangan region in the north-west. is distinguished by.²

¹ Yokubjonova H., Analysis of foreign experience in the development of ecotourism; on the example of the Fergana economic region // Regional economy: theory and practice, - M .: 2019. - No. 8 (17) .1593-1606.c.).

² andijan.uz

Information on tourist facilities in Andijan region ¹

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No	Name of districts	Historical	Religious	Agrotourism	Ecotourism	Ethnographi	MICE tourism	Shop tourism	Crafts	Mountain tourism	Gastronomic	A total
1.	Andijan city	4	12	-	-	-	7	-	-	-	3	26
2.	Khanabad city	-	-	-	2	1	1	-	-	-	3	7
3.	Andijan district	5	5	-	-	-	-	-	-	-	1	11
4.	Asaka district	13	6	2	-	-	1	-	-	-	1	21
5.	Balikchi district	6	7	-	-	-	1	-	-	-	-	14
6.	Boston district	4	-	-	-	-	-	-	-	-	-	4
7.	Buloqboshi district	30	4	1	1	-	2	-	-	-	1	39
8.	Izboskan district	21	6	1	-	-	1	-	-	-	-	29
9.	Jalal Kuduk district	23	5	-	-	-	1	-	-	-	-	29
10.	Marhamat district	43	16	-	1	1	1	-	-	-	-	62
11.	Altynkul district	5	1	1	-	-	1	-	-	-	-	8
12.	Pakhtaobod district	8	4	-	-	-	1	-	-	-	-	13
13.	Kurgantepa district	35	3	-	-	-	-	-	-	-	1	39
14.	Shahrihan district	14	6	-	1	-	-	-	-	-	-	21
15.	Ulugnor district	-	4	-	-	-	1	-	-	-	-	5
16.	Khojaabad district	10	4	1	2	-	1	-	-	-	1	19
	total	221	83	6	7	2	19	-	-	-	11	349

Based on the data in Table 2.1, the following areas are classified as ecotourism is currently developed and has the potential to develop new types. In particular, the most promising areas for ecotourism in the region are Khanabad, Bulakbashi, Marhamat, Shahrikhan and Khojaabad districts.

Khanabad is the second city of Andijan region. Today, Khanabad attracts many tourists to the region. The large reservoir in the area, the proximity of forestry are important ecological natural resources in the transformation of the city into a unique ecotourism area.

Bulakbashi district is located in the south of the region. Since the territory of the district consists of mountains and foothills, the opportunities for the development of ecotourism are high. The Southern Fergana Canal, Aravonsay, flows through the district. There are a total of 39 tourist facilities in the district, which has the potential to develop MICE tourism in the district. In particular, in the direction of ecotourism and agrotourism, there is a waterfall in the center of the ecotourism zone of 1.2 hectares, serving

¹ Prepared by the author on the basis of personal observations of the author and the data of the Andijan Regional Department of Tourism Development.

many local and foreign tourists, as well as 3 hectares of eco-agritourism zone with intensive cultivation of 5 tons of grapes per year.

Marhamat district is - located in the southern part of the region. Marhamat district is bordered on the north by Asaka, Khojaabad, Bulakbashi districts, on the east and south by Aravan district of Osh oblast of the Kyrgyz Republic, on the west by Kuva district of Fergana oblast. The mountains at the foot of the Alay ridge, Ulug-Tog (1.5 thousand meters high), Tuyamoyin hills (920 m) together form the Oyim-Marhamat-Khojaabad basin.¹ Karkidon, South Fergana canals pass through the district. The district is the region with the highest tourist potential. There are 62 tourist facilities in the district, which is a region with high potential for the development of ecotourism in eco-ethnographic directions.

Shahrihan district borders on Boz in the west, Balikchi, Altynkul in the north, Asaka in the east, Kuva districts of Fergana region in the south. The territory of the district is located in the vast expanse of Shahrikhansay, on the plain between the hills of Kuva-Andijan and Karadarya. There are 21 tourist facilities in the district, in particular, in the direction of ecotourism, more than 60 decorative birds, artificial pools have been built in the area of 0.20 hectares. It is an area where there is an opportunity for sustainable development of new areas of ecotourism.

Khojaabad district - there are 19 tourist facilities in the district, in particular, in the field of ecotourism, eco-agritourism, in the area of 10 hectares there are recreation areas for tourists, mountain tourism, study of medicinal springs, in particular, areas for fishing. In the area of 5 hectares, 15 tons of fish of 5 different species are grown annually, and intensive fish farming is established. It is a region with great potential for the development of ecotourism.

The table shows that due to the large number of ecotourism areas in the region, there is an opportunity for sustainable development of ecotourism in the region.

Fergana is a relatively large industrial center of Uzbekistan, the second largest in terms of production after Tashkent. The city is a leading region in terms of tourist potential in the region. There are a total of 10 tourist facilities, and the potential and opportunities for the development of ecotourism are high. In particular, there are 4 ecotourism resorts in the city. Given the high tourist potential of cities and districts around Fergana, there is an opportunity to establish ecotourism clusters (in Fergana district, Quvasoy, Margilan, Altiyarik districts).

¹andijan.uz

Information on tourist facilities in Fergana region ¹

№	Name of districts	Historical	Religious	Agrotourism	Ecotourism	Ekstrenal	Recreation	Shop tourism	Craft tourism	Mountain tourism	Gastronomic	total
1.	Fergana city	2	-	-	4	-	-	2	1	-	1	10
2.	Margilan city	3	1	-	-	-	-	2	4	-	1	11
3.	Kokand city	4	1	-	-	-	-	2	3	-	1	11
4.	Yozyavon district	-	1	1	2	-	1	-	-	-	-	5
5.	Rishtan district	1	1	1	1	-	1	1	5	-	1	12
6.	Quvasoy district	-	-	1	2	-	2	2	-	-	-	4
7.	Uchkuprik district	1	-	-	1	-	2	-	-	-	-	4
8.	Fergana district	-	2	1	-	-	4	-	-	1	-	8
9.	Quva district	1	-	1	1	-	-	-	-	-	-	3
10.	Altiariq district	-	-	1	3	-	3	-	1	-	-	8
11.	Buvayda district	-	1	-	1	-	1	-	-	-	-	3
12.	Besharik district	-	-	-	1	-	2	-	-	-	-	3
13.	Furqat district	-	-	-	-	-	-	-	-	-	-	-
14.	Toshloq district	-	-	1	-	-	-	-	-	-	-	1
15.	Baghdad district	-	-	-	-	-	-	-	-	-	-	-
16.	District of Uzbekistan	-	-	-	1	-	-	-	-	-	-	1
17.	Sokh district	-	-	-	-	-	-	-	-	-	-	-
18.	Qoshtepa district	-	-	-	-	-	-	1	-	-	-	1
19.	Dangara district	-	-	-	-	1	-	-	-	-	-	1
Total		12	7	6	16	1	15	8	14	1	4	84

The city of Quvasoy - in the area (a tributary of the Syrdarya), along with canals, including Quvasoy. There are 5 tourist facilities in the region with favorable natural conditions, there is an opportunity to accelerate the development of eco-agrotourism and recreational areas of ecotourism, effectively using the gardens of the region, which specialize in the cultivation of fruits and vegetables (cherries, apricots, peaches, plums, dates, etc.).

Altiarik district is one of the districts of the region with high tourist potential. There are 8 tourist facilities in the district, which is a potential area for recreational ecotourism. Also, the sustainability of grape growing activities in the direction of eco-agrotourism means that the ecotourism potential is high. The healing mineral water in Kyzyltepa village of the district is a unique natural area.

Kuva district is a district adjacent to the regional center Fergana, which has an advantage over other districts in terms of the availability of tourist facilities. There are 2 large types of fruit and vegetable processing

¹ Prepared by the author on the basis of personal observations of the author and the data of the Fergana Regional Department of Tourism Development.

and drying enterprises in this district, which specializes in fruit and vegetable growing. It is an area with potential for the development of eco-agritourism. available. Currently, more than 150 farms in the district specialize in pomegranate cultivation.

Uchkuprik district is one of the regional centers, which is adjacent to the city of Kokand. The district specializes mainly in agriculture. There is an opportunity to build tourist eco-recreational clusters in Kokand, which is adjacent to the district, Rishtan district, where pottery is developed, eco-recreational district Buvayda district.

Namangan region is located in the northern part of the Fergana Valley, at an altitude of 476 meters above sea level. Namangan region is known in the country as a center of handicrafts, jewelry and embroidery. Horticulture is also well developed. In particular, it has a high potential in terms of ecotourism potential. In recent years, significant work has been done in the region in the development of the tourism industry. The total number of ecotourism areas in the region is 43, and in all of these areas the infrastructure does not meet the requirements, but the neighboring regions serve eco-tourists from Andijan and Fergana regions.

Table 2.1.3

Information on tourist facilities in Namangan region ¹

No	Name of districts	Historical	Religious	Agrotourism	Ecotourism	Extremal	Recreation	Shop tourism	Nozotourism	Mountain tourism	Rafting	total
1.	Namangan city	8	6	-	-	-	6	3	4	-	3	30
2.	Kosonsay district	3	4	2	5	-	4	2	4	10	4	38
3.	Mingbulok district	1	6	2	3	1	-	-	2	-	1	16
4.	Namangan district	1	2	1	-	-	-	-	-	-	1	5
5.	Narin district	1	4	1	1	8	1	-	-	-	1	10
6.	Pap district	1	6	2	6	1	25	8	2	20	5	83
7.	Turakurgon district	8	4	5	1	-	2	2	1	-	1	25
8.	Uychi district	2	6	-	1	1	1	-	-	-	1	11
9.	Uchkurgon district	2	4	2	2	5	2	-	1	-	2	16
10.	Chartak district	4	5	1	8	1	10	4	5	-	1	40
11.	Chust district	4	6	5	5	4	15	10	1	15	5	70
12.	Yangukurgon district	1	2	3	11	5	25	5	2	15	4	73
	total	36	55	24	43	26	91	34	22	60	29	420

¹B.K.Kamolov, Territorial, periodicity and complexity of ecotourism in Namangan region, 11.00.05 Thesis for the protection of the environment and rational use of natural resources, the degree of philosophy in geography (PhD) 2018. Page 42.

According to the table, Yangikurgan district has the highest ecotourism potential in the region, followed by Chartak, Pop, Kosonsoy and Chust districts. Currently, ecotourism facilities of the region provide a satisfactory service to tourists in the valley in the form of domestic tourism during the summer months. Ecotourism is developing rapidly every year, especially in areas of the region with high ecotourism potential.

Namangan is the regional center and the leading industrial center of the region. The regional center is also famous for the traditional flower festival in the country. Over the past three years, this holiday has also attracted many foreign tourists to the region. The Babur Culture and Recreation Park in the city center will become a short-term eco-zone for 7 days.

Yangikurgan district is located in the north of the region, the most remote village of Nanay is located 80 km from the regional center. The mountainous climate in the northern part of the district, located in the Podshootasay valley, attracts many local tourists. The table shows that this area has a high ecotourism potential compared to other districts in the region. In particular, it is worth mentioning the resorts in the Nanay, Mamay and Podshoota river basins. As they are 1 hectare and more, they are large recreation areas.

Chartak district is a region 12 km east of the regional center, where the Chartaksay, Katta Namangan and Northern Fergana canals flow. Therefore, there are many recreation and balneological facilities in the district. Specific tourist attractions in the district are Chartak (founded in 1954), Gulshan (1970) recreation and medical facilities. Healing mineral water and mud from the depths of the earth have healing properties. Locals also have the potential to serve tourists around recreation and treatment facilities. There are 40 tourist facilities in the district, in particular, the number of ecotourism facilities is 8.

Pop district is 40% of the province's territory. Nearly 70 percent of the district's territory consists of the Qurama mountain range, intermountain valleys, and foothills. The natural conditions of this district allow the separation of various ecotourism sites. The 121.3 km Angren-Pop electrified high-speed train connecting Tashkent and the Fergana Valley, which began operating in the region in 2016, and the 19.1 km mountain tunnel are a major tourist resource in the region. It has its own recreational, extreme and ecotourism facilities in the 50-kilometer-long Ahangaron River and about 20 tributaries that flow into it.

Kosonsoy district is located in the northern part of the region in the Kosonsoy valley. Since the district consists of mountainous and foothill

areas, there are a number of opportunities for the implementation of tourist tours. In the future, there is an opportunity to create tourist attractions in the territory of Kosonsoy, to develop promising forms of tourism in the ecological direction in the healing mineral springs, cultural and recreational parks, recreation, camps. Today, the number of such tourist sites is 38, in particular, ecotourism facilities - 5. Among them, the Kosonsoy treatment and recreation center is of special importance.

Chust district, located 42 km west of the regional center, has a long history of historical and religious tourism. The only healing spring in the Bibiona region is an ecotourism area where there is a natural demand.

The main influx of tourists visiting the district is from Namangan and neighboring Andijan and Fergana regions. During the trip, ecotourists will be able to collect medicinal herbs from the region, see the flora and fauna, and take part in cultural activities. The complex of culture and recreation park named after Mavlono Lutfilllo in the district attracts tourists from all over the country. Chust district has a total of 70 tourist facilities, 5 of which are ecotourism.

In our opinion, in the development of the socio-economic prospects of this district, which is an administrative unit, it is necessary to form a number of types of ecotourism.

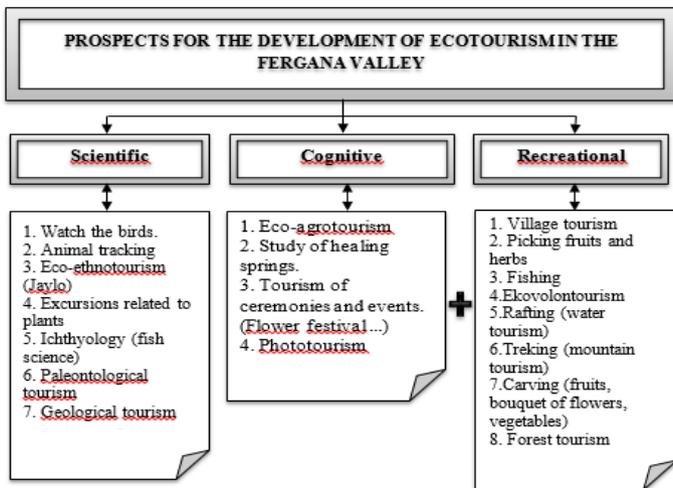


Figure 2.1.1. Classification of promising areas of ecotourism development in the Fergana Valley ¹

¹ Developed by the author.

Concluding from the above, in terms of future specialization in ecotourism in the Fergana Valley, we propose to group the regions according to Figure 2.1.1 as follows;

The climate and socio-economic situation of the Fergana Valley allow for the development of each of these areas of ecotourism, which in turn contributes to the development of each of these areas. But when we look at the types of ecotourism, we can see that the cognitive and recreational types are often combined. For example, it can be grouped as follows, taking into account its advantages in terms of regions; (Figure 2.1.2) Exploring the possibilities of Kuva, Oltiariq district, Buvayda districts of Fergana region, ecologically pure fruits and vegetables festival, forest walks in Andijan region, fishing, trips to reservoirs, ecologically pure air walks in Namangan region, study of healing springs such as sustainable development of ecotourism destinations.

Fergana region:	Andijan region:	Namangan region;
<ul style="list-style-type: none"> • ecologically pure fruits and vegetables; • phototourism, combined tourism • (Kuva, Oltiariq district, Buvayda) 	<ul style="list-style-type: none"> • walk in the forests • travel on reservoirs • (Khanabad city) • Fishing • (Ulugnor district) 	<ul style="list-style-type: none"> • ravel in ecologically clean air; • (Yangikurgan, Pop district) • treatment in mineral springs • (Chartak, Kosonsoy district)

Figure 2.1.2. Ecotourism potential of the Fergana Valley ¹

Thus, the tourist opportunities and ecotourism facilities available in the Fergana Valley are summarized in the tables above, but at present they do not fully serve the tourism sector. Exploring their tourism potential and identifying promising destinations across each district is one of the most pressing issues of the day.

¹Developed by the author..

§ 2.2. Assessment of the ecotourism potential of the Fergana Valley by the method of ecotourism opportunities (EOS)

During 2010-2017, the volume of exports of tourism services in the country doubled and in 2017 amounted to 546.9 million US dollars, and in 2018 - 1 041 million US dollars. Until 2016, the growth rate of the number of foreign visitors averaged 8% per year, in 2017 - 7% and exceeded 2.69 million. According to the results of 2018, 5.3 million foreign tourists visited Uzbekistan¹ 43,145 of them belong to the Fergana Valley. Due to the fact that the statistics of the industry has been officially maintained since 2016, the data on the number of local and foreign tourists visiting the Fergana Valley are given in Table 2.2.1. (4 years)

Table 2.2.1

Growth trends in the total number of tourists in the Fergana Valley ²

№	Provinces	Total number of tourists							
		2016		2017		2018		2019	
		local	foreign	local	foreign	local	foreign	local	foreign
1.	Andijon	490 800	8145	540 332	9576	615 800	10 676	624 600	11 939
2.	Fergana	511 456	18 310	615 000	22807	701 800	23 564	556 400	24 404
3.	Namangan	410 135	7 530	512 700	8 115	544 900	8 905	717 900	11 966

The table shows that the number of local tourists in the region increased by 18.1% in 2017 compared to 2016, the number of local tourists increased by 11.6% in 2018 compared to 2017, and increased by 1.9% in 2019 compared to 2018, but decreased compared to 2018. observed. The number of foreign tourists increased by 19.1% in 2017 compared to 2016, by 6.5% in 2018 compared to 2017, and by 11.9% in 2019 compared to 2018.

¹ Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No 5611 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan."

² Based on data from the State Statistics Committee of the Republic of Uzbekistan.

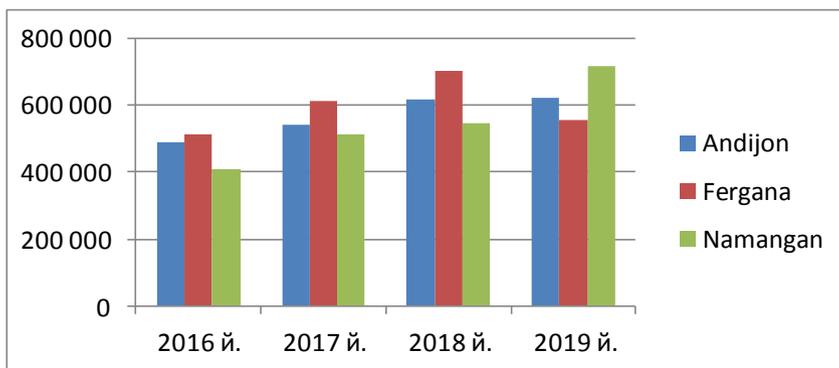


Diagram 2.2.1. Local tourists of the Fergana Valley growth trends ¹

At the end of 2019, 1 million 898 thousand local and about 48 309 foreign tourists visited the Fergana Valley. The majority of tourists are from Asia (74% - China, Turkey, India, Afghanistan, Japan, South Korea), 12% from CIS countries, 11% from Europe (Germany, Italy, UK, France) and 3% from other countries. There is almost no significant difference in the growth trends of foreign tourists, such as the number of local tourists in the region.

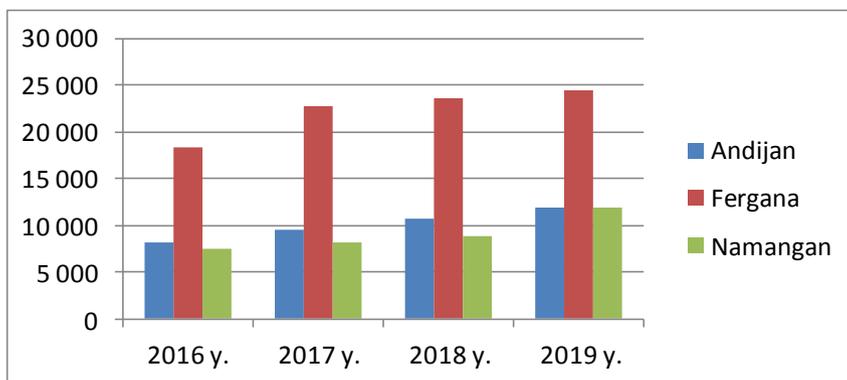


Diagram 2.2.2. Foreign tourists of the Fergana Valley growth trends ²

¹ Based on data from the State Statistics Committee of the Republic of Uzbekistan..

² Based on data from the State Statistics Committee of the Republic of Uzbekistan..

Demand for passengers from Russia to Namangan and Fergana has doubled, and the average cost of a two-way flight was 12,000 rubles (1,845,000 soums), which is 10% cheaper than in 2018, which is much higher than in other destinations - Europe or Georgia. is economical.¹

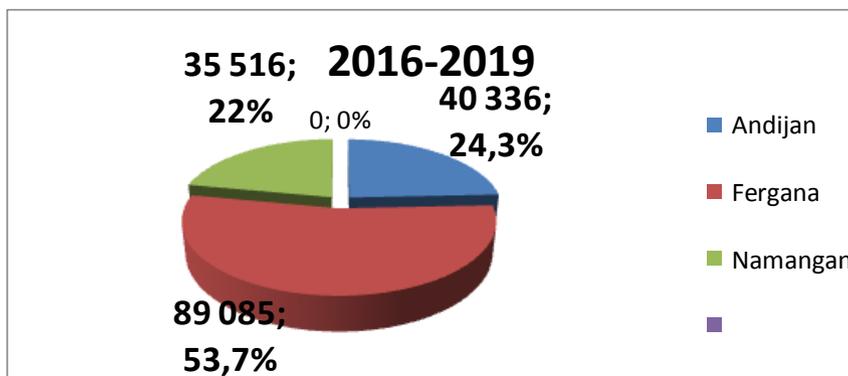


Figure 2.2.1. Regions of foreign tourists in the Fergana Valley share of ²

According to Figure 2.2.1, the Fergana Valley was dominated by the Fergana region (89,085 people) in terms of the number of foreign tourists in 2016-2019. Of the three provinces in the valley, Namangan (36,516) has the lowest. Significant growth trends have been observed in the last 3 years, including the analysis of the volume of tourist services in the GDP of the region;

Table 2.2.2

Development of tourism services in Andijan region ³

Province	2016 year		2017 year		2018 year		2019 year	
	mln. sum	%	mln. sum	%	mln. sum	%	mln. sum	%
Total tourism service	2783,9	0	2971,4	217,0	3255,4	99,0	1292,6	33,9
The share of tourism in GDP	255,5	2,3	390,9	2,7	732,3	2,7	-	-
GRP	11108,7		14477,8		27122,2		32 897,20	

¹<https://uzbektourism.uz/cyrl/newnews/view?id=953>

² Based on data from the State Statistics Committee of the Republic of Uzbekistan..

³ Source above..

According to Table 2.2.2, the share of total tourism services in GRP in 2017 amounted to 2.7%, in 2018 compared to 2017, the share of GRP increased by 341.4 million soums.

Table 2.2.3

Development of tourism services in Fergana region ¹

Province	2016 year		2017 year		2018 year		2019 year	
	mln. sum	%	mln. sum	%	mln. sum	%	mln. sum	%
Total tourism service	465,7	0	580,0	114,3	3290,0	122,0	5720,0	107,2
The share of tourism in GDP	484,1	2,8	595,1	3,0	825,0	3,1	-	-
GRP	17289,3		19836,7		26612,9		32 943,30	

According to Table 2.2.3, the share of total tourism services in the region in GRP in 2016 amounted to 484.1 million soums, or 2.8%. In 2017, compared to 2016, GRP amounted to 595.1 million soums, an increase of 0.2%. In 2018, compared to 2017, GRP increased by 0.1%.

Table 2.2.4

Development of tourism services in Namangan region ²

Province	2016 year		2017 year		2018 year		2019 year	
	mln. sum	%	mln. sum	%	mln. sum	%	mln. sum	%
Total tourism service	171,2	0	264,8	85,1	311,3	237,9	1266,9	189,5
The share of tourism in GDP	186,2	2,1	263,8	2,5	453,5	2,5	-	-
GRP	8866,7		10552		18140		23 239,00	

¹ Source above.

² Based on the data of the annual statistical package of the State Committee of the Republic of Uzbekistan for Tourism Development.

According to Table 2.2.4, in Namangan region in 2017 compared to 2016 increased by 85.1%, the share of GRP in 2016 amounted to 2.1%, this figure is expected to increase by 0.4% in 2017, in 2018 Compared to 2017, it increased by 189.7%, its share in GRP was 2.5%.

Table 2.2.5

The volume of tourist services in the Fergana Valley is mln. sum¹

	The volume of tourist services in the Fergana Valley, mln. sum	Andijon	Namangan	Fergana
2016	3420,8	2783,9	171,2	465,7
2017	3816,2	2971,4	264,8	580,0
2018	6856,7	3255,4	311,3	3290,0
2019	8279,5	1292,6	1266,9	5720,0

According to Table 2.2.5, the total volume of tourist services in the region amounted to 3816.2 million in 2017, an increase of 79.7% in 2018 and 20.8% in 2019.

In the process of research, it is important to determine the state of interconnection of tourism services between the Fergana Valley and its affiliated regions. Because in this way it is possible to determine the level of influence of the regions on the regional tourism sector and develop proposals to increase efficiency.

The correlation between the tourism services of the Fergana Valley and its related regions is as follows:

¹ Researcher account

Table 2.2.6

A correlation matrix representing the link between the tourism services of the Fergana Valley and its territories ¹

	Fergana Valley	Andijon	Namangan	Fergana
Fergana Valley	1			
Andijon	-0,649289997	1		
Namangan	0,771995756	-0,984669989	1	
Fergana	0,984754307	-0,771687985	0,870794225	1

The analysis of the data in Table 2.2.6 shows that Andijan - $0.2 < r_{xy} < 0.4$, ie below average; Namangan $-0.6 < r_{xy} < 0.8$, ie above average;

Fergana $-0.8 < r_{xy} < 0.99$ is very strong.

X1; X2; X3 Xn determination coefficient $R^2=(r_{xy})^2$;

$r_{xy}=0,9R^2=(0,9)^2=0$, The variable y $x=81\%$ affects.

According to Table 2.2.6, the connection between the Fergana Valley and Namangan region is above average, and the connection with Fergana region is very high and there is no connection with Andijan region, but it is possible to reflect the number of ecotourists in the region, its share in the volume of tourist services. not. Therefore, when first analyzing the ecotourism potential, it is important to pay attention to the following aspects of the ecotourism resources of the selected research area: opportunity and many other features are important aspects of its development of ecotourism. The research area is very rich in terms of biodiversity. The area also has great potential for ecotourism with its resources, including endemic plants, perennial monumental trees and archeologically protected natural areas. Therefore, the purpose of this paragraph in the research work is to identify the most suitable places and directions that can serve to organize ecotourism activities in the Fergana Valley. In this regard, the method of determining the level of potential of ecotourism opportunities was used. The study area is located in the eastern part of Uzbekistan, the Fergana Valley is more densely populated than other regions (Figure 2.2.2).

¹ Based on the data of the State Statistics Committee of the Republic of Uzbekistan, developed by the author in Microsoft Excel.

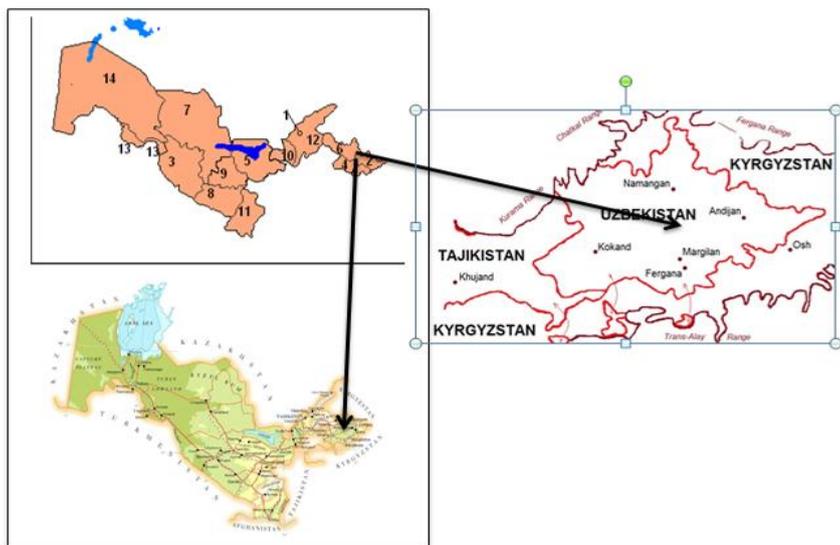


Figure 2.2.2. The area where the research object is located

According to Figure 2.2.2, the area is about 22,000 km². It is almost surrounded by mountain ranges: in the north-west - Qurama and Chatkal, in the north-east - Fergana, in the south - Turkestan and Alay. Only on the west side, the Kayrakkum Reservoir currently occupies a small area. The largest river, the Syrdarya, formed as a result of the confluence of the Naryn and Karadarya rivers, flows through this region. The above descriptions are part of the general ecotourism characteristics of the area and may not be a solution for identification in each district section. This situation necessitates the assessment of uncertainties in terms of such ecotourism potential in the region according to certain criteria.

To this end, the Ecotourism Opportunity Spectrum (EIS) method was used to assess the ecotourism potential of the identified areas identified during the study. As the field of study covers relatively new areas of ecotourism, the criteria used in the EIS method have been changed accordingly. Hvenegaard, G.T.(1994)¹, Butler, R. W., Boyd, S. W., (1996)²,

¹ Hvenegaard, G. T. (1994): Ecotourism: a status report and conceptual framework. – Journal of Tourism Studies 5(2): 24-35.

² Boyd, S. W., Butler, R. W. (1996): Managing ecotourism: an opportunity spectrum approach. – Tourism Management 17(8): 557-566.

Fennell,D., Weaver,D.(2005)¹, Lin,Y.C., Tsaur,S.H., (2006)² and based on the research of others. Also, Bender, M. Y. (2008)³,Mariapan, M.,Aziz, A., Barzekar, G., (2011)⁴, Yılmaz, O., Mansuroglu,S.(2013)⁵., Ashok, S., Tewari, H. R.,(2017)⁶., Dhami, I., Deng, J.,(2017)⁷, Nino,K., Mamo,Y.,(2017)⁸ Researchers such as These criteria are subdivided into sub-criteria to suggest relative values that determine the level of available capacity to identify ecotourism areas (Table 2.2.7). In international experience, researchers studying the ecotourism potential of the regions have set relative values in the range of 1-3, 1-5, -3- + 3, 1-10, 1-100 with respect to the lower criteria. Giles-Corti, B.,Broomhall, M.H.,(2005)⁹ notes that if the criteria being analyzed are similar in content, the relative values may be correspondingly smaller. In addition, the literature used as information for the study and the opinions of experts and scholars on the subject were taken into account. As a result, each sub-criterion was given relative values ranging from 1 to 4, depending on their suitability for determining ecotourism destinations. High values between 1-4 indicate the potential for ecotourism to be the focus and high sustainability of naturalness. At low values, the situation is the opposite (4 - very important, 3 - important, 2 - insignificant, 1 - very insignificant).

¹Fennell, D., Weaver, D. (2005): The ecotourism concept and tourism-conservation symbiosis. – *Journal of Sustainable Tourism* 13(4): 373-390.

² Tsaur, S. H., Lin, Y. C., Lin, J. H. (2006): Evaluating ecotourism sustainability from the integrated perspective of the resource, community and tourism. – *Tourism Management* 27(4): 640-653.

³ Bender, M. Y. (2008): Development of criteria and indicators for evaluating forest-based ecotourism destinations: A Delphi study. – M. S. Thesis, West Virginia University.

⁴ Barzekar, G., Aziz, A., Mariapan, M., Ismail, M. H. (2011): Delphi technique for generating criteria and indicators in monitoring ecotourism sustainability in Northern forests of Iran: Case study on Dohezar and Sehezar Watersheds. – *Folia Forestalia Polonica, Series A* 53(2): 130-141.

⁵ Yılmaz, O., Mansuroglu, S., Yılmaz, R. (2013): SWOT Analysis of Ecotourism as a Tool for Sustainable Development: A Case Research in North-west Black Sea Coastal Zone of Turkey. – *Journal of Environmental Protection and Ecology* 14(2): 786.

⁶ Ashok, S., Tewari, H. R., Behera, M. D., Majumdar, A. (2017): Development of ecotourism sustainability assessment framework employing Delphi, C&I and participatory methods: A case study of KBR, West Sikkim, India. – *Tourism Management Perspectives* 21: 24-41.

⁷ Dhami, I., Deng, J., Strager, M., Conley, J. (2017): Suitability-sensitivity analysis of nature-based tourism using geographic information systems and analytic hierarchy process. – *Journal of Ecotourism* 16(1): 41-68.

⁸ Nino, K., Mamo, Y., Mengesha, G., Kibret, K. S. (2017): GIS based ecotourism potential assessment in Munessa Shashemene Concession Forest and its surrounding area, Ethiopia. – *Applied Geography* 82: 48-58.

⁹ Giles-Corti, B., Broomhall, M. H., Knuiaman, M., Collins, C., Douglas, K., Ng, K., Lange, A., Donovan, R. J. (2005): Increasing walking: How important is distance to, attractiveness and size of public open space? – *American Journal of Preventive Medicine* 28: 169-176. DOI: <http://dx.doi.org/10.1016/j.amepre.2004.10.018>.

To determine the potential of ecotourism, 3 relatively potential areas from Fergana, Andijan and Namangan regions were selected as research areas with 9 regions. The most important step taken in this study was the 192 total identified in the region is to find solutions to the problems faced in the development of ecotourism in ecotourism areas. Having great tourist resources alone is not enough to attract tourists to the destination area sustainably and sustainably.¹ The following issues were identified during the area survey;

- Lack of ecotourism infrastructure in the regions;
- Few hotels to accommodate tourist groups at the level of modern convenience;
- Insufficient investment for the construction and reconstruction of tourist accommodation;
- low level of tourist services, the difference between the quality of tourist services and their prices;
- high prices for hotels, catering, transport and other services offered to tourists in ecotourism areas in city centers;
- Lack of high-level organization of transport;
- Absence of non-commercial advertising;
- The disappearance of traditional settlements in the regions and, as a result, the traditional way of life of indigenous peoples, the modernization of their crafts;
- the remoteness of many unique natural areas from major centers and airports, the complexity of transporting tourists to the area, poor roads, seasonal difficulties during travel;
- winter cold climate and limited tourist season. In many areas, the active tourist season is only 3 months a year.
- In a number of ecotourism areas there are no vehicles, communication facilities, the necessary tourist equipment and facilities, and even rent is not organized.
- In some districts the engineering infrastructure (electricity, water supply, transport, bridges, sewage treatment plants, etc.) is not in demand;
- lack of tourist buses;
- Lack of a regulatory framework for the development of ecotourism in the areas aimed at the development of ecotourism;

¹B Navruzodova and N.Ibragimov. The measures for improving virtual activity of incoming urban tourism in Uzbekistan. In: World Journal of tourism small business management. Volume 1. Issue 3. 2007. World Research Organization. Isis Press. Cape Town. South Africa. 43-49 pp.

- Insufficient experience and knowledge of the local population in the areas necessary for the successful organization of ecotourism and its small scale;

- Lack of professional guides for ecotourism tours;
- marketing problems are a serious obstacle to the development of e-tourism in Uzbekistan.

- To date, the international community does not have enough information about the ecotourism resorts of the republic, their importance and opportunities to visit.

- incomplete identification of objects for the development of ecotourism;

- negligence of territorial officials, registered as objects;

The results of the study provide a basis for conducting environmental policy in the region, while providing sustainable business opportunities in ecotourism in the study area. The aim of this study is to determine the ecotourism potential of the region. The specific features of the area were studied using the criteria set out in Table 2.2. Depending on the characteristics of the designated area, some additional parts in the criteria have been changed and improved. Using the EIS method to study the potential of ecotourism in the study area, the data were evaluated and analyzed in terms of possibilities for use in ecotourism by focusing on 7 (seven) components. The main criteria are the attractions, infrastructure, accessibility, skill level and knowledge, social relations, management relations. The importance of each of these factors depends on the local conditions of the ecotourism region and territory, ie the socio-economic status of the proposed area. the level of development is directly related.

Assessing the potential of ecotourism using the EOS method

In order to create a map of the eco-regions identified in this study on the basis of EOS tables on 7 criteria. (See Figure 2.2) Scores with very high = 4, high = 3, low = 2, very low = 1 were given for the selected primary and minor structural criteria. It was then calculated as a small sum of all EOS scores and classified in tabular form. (See Table 2.2.7)

Places below 80 points were classified as weak centers of ecotourism. Areas with scores of 80-100 were to be classified as medium centers of ecotourism potential, and areas with scores above 100 were to be classified as high centers of ecotourism potential, but even the most selected potential regions in the region failed to score high.

The results of the study below show that even the most potential regions do not meet the high criteria set by the EOS method. Accordingly, all 9 ecotourism facilities were included in the ranking for each score obtained.

Results of the assessment of ecotourism potential of the regions by EOS method ¹

MAIN CRITERIA	LOW MEASURES	Fergana sh.	Quvasoy su.	Altiariq	Khanabad	Buloqboishi district	Khojaabadr.	Yangiqo' r. BTT.	Chartak t.	Pop d.
		Fergana			Andijon			Namangan		
Options for use	Condition of the main access road to the area (Ease of maintenance)	4	4	4	4	4	4	4	4	4
	Access to transport	4	4	4	4	4	4	4	4	4
Interaction	Organizational ability	4	4	2	3	1	1	1	1	1
	Opportunities for local people to participate in cultural life	4	4	3	4	3	3	3	3	2
	The role and importance of tourism in the region	3	3	2	3	2	2	2	2	2
	Level of knowledge about ecotourism,	3	3	3	3	2	2	2	2	2

¹ Formed on the basis of the author's scientific research.

MAIN CRITERIA	LOW MEASURES	Fergana sh.	Quvasoy sm.	Altiriq	Khanabad	Buloqboishi district	Khojaabad r.	Yangiqo' r. BTT.	Chartak t.	Pop d.
		Fergana			Andijon			Namangan		
MAIN CRITERIA	attitude to the essence of ecotourism activities and behavior									
	Opportunity to have traditional experience in ecotourism activities	2	2	2	2	2	2	2	2	2
	Weather conditions (only in certain seasons)	3	3	3	3	3	3	3	3	3
Attraction	Natural landscape in an ecotourism area	4	4	4	4	4	4	4	4	4
	Opportunities of wildlife (Zoo, forest area)	4	2	2	4	2	2	2	2	4
	Natural landscape around the ecotourism area	4	4	4	4	4	4	4	4	4
	Historical and	2	1	1	1	4	3	1	2	1

MAIN CRITERIA	LOW MEASURES	Fergana sh.	Quvasoy suu.	Altıariq	Khanabad	Buloqboishi district	Khojaabad r.	Yangiqo' r. BTT.	Chartak t.	Pop d.
		Fergana			Andijon			Namangan		
	cultural significance (historical objects)									
Infrastructure	Accommodation for ecotourists	4	4	3	4	3	3	3	3	3
	Availability of human resources (local population)	4	4	4	4	4	4	4	4	4
	Establishment of ecotourism rescue service	1	1	1	1	1	1	1	1	1
	Health facility	3	3	3	3	3	3	3	3	3
	Existing recreational activities (festivals)	3	3	2	3	2	2	2	2	2
	Availability of demand level kitchen	4	4	3	4	3	3	3	3	3
	(sewage, electricity, drinking water)	4	4	2	4	2	2	2	2	2
	Quality level of the	4	4	3	4	3	3	3	3	3

MAIN CRITERIA	LOW MEASURES	Fergana sh.	Quvasoy suu.	Altariq	Khanabad	Buloqoboshi district	Khojaabad r.	Yangiqo' r. BGT.	Chartak t.	Pop d.	
		Fergana			Andijon			Namangan			
		established species									
Skill level	Level of knowledge of foreign languages of the local population (Russian, English, etc.)	4	3	2	3	2	2	2	2	2	
	Availability of specially prepared ecotourism guides	1	1	1	1	1	1	2	2	2	
	Information centers on ecotourism facilities	1	1	1	1	1	1	1	1	1	
Mutual social relations	Frequency of interaction with tourists	4	4	2	4	2	2	2	2	2	
	Attitudes of tourists towards the local population	3	3	3	3	3	3	3	3	3	
	The attitude of the	3	3	3	3	3	3	3	3	3	

MAIN CRITERIA	LOW MEASURES	Fergana sh.	Quvasoy suu.	Altiriq	Khanabad	Buloqoboshi district	Khojaabadr.	Yangiqo' r. BGT.	Chartak t.	Pop d.
		Fergana			Andijon			Namangan		
	local population to tourists									
	Level of interaction between locals and ecotourists	2	2	2	2	2	2	2	2	2
Management activities	The link between ecotourism and natural resource conservation	4	3	2	3	2	2	2	2	2
	Behavior of conservation communities	3	3	3	3	3	3	3	3	3
	Benefits of the region from the protection of natural resources	3	2	2	2	2	2	2	2	2
	A total	96	90	76	91	77	77	75	76	76

Ecotourism potentials of regions ¹

	Name of tourist areas	EIS points	Occupied position
11	Fergana city	96	1
22	Quvasoy city	90	2
33	Kizil Tapa village of Altiyarik district	76	4
44	Khanabad city	91	3
55	Shirmonbulak village of Bulak Bashi district	77	6
66	Tosh ota village of Khojaabad district	77	5
77	Nanay village of Yangikurgan district	75	5
88	Bogistan village of Chartak district	76	5
99	Chodak village of Pop district	76	6

Table 2.2.9

EOS scoring points ²

№	TERRITORY OF THE TERRITORY	EOS POINTS	TERRITORIES OF ECOTURISM
11	High I-degree	More than 100	In order to bring the potential of the regions to the high point of the EIS in the region, it is necessary to overcome the identified problems.
22	Average II - degree	80-100	Fergana, Quvasoy, Khanabad cities
33	Relatively low potential	80 and less	Kiziltepa, Tosh ota, Nanay, Bogistan, Shirmonbulak, Chodak villages

This is due to the fact that the level of importance of each criterion in terms of determining the point of ecotourism potential levels of the regions is not the same. In the process of evaluation of each criterion, Fergana Regional Department of Tourism Development (8 people), Fergana Region Khokimiyat (5 people), Namangan Region Regional Tourism Development Department (8 people), Namangan Region Khokimiyat (5 people), Andijan Regional Tourism Development Department (8 people), Andijan regional khokimiyat (5 people), a total of 39 experts conducted surveys. During the study, a total of 39 experts were questioned and the questionnaire collected 1-4 points for each criterion. All scores obtained for each criterion were added and their arithmetic mean scores were calculated. The arithmetic

¹ Formed on the basis of the author's scientific research..

² Formed on the basis of the author's scientific research.

mean scores obtained determined the weighted scores of each criterion from 1 to 4. The maximum total value of the ecotourism potential spectrum value of each criterion is 120 points. In the study, attention close to this value is considered the most appropriate to determine ecotourism destinations according to planning criteria, taking into account the level of accessibility as ecotourism areas and the places that constitute the best ecotourism destinations in order to determine the appropriate ecotourism destination.

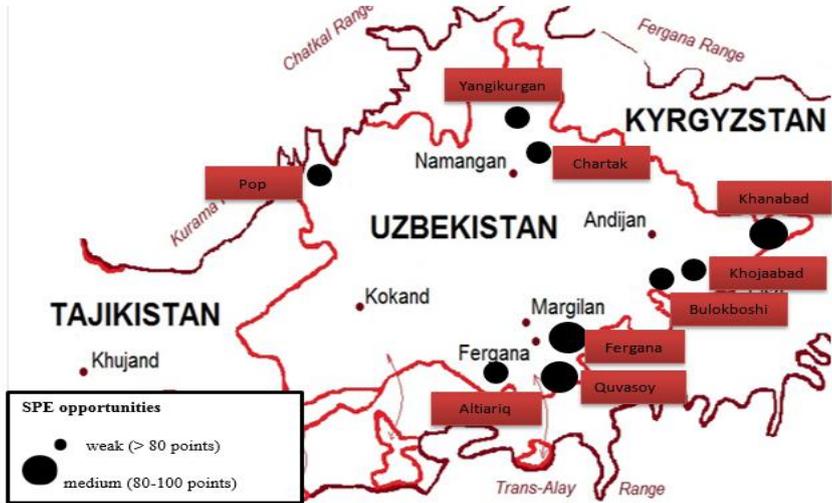


Figure 2.2.3. Map of ecotourism potential in the Fergana Valley ¹

The reason for choosing EOS among other methods is that it makes it easier to identify and explore opportunities for ecotourism development for 208 areas in the Fergana Valley.

The study showed that other important factors through the EIS method, such as the availability of local population, infrastructure and services as human resources, suggest the study area as an area with ecotourism potential. Weak hubs in the area can be turned into strong hubs if only greater attention is paid to environmental culture for transportation, health, drinking water, sewage systems, as well as recreational activities, local food and cuisine, accommodation and ecotourism. The results of the study are of great importance in identifying and developing the ecotourism

¹ Developed by a researcher

potential of the Fergana Valley. (Data from Table 2.2.7) Medium potential areas:

Regions such as Fergana, Quvasoy and Khanabad scored EIS scores in the range of 80-100 points. Areas such as Fergana, Quvasoy, and Khanabad are called mid-centers because infrastructure facilities are in demand compared to other areas, there are basic conveniences for visitors as they are urban areas, but there are special guides, appropriate signboards, and information centers to manage visitors not. There is a convenient transportation system for those who want to visit the area to visit the place. The road network is good, easily accessible. The region has access to quality food with national dishes. Many visitors want to be in a fun environment and see nature in its original state. Tourism in these areas has been developing significantly over the last 3 years and the number of visitors has increased dramatically in the best weather conditions of the tourist season. One of the main attractions of Fergana eco-regions is gastronomic tourism. The region carries out various tourist activities. The city of Fergana serves as a relatively strong center of ecotourism potential, and the main reason for the highest score is due to the presence of the National Zoo, which is given in Criterion 7 (link between ecotourism and natural resource protection).

Vulnerable areas: Ecotourism areas in the villages of Kyzyltepa, Tosh ota, Nanay, Bogistan, Shirmonbulak, Chodak scored less than 80 EIS.

Ecotourism areas in the villages of Kyzyltepa, Tosh ota, Nanay, Bogistan, Shirmonbulak, Chodak are weak centers because there is no regular transport to reach the areas. Accommodation and dining areas in the regions have not yet been developed. There is a lack of special manuals and information centers. The design of eco-camps is being carried out in the village of Nanai. Chodak, Bogistan is a weak center mainly due to its remote location and very low transport service, as there are no relevant information centers and road signs indicating the direction to visitors. The infrastructure in the area is not well developed and they do not want to go there unless there is adequate security (rescue service). In these weak centers, the area is far from the main city, the infrastructure is not well developed and even the area cannot provide tourists with food that can meet their demand. Eco-zones are far from the main road and even the roads are not well developed. Due to the bad roads, toll vehicles do not like to go to these areas and drivers who travel to that area charge a large amount for tourists.

The scores collected by the EIS require an in-depth study of the existing structures and characteristics of the area to assess the potential. According to Table 2.2, almost all of the surveyed areas lost 3 points in 1.3,

3 points in 3.1, 3.5 points in 3.5, 2 points in 4.5, 3 points in 5.3, 2 points in 6.4, and 2 points in 7.3 from the established criteria. The result shows that although the regions did not achieve very high scores in the EIS assessment, the regions can be ranked and the three regions (Fergana, Quvasoy, Khanabad) can be selected as medium centers of ecotourism. This study has yielded the following results, attracting the attention of tourists to strong centers. Thus, medium centers can instruct weak centers to work on their weaknesses. Medium centers need to be transformed into high-potential areas, and weak centers need to be worked on. The results obtained in this study are instructive for research to identify ecotourism, especially as a potential for protected natural areas, and this potential can be used to develop a sustainable form of tourism. There is an opportunity to create tourist clusters within the ecological direction in 9 regions with high ecotourism potential, evaluated by the EIS method, the promising directions of ecotourism analyzed in paragraph 1.1; In particular, according to Table 2.2.10, EH (Ecotourism Zones): 1. Fergana city, 2. Quvasoy city, 3. Kyzyltepak village, 4. Khanabad city, 5. Shirmonbulak village, 6. Tosh ota village, 7. Nanay village, 8. Bogistan village, 9. Chodak village.

** EF (Ecotourism activities) Scientific tourism: A-animal watching-Animal observation, study, EE-eco-ethnotourism, B-Botanical tourism, (plant-related excursions), IT-Ichthyological tourism (Fish science study), GT-Geological tourism:

Cognitive tourism: EA-Eco-agrotourism, H-Healing spring study tourism, CT-Ceremony and event tourism, PhT-Phototourism, CT-Combined tourism, CT-Cave tourism, B-Birdwatching-bird watching:

Recreational tourism: RT-Rural tourism, FV-Fruit and vegetable tourism, F1-Fishing, F2-Amateur hand hunting, ET-Ecovolontourism, R-Rafting (water tourism), T-Treking (mountain tourism), C-Carving (bouquet of fruits, flowers, vegetables), F-Forest tourism, H-Horse travel, B-Bike travel.

In order to increase the ecotourism potential of the region in the above research processes, the development of ecotourism routes Fergana-Andijan-Namangan (full classification is given in Appendix №4) One of the priority issues in this area is the establishment and, most importantly, the improvement of the ecological culture of the local population, which is an important subject in the development of ecotourism.

Opportunities for the establishment of tourist clusters in the ecological direction of the Fergana Valley ¹

E R	ECOTOURISM ACTIVITIES**																						
	SCIENTIFIC					COGNITIVE							REKREASION										
	A	E	B	I	G	EA	H	C	Ph	C ₁	C ₂	B	R	FV	F ₁	F ₂	ET	R	T	K	F	HB	
	ECOTURISM					ECOTURISM							ECOTURISM										
1.	X							X	X	X			X								X		
2								X	X	X				X							X		
3.						X	X	X	X	X				X							X		
4.								X	X	X		X			X	X					X	X	X
5.						X		X	X	X			X	X							X		
6.						X		X	X	X			X	X							X		
7.	X					X		X	X	X			X	X				X	X	X		X	
8.						X		X	X	X			X	X							X		
9.	X					X		X	X	X		X	X	X						X	X	X	

§ 2.3.Improving the mechanisms of effective use of the potential of the local population in the development of ecotourism

According to the conclusions of international environmental centers (UNESCO, UNEP, MSOP, WHO, FAO, IAEA, BTT, ECOSAN), educating people in an ecological culture is the most important measure in solving global environmental problems. In particular, raising the ecological culture of the local population, which is one of the important subjects in the development of ecotourism, also plays an important role.

The rapid development of tourism in developed countries since the 1960s has become an economic potential that allows people to change their lifestyle to a higher level.²

The relative success of the leading countries in the tourism industry in the 1960s and 1970s, that is, their economic development, surprised politicians and planners..³They focused mainly on the economic aspects of the industry, but the extent of its socio-environmental impact was not so well studied.⁴The main task of eco-tourism in the tourism industry should be

¹ Developed by the author based on scientific research..

²Balkaran, R., & Maharaj, S. (2014).A comparative analysis of the South African and global tourism competitiveness models with the aim of enhancing a sustainable model for south Africa.Journal of Economic and Behavioural Studies, 6(4), 273-278.

³ Getz, D. (1987).Tourism planning and research: Traditions, models and futures. Australian Travel research workshop, Bunbury, Western Australia, Vol. 5, No. 6,

⁴ Mowforth, M., & Munt, I. (2008).Tourism and sustainability: Development, globalization and new tourism in the third world.Routledge.

to provide services to tourists and protect the environment by improving the social life of the local population.¹

From the 1980s onwards, the escalation of environmental problems led to tourism in the form of environmental movements. In this regard, the emergence of social and environmental goals as well as economic growth as measures and alternative concrete approaches has been dubbed ecotourism.²“Eco-tourism” as a new form of tourism in the last few decades has been promoted by politicians to improve the living standards of the local population³and was widely recognized as an effective means of supporting the environment.⁴At the same time, in addition, it was assessed as a tourist destination with the potential for sustainable development of the tourism industry.

We group the common problems identified in paragraph 2.2 as a result of our research into problems with 2 important aspects; that is

1. Problems in the field of management

- complications due to poor management;
- inefficient regulatory system;
- limited knowledge in the process of ecotourism development;

2. Economic problems

- lack of funds;
- limited institutional capacity;
- Lack of economic potential

the above are important barriers to network development.

In addition, ecotourism requires sustainability and fair relations between indigenous people and tourists. The following basic principles should be considered in the planning process:

- be able to correctly assess the planning process;
- production of environmentally friendly products;
- correct marketing policy in ecotourism;

Problems such as ignoring the above and adopting inappropriate approaches, as well as misunderstanding by the local population of the concept of ecotourism, are obstacles to the sustainable development of the industry. The biggest problem is the lack of attention paid to the role of the local population in tourism planning and decision making.⁵in this process, it is necessary to pay attention to the development of tourism from the bottom

¹ Weaver, D. (1998).Ecotourism in the less developed world.Cab International, 64–78.

² Wearing, S., & Neil, J. (2008).Ecotourism: Impacts, potentials and possibilities.UK: Elsevier Science.

³ Brooks, J., Franzen, M., Holmes, C., Grote, M., & Borgerhoff, M. (2006).Testing hypotheses for the success of different conservation strategies. Conservation Biology, 20(5), 1528–1538.

⁴ Kiper, T. (2013).Role of ecotourism in sustainable development.

⁵ Hall,C.M.(2008).Tourism planning: Policies, processes and relationships.Pearson Education.

up, the participation of active groups of the local population in the planning process and the equal distribution of income plays an important role..¹

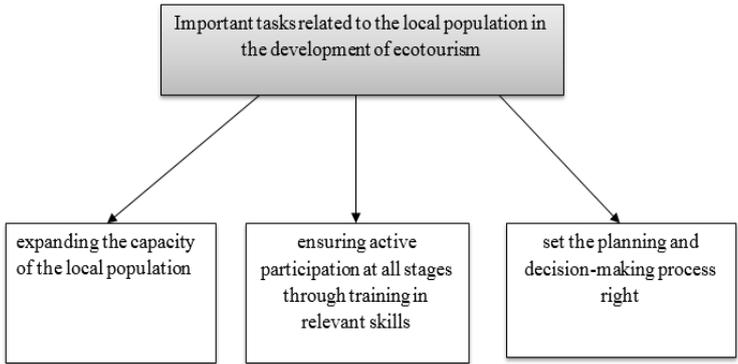


Figure 2.3.1. Related to the local population in the development of ecotourism important tasks²

The sooner the local population begins to benefit economically from ecotourism, the more it will become an active participant in the field. To do this, it will be necessary to create exemptions from property taxes for the local population, which is building the infrastructure of tourist services. It is also important to first determine how many different types of services the locals can offer to tourists in ecotourism areas.

In our opinion, in the process of improving the mechanisms of ecotourism development in ecotourism areas, it is necessary to implement the following important tasks related to the local population. Shown in Figure 2.3.1; Implement the right policy to successfully manage ecotourism,³ supporting the local population in the area⁴ give them opportunities ^{5,6}, ⁷leads to success, resulting in sustainable development of regional ecotourism.

¹Hall, C.M., & Page, S. J. (2014).The geography of tourism and recreation: Environment, place and space.Routledge.

²Developed by a researcher.

³ Orams, M. B. (1995).Towards a more desirable form of ecotourism.Tourism Management,16(1), 3–8.

⁴Scheyvens, R. (1999).Ecotourism and the empowerment of local communities.Tourism Management, 20(2), 245–249.

⁵ Sharpley, R. (2006).Ecotourism: A consumption perspective.Journal of Ecotourism, 5(1&2), 7–22.

⁶ Sofield, T. H. (2003).Emerald Group Publishing.Empowerment for sustainable tourism development (vol. 7).

⁷Stone, M., & Wall, G. (2003).Ecotourism and community development: Case studies from Hainan, China.Environmental Management, 33(1), 12–24.

Our research has shown that bottom-up planning of planning processes for sustainable development of ecotourism is more effective. That is, at the intersection of mahalla, village, district, province, and region. (See Figure 2.3.2) In this approach, the state is seen as a facilitator and participant in the planning and development process. According to the analysis, low capacity in the field of ecotourism and lack of coordination between stakeholders are the main obstacles to achieving the desired goals.¹ A Chinese researcher Fang's study of ecotourism in Sichuan (2002) predicted that local government plans and measures, such as encouraging rational use of energy and implementing visitor regulation policies, would have a positive impact on the environment. Similarly, the importance of this regulation is in ensuring environmental sustainability²³ and through the culture and views of the local population, we ecotourists are an important participant in protecting the local population⁴⁵ we can see that. The success or failure of ecotourism is directly influenced by the above. In our opinion, tourism operators and Ecology and Nature Conservation Organizations should provide regular training to the local population in ecotourism areas. It should be noted that any ecotourism plans and projects should focus on long-term intergenerational equity planning.

This part of the study focuses on the effective use of the potential of the local population in the development of ecotourism in the Fergana Valley. All protected natural areas are usually a national treasure, and if the ecotourism planning process in such areas is properly managed, the costs of conservation will be borne by the local population. This is why it is important to combine nature conservation and ecotourism. Encouraging local communities to support conservation projects will yield the expected results. Ecotourism is thriving in protected areas, often with economic incentives for the local population. Some of the economic benefits that local people can benefit from ecotourism are new jobs, infrastructure-related development (for example, a good road network and drinking water, etc.).

The role of the local population in the development of ecotourism is rarely studied, but, in this direction, the local population has a special place and significantly contributes to its development. In addition, people living

¹ Björk, P. (2007). Definition paradoxes: From concept to definition. Critical issues in ecotourism: Understanding a complex tourism phenomenon (pp. 23–46). Oxford: Elsevier.

² Dombroski, K. (2005). Exploring the potential of mass tourism in the facilitation of community development. Unpublished master's thesis, Massey University, Palmerston North, New Zealand.

³ Weaver, D. B. (2000). A broad context model of destination development scenarios. *Tourism Management*, 21(3), 217–224.

⁴ Whelan, T. (1991). *Nature tourism: Managing for the environment*. Washington, DC: Island Press

⁵ Boo, E. (1990). *Ecotourism: The potentials and pitfalls*. Washington, DC: World Wildlife Fund

around the ecotourism area often try to profit from ecotourism. But only when ecotourism develops sustainably will it fully meet the vital needs of the local population. Therefore, it is important for the local population to have knowledge about the socio-economic value of ecotourism. When local people join ecotourism development projects, the research project becomes effective. In the process of implementing an ecotourism project, it is necessary to make decisions that will benefit the local population more.

At the same time, it should be noted that in remote villages today there are serious shortcomings in the development of this sector, in particular, lack of use of services as a promising source of employment and income growth and replenishment of local budgets. The service sector is underdeveloped, especially in rural areas, where many traditional services that do not require large capital investments and are attractive to private entrepreneurship are underdeveloped and access to them by the rural population remains low.¹At the same time, the level and quality of services provided, especially in rural areas, do not meet the level of economically developed countries, the real needs of the population, the available resources and opportunities. In order to accelerate the development of the service sector, primarily to expand the range and improve the quality of services provided in rural areas, thereby increasing the role and importance of the service sector in the sustainable and rapid development of the country's economy, employment, income and welfare²in rural areas "... establishment of priority zones for the development of modern types of tourist services, including ecological, medical and health, sports tourism, as well as agrotourism on the basis of individual rural hotel houses..."³The need to pay more attention to the tourism sector in rural areas. To this end, a study on improving the mechanisms of ecotourism development in ecotourism areas was conducted in the village of Chodak, Pop district, Namangan region.

It should be noted that Andijan (1%), Namangan (1.7%), Fergana (1.5) regions are among the 5 regions of the country with a high level of development and small territory, their share in the country's population is 36.8% (region). 5.8 times more than in the region), 22.2% (4.4 times more than in the region), agriculture - 36.4% (5.7 times more than in the region) 28.4% (4.4 times more than the share in the region), the share of METHs in

¹ President of the Republic of Uzbekistan "On measures to accelerate the development of services in the Republic of Uzbekistan in 2006-2010" 17.04.2006. Resolution No. PQ 325.

² Resolution of the President of the Republic of Uzbekistan "On the Program of development of the service sector in the Republic of Uzbekistan for 2012-2016" Resolution No. 1754 of May 10, 2012.

³Resolution of the President of the Republic of Uzbekistan No. PP-1957 "On additional measures for the accelerated development of the service sector in rural areas of the Republic of Uzbekistan in 2013-2016", April 17, 2013.

the regions is only -1.2% (4.3 times less than the national average (5.1%)), the salinity is 33.3% (17.2% less than the national average (50.5%). The population density in these regions is 395.7 people / km², which is 5.7 times higher than the national average (69.1 people). These indicators show that the anthropogenic pressure on nature in these regions is very high, and this, in turn, makes it an objective necessity to implement many measures for the conservation and protection of nature.¹

The aim of the study is to determine the approximate size of the population willing to contribute to the ecotourism development project. Chodak village of Pop district of Namangan region was selected as the object of research. Chodak is a village where ecotourism can be developed. It covers an area of 80 hectares and has a population of 29,000. It consists of forestry and low plains. In addition to collecting various herbs and seeing birds in the forest area, there are opportunities for eco-tourists to travel, play sports, and watch on a boat. According to some historical sources, in 529 AD, a school was opened in this ecotourism area to teach the secrets of special hunting. The breed of Angor (Ankara) white goat was created here.²The bulk of the population of this village makes a living at the expense of the agricultural sector. Livestock, cattle, sheep and goats are well developed. A separate area called Khanabad is engaged in goat breeding, care, based on manual labor, production of local products and their delivery to distant foreign countries. But the tourist use of nature is not regulated at all. As long as the quality of services in the ecotourism sector of the economy improves, the local population will be able to participate and benefit more in ecotourism.

Individual interviews were conducted with more than 500 local residents living in the area around the state specialized forestry named after Abu Ali ibn Sino (there is an opportunity to develop ecotourism, mountain tourism, medicinal plants, forest tourism, combined tourism). To develop ecotourism in the region, each family is willing to donate 1% of their average annual income. In view of the above, standardized face-to-face interviews in data collection were tested. The study area covered 100 randomly selected individuals in September. A large number of surveys were conducted in October. Houses on each of the streets were visited in every village. The largest male and female were interviewed in each selected household. Interviews were conducted in Tajik and Uzbek. A total of 500 respondents from the research area (100 respondents from each mahalla)

¹O.Khamidov., Improving the management of ecotourism in Uzbekistan: problems and solutions., T: Economics 2016, Monograph, p.83.

² From the book of Zhang Jian-Qian's Journey to the Dowan State in the II-I centuries BC.

were interviewed. The survey participants were asked demographic questions. This research project is designed to improve the quality of ecotourism services and attract more eco-tourists to Chodak. This will create more opportunities for the local population to benefit from ecotourism. It also helps to improve infrastructure like a good road network. A questionnaire survey was used on how ecotourism can be developed in the region through a population survey. According to the distributions received from them, the local population is ready to provide any assistance to improve the quality of ecotourism services in the region. When local communities are actively involved in ecotourism development projects, decisions are made to benefit more people in local communities, and ecotourism in the regions develops sustainably.

One of the concepts of sustainable ecotourism development is to ensure that the interests and interests of local communities. However, it is observed that the process of building skills in local communities is insufficient to prove how local communities can benefit from the development of ecotourism in the region. The economic potential of the local population in the development of ecotourism was studied in the village of Chodak, one of the eco-regions of Pop district. In the process of studying the economic impact of ecotourism development, the positive benefits of ecotourism can be opportunities that local people can usually look at in terms of income, employment, business opportunities, and so on. The goal of our research is to develop ecotourism areas in close coherence, collectively with financial support through the expansion, conservation, and improvement of infrastructure. The research process was carried out in 5 stages. These are;

Phase 1. Determining the purpose of the experiment.

Extra-budgetary Tourism Support Fund to address environmental problems and preserve biodiversity in the Fergana Valley¹ financing in the case of the organization of its activities. A serious approach to raising the ecological culture of the population in the development of ecotourism is to scientifically substantiate its positive results, clarifying the importance of seminars and trainings, individual advocacy. An empirical study was conducted in Chodak village, an ecotourism village of Namangan region in the region, which was directly related to financial resources during the research process. In 5 mahallas belonging to Chodak village, such as Bayon, Shaykhan, Maidon, Istiqlol, Bogishamol, 100 families from each mahalla

¹ New edition of the Law of the President of the Republic of Uzbekistan on Tourism, Tashkent, July 18, 2019 № URQ-549.

were visited. The number of respondents at the facility was 500; face-to-face surveys of respondents were conducted.

Phase 2. Determining the conditions of the experiment.

In order to conduct an objective, fair survey, it is necessary to determine the forecasts for the future development of the industry, based on the views and suggestions of respondents. The questionnaire was completed by the oldest adults in each volunteer-entered family home. (women and men) Currently, Bayan - 1172 families, Shaykhan - 998 families, Maidan - 601 families, Istiqlol - 916 families, Bogishamol mahalla - 710 people, a total of 4397 families live in the area. Do you agree to participate in the Ecotourism Development Project for Environmental Protection? was distributed to the respondents; It consists of experimenting with the organization of collective financing of ecotourism areas by raising the ecological culture of the local population in the region, reviving a sense of belonging, increasing equal responsibility for nature.

Table 2.3.1

Questionnaires of the project "Development of ecotourism for environmental protection"

1.	Your information	middle, special, high, next (underline)			
2.	your profession				
3.	gender of the respondent	male	woman		
4.	What do you mean by ecology and environmental protection?				
5.	How do you think ecotourism can be developed internationally in the region?				
6.	How are you willing to help improve the quality of ecotourism services?				
7.	Your average annual income				
8.	How much of your annual income do you agree to contribute to the development of ecotourism in the region?	0%	1%	3%	optional

Phase 3. Calculate the accuracy of the calculation results

After a 3-day workshop, a survey of 500 respondents found that 4% of the total number of respondents, or 20 people, refused to help at all. It was found that 6% of respondents, i.e. 30 people, were willing to contribute 1% of their annual income, 9%, i.e. 45 people were willing to contribute any assistance they could and up to 30% income. 69% of respondents, i.e. 345 respondents are willing to add up to 3% annual income.

Step 4. Statistical processing of experimental results.

For 3 days, face-to-face interviews were conducted with the population in the rural area. According to the results obtained from the respondents, the average annual income of the residents of Chodak is 12 mln. soums.

Step 5. Interpretation of results.

According to the results of the survey, the respondents filled in the section of the questionnaire with your suggestions and your possibilities. (See Table 2.3.2). We determine the average annual income of the respondents with the highest result of 69%, i.e. 12 mln. makes up the sum. According to our hypothetical data on the number of 345 respondents, 345 respondents can contribute to the improvement of ecotourism services at a cost of 330,000 thousand soums per year. $345 \times 330\ 000 = 113\ 850$ thousand soums is an annual income that can be added by the local population to improve ecotourism services. Based on Table 2.3.2, we derive the total number of families living in the village, and determine the amount that the population can contribute to the development of ecotourism.

Number of families living 4397 - 100%

X - 69%, $X = 4397 \times 69 : 100 = 3030$ families

Table 2.3.2

The results of a study conducted in the village of Chodak¹

№	Opportunities of respondents	survey results											
		jeans	0%		1%		3%		optional %				
			numbe	r	%	numbe	r	%	numbe	r	%	numbe	r
1	He doesn't want to help at all	total	35	7	0	0	0	0	0	0	0	0	0
		male	4	0,8	0	0	0	0	0	0	0	0	0
		woman	31	6,2	0	0	0	0	0	0	0	0	0
2	1% of annual income	total	0	0	45	9	0	0	0	0	0	0	0
		male	0	0	12	2,4	0	0	0	0	0	0	0
		woman	0	0	33	6,6	0	0	0	0	0	0	0
3	3% of annual income	total	0	0	0	0	360	72	0	0	0	0	0
		male	0	0	0	0	324	65	0	0	0	0	0
		woman	0	0	0	0	36	7,2	0	0	0	0	0

¹Researcher development as a result of surveys.

№	Opportunities of respondents	jeans	survey results										
			0%			1%			3%			optional %	
			numbe	r	%	numbe	r	%	numbe	r	%	numbe	r
4	Up to 30% of annual income	total	0	0	0	0	0	0	0	0	60	12	
		male	0	0	0	0	0	0	0	0	60	12	
		woman	0	0	0	0	0	0	0	0	0	0	
	total		35	7	45	9	360	72	60	12			

The revenue that can be generated for the development of ecotourism in the region in 1 year, i.e. one of the most pressing problems in the process of creating 1,001,196,900 ecotourism areas locally collectively, is financial resources;

The results of this research will help in the implementation of sustainable management of ecotourism and the formation of skills such as willingness of local people to contribute to the development of the sector, income, and membership in the environmental protection group.

In this case, the indicators of the volume of tourist services in ecotourism areas are calculated using the following formula,¹

$$I^{Soviz} = \frac{N_{tour} \times I}{Tseas}$$

I^{Soviz} - an indicator of the volume of tourist services to the region per day
T-average travel days, $Tseas$ —tourist season days,

We calculate the amount of income coming to the local population due to ecotourism in the Nanay ecotourism area using the following formula,

The number of family guest houses in the region is 39,

Tourist season days - 90 days

The reception capacity of 1 family guest house is 10 tourists

The average cost of 1 night is 25 thousand soums,

$Tseas$ —tourist season days

$$Etour_{inc} = P_{ave} \times C_{ave} \times Tseas$$

here:

$Etour_{inc}$ —the amount of income coming to the local population

¹ Pardayev A.X., Norchayev A.N., Rabbimov E.T. Ecological tourism, textbook, Tashkent - 2011, page 95.

P_{avge} –average nightly rate, C_{avge} –reception capacity,

T_{seas} –tourist season days,

Number of family guest houses in the region - 39,

Tourist season days - 90 days;

The reception capacity of 1 family guest house is 10 tourists. The average cost of a night is 25 thousand soums.

$E^1 \text{tour}_{inc}$ = Total income of 1 family guest house

$E^1 \text{tour}_{inc} = 25\,000 \times 10 \times 90 = 22\,500\,000$

$P_{real} = E^1 \text{tour}_{inc} - Exp$

P_{real} –net profit, Exp –costs

Total cost of 1 guest house

Income tax - 600,000 soums (1 year payment)

For the payment of the accumulative pension fund - 1332 000 soums
(1 year payment)

Expenditures for firewood - 720,000 soums (for the 90-day season)

Electricity costs - 900,000 soums (for a 90-day season)

$P_{real} = 22\,500\,000 - 3\,552\,000 = 18\,948\,000$

We calculate the income from ecotourism for the local population of Nanay village using the following formula;

$Loc_{inc} = P_{real} \times N_{hot}_t$

N_{hot}_t –the total number of family hotels in the area

$Loc_{inc} = 738\,972\,000$ that is, the additional income of the local population at the expense of ecotourism is 738 mln. 972 thousand soums.

The study developed a mechanism to determine the income that local people see from ecotourism in one season. By applying this mechanism to determine the income of the local population from ecotourism to other regions, it will be possible to determine the total income of the local population in the region. Thus, the economic incentives of the local population from ecotourism will ensure their active movement, i.e., what other types of travel for the tourist will be sought in the ecotourism area. There will be competition in the region. This will preserve the region's ecosystem, provide economic support to the local population, moderate relations between locals and tourists, promote health at the international level, and ensure the stability of our country in a new direction in the field of tourism. Based on the successful research in this area, it would be expedient to establish "Ecotourism Development Funds" in ecotourism areas. However, overcoming the problems in the effective use of ecotourism facilities in this area and identifying its initial priorities is a topical issue today.

Conclusions on the second chapter

In the course of the research, the following conclusions were drawn on Chapter II;

1. The tourist potential of each region of the Fergana Valley has been studied in depth and it has been determined that it is a region with a high potential in terms of tourist potential. The tourist facilities of the region were summarized and proposals and recommendations for the future development of this sector were developed from these facilities.

2. In areas with ecotourism potential, it was found that the activities of hotels and accommodation facilities and tour operators are not satisfactory and they should be established.

3. As ecotourism is directly related to ecology and environmental protection, it is necessary to allocate staff in the regional tourism development department for the activities of a person responsible for ecotourism.

4. Areas with high ecotourism potential of the Fergana Valley were assessed using the main criteria and sub-criteria in the EIS method.

5. In order to increase the ecotourism potential of the region, it is necessary to increase the ecotourism potential of the region by maximizing the scores allocated for each of the criteria.

6. This study shows that in the evaluation of the EIS of the regions, the regions can be placed on points and three regions (Fergana, Quvasoy, Khanabad) can be selected as medium centers of ecotourism. Identified mid-centers can instruct weak centers to work on their weaknesses. Medium centers need to be transformed into high-potential areas, and weak centers need to be worked on.

7. In the process of research, a serious approach to the issues of raising the ecological culture of the population in the development of ecotourism, clarified the importance of individual advocacy, and its positive results were scientifically substantiated. In the process of conducting the study in Chodak village, an ecotourism village of Namangan region in the region, an empirical study directly related to financial resources was conducted and positive results were achieved.

8. In our opinion, tourism operators and nature protection organizations should regularly train the local population in ecotourism areas. Any ecotourism plans and projects should focus on long-term intergenerational equity planning.

9. From our research, it has been observed that bottom-up planning of planning processes for the sustainable development of ecotourism is more effective. That is, at the intersection of neighborhood, village, district, province, and region. In this approach, the state is seen as an assistant and participant in the planning and development process.

In conclusion, it is expedient to establish a system of planned management in the provinces and districts of the Fergana Valley by

implementing the above research results and exploring their tourism potential, making plans and defining prospects. The nature, social status and economic infrastructure of the regions, cities and districts of the Fergana Valley are very different, and therefore the development of ecotourism should be approached separately.

CHAPTER III. DIRECTIONS OF IMPROVING MECHANISMS OF ECOTURISM DEVELOPMENT IN THE FERGANA VALLEY

§ 3.1. Problems of effective use of ecotourism development facilities in the Fergana Valley

Today, the main task in the development of ecotourism is the formation of ecotourism recreational areas, ie the creation of highly specialized recreation and treatment zones in the region. The unique nature and ecology of the region makes it possible to identify up to 10 sites, each with an area of at least 200 hectares.

More than 10,000 delegates from 132 countries, as well as representatives from the public, private and non-governmental sectors, attended a conference in Quebec, Canada, in May 2002 jointly with the United Nations Environment Program (UNEP) and the World Tourism Organization (WTO). It reflects the principles of ecotourism development in the Quebec Declaration.¹At this summit, one of the most important rules for the development of the industry was introduced as a primary method of determining their ecotourism opportunities within the administrative state or small units. They found it desirable to classify each place or ecosystem according to its regional type and the type and type of tourism in their assessment.O.Khamidov emphasizes that,²The small size of the Fergana Valley (4.2% of the country's territory), the presence of only 3 natural monuments from METHs, the high anthropogenic impact due to population density make it necessary to take many measures for nature conservation and protection in these regions.

In addition to the above, in our opinion, in addition to the development of ecotourism in the Fergana Valley, the establishment of mechanisms for the effective use of the following facilities is an important process in the development of ecotourism in the region. In the process of conducting research at the designated facility and as a result of our scientific research, it was found that a number of facilities have a significant impact on the development of ecotourism. Emerging nature and environmental

¹<https://www.gdrc.org/uem/eco-tour/quebec-declaration.pdf>

²O.Khamidov., Improving the management of ecotourism in Uzbekistan: problems and solutions., T; Economics 2016, Monograph, p.82..

problems in the region include cities with Fergana, Margilan and other large industrial enterprises.¹In particular, such cities as Kokand and Andijan are among them. The socio-ecological situation in these areas is not good.

Various gases and emissions produced in industrial centers are leading to a deterioration of the environment. In order to prevent this situation, it will be possible to achieve the development of ecotourism through the protection of flora and fauna, taking measures to restore them, ie the development of mechanisms for the rational use of natural resources.

Ecotourism is successfully developed in parks, forestries, intensive eco-parks of the region, as well as in mountainous, hilly areas, in specialized institutions, in areas where there is a healing spring. The areas where there are opportunities for effective use in the development of the sector and the problems associated with it, the mechanisms of effective use of these facilities are shown in Figure 3.1.1.

In this model, the 3 regions belonging to the Fergana Valley are successfully combined under one system and activity. The facilities that develop ecotourism in the region, the existing problems, and ways to overcome them are implemented in a consistent and consistent manner.

IV. The number of zoos in the region is 2, Fergana National Zoo was established in 2016, Andijan National Zoo was established in 2019, but in the future it is necessary to increase their number and expand their territory. Because in the sustainable development of ecotourism, the reproduction of wild animals, the creation of conditions for them, the establishment of customer service will serve to ensure biodiversity. In the future, it will be necessary to increase the number of such links and launch their special website.²

In this regard, the project to create nature reserves in the Fergana Valley and a zoo in Namangan region is still pending.³

V. According to the integrated model under the integrated system, when analyzing the productive forces in the region, the analysis of unemployment trends in the Fergana Valley from the data in Table 1 shows that the number of unemployed in the region is also increasing significantly as a result of population growth.

Analyzing the statistical indicators of the unemployment rate in the regions of Uzbekistan in 2018-2020, it can be concluded that the

¹Geografiya.uz

² H. Yokubjonova, Environmental ecotourism in Uzbekistan innovative way, "Theory and practice of modern science" No. 3 (33) 2018. 110 p.

³ F.T.Egamberdiev, H.Y.Yokubjonova., Economic essence of ecotourism and issues of its improvement, scientific electronic journal "Economy and innovative technologies". №3, May-June, 2018, p.10.

unemployment rate in Uzbekistan increased by 1.2%. In 2020, the highest unemployment rate in the region compared to 2019 was observed in Andijan (1.7%), Fergana (1.6%), Namangan (1.5%). it is necessary to create jobs in areas with high unemployment.

Table 1

Number of economically active population, employed and unemployed (2018-2020)¹

	The total number of economically active population is one thousand people	of them:		Level of economic activity of the population *, in percent	Employment rate **, in percent	Unemployment rate, in percent
		busy in the economy	Unemployed			
2020 y.						
Republic of Uzbekistan	14797,9	13239,6	1558,4	73,9	66,1	10,5
provinces:						
Andijon	1387,3	1236,7	150,6	75,3	67,1	10,9
Namangan	1205,3	1078,0	127,3	71,9	64,4	10,6
Fergana	1613,9	1438,3	175,5	72,5	64,6	10,9
2019 y.						
Republic of Uzbekistan	14876,4	13541,1	1335,3	75,0	68,3	9,0
provinces:						
Andijon	1413,9	1284,5	129,4	77,2	70,2	9,2
Namangan	1214,7	1104,6	110,1	73,2	66,5	9,1
Fergana	1644,8	1492,6	152,2	74,5	67,6	9,3
2018 y.						
Republic of Uzbekistan	14641,7	13273,1	1368,6	74,3	67,4	9,3
provinces:						
Andijon	1401,6	1266,8	134,8	77,0	69,6	9,6
Namangan	1162,6	1051,5	111,1	70,5	63,8	9,6
Fergana	1606,6	1451,0	155,6	73,1	66,0	9,7

¹ www.stat.uz

Due to the fact that the Fergana Valley is one of the most densely populated regions in Uzbekistan, the number of unemployed is relatively high compared to other regions of the country, and economic problems are also acute.

Among the 6 regions with the highest unemployment rate in the country - 9.7%: Andijan and Fergana regions, which belong to the region ¹ indicates the need to create new jobs in these areas. Unemployment is relatively low in the Namangan region of the region. The number of employed people in the region is 1,147,000, and the unemployed are more than 115,000, or 10.1% of the economically active population (unemployment rate) in accordance with the methodology of the International Labor Organization.²

The analysis of the unemployment rate in Andijan region shows that this figure is growing every year due to population growth. Analyzing the data of the last 3 years, the number of unemployed in the region in 2018-2019 amounted to 129.4 thousand people, the unemployment rate was 9.2%, in 2020 the total number of unemployed in the region amounted to 150.6 thousand people, the unemployment rate increased by 1.7%.

If we analyze the Fergana region, it is higher than Andijan, ie in 2018 the population was 155.6 thousand people, the unemployment rate was 9.7%, in 2019 this figure was 152.2 thousand people, ie the unemployment rate was 9.3%. formed.

In 2020, we can see that the total population is 175.5 thousand unemployed, an increase of 10.9%. The growing number of unemployed in the region as a result of population growth indicates the need to ensure the sustainable development of the tourism industry in the region.

VI. Over the past three years, more than 3,150 hectares of intensive orchards have been planted in Fergana on 400 hectares, in Andijan on 250 hectares and in Namangan on 2,500 hectares. These intensive gardens are another important area that enhances the ecotourism potential of the region. As a result of the work on the development of fruit and vegetable growing in the country, the task is to "increase the production of fruits and vegetables, grapes and melons by 2.3 times by 2020." to contribute³ and opens the door to new opportunities for access to The Global Ecolabelling Network (GEN),

¹<https://sof.uz/news/show/21871-mehnat-vaziri-ishsizlar-soni-eng-kup-bul>

²uza.uz

³ A.Sokhadaliev., H.Yokubjonova., Development of the fruit and vegetable and viticulture sector in Uzbekistan as a factor of ecotourism., Proceedings of the Ministry-wide scientific-practical conference on "The role of modern innovative technologies in the development of science and technology." N; September 27-28, 2018.p.34.

which operates in 45 developed economies and aims to protect human health.¹

According to M. Honey (2008), who has conducted a lot of research on the development of ecotourism, in the process of developing ecotourism in the regions, it is necessary to use a structural model of ecotourism, given its wide range of features.²

By studying and analyzing the experience of developed countries, models of ecotourism development, the above-mentioned ecotourism will give the expected results in a step-by-step, planned and practical application of this model, especially in each region.

Thus, the analysis of the ecotourism potential of the regions of the country in terms of the number of tourists allows to solve the existing ecotourism infrastructure and related problems and create infrastructure taking into account the characteristics of the districts of each region. Because today there are a number of problems associated with the lack of developed ecotourism infrastructure, they have a direct negative impact on the services provided to visiting tourists.

In conclusion, the unification of the regions under this integrated system will allow further development of ecotourism in the regions, as well as further increase in foreign exchange earnings by increasing the ecotourism potential of the regions.

It should be noted that it is expedient to create promising areas for the development and improvement of ecotourism infrastructure.

If we analyze the Fergana region, it is higher than Andijan, ie in 2018 the population was 155.6 thousand people, the unemployment rate was 9.7%, in 2019 this figure was 152.2 thousand people, ie the unemployment rate was 9.3%. formed

In 2020, we can see that the total population is 175.5 thousand unemployed, an increase of 10.9%. The growing number of unemployed in the region as a result of population growth shows the need to ensure the sustainable development of the tourism industry in the region.

Figure 3.1.4 is based on the processes related to the organization of ecotourism activities, the main and additional stages of the process that serve it. This model serves to create a complementary eco-tourism complex that covers all aspects of the organization of regional ecotourism activities.

¹ H. Yokubjonova., Development of ecotourism infrastructure in the Fergana Valley., Materials of the Republican scientific-practical conference "Prospects for the development of ecotourism in the Fergana Valley." N; 2016. 105 - bet.

² Honey, M. (2008), Ecotourism and sustainable development: who owns paradise?, 2nd ed., Island Press, Washington.

The reflected multi-stage model of ecotourism development is a set of elementary connections and connections between them, understood as a control system that implements the elements, functions of the main object. Under the main components of the model described below are the following;

The main link of the process and below it, the sequence of processes that must be performed consistently and the stages of the work, are designed to describe the interactions of the process participants.

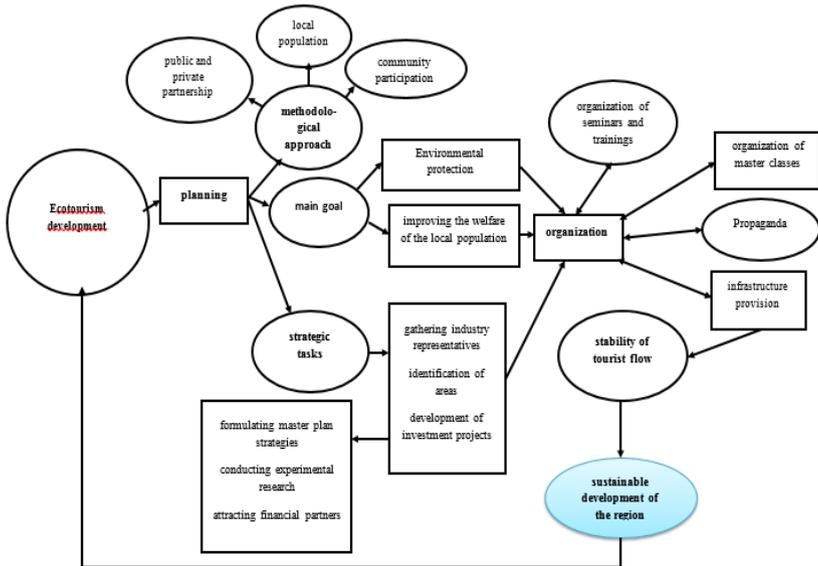


Figure 3.1.4. A multi-stage structural model of ecotourism development in the regions¹

This model reflects a set of elementary connections of the work process and the connections between them. The management system and the adjacent set of components are an important process in the organization of ecotourism activities as a whole. The model of ecotourism development in these regions distinguishes the main and functional components.

By studying and analyzing the experience of developed countries, models of ecotourism development, the above-mentioned ecotourism will give the expected results in a step-by-step, planned and practical application of this model, especially in each region. As ecotourism is a form of tourism

¹Developed by a researcher.

responsible for nature, it is advisable to use this step-by-step model of ecotourism in its rapid development (see Figure 2.6).

According to this step-by-step model, the main work steps of the process consist of 2 important steps;

- 1 planning;
- 2 is the organization.

The planning phase includes 3 main work links, namely the main goal, strategic objectives and methodological approach.

The main objective stage of the process involves 2 important links; a) environmental protection; c) strengthening the economic well-being of the local population.

Strategic objectives in the planning process include; a) gathering industry representatives; c) identification of areas;

c) assessment of the EIS levels of the regions; d) development of investment projects based on the results of the assessment.

The methodological approach is divided into 3 parts.

- 1 Establish a large-scale public-private partnership mechanism;
- 2 Ensuring team participation;
- 3 Comprehensive support for local community participation
(Paragraph 2.3).

The stage of organization is directly related to all the joints next to it and is one of the main stages of the process. The structural processes associated with this stage include;

1. Organization of seminars and trainings;
2. organization of master classes;
3. propaganda.

4. infrastructure provision. The above steps will ensure the sustainable development of the region by ensuring the stability of the flow of tourists.

Thus, the analysis of the ecotourism potential of the regions of the country in terms of the number of tourists allows to solve the existing ecotourism infrastructure and related problems and create infrastructure taking into account the characteristics of the districts of each region. Because today there are a number of problems associated with the lack of developed ecotourism infrastructure, they have a direct negative impact on the services provided to visiting tourists.

In conclusion, the unification of the regions under this integrated system will allow further development of ecotourism in the regions, as well as further increase in foreign exchange earnings by increasing the ecotourism potential of the regions. It should be noted that it is expedient to create promising areas for the development and improvement of ecotourism infrastructure.

§ 3.2. Mechanism of effective use of forestry opportunities in increasing the ecotourism potential of the region

At present, the rise of industrialization is leading to an increase in air pollution. However, in order to counteract this, it is necessary to preserve green plants and to establish systematic mechanisms for their targeted use. One example is the targeted use of forests, which are part of green vegetation, in the organization of recreation and ecotourism. Currently, forests make up 25% of the world's land area. However, the current state of forests is unsatisfactory. The plant world produces 380 billion tons of organic matter a year, of which 325 billion tons fall on marine and ocean plants, 38 billion tons on forests, and 6 billion tons on grasslands. Plants act as purifiers, purifying the atmosphere and enriching it with O₂. Forest areas are an innumerable natural boon to society.

The process of photosynthesis occurs mostly in forests. One of the areas where ecotourism can be developed is forestry. Green plants, which are present every 35 years, have the potential to saturate the earth with ecologically clean air. But in recent years, these green plants have been unable to process the pollutants that are released into the atmosphere in large quantities each year. To do this, first of all, it is necessary to take measures to expand and preserve such areas. We can analyze the pollutants emitted into the atmosphere in the regions of the country (in thousands of tons) from the data in Table 3.2.1.

Analyzing the statistics of Table 3.2.1, we can conclude that from 2012 to 2019 the amount of pollutants released into the environment in the regions increased by a total of 66.1 thousand tons in the country. In 2019, the highest figures will be in Tashkent region (397.9 thousand tons), Kashkadarya region (152.2 thousand tons), and the lowest in Surkhandarya (5.1 thousand tons), Khorezm (7.0 thousand tons). It is observed in Jizzakh (11.8 thousand tons) regions. The table shows that in areas with a large number of manufacturing enterprises, large amounts of pollutants are also emitted into the atmosphere.

In order to prevent these negative situations, it is advisable to start developing ecotourism from forest areas in the region..

Table 3.2.1

Pollutants emitted into the atmosphere in our country¹ (per thousand tons)

	2012	2013	2014	2015	2016	2017	2018	2019
Republic of Uzbekistan	817,6	855,3	1 162,1	975,1	1 008,1	853,5	883,7	952,8
The Republic of Karakalpakstan	19,4	25,8	26,7	32,8	30,6	37,7	34,0	37,2
provinces:								
Andijon	12,2	14,4	6,6	18,5	36,7	15,8	15,9	14,3
Buxoro	61,7	50,7	51,9	55,6	58,5	63,8	74,8	69,1
Jizzax	14,1	17,1	37,2	70,2	63,4	5,2	11,8	4,3
Kashkadarya	163,0	167,0	171,8	176,3	167,9	165,7	152,2	140,4
Navoi	42,4	43,9	42,6	47,0	57,4	44,1	49,9	43,6
Namangan	7,0	3,7	3,9	7,8	15,8	15,9	15,2	15,8
Samarkand	52,8	49,1	51,3	54,7	51,6	37,1	52,1	44,2
Surxondaryo	4,4	3,7	5,8	3,1	3,2	3,2	5,1	6,9
Sirdaryo	46,9	35,4	69,3	66,1	68,9	59,6	60,5	47,8
Tashkent	290,4	372,3	619,2	370,6	318,7	302,9	336,6	397,9
Fergana	73,5	40,2	38,4	38,9	103,2	60,1	53,2	49,6
Khorezm	4,9	6,2	6,3	5,0	5,2	9,2	7,0	7,2
Tashkent city	24,8	25,6	31,1	28,4	27,1	33,1	15,3	74,5

The level of oxygen saturation for human health is high in forests. More than 25,000 different compounds and products are obtained from wood raw materials grown in forests. Therefore, the demand for wood products in the world has increased 12 times in recent years.²In addition to forests, it is planned to use them to meet the cultural and aesthetic needs of the people, to help restore their health. However, the natural resources of forestry in the Fergana Valley are not used effectively. In addition to the above, the forest is an area designed for nature conservation and recreational recreation in nature. But first of all it is observed that the local population is not used as a recreation, at least because of the lack of awareness and infrastructure in the area.

¹ Official data of stat.uz.

² E.T.Berdiev., G.M.Salohiddinov., H.F.Hamroev Forestry textbook, T; 2012. Page 82.

Currently, 25.2% of the total land area of the country is forest lands, 10% of which is in the Fergana Valley. In the process of developing ecotourism in forestry, ecological, economic, social and institutional stability is achieved. Forest areas have ample opportunities to develop ecotourism in the region. Forestry areas can be effectively used as ecotourism facilities.¹The share of forestry areas in the Fergana Valley is distributed as follows:

As can be seen from the data in Table 3.2.2, the total in the region. There are 138,332 hectares of forest area, which is 12,297 hectares in Fergana region, 2,029 hectares in Andijan region and 124,0006 hectares in Namangan region. The full classification is given in Appendix №7.

Table 3.2.2

Information on forestry in the Fergana Valley²

№	province	number	%account percentage	Land area (in hectares)
1.	Fergana	3	8.9	12297
2.	Andijon	1	1.5	2029
33	Namangan	4	89.6	124006
	total:	8	100	138 332

The purpose of this paragraph of the research is to organize the effective and targeted use of forests in the Fergana Valley as an object of ecotourism development. The largest share of forestry, both in terms of numbers and land area, falls on the territory of Namangan region (124,006 ha). In terms of relatively small land area, Andijan region (2029).

The Forest Legislation of the Republic of Uzbekistan stipulates the purposeful, rational, continuous and sustainable use of forests, ie the use of forest resources for hunting, fisheries, cultural, educational, health, recreational and aesthetic purposes, the development of ecotourism³ although identified, the local population around the forestry uses the forests to harvest firewood.

In this regard, the mechanism for the integration of active and passive forestry, aimed at the transition to an infinite cycle of reforestation processes through recreational management of forests for the efficient use of forests, is

¹ F.T. Egamberidiev, H.Yo. Yokubjonova, Economic essence of ecotourism and issues of improvement, Economics and innovative technologies, scientific electronic journal, 2018 son Issue 3, page 9.

² Compiled by the author on the basis of data of the Committee for Ecology and Nature Protection of the Republic of Uzbekistan.

³ New edition of the Law of the Republic of Uzbekistan "On Forests", April 16, 2018, ZRU. Article 475, Article 46.

a unique approach in forestry.¹If the forest is used for recreational purposes in a densely populated area around the forestry, this situation will protect the environment and provide economic support to the local population. According to researcher A. Tishkov, the forest area is important for the emergence of new types of tourism, landscape openness, preservation of endangered species of rare plant and animal species, prevention of anthropogenic variability of biota and ecosystems.² many cases, the importance of forests in creating a comfortable living and recreational environment for the population is not taken into account or other tasks of nature protection and the like are forgotten. However, it makes sense given that its main area is a distinctive recreational green area.

In the efficient use of forest resources for the development of ecotourism, it is advisable to follow a multifunctional approach to the use of forest resources, as forests in each region of the region perform several functions. In this case, the priority is not the quantity of trees in the forest, but the cost of its products, the use of recreational and protective properties, conservation of groundwater and soil fertility, conservation of biodiversity, cultural and aesthetic values of the forest.

Implementation of these ecotourism development mechanisms in forestry research methodology can be applied without disturbing the ecological balance by maximizing the use of forest resources in the regional ecotourism system, taking into account the distribution of the value of environmental impacts resulting from the assessment of natural resources. The alternative expression of the environmental impact of the approach is to reduce the economic costs associated with the need to maintain the quality of the natural environment and the sustainable use of ecosystems, the preservation of wildlife conditions.

Funds for solving a number of organizational and economic issues and conducting forest management activities to increase forest productivity and efficiency can be regional programs, funds from the sale of products and services of specialized forestry institutions, funds from trust funds. Financing of protection, conservation, reproduction, restoration, increase of productivity, use and restoration of the forest is carried out at the expense of means of the State budget of the Republic of Uzbekistan and other sources. In addition, the establishment of the Forestry Development Fund under the

¹Pisarenko, A. I. New paradigm of forestry and forest management in Russia / A. I. Pisarenko // Bulletin of MarSTU. Ser. : Forest. Ecology. Nature management. - 2008. - No. 2. - S. 17-27.

²A.A. Tishkov Actual biogeography as a methodological basis for biodiversity conservation // Questions of geography. - Issue. 134. - M. : ID "Code", 2012. - S. 15-57.

State Committee for Forestry of the Republic of Uzbekistan.¹ The tasks set for the forest industry are not only able to form a model for the implementation of state powers to manage one of the most important natural resources in the Fergana Valley, but also serve as a guide for other regions. (Figure 3.2.1).

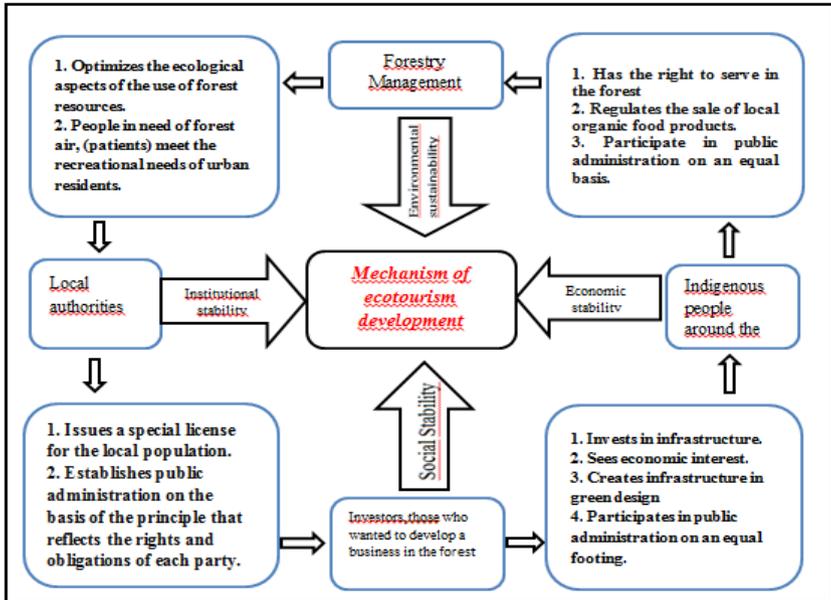


Figure 3.1.1. Mechanism of ecotourism development in forestry ²

The main purpose of this mechanism is to protect forestry, promote public health, provide economic assistance to the local population living around the forest and the development of sustainable forms of tourism. Every factor in the development of ecotourism in forestry should be identified and used effectively. This process means the need to create mechanisms for the development of ecotourism in forestry in the Republic of Uzbekistan.

The use of forest lands in accordance with the principles of sustainability, on the other hand, should make the functions of forest resources in environmental protection more important than the production of forest timber.

¹ Article 47 of the Law of the Republic of Uzbekistan on Forests (new edition).

² Developed by a researcher

In this mechanism: in the process of ecotourism development, the mechanism of ecotourism development is activated as a result of the actions of interrelated, stakeholders, that is, the Committee for Ecology and Nature Protection is actively involved in the development of ecotourism.

The Regional Tourism Development Department should work directly with local government officials in the development of ecotourism.

In Figure 3.1.1, the mechanism for developing ecotourism in forestry is as follows;

In this mechanism, institutional governance includes the following;

1) Communication between forest stakeholders and the public can often be disrupted. Therefore, there must first be a proportionate awareness and common understanding of the powers, roles and responsibilities between the public, private sector and local government. A contract must be made.

2) forest use mechanism, in which the process of defining the collective role in forest use, preparation of data and rules (who can use the forest; forms of forest use, time, volume, location, technology and use of forest use; how to organize forest use; monitoring and what is the evaluation system; dispute resolution mechanisms; or how the regulation is adapted to local conditions). etc. are reflected.

3) the form of the rules (written or oral, formal or informal) is agreed upon on a public basis.

4) the existence of formal rules and regulations, if possible - the powers and obligations of the parties, including licensing and employment contracts. In this mechanism.

1. Demand is formed by Territorial Health Institutions. To meet the strict environmental and recreational requirements for the development of real ecotourism in the forest, it is necessary to formulate carefully planned, financed, managed and market requirements. It is known that forest air is recommended in many diseases.

2. Development and officials of measures-Committee on Ecology and Nature Protection, State Committee on Forestry, Regional Tourism Development Department, local authorities. Also, "... identification and implementation of specific measures to improve the infrastructure of the economic, environmental, social, cultural and other areas of tourism and attractions in the field of tourism, their improvement..."¹ This mechanism is effective in processes.

¹ On measures to further increase the responsibility of local executive authorities in the development of the tourism sector (Collection of Legislation of the Republic of Uzbekistan, 2017, No. 28, Art. 646) T: July 12, 2017, No. PP-31-29 ..

3. Financial means - Entrepreneurs are involved in business development in the forest. The forest also has an environment that helps to improve the living standards of the region's population through the protection and rational use of natural areas, which can attract urban tourists by offering various sports. With a typical lifestyle, the locals, with their climatic conditions, natural and cultural structure and historical richness, have the opportunity to provide the urban population with appropriate opportunities to relax and learn about rural life.

4. Workforce - The local population around the forest is involved in a separate training process. Forest villagers are the most important stakeholders in the development of ecotourism in the forest. Forest resources make an important socio-economic contribution, especially for local communities living around the forest. The rural population needs to turn the forest area into an additional source of income. Villagers use the forests as illegal pastures for deforestation, deforestation, and livestock because they have no understanding of tourism business opportunities. The most important limitation of this project is the lack of awareness of the local population about ecotourism and its benefits.

In our opinion, the most important thing in this process is to establish a strict order for ecotourists visiting this area, the main goal of ecotourism organizers, whose main goal is to protect the forest, should be to protect the ecosystem. To do this, they will also have to follow certain criteria. Only then will the ecosystem in the forest area be protected, the demand for vacationers in the forest area will gradually increase, and businesses that have established ecotourism activities in the area will have the opportunity to earn a stable income.

Depending on the forestry characteristics of each region, forest conservation measures can be aimed at achieving the following goals and, consequently, increasing the potential value of forest resources:

- maintaining and increasing the sustainability of forestry that meets the needs of society;
- maintenance of the regime of specially protected natural areas and forest areas;
- Development of an action plan to reduce deforestation.

It will be necessary to take into account that these events are held in densely populated areas and in the public eye.

The study revealed that there are significant investment opportunities in forest areas.

Analyzing the above, we believe that the construction of ecological forest houses (Wooden House) projects will give good results in organizing the effective use of the forests of the Fergana Valley as an ecotourism object. There is also an opportunity for sustainable development in these areas (Birdwatching) - the most popular type of ecotourism - "bird watching". (Birdwatching, one of the most popular forms of ecotourism in North America, attracts between 30 million and 78 million tourists a year, bringing Birdwatching nearly \$ 78 billion in revenue to the country..)¹ (Wooden House) peculiarities of wooden ecological houses;

1. to the development of society
 a) saves on modern technology
 b) saves energy
 c) low waste production technology in the production process.
 g) The construction of the house is a functional, durable, unique innovative small-sized accommodation suitable for perennial use.

2. to travelers
 a) from environmentally friendly products
 b) small and convenient
 c) comfortable, simple
 g) healthy, can be placed anywhere in the forest area.
 d) Easy to carry lightly.

To determine the cost-effectiveness of this eco-project, we calculate the cost per forest house,

$Z=aX$, we use this model in determining the requirements for the materials required to make an ecological forest house; in this case, X is the number of forest houses, a is the rate of material consumption per forest house, Z is the total demand for the forest house. $Z=329\ 200\ 000$

We need to determine the need for materials to make 10 forest houses to accommodate a group of ecotourists, in that case;

$$Z=a_1X_1+ a_1X_1+a_2X_2+a_3X_3+.....+a_nX_n$$

$$Z=\sum_{i=1}^n a_i X_i, \text{ in this case,}$$

When analyzing the level of economic efficiency of this target ecological project;

The volume of investment to accommodate the smallest (20 people) group of ecological forest travelers - 329 mln. 200 thousand soums

other expenses - 10 million soums

in that case,

¹Afanasyev OE, Afanasyeva A.V. The concept of "ecological tourism" in world and Russian practice: comparative analysis and cases // Modern problems of service and tourism. 2017.T.11. No. 4. S. 7-25. DOI: 10.22412 / 1995-0411-2017-11-4-7-25, s - 15.

$$P = \frac{F}{IX} \times 100\%$$

P – cost-effectiveness, *F* – benefits, *IX* – expenses

season days - 100 days

From May 20, June, July, August

the cost of one night for an ecotourist, from 50,000 soums to 100,000

soums

10-day income - 1,000,000 soums (per forest house);

1 month income - 3 000 000 soums (per forest house);

3-month income - 9,000,000 soums (per forest house);

Total income 90 000 000 soums, (small ecological accommodation-10-20 places) for ten forest houses;

$$P = \frac{F}{IX} \times 100\% = \frac{90\,000\,000}{339\,200\,000} \times 100 = 26,5\%$$

The economic efficiency rate is 26.5%.

There is a lot of phytosynthesis in the area, green landscape, environmental services can provide the local population, that is, the rural population around the forest. In order to carry out such activities, they must first be issued a special license. In order to develop ecotourism in the forest, we will conduct a SWOT analysis of this innovative project; (See Table 3.2.1)

I. The following types of activities can be formed in the development of ecotourism in forests:

1.1. travel;

1.2. bird watching;

1.3. bicycle adventure;

1.4. holding cultural events;

II. The benefits of using the forests of the Fergana Valley in the development of ecotourism are:

2.1. Improving forest conservation in the area;

2.2. Receiving income for forest conservation and socio-economic development;

2.3. Improving the economic well-being of the local population adjacent to the forest;

2.4. Facilitate guest recreation at the local and international levels;

2.5. Diversification of tourism products of forests belonging to the Fergana Valley;

2.6. Improving safety in forests;

2.7. Improving forest infrastructure;

2.8. Knowledge and understanding of the importance of forests in the region to the general public.

SWOT analysis of the investment process for the development of ecotourism in forests ¹

S – Strengths;	W- Weaknesses:
Attractive environment Design flexibility (at the suggestion of the bidder) Availability of a wide range of product range	When the population does not have a deep understanding of how healthy forests are, there are no concepts; Lack of provision of trust funds for attraction; Misuse in the direction of ecotourism.
O-Opportunities:	T - Threats:
Long-term lease relationship; comprehensive support of investors, the size of the area (it is possible to create an optional landscape design, taking into account the wishes of the bidders)	Creating an initial demand for forest travel can be difficult to attract investors due to lack of demand Ecotourism puts investors at risk as it is not fully developed.

Also, in addressing the above proposals - "... attracting grants from international financial institutions to the industry and the development of ecotourism on a large scale..."² through which there will be an opportunity to develop eco-tourism in the region's forestry and to some extent eliminate environmental problems. Ministry of Economy of the Republic of Uzbekistan, State Committee for Investments The investment programs approved annually from 2018 on the basis of the proposal of the State Committee for Forestry of the Republic of Uzbekistan introduction of new construction, reconstruction and repair works³ marked. It is necessary to invest in the development and targeted use of ecotourism in forests.

The initial steps that need to be taken to direct investment are as follows;

- creation of accommodation;
- creation of natural roads in the forest area;
- creation of separate sites;
- creation of landscaped wooden playgrounds for recreation;
- lunch areas;

¹Developed by a researcher.

² Decree of the President of the Republic of Uzbekistan No. PF-5041 on the establishment of the State Committee on Forestry of the Republic of Uzbekistan, May 11, 2017.

³ Resolution of the Cabinet of Ministers of the Republic of Uzbekistan No. 530, On Improving the Forestry Management System, July 19, 2017.



Figure 3.2.2. Powers of forestry in the development of ecotourism ¹

The powers of the existing forestries in the Fergana Valley in the development of ecotourism are as follows. (See Figure 3.2.2). Cooperation with tour operators, creation of facilities and programs for ecotourism, etc. Also, in order to develop ecotourism in the region's forestries, to develop recommendations for the development of livestock, poultry, beekeeping, fisheries, rabbits in forestry. ;² which further enhances the ecotourism potential of forest areas.

The resources of forests and entrepreneurs contribute to the socio-economic development of the region. To build ecotourism infrastructure in forestry;

1. The information to be provided to the investor is as follows;

1. Information on market segments;

Citizens of Uzbekistan (school children)

- international repeat visitors
- Indigenous people
- travelers
- a group of experts

2. It is expedient to have target ecological objects in the forest in the following sizes; (Wooden House)

Accommodation:

- small ecological accommodation (10-20 places)

¹ Developed by a researcher

² Resolution of the Cabinet of Ministers of Uzbekistan on the establishment of the Andijan branch of the Forestry Research Institute, Tashkent, July 26, 2017, No. 544

- Medium ecological accommodation (21-30 places)
- can be large ecological accommodation (30-40 seats).

In the areas allocated by the State Forest Fund for cultural, educational, sanitary-hygienic, health, recreational and aesthetic purposes, forest users shall protect these areas on the condition of preservation of forests and natural landscapes, protection of flora and fauna, compliance with forest fire safety and sanitation regulations. conducts landscaping activities.¹

To further expand opportunities for eco-tourists in the region.

- establishment of a small market for accommodation;
- construction of recreation areas on the lawn, installation of benches;
- creation of landscapes of tree plots;
- creation of small libraries;
- construction of hotels, tree houses and other innovative housing in the homes of local people around the forest;
- travel in a small train through the woods.
- қайиқ хизматлари. (if the river passes through the forest area) such as.

Thus, forestry is an area that can be used for the development of ecotourism. To do this, it is necessary to develop people 's travel skills in the forest, to stimulate economic opportunities for the rural population near the forest and to attract international investors. will be.

§ 3.3. Initial strategies and priorities for the development of ecotourism in the national economy

In addition to the issues discussed in the previous parts of this work, we need to consider the priorities and organizational and economic mechanisms for the development of ecotourism in the Fergana Valley. In this regard, initial strategies and priorities for the sustainable development of the ecological direction of tourism in the districts of the Fergana Valley were proposed; These initial strategies and priorities have been proposed in the light of the comprehensive socio-ecological potential of the region. (Figure 3.1.1)

The Decree of the President of the Republic of Uzbekistan dated December 2, 2016 No 4861 "On measures to ensure the accelerated development of tourism in the Republic of Uzbekistan" identifies tourism as

¹Article 38 of the Law of the Republic of Uzbekistan on Forests (new edition)..

a new task and priority of state policy in the medium term. These include: the formation and consistent implementation of an integrated concept of tourism development, which gives tourism the status of a strategic sector, sustainable development of this sector in the economy, making the economy a powerful tool for restructuring and diversification.

In accordance with the Action Strategy of the Republic of Uzbekistan for 2017-2021, accelerate the development of the service sector in the medium term, increase the role and share of services in GDP, radically change the structure of services, primarily due to their modern high-tech types;¹ priorities such as.

The tourism potential for the development of the tourism industry in each region of the Fergana Valley is sufficient, but it is important to properly manage the planning process in the sector, which will radically change the overall socio-economic situation in the region.²

According to the World Tourism Organization (WTO), ecotourism will become one of the five main strategic directions of development in the period up to 2020. According to industry experts, the number of people concerned about the state of nature is growing every year. The results of research by foreign and domestic scientists show that currently "... in a number of countries ecotourism has risen to the level of a leading sector of the economy. Accordingly, its management is carried out in new forms. - 12% is used for recreation."³

This paragraph 3.3 of the research is aimed at identifying strategies and priorities for the development of ecotourism in the Fergana Valley.

Master plan strategies Master plans for the development of ecotourism in the region will determine the most optimal option among the various options for the development of this region from an ecotourism perspective.

The stages of these initial strategies were proposed with a view to fulfilling the tasks set out in the concept of tourism development in the Republic of Uzbekistan in 2019-2025.

¹ Decree of the President of the Republic of Uzbekistan No. 4947 of 07.02.2017 "On the Action Strategy for the further development of the Republic of Uzbekistan"

² Soliev A.S., Nazarov M.I., Qurbonov Sh.B. Socio-economic development of the regions of Uzbekistan. - Tashkent: Mumtoz soz, 2010. - 348 p.

³Khamidov O. Improving the management mechanism for the development of ecotourism in Uzbekistan: author. diss. dr. econom. sciences. Samarkand, 2017. Uzbekistan: author. diss. dr. econom. sciences. Samarkand, 2017.

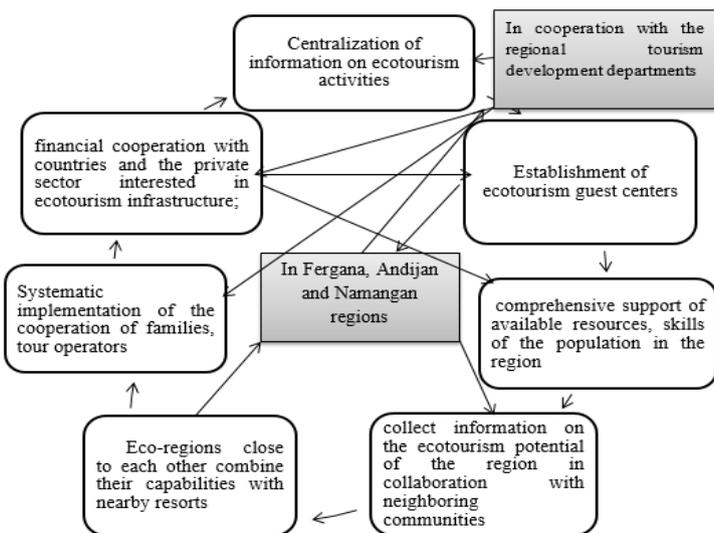


Figure 3.3.1. Initial strategic stages of ecotourism development in the Fergana Valley ¹

One of the most important ways for a community to make money on the path to a tourism economy is to create ample opportunities to stay in the first phase 1 (overnight) stay in any ecotourism area. It's hard to accept in society that people initially have to pay to see birds, flowers, unique natural landscapes in designated ecotourism areas. But it will be effective when attractive eco-zones are built. Spontaneously, people perceive this state as a natural state. Implement targeted measures to involve the private sector in this process and stimulate the activity of entrepreneurs, create the necessary conditions for sustainable development of the industry; introduction and widespread use of public-private partnership mechanisms² gives good results..

In the process of conducting research at the research site, the following initial strategic steps for the development of comprehensive ecotourism were developed and proposed by analyzing the area.

The master plan (master plan) strategies for the development of regional ecotourism, shown in Figure 3.3.1, are effective as the first step in

¹ Developed by a researcher

²The concept of tourism development in the Republic of Uzbekistan in 2019-2025. Tashkent, January 5, 2019, No. PF-5611

the process of accelerated development of ecotourism in the region. Below is an analysis of the strategy links outlined above;

STEP 1

The first thing to be done in the region is to create a solid residential area in the form of an ecological city in ecotourism areas. When choosing this area, it is advisable to choose an ecotouristic rural area outside the city, where the production is not located. It is expedient to organize the project "The cleanest ecological village". The goal of the cleanest ecological village project is to create an ecological environment that is fully managed by the local population and staff. To do this, Fergana Province, for example, is training or educating the rural population in a wide range of activities, including marketing and management, home appliance design, decoration and cooking, and travel guidance and management. Roads, curbs are clean, there is no excess waste anywhere in public toilets at all. To do this, the villagers must work collectively. In the first stage, it will be expedient to select one in each region, and in the next stage - in each district. Provides material benefits to the rural population when operating in the system of "gastro-eco-village". The villagers serve the national cuisine of their area in a clean ecological zone. Implementing the selection of such villages in the later stages will encourage them.

Gastro-eco-village. For example, it is a local village where people themselves grow and harvest beans, tomatoes, peppers, eggplants and other produce. They are voluntarily connected by the tour operator to families who do not use pesticides and grow only enough to feed their families throughout the year. The main goal of this project is to ensure environmental sustainability and direct economic benefits while focusing on nature conservation.

For example: Armenia is still a country with environmentally friendly products and has great environmental potential for economic growth. All the families in the villages visited in this project use environmentally friendly products in their daily cooking.

STEP 2

Centralization of information on ecotourism activities, as well as collection of information on regional ecotourism in cooperation with neighboring communities for public clinics and general medical services. For eco-tourists visiting for the first time, there should be a central location where they can gather information about all activities and services. Namangan region is a good place to build an eco-tourist guest center. This region has the potential to meet the basic needs of ecotourism.

STEP 3

Supporting existing natural resources and skills of the population in the Fergana Valley. Expanding the scope of skills for the development of eco-tourism in economic terms. The available natural resources and opportunities in the Fergana Valley play an important role in the development of the sector. In addition to specially protected areas, the effective use of unique natural resources also plays an important role in the economic potential of society and the population.

STEP 4

Collection of information on the ecotourism potential of the region in cooperation with neighboring communities. The cooperation of existing groups involved in ecotourism (employees of regional tourism development departments, tour operators, the public, the local population) will create a more stable platform for the implementation of ecotourism programs. For example, security measures, in mountainous areas, in watersheds, a variety of situations are approached on a community basis.

STEP 5

Eco-regions close to each other should combine their capabilities with nearby recreation areas. To create a wide range of preferential opportunities for families in order to accelerate the development of ecotourism opportunities outside the city. Families, tour operators will need to work together to attract tour groups, which is a good idea if they combine their facilities with nearby resorts. (For example, Chodak, Parda Tursun, Chust resorts)

STEP 6

Systematic implementation of cooperation between families, tour operators, cooperation with foreign countries and the private sector interested in the existing ecotourism infrastructure, and support for ecotourism activities. For the rapid and successful development of ecotourism, it is necessary to gradually build ecotourism, taking into account the ecological programs, special directions, processes, effectively using the existing infrastructure in society.

STEP 7

It is necessary to cooperate financially with countries and the private sector interested in ecotourism infrastructure, invest in infrastructure such as attracting investors, improving roads for better movement of cars and bicycles, bicycle lanes, bicycle parking lots and safety measures.

In this regard, B. Berdiyrov assesses the priorities for the development of eco-tourism in the country as follows;

– In order for tourists coming to our country to get acquainted with the nature of the regions, it is necessary to create an ecotourism map and a single

catalog of the country, which includes the flora and fauna of the regions. We recommend that this ecological map and catalog serve as a simple, illustrated, ecologically meaningful guide for accompanying translators to identify the animals and plants they may encounter during the tour.¹

In addition to the above, in our opinion, we propose the following as priorities for the development of eco-tourism in the country. Figure 3.3.3. According to the data, one of the most important priorities in the development of ecotourism in the regions is the following.

Improving the ecological culture of the population is the most important stage in the development of ecotourism in the country. The Ecotourism Development Project in the Regions was conducted in Chodak village, Pop district, Namangan region (see paragraph 3.3).

Support for ecotourism initiatives. Founded in 1990, the International Ecotourism Society has more than 150,000 members, partners, and today more than 190 countries. The activities of the society were analyzed in paragraph 1.2. (See Figure 1.2.1). In order to support the initiators of ecotourism in the country, it is necessary to establish separate tour operators in the field of ecological tourism, travel agencies, state benefits for legal entities and individuals wishing to build ecotourism resorts, tax breaks, gather representatives of the industry, volunteers and non-governmental organizations. it will be necessary to establish an organization and attach partners.

Establishment of small-scale ecotourism zones. The relatively low level of socio-economic development in remote rural areas compared to the central regions of the region, the slow growth of sustainability requires the development of small-scale eco-ethnotourism, ie local ecotourism. Indigenous people are interested in the well-being of their territories. Therefore, they pay more attention to environmental protection. The lack of ecotourism in the region, the harmful effects on the environment, the disappearance of cultures and traditions necessitate the organization of small-scale ecotourism. The experience of organizing small-scale ecotourism zones shows that, unlike large-scale ecotourism, the development of facilities and infrastructure does not have to meet modern tourism standards and is much simpler and cheaper, as it focuses on the lifestyle of the local population. However, in order to develop this form of tourism, it will be necessary to attract foreign investment. In the process of attracting such investments, it will be necessary to have a company or non-governmental organization that will organize the proper organization of

¹ B.Berdiyrov., Priorities for the development of ecotourism in Uzbekistan, Journal of Business Expert, №6 (138) -2019 pages 4-7, <http://www.biznes-dailv.uz/ru>

ecotourism activities for the local population. It is more effective to support small-scale ecotourism areas close to public tourist zones.

Construction of infrastructure for travel in protected natural areas, reservoirs, reservoirs. It would be expedient to develop special guidelines for the development of ecotourism in METHs. Giving wide benefits to entrepreneurs who want to build an ecotourism zone on lakes, rivers, streams, reservoirs will be the basis for the creation of infrastructure for travel.

Development of domestic tourism in intensive parks, cultural and recreational parks. Today in the Fergana Valley 2150 ha. There are intensive gardens. There is an opportunity to accelerate the development of eco-agritourism in these areas. Part of the cultural and recreational parks in the area in certain districts do not have the potential to serve local tourists. However, in terms of land area, it is no less than the cultural and recreational park areas, which attract a large number of local tourists throughout the year. In terms of specialization, garden areas in each district should be attached to the private sector, creating benefits, concessions, when the population of the region fully understands the essence of ecotourism, the chances of developing ecotourism in that area will be high.

SPA(Sanitas pro Aqua) construction of innovative hotel complexes. Paragraph 2.2 of the research work (Figure 3.1.1-Map of healing springs of Namangan region, Figure 3.1.2-Map of healing springs of Fergana region, Figure 3.1.3-Map of healing springs of Andijan region) potential of mineral and natural healing water resources of the region studied.

Conducting competitions for ecological projects in the regions. "Ecological project" is the design of ecosystems in the environment, "Humanity and the environment, the creation of sustainable ecosystems aimed at reconciling the interests of both parties."¹ In the process of studying the ecotourism potential of Namangan region, the potential of the settlement named after Arashon Buva, located on the peaks and slopes of the Western Tien Shan mountain range in the north-western part of Pop district of Namangan region, was identified and an ecological project was developed. This mini-ecosystem is divided into 2 types. 1. Pasture ecosystem 2. Mountain slopes ecosystem. In the Arashon mountain valley there is a "Arashon spring", which is formed naturally and has healing

¹W.J. Mitsch & S.E. Jorgensen (1989), "Introduction to Ecological Engineering", In: W.J. Mitsch and S.E. Jorgensen (Editors), Ecological Engineering: An Introduction to Ecotechnology. John Wiley & Sons, New York, pp. 3-12.

properties. This ecosystem is widely used by the population in seasonal livestock, hunting and mountain gardening.

Our research has shown that there is ample basis to turn the region into an ecotourism zone. The most important of these are;

1. The object is located 70 km inside the main road area, where there is a real mini-ecosystem. The area can be used to restore the health of the population and provide cultural recreation, and it brings good income.

2. Our research has shown that water supply to favorable ecotourism areas is the biggest financial problem. And there is healing mineral (spring) water. This will be a sufficient basis to turn this area into an ecotourism object. Taking into account the above natural resources, a small-scale ecological project has been developed in the region.

The condition of the eco-project is that the services are aimed only at greening. There is a seasonal demand in the region in June, July and August. In a small-scale ecological project, it is necessary to create conditions for 20 people:

Currently, there is a high demand for tourist services aimed at the greening system (all services will be focused on greening, lighting system, maintenance). It is necessary to study the potential of each region of the region, create and implement eco-projects and conduct a selection of eco-projects in the regions. The winners of the competition should be given economic incentives, first by the regional tourism development departments, and then by the Committee for Tourism Development of the Republic of Uzbekistan.

Great attention to environmentalization, environmental certification of hotels. In recent times, more and more manufacturing companies are realizing their responsibility to humanity and nature and making every effort to improve the production and environmental characteristics of the products they produce. They are committed to preventing the release of harmful substances into the atmosphere and water bodies, reducing energy consumption and not using harmful ingredients. The results are reported to the consumer via a special label - eco-bio - label. These processes are also an important factor in the development of ecotourism in the country, providing ecotourism applicants with environmentally friendly products.

Environmental certification of hotels. Today, the world tourism industry has more than 200 "environmental labels" in 50 countries, which are environmentally certified resorts, regions, villages, restaurants and hotels. In international practice, some travelers want the area they are visiting to be environmentally proven. Environmental certification companies operate on the basis of 44 internationally recognized sustainable

tourism standards. This is the green certification standard. The system of ecological certification, which has been in force since 1999, takes into account 44 different criteria of tourism enterprises in terms of environment, socio-economic and cultural aspects, ie their ecological certification of areas, hotels for energy consumption, waste management, use of green products before participating in local production. These are Green Globe, Green Key, Earth Check, Green Tourism, Travel Life, Biosphere Tourism, Local Or Regional Green Labels In Tourism, European Ecolabel For Tourism, Bio-Hotels, Fair Trade Tourism, Eco Tourism Australia are large companies called. The presence of ecologically labeled areas is important in the development of ecotourism in the country. Such a process has not yet been established in our country.

Construction of ecological Wooden House recreation areas in forestry. Research work 3.2. analyzed in paragraph. Andijan region The work was carried out in cooperation with the Andijan State Forestry.

During the gradual implementation of these priorities, "... comprehensive and effective use of natural, mineral and raw materials, industry, agriculture, tourism and labor potential of each region to accelerate socio-economic development in the regions of the country, increase living standards and incomes." to provide;..."¹ opportunity arises. It is known from world experience that in the development of ecotourism we can see that rather than making relative decisions, strict programs, targeted policies and slogans, measures have been implemented. The organizational and economic mechanisms to be implemented in this regard are shown in Figure 3.3.4. The main directions of organizational and economic mechanisms for the development of ecotourism on the basis of public-private partnership are the creation of small ecotropic zones in the Fergana Valley, ecotourism cluster areas, SPA (Sanitas pro Aqua) innovative eco-hotel complexes, ecological forest houses within the ecological direction of tourism.

The study aims to turn cultural and recreational parks in the region into green eco-zones, work on eco-landscapes, attract investors, increase the number of zoos, develop tourist routes in the direction of ecotourism clusters, identify gastro-eco-rural areas, create small ecotropic zones to preserve natural areas. Considering that the construction of SPA (Sanitas pro Aqua) innovative eco-hotel complexes will help to restore human health from forest areas, ecological forest houses will be used to build Wooden House resorts, recreation areas, natural areas, eco-villages, restaurants and hotels. it is necessary to introduce a certification system (green labels).

¹ Decree of the President of the Republic of Uzbekistan dated February 7, 2017 No PF-4947 "On the Strategy for further development of the Republic of Uzbekistan"

Analyzing the above, if these organizational and economic mechanisms are applied first at the local level and then gradually at the regional level, the economic and environmental efficiency of ecotourism areas will increase.

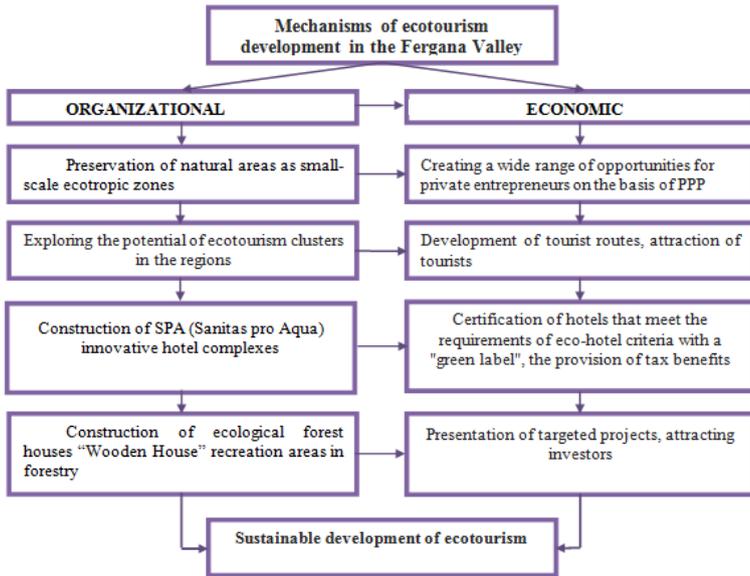


Figure 3.3.4. Organizational and economic mechanisms for the development of ecotourism in the Fergana Valley ¹

The Fergana Valley is a territorial subsystem of the country's only economic complex. It is an integral unit formed by the internal interconnection and interaction of demographic, natural-ecological, socio-economic and technical-economic processes. At the same time, the integration of its respective regions into each other in terms of tourism potential will lead to a more effective result.

Conclusions on the third chapter

According to the research on the development of ecotourism, analyzed in Chapter 3 of the study, the following results were obtained:

1. According to the Quebec Declaration, which defines the principles of ecotourism development, one of the most important rules for the development of the industry is the introduction of ecotourism opportunities within the

¹Developed by the author.

administrative subdivisions as the primary method. The regional significance of each region or ecosystems and their classification according to the type and type of tourism in their assessment leads to the intended goal.

2. The combination of ecotourism potential of 3 regions belonging to the Fergana Valley under one system and activity will increase the ecotourism potential of the region.

3. In our opinion, it is necessary to use the existing cultural and recreational parks in the Fergana Valley as an ecotourism facility and invest them in this area.

4. In our opinion, the construction of a wide range of innovative hotels from the unique natural areas (SPA (Sanitas pro Aqua) with scientifically studied medicinal and mineral springs in the region will open the way to bring the ecotourism potential of the Fergana Valley to the international level. (thinking) can also be used as an important object.

5. Ecotourism gives the expected results by studying and analyzing the experience of developed countries, models of ecotourism development, and gradually applying the model of ecotourism development in the development of the industry, planned and implemented by regions.

6. It is clear from our research that the forest is an area intended for nature protection and recreational recreation in nature. However, the forestry of the Fergana Valley is not used effectively, primarily due to the lack of awareness among the local population and the lack of infrastructure in the region.

7. Ecological Wooden House - the word "wood" means wood in the English language, and "house" means a house, and in the general sense is called a "wooden house", ie an ecological wooden house that serves health and longevity in a green area. This means that vacationers visit this innovative resort to restore their health and provide financial support to the area.

With the help of this wooden house, it is possible to organize an outdoor recreation in the heart of nature and install it anywhere in the forest area, as well as provide financial assistance for the protection of forests through recreation.

8. According to the World Tourism Organization (WTO), ecotourism was supposed to become one of the five main strategic directions of development in the period up to 2020, but the sector has become the industry with the largest economic losses due to the international pandemic. According to industry experts, the number of people concerned about the state of nature is growing every year.

9. Organizational and economic mechanisms for the development of ecotourism include:

- improvement of ecological culture of the population;
- support of ecotourism initiators;
- creation of small-scale ecotourism zones;

- Construction of travel infrastructure in METHs, reservoirs, reservoirs;
- development of domestic tourism in intensive parks, cultural and recreational parks;
- Construction of innovative eco-hotel complexes SPA (Sanitas pro Aqua);
- Competition of ecological projects in the regions;
- Great attention to environmental protection, environmental certification of hotels;
- Construction of ecological Wooden House recreation areas in forestry. Thus, these priorities have a positive impact on the development of eco-tourism, and everyone in society becomes a direct participant in tasks such as nature conservation, environmental protection.

CONCLUSION

As a result of scientific research on the development of ecotourism in the Fergana Valley, the following scientific conclusions were made, scientific proposals and practical recommendations for the development of the industry were developed:

1. Prior to the study, it was found that ecotourism in the Fergana Valley was not fully classified, classified, organized, accounted for, scientifically established. However, its natural and socio-economic potential is sufficient to develop the tourism industry. The study revealed that there are 110 tourist facilities in Andijan, 420 in Namangan and about 100 in Fergana, in particular, 208 are ecotourism facilities. Ecotourism objects were grouped in the object of study, grouped by directions, ecotourism opportunities and prospects of districts in each region were classified.

2. The study proposes the development of "tourist clusters" in the ecological direction in the Fergana Valley, as well as in the direction of ecotourism tourist routes called "Fruit Festival", "Nature travel on horseback", "Eco-agrotourism", "Study of healing springs" developed.

3. As a result of the research, it was found that the study of the development of ecotourism in the ecological zones of the Fergana Valley can be developed on the basis of the following three principles;

1. Nature protection,

2. Conservation of nature based on ecotourism,

3. Development of nature-based tourism.

4. Elimination of restrictions on the visit of ecotourists to the regions, as well as strict control over compliance with the norms of environmental behavior proposed for ecotourists in the dissertation in terms of "environmental safety" will contribute to the sustainable development of ecotourism..

5. Ecotourism development projects are successful It is necessary to develop a program of measures for the organization of "Ecotourism Villages" by the regional tourism department in the supported areas.

6. The study developed an eco-project in the form of community-based tourism in the system "Gastro-eco-village". It is expedient to study the potential of each region, create ecological projects and hold a competition of ecological projects in the regions.

7. In order to increase the ecotourism potential of each specific region, it is necessary to increase the ecotourism potential of the region by maximizing all the criteria of the points allocated according to the criteria of the Ecotourism Opportunity Spectrum (EIS) method.

8. In the research of the dissertation the criteria of the eco-hotel project SPA (Sanitas pro Aqua) were developed as one of the priorities in the development of ecotourism in the Fergana Valley. It is advisable to certify hotels that meet the requirements of such eco-hotel criteria with separate "green labels" and provide significant (50%) benefits in the tax system.

9. As a result of this dissertation research, based on foreign experience, in order to increase the ecotourism potential of the region, a special eco-guide on the cognitive (thinking) direction of ecotourism, ie the study of healing springs was developed. It is advisable that this guide be developed in each region of the Fergana Valley and posted on a website.

10. In the process of effective organization of ecotourism, it is advisable to systematically use the multi-level structural model, covering the comprehensive tasks of the industry, developed in the study, taking into account the potential of each region.

11. It is necessary to establish mechanisms to attract eco-tourists to forest tourism, with a view to increasing the attractiveness of the ecotourism infrastructure of the Fergana Valley, creating a service environment for the population in an ecologically clean environment, combining recreation and ecotourism.

12. To support ecotourism initiators in the country, the establishment of separate tour operators, travel agencies in the field of ecological tourism, government benefits for legal entities and individuals wishing to establish ecotourism resorts, tax breaks, the establishment of non-governmental and non-profit organizations and partners. should be attached.

SCIENTIFIC ARTICLES PUBLISHED ON THE RESEARCH WORK

SUSTAINABILITY STRATEGIES FOR THE MANAGEMENT OF TOURIST FACILITIES IN THE FERGANA VALLEY

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Abstract

In this article, the objective necessity of the mechanism of management of tourist facilities in the Fergana Valley, the existing opportunities in the region, natural resources, problems and opportunities, investment processes were discussed. The purpose of this article is to assist in the development of tourism in the Fergana Valley by providing sustainability advice and scientific and practical advice.

Keywords: Tourism, strategy, sustainability, innovation strategies, investment.

JEL Classification: 338.48(584.4)

Today, despite the fact that most areas of tourism have a local form, they are usually considered as a large international business. Indeed, the rapid development of the network depends on important factors. In order for some large tourism organizations to have a stable position, it is important that they have an important specific strategy rather than organizing travel across national borders. (Lovelock and Yip;1999).

Sustainable tourism strategies are now more important than ever for successful, competitive and sustainable destinations and tourism businesses. But it can be difficult to find good strategies that are tailored to the region's potential to develop and manage sustainability in the tourism sector.

In the process of analyzing this topic, the scientific views of the following scholars, i.e. In the process of analyzing this topic, the scientific views of the following scholars, viz (Porter; 1985), (Ashworth; 1996), (Barrow; 2003), (Dann; 2002), (Frechtling; 2001), (George; 2000), (Goeldner; 2003), (Holloway; 2009), (Medlik; 2003), (Hill; 2010), (Thompson; 2005), (Johnson; 2008), (Evans; 2003), (Yokubovna; 2019), (Abdulkhakimov; 2019).

Sustainable tourism strategies: how to do it. How to perceive sustainability: how to set up sustainable tourism counseling centers for target managers? For established managers, guidance should be provided by leading tourism professionals on how to adopt sustainability in order to gain or maintain prestige and competitive advantage.

A specialized marketing and development strategy developed specifically for each region is critical to the prospects of areas (local, regional, or national) that have one or more of the following characteristics:

A. Newly emerging (including a large number of places to visit);

B. Having a combination of unique attractions (new types of tourist destinations) whose potential has not yet been discovered;

C. The existing attractions invite you to travel to areas of high attraction;

D. Having large natural attractions that are at risk of losing their attractiveness - if not properly maintained, managed and properly planned, should also be the basis for developing the best tourism strategy programs on a local and / or regional basis. Sustainability-based strategies, carefully designed market research, strategic analysis, and flexible planning (e.g., 1 to 3 years) are required. Efforts in strategic planning are about knowing where you are going and how to get there. This is to find the right way, for obvious reasons, to get the best results.

Innovative and powerful tourism strategies .. demonstrate their ability to integrate and see problems and opportunities as a whole. Instead of being part of the business mode as usual - we need to focus on sharper results and new (more efficient) ways to achieve great results. Here, of course, lies a competitive advantage.

In general, the study of the global strategy of the service business in the field of tourism is still in its infancy in the Fergana Valley. In order to develop and implement policies and strategies for the development of the tourism industry of the Fergana Valley, it is desirable to develop a strategy for the rapid development of industry and cooperate with regional tourism development departments. The strategy aims to increase market share and create new jobs in four priority areas, invest in quality tourism products, various activities, infrastructure and create a skilled workforce and business skills, and make effective use of tourism opportunities in the Fergana Valley.

STRATEGIC PRIORITIES INCLUDE:

1- LINE	2- LINE
Creating quality tourism products	Support and encourage those who want to develop new types of tourism products
3- LINE	4- LINE
High-income hotel developments, such as the integrated development of the resort alone.	Programs and activities for the development of tourism in the Fergana Valley, as well as the identification of new talents, the introduction of business incubator ideas and technologies.

Figure 1. Strategic priorities for tourism development in the Fergana Valley.

1. Create quality tourism products, increase experience in exploring unique travel destinations. The Fergana Valley has unlimited potential in terms of natural resource diversity. By expanding the offerings, which include modern and unique products and real experiences from around the world, there will be an opportunity to attract new and repeat local and international visitors, which are available only in the Fergana Valley.

2. Innovative practices support the introduction of initial experiences that attract tourists and achieve high-income hotel developments as part of new or existing tourism, such as the integrated development of the resort alone.

3. Support and assistance to those who want to develop new types of tourism products, the development of practices that meet the needs of target tourism markets;

4. Prompt awareness of tourism news by regional tourism departments, promotion of tourism business participation in tourism development programs and activities in the Fergana Valley, as well as the identification of new talents, the introduction of business incubator ideas and technologies.

In order to develop new directions of nature-based ecotourism in the region, it would be expedient to implement the following.

- Implementation of the program of ecotourism development in the Fergana Valley until 2021–25;
- support for investment in ecotourism infrastructure;
- Identification of Shohimardon say landscapes and other ecotourism sites on display;

- pay special attention to the development of new areas of tourism in the vicinity of local waters;
- conduct market research on consumer behavior and promote the benefits of travel to develop new experiences based on the nature of the Fergana Valley.

The first stage of organizing travel events in the Fergana Valley and the development of plans to attract local tourists:

- Organize and promote special events to attract more visitors to the Fergana Valley;
- Use of sports and business activities;
- Creating opportunities that bring economic benefits to the state to maximize;
- Encourage targeted investment to strengthen the event, increase infrastructure and capacity across the country, and explore opportunities to host major events in the region;
- Work on a culture and experience of customer service;
- attaching financial partners to developers of new ideas in order to increase the role of tourism in the economy;
- Development of programs on quality and service culture, special manuals on tourism.

Modern, high-quality infrastructure is essential for continuous travel in and around the Fergana Valley. The process of developing and improving new investments, tourism assets, infrastructure that supports the tourism sector will ensure real growth of the industry.

Attracting investments in the leading direction of tourism, taking into account the nature, climate and location of the Fergana Valley:

Entrepreneurs and local authorities who want to build tourism infrastructure should work together to find investors in the tourism sector, attract and support investment.

- it is important to focus on areas that are important in tourism, information for visitors, protected natural areas, infrastructure opportunities for visitors, and sports infrastructure.
- Identification of new projects and new directions for the development of private tourism, strict control over the accessibility of infrastructure along the Fergana Valley, including hotels, attractions, access roads to the infrastructure;
- Strategies for the socio-economic development of the Fergana Valley, including attracting and supporting investment in sustainable tourism, actively attracting investors by attracting investment in tourism, and devel-

oping tourism in the Fergana Valley, renewed tourism infrastructure, local it is advisable to conduct it in cooperation with the authorities.

Improving access to tourism infrastructure Focus on transportation convenience.

Implement systematic transport to achieve sustainability in tourism. The main strategy is an integrated approach to transport, and the opportunities in the Fergana Valley are the implementation of individual travel programs for each group of visitors, taking into account their wishes;

- find ways to use existing opportunities;
- implementation of the “Transport in Tourism” program, which has a certain value;
- Establishment of a delivery service called "tourist tourism";
- installation of new and improved road infrastructure, signs of tourist destinations in recreation areas;
- prioritize the delivery of multilingual information for visitors;
- Establishing strategic partnerships

Forming a skilled workforce and entrepreneurial skills.

Today, the Fergana Valley cooperates with regions and communities in various industries. Given that the workforce plan for the tourism industry plays an important role in the economy of the Fergana Valley, it is important that the tourism industry has the skills and experience to meet the growing demands of visitors seeking high quality in the services market.

Strengthening industrial routes that directly affect tourism in order to enhance its status

- Presenting a program of young tourism leaders to enhance the status of tourism in the region;
- Expanding programs to help more young people, successful transition from school to additional education or focus on employment in tourism;
- Improving the quality of service in restaurants and cafes;

Develop a workforce plan against labor shortages in tourism

An analysis of current and future skills will be required to support the tourism industry.

- Development of teacher-student work plans for the development of the tourism industry;
- Defining a staffing plan for tourism with short-term and long-term priorities;

The gradual implementation of the above strategies will directly contribute to the improvement of the management mechanisms of the tourism industry in the Fergana Valley.

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UDC 33.658;

JEL: R11, R12, D01, D84

ANALYSIS OF FOREIGN EXPERIENCE IN THE DEVELOPMENT OF ECO-TOURISM: ON THE EXAMPLE OF FERGANA ECONOMIC AREA

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Annotation

Thing. Today, the environmental problem not only in Uzbekistan, but also all over the world, is one of global problems. In order to preserve the ecology in its original form, it is necessary to use the regional natural potential in the development of ecotourism, which gives a good result and environmental protection is carried out directly. The development of ecotourism in the regions will not only have a positive impact on environmental protection, but also this area will take its significant place in improving the socio-economic condition of the local population. In this article, for the concept of the value of ecotourism, applying a regional approach, we tried to conduct a systematic analysis.

Purpose. Analyzing the long-term experience of countries in the field of ecotourism, we focused on the issue of the gradual planned development of ecotourism in the Fergana economic region. They also focused on the possibilities of ensuring the development of a network of redundant productive forces in the region.

Methodology. In the process of studying the problems of ecotourism development in the regions, a system analysis and a regional method were used.

Results. The Fergana economic region consists of the relevant climatic and areas with natural resources. Using the natural potential of the region in the future it is possible to achieve socio-economic development of the territory. To this end, we consider it necessary to pay attention to the ecological features of the territory of the economic region we know. This priority global task in itself requires drawing up a plan and measures to increase the ecologically clean areas, protect them, adapt these conditions to international standards.

Conclusion According to the results of the study, a model of a planning mechanism for accelerated development of ecotourism in the regions and its phased introduction was developed. For the development of ecotourism in the region, it is necessary to identify ecotourism sites, legalize and provide great opportunities for private entrepreneurs to develop tourism. In the future, based on the potential of the natural resources of the Fergana Valley, there will be opportunities for the socio-economic development of the territories and the creation of new jobs.

Keywords: ecotourism, objects of ecotourism, Fergana Valley, infrastructure, ecotourism.

Today, as a result of air pollution, an average of 4.3 million people die in the world every day (equal to the population of states like Kuwait, Croatia). The use of chemicals has increased dramatically in recent times. Today, more than 400 million tons of various means and food are used on the earth. Due to the use of toxic chemicals, cancers have increased by 25% in some countries. An estimated 47,000 people die each year from chemical use.

In industrialized countries (China and India), the atmosphere is sent out and has a serious impact on the environment. Airborne dust and waste can cause heart disease, stroke, lung and respiratory infections.

It should be noted that in recent years, a sharp increase in population, the rapid development of agriculture and industry, and the growth of road transport have a significant negative impact on the environment. To minimize these consequences, it is necessary to apply an integrated, systematic approach to the rational use of natural resources and their restoration.

About 20-25 percent of the factors affecting human health are related to the environment. For example, air and water pollution, soil degradation, the quality of food grown in a polluted environment, or other important factors negatively affect human health. Therefore, it is desirable to minimize anthropogenic impact on the environment by adopting a comprehensive set of measures to ensure environmental safety. For this, the intensive development of ecotourism in the regions of the country is of great importance.

The aforementioned indicators and figures indicate how important how ecologically clean areas are for human life and how they live and how important it is to maintain a healthy lifestyle and meet their expectations, the need to harmonize international standards with international standards. Fergana economic region is a unique ecotourism zone, natural resources, production facilities, but it is used in practice.

As factors in the rapid development of this tourism sector in the Fergana economic region, the following should be highlighted:

Table No. 1

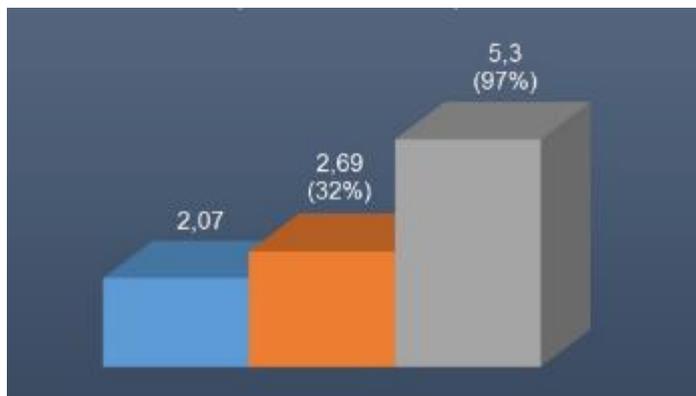
	Factors	Problems
1.	- Forestry	- Financial resources
2.	- Healing springs	- Insufficient dispersion of the economic and ecological significance of ecotourism for the population.
3.	- Mountainous areas.	- Lack of relevant organizations

At present, the tourism industry on a global scale is one of the sectors of accelerated development. In particular, we observe how in our country the share of this industry in GDP is increasing from year to year.

According to analytical data, the share of the tourism industry in the country's GDP in 2016 was 2.4%, in 2014 it was 2.7%, and in 2015 it was 2.6%. We are witnessing that the share of tourism in exports in 2014 was 7.8%, in 2015 - 9.5%, and in 2016 it was 10.4%. For an even greater increase in the share of this industry in the composition of GDP, it is necessary to study, analyze the experience of leading countries, and gradually introduce it in the country accordingly.

What is the growth trend of general tourism in our country today?

Diagram No. 1



The chart shows that 5.3 million tourists visited Uzbekistan in 2018. In 2017, their number reached 2.69 million, that is, the number of tourists increased by 97% over the year. In 2016, their number is 2.7 million. Of the 5,346,219 tourists who visited Uzbekistan in 2018, 5,020,392 from the CIS countries and 325,827 from foreign countries. The largest number of tourists visiting Uzbekistan is from neighboring Kazakhstan, which is 2,293,077 people, followed by 1,055,688 Kyrgyz citizens.

At the same time, 2/3 of the frequent travelers visiting our country are interested in it from the environmental side. This interest gives impetus to the development of a new direction of tourism, namely ecotourism.

Among foreign countries, Turkish citizens are in the lead, 41 299. The next place is taken by 32 444 citizens from China and 27 269 tourists from South Korea.

According to analytical forecasts by the World Tourism Organization (WTO), the number of travelers will reach 1.6 billion by 2020, according to the forecast of this growing industry. Our analyzes indicate that in Uzbekistan, according to international forecasts, if the number of tourists in 2005 was 350 thousand people, in 2010 it was 1.5 million people, then by 2025 it will exceed 15 million people. At the same time, given the fact that in the near future the number of people visiting such cities as Bukhara, Khiva, Termez, Tashkent, Shakhrisabz and the cities of the Fergana Valley is increasing, this task becomes one of the priorities.

It should be noted that in the Fergana Valley, scientific and marketing research on the development of ecotourism is organized at a low level. The presence of surplus labor in agriculture in the regions of the Fergana Valley is one of the urgent problems. There are several problems in the industry, namely, the lack of compliance of enterprises and firms engaged in recreation and ecotourism with the requirements of international standards in the provision of services to travelers, the lack of qualified personnel in this industry, in the restrictions on recreation for tourists and viewing something. Therefore, the topical issue in this area is the training and professional development of personnel that meet the requirements of international standards. Tourists visiting the Fergana Valley need guides-translators who are able to fully disclose the content of recreational and ecotourism facilities, special guides, qualified and cultural workers.

In addition, targeted programs aimed at the effective use of the ecotourism potential of our country, the development and implementation of investment projects ¹ can give good results. It is necessary to invest in each

¹ Xamidov.O.X. Problems and ways of improving the management of ecotourism development in Uzbekistan, monograph, T.: 2016, p. 28..

region, taking into account its potential and the natural climatic conditions of investments can have a different impact on the environment (negative, neutral and positive)...¹ If we look first of all at the positive effects of ecotourism, it is above all environmental and ecologically oriented protection. We in the Fergana region have sufficient potential for sustainable development.

National parks, buffer zones, nature reserves and natural resources play an important role in the rapid development of ecotourism in the region.² Indeed, the above studies in the Fergana economic region are adequate, but they are not used effectively in the development of ecotourism. (Andijan, Namangan, Fergana), the number of national parks is more than 30, but many of them do not function sufficiently.

And yet, it must be emphasized that the formation of the competitive position of the region is possible only with a comprehensive account of existing or absent competitive advantages. In this case, we should talk not only about the availability of certain types of resources and not only about the efficiency of their use, but, first of all, about the region's ability to build up and activate its internal potential, which is achieved as a result of the interaction of certain economic entities. Dependence of competitive advantages on local, local conditions that emerge in a certain territory, notes and one of the apologists of the concept of competitiveness, Professor M. Porter, emphasizing that "a competitive advantage is created and maintained in close connection with local conditions"³In fact, this means recognizing that in each region there is a huge variety of undiscovered, unrealized, endogenous opportunities and reserves. The activation of this unused specific regional potential should become the basis for regional development.⁴

With the creation and improvement of conditions for the development of ecological tourism in promising regions (including the arrangement of new attractive routes with appropriate infrastructure), this direction of tour-

¹ A.Kh. Pardaev, A.N. Norchaev Ecological tourism, T. :; 2011, p-9.

² Volkova N.V., Feraru G.S., Tretyakova L.A. Assessment of the ecological and tourist potential of the region and the prospects for its use (on the example of the Belgorod region) // Regional economy: theory and practice, 2015. No. 2 (377) - pp. 27-36.

³I.G. Lymonin, N.I. Guzel. Cluster approach to tourist and recreational zoning // Country studies and regional studies in solving the problems of sustainable development in the modern world: materials of the International scientific conference dedicated to the 10th anniversary of the creation of the Department of Regional Studies and International Tourism of St. Petersburg State University (April 15-18, 2010). - SPb: VVM, 2010. -- 628 p..

⁴ Nikonorov S.M. The mechanism for the formation of regional tourism complexes in the social, economic, social, with an economic component: Monograph / S.M. Nikonorov.-Cheboksary: Novoe Vremya, 2008.4..

ism can provide an additional tourist flow of more than 1.6 million people per year.

The essence of the strategy lies in the development of domestic and inbound tourism, in general, and in the strategic development of ecological tourism in recreational areas, in particular, in ensuring the availability of ecotourism services for various segments of the population, improving the attractiveness of Russian ecotourism resources. The strategy for the development of ecological tourism should be implemented on the basis of public-private partnership mechanisms¹.

Studying the international experience of organizing ecotourism, we have summarized the following recommendations for development not only in the Fergana Valley, but also in other regions: creation of infrastructure for tourists; correct organization of the hotel business, advertising and promotion of travel services companies.² Since advertising and discounts play a crucial role in tourism, we have created a special guide that reflects the potential of ecotourism in Namangan region. In our republic, according to O. Kh. Khamidov, when developing a strategy for the development of ecotourism, all forms, aspects, directions, development of ecotourism should be directly or indirectly taken into account, depending on the nature of the company's relationship with the environment.³ Processes, for example, eco-hotels in separate ecological zones, do not harm the environment, preserve and protect the environment.

What are the weaknesses in the development of the industry in the Fergana economic region?

- there is no responsible person or organization in this area.
- the uncertainty of ecotourism areas.
- misuse of natural resources.

The growing trend in the republic is almost non-existent in the Fergana economic region.

The number of enterprises, organizations and foreign tourists engaged in tourist services in the Fergana economic region.

¹ S.M. Nikonorov. Ecotourism development; regional model on the example of the Volga Federal Okrug. Monograph / Moscow 2013, p. 105.

² Lutfullaev P.M. Foreign experience in organizing ecotourism // Prospects for the development of ecotourism in the Fergana Valley. - Namangan, 2016, -B 235

³ Khamidov Kh.O. Improving the management mechanism for ecotourism is an important aspect of the strategic development of the tourism industry // Scientific journal "International Finance and Accounting". No. 2, April 2017, p. 8

table number 2



- Number of firms, organizations engaged in tourism activities (units) *
 - Foreign visitors (thousands)*

a source; prepared by the author based on the data of the statistical committee.

As shown in the table, the country employs 7383 people, of whom only 707 are employed in this sector. This figure is not satisfactory if we take 9 million 330 thousand people (Fergana, Andijan and Namangan regions).

Tourism in developed regions and cities reflects significantly higher rates of violence, for example, in Khorezm, the population is 1 million 950 thousand people, more than 400 people are employed in the field. The Samarkand region has 3 million 819 thousand people, 639 people are employed. Bukhara region - 1 million 870 thousand people, the number of people employed in the industry is 543. Also, using the example of the Navoi region, the population is 960 thousand people, the number of people employed in the industry is 330. The above shows that the tourism potential in the Fergana economic region is underutilized ...

The number of people employed in the tourism sector in the Fergana economic region.

Table No. 3

		Of these, in the position of the category:			
	Full reunion	Hotel administrators	managers	helpers	restaurant and bar staff
The Republic of Uzbekistan	7383	1649	692	2006	937
Republic of Karakalpakstan	150	49	15	53	10
areas:					
Andijan	203	39	8	62	15
Bukhara	543	170	71	182	43
Zhizzakh	167	53	7	22	16
Kashkadarya	257	75	19	106	26
Nawai	330	76	17	119	50
Namangan	150	46	14	53	10
Samarkand	639	171	67	156	59
Surkhondarya	273	75	15	65	20
Sirdarya	57	18	10	13	10
Tashkent	500	128	33	115	3
Fergana	354	68	30	87	17
Khorezm	410	97	37	130	56
Tashkent city.	3350	584	349	843	602

a source; Based on information from the official website stat.uz

In the Fergana economic region, tourism has significant potential for the development of ecotourism and many attractions. Forest plots can be used as ecotourism objects.¹ The share of forest areas in the Fergana Valley is as follows:

In general, 100% of the forest area in the country, almost 10% of which is located in the Fergana economic region:

¹ Mohamed A. Sh.Types of Tourism in Thailand.e-Review of Tourism Research (eRTR), 2015.vol.12, no. 3/4, .(in Eng) <http://ertr.tamu.edu>

Information about forestry in the Fergana economic region

№	Region	Number	Share in%	Area (hectares)
1.	Fergana	3	8.9	12297
2.	Andijan	1	1.5	2029
3.	Namangan	4	89.6	124006
	Total:	8	100	138 332

Source: Compiled by the author based on data from the Committee for Nature Protection of the Republic of Uzbekistan.

The data in this table show that most of the forestry is located in the Namangan region.

In 2018, the total value of the global travel market was \$ 8.8 trillion, and this figure has grown steadily over the past 8 years. In particular, in 2018, the largest growth in production was observed at 4 percent, while in tourism this indicator was 3.9 percent.¹ The rapidly developing network development in the world, with little attention to some parts of the country, is almost unclear in some regions.

In the Fergana economic region, tourism has significant potential for the development of ecotourism, and it has many attractions.

In particular, in the Namangan region, out of 11 rural districts, 7 are directly supported by the State. These are the Mingbulak, Kasansay, Naryn, Turakurgan, Chartak, and even Chust districts. The release of these rural areas from subsidies means the acceleration of the socio-economic development of the region. It was on this basis that the the general socio-economic situation of the region.² Currently, in the economic sector, one of the industries with high profits is tourism and its new directions, local organization and well development, based on potential opportunities, is considered one of the most important strategic tasks in the future for the development of the regional economy and exemption from subsidies, it is necessary to ensure improvement tourism and its directions, to enhance their investment attractiveness in partnership with foreign investors. Analyzing this direction of tourist activity, the countries of Southern Europe, Southeast Asia, Asia Minor, China and the African continent now occupy leading positions. Of course, the marked geographical natural addresses are unique

¹ Terzieva.L. Ecotourism best practice models general overview and characteristics.The modul has been developed. // NHTV Breda University of Applide Sciences, the Netherlands pp.11-18..(inEng)

²Soliev A.S., Nazarov M.I., Kurbonov Sh.B. Socio-economic development of the regions of Uzbekistan. - T.: Mumtoz sus, 2010.-348 p.

natural areas. States where the climate includes only spring and summer, a variety of natural biological resources, conditions that ensure an increase in the flow of tourists to the regions throughout the year, and it is this process that creates new conditions for attracting them. Analyzing the direction of ecological tourism on an international scale, the growth of the tourism industry, its growth is 2-3 times higher than the general picture. Among the countries of the world, the center that comprehensively embraces socio-economic development and has an impact on the surrounding world is the International Center, which unites the faculties of universities in Europe and the Mediterranean. This center operates under the slogan "Development aimed at meeting modern needs, in the future will undermine the ability of the new generation to meet their needs."¹

Initially, the concept of "ecotourism" was not accepted as an economic, but as a moral category.² According to analytical data in English-speaking countries, the classification of types of tourism and ecotourism in the field indicates a significant difference. For example, (Lindberg, 1993) its purpose, taking into account the peculiarities of activity, nature is divided into 4 main types:

- 1) "Highly specialized",
- 2) "Carried away"
- 3) "Main stream,
- 4) "Random"³

In our country, development goes from the second to the first.

Analyzing this industry on an international scale, to protect the environment, one of the first measures for the development of ecotourism, the leading countries that have begun to implement them in their regions, widely use certain unprotected natural areas (**USA, Japan, Canada, France, Germany**) developing ecotourism and providing local population by work, earlier than other states in the world planned the socio-economic development of each territory in their regions.

For the accelerated development of ecotourism, analyzing targeted policies, we can rely on the experience of the United States, which has vast experience on a global scale, in America the process of developing ecotour-

¹https://www.ecsev.org/EUROPEAN_CENTER_OF_SUSTAINABLE_DEVELOPMENT, Sustainable Development Conference, 2019, Rome, Italy

² Emelyanova N.A. History of the development of ecological tourism in Russia//Mordovian Reserve. 2013. No. 5 (5).URL: <http://cyberleninka.ru/article/n/istoriya-razvitiya-ekologicheskogo-turizma-v-rossii>

³Ledovskikh, E.Yu., Moraleva, N.V., Drozdov, A.V. Ecological tourism on the way to Russia. Principles, recommendations, Russian and foreign experience // Editors-compilers: Tula: Grif and K, 2002. 284 s.

ism was initially based on the development of national parks, nature reserves¹ In the United States, ecotourism is the main tourist activity. Therefore, in the country, for the stable development of the tourism industry, the initiators of the development of ecotourism are the most important.

The country has announced the 10 most powerful ecotourism states in order to simplify decision-making on ecotourism.² This is a modern incentive for the rapid development of ecotourism in the country.

Analyzing the experience of Japan, for the development of ecotourism, in the first steps, much attention was paid to national parks. Japan's national parks are visited by over 316 million ecotourists every year. Of these, 252 million are Japanese, the rest are foreign tourists.

The reason for the accelerated development of ecotourism in Canada is the large territory and wide distribution of the population in these territories. Analysis of the factors influencing the accelerated development of ecotourism indicates that relative to the total area of the territory, the number of population is more conducive to this.³ For being one of the leading states, a strategy for creating national parks, the organization of recreation in them and the development of ecological tourism for nature protection. For example, currently in Canada of the total tourism "travel in the bosom of open nature", the profit coming from domestic tourism is 25%. Analyzing the development of the ecotourism movement in France, the long-term experience of this state indicates that in addition to protected areas, "ecotourism corners."⁴ Many hotels, in order to acquire a separate "green letter" benefit, try to carry out actions that meet special criteria (that is, all conditions should be aimed at ecology and landscaping).

On the example of **Germany**, there is a tendency for the growth of the global tourism type; the ecotourism market indicates a trend of constant growth. For example: we see that since 2000, when the growth was 6.8%, in 2010 it was 10%, and in 2018 it increased to 15%. Domestic ecotourism ranks 1st in the country.

Australia - today, in order to attract ecotourists, it is considered one of the leading countries with many years of experience, while in 20 states 85% of the services provided to tourists are in this direction of tourism. Our

¹https://en.wikipedia.org/Ecotourism_in_United_States

²<https://mynatour.org/destination/top-10-ecotourism-states-usa>

³ Geoffrey W. Ecotourism: Change, Impacts, and Opportunities. Professor of Geography and Recreation and Leisure Studies University of Waterloo, pp. 109-117..(in Eng).

⁴<http://www.tourism4development2017.org/solution-in-france/>

research indicates that 30% of ecotourists visiting the country want to live in home hotels in the bosom of nature.¹

The essence of the strategy lies in the development of domestic and inbound tourism, in general, and in the strategic development of ecological tourism in recreational areas, in particular, in ensuring the availability of ecotourism services for various segments of the population, improving the attractiveness of Russian ecotourism resources. The strategy for the development of ecological tourism should be implemented on the basis of public-private partnership mechanisms.²

According to these principles, ecological tourism should, without undermining the sustainability of the natural environment and without harming it, be based on natural resources and at the same time contribute to environmental education, preservation of the local social and cultural environment, ensuring economic benefits and sustainable development of the regions of its implementation.

The literature we have studied shows that our study that ecotourism measures the economic impact of a country based on 4 criteria:

- material assistance to the local population,
- the level of development of the regional economy,
- the state of the ecotourism object,
- the country's economy will grow and the environment will be protected.

In this regard, the example of the Bahamas can be cited. Since ecotourism is very well developed there, over 50% of the population provides tourism services. Tourism plays a significant role in the socio-economic development of the territory.

The state of **Malaysia** currently ranks 6th in the world, and in terms of ecotourism, this country is among the leading countries, and at the end of 2016 this country was assigned the status of a state that attracted the largest number of ecotourists.

One of the factors for the accelerated development of ecotourism in the country is the GUNUNG MULU NATIONAL PARK National Park. This park is included in the UNESCO World Cultural Heritage. Forests form the main part of this national park. As well as high mountains, waterfalls and the largest cave on earth are the most beautiful natural area. The national park is located on the island of Borneo, Sarawak state, Malaysia, and con-

¹Terzieva.L. Ecotourism best practice models general overview and characteristics.The modul has been developed. // NHTV Breda University of Applide Sciences, the Netherlands pp.11-18..(inEng)

² S.M.Nikonorov. Development of ecotourism; regional model for the Prime Minister of the Privolzhsk Federal District. Monograph / Moscow 2013, p.105.

sists of karst, namely, lakes separated from the water. It is also famous for its high biochemical diversity and karst properties. The length of the studied caves is 295 kilometers. ¹ **Malaysia**, today, in terms of its level of development is considered one of the steadily developing countries. In the capital of the country, green forests have also been preserved on vast territories. Various species of animals graze on the territory of the forests, and the local population is on friendly terms with them. The ecology of the environment and the health of the population is constantly under the control of the state and is always an urgent problem. Pollution from production activities, in case of environmental violations, are observed in areas located at a distance of 200-300 km from the city center.

Dubai, which attracts a large number of tourists, became famous for the "green planet" built in the desert area in 2016 for tourists by landscape designer Christopher Davis.

Croatia will soon take its place among the leading countries in the field of ecotourism. The largest lake in Croatia, Kozyak and its surroundings, attract ecotourists from all over the world.

In the field of tourism, Spain, with the relevant experience and destinations, is leading in attracting travelers from all over the world. Over 75 million tourists visit this country annually.

In **Italy** and **Spain**, the location of the residential sector of the population, areas for farming and even from top to bottom, forms of landscaping and design are given special attention. In the field of tourism, studying the development over 25 years of a country like Spain, one can come to the conclusion that there has been paid special attention to the impact of the tourism industry on the economy. In 2015, tourists from 184 countries of the world visited the country for the first time. In Spain, 67% of international tourism, i.e. main sales markets (Germany, Great Britain, Italy and the Netherlands).² Analyzing these numbers, we see. comparing, using the example of Spain, in relation to (2000) the growth was 38%. Analyzing the results of the global tourism industry for 2018, the largest number of tourists, namely 75 million tourists, visited Spain, this gave it the opportunity to take first place. Compared to the results of 2017, the flow of tourists increased by 9.9%. The state budget received 77 billion through tourism organizations, which indicates that each tourist accounts for 1,000 euros, which is 3 million 450 thousand soums. In 2015, 68 million tourists visited the country. Observing the tourism practice in Spain, we see that the

¹ 6 th world Ecotourism conference 2016, Mulu, SARAWAC, MALAYSIYA.

² MarcosA.D., Manuel G.G. Estimating international tourism demand to Spain separately by the major source markets. Departamento de Economía Aplicada, 2012, pp.1-10. (in Eng)

Institute of Tourism operates in this country. Spain, which has extensive experience, develops long-term plans for the development of the industry every 10 years.¹ Laws, rules and regulations are directly developed and implemented by them in practice. The country pays great attention to healthy tourism, a significant part of the funds coming to the budget falls on this direction. Tourism accounts for 11% of the Spanish economy.

Thailand has 127 national parks, 22 of which are private gardens. These natural forests cover almost 25% of Thailand. Today, Thailand seeks to attract its ecotourists to a large extent by using its ecotourism potential. In addition, along with ecotourism, medical tourism is also rapidly developing in the country.

Thai scientists believe that medical tourism is of great benefit to the country, as ecotourism is recognized as a major tourist destination. He also has a huge responsibility.² Having studied the experience of rapidly developing countries, we will undoubtedly see that medical tourism is perceived responsibly at the state level.³ We can develop this type of responsible tourism in the Chartak region of the Namangan region. Investment projects implemented in the Chartak region of the Namangan region are directly aimed at achieving these goals. There is also an opportunity for forest management in the region to effectively use ecological tourism.⁴ When we look at the national scale, we see that 10% of the forest land is in the Fergana Valley.

It should be emphasized that the Constitution of the Republic of Uzbekistan, article 50, section 2, states that citizens are obliged to take good care of the environment.⁵

According to the results for 2018, 5 million 300 thousand tourists visited our homeland. This is 41.5 percent more than for the given period of 2017. In 2017, almost 1.8 million tourists visited our homeland. This is 17 percent more than the current period in 2016. In our country, export tourism services every year increases by 17 percent, which is 1 billion 86 million dollars.⁶

¹ Travel tourism economic impact 2015 Spain, World Travel tourism council(WTTC) in English

² Anchana N., Viroj N. The effects of medical tourism: Thailand's experience, Research // Bull World Health Organ 2011, pp. 336- 344. (in Eng).

³ International Trade Centre (ITC) Medical and Wellness Tourism: Lessons from Asia Geneva: ITC, 2014. viii, 28p. ITC, Palais des Nations, 1211 Geneva 10, Switzerland (www.intracen.org)

⁴ Эгамбердиев.Ф.Т., Якубжонов. Х.Я. Экономическое развитие и улучшение экотуризма в Узбекистане. // Экономика и инновационные технологии, Научный электронный журнал, 2018. № 3 с. 9

⁵ Конституция Республики Узбекистан, раздел-2, статья - 50

⁶ Были рассмотрены вопросы развития туризма, собрание посвященное последовательному развитию туризма в стране и анализу проделанной работы при участии Президента Республики Узбекистан Ш.Мирзиёева, №199 от 4 октября, 2017 года (6893)

Several scientific methods are used in regional economic research. System analysis. This method is based on a step-by-step principle (goal setting, goal setting, scientific assessment, comprehensive study of network placement); it is a scientific way to study the structure of networks and their relationship. Economic and mathematical modeling (regional modeling of regional economic development, regional modeling of the regional economy, modeling of regional economic complexes). Using the above methods, that is, using systematic analysis and economic and mathematical modeling, we have developed the following structural model for the research and development of ecotourism in the region at research sites. The peculiarity of this model is that tour operators are based on the principle of gradualness and consistency. Step 1: We plan to divide the planning stage into 3 parts: **a)** methodological approaches, **b)** main goal, **c)** key tasks.

Taking into account the relevant conditions of the Fergana Valley regions, international experience and practice, developing promising areas of ecological tourism, optimal development mechanisms, we think that this will contribute to the achievement of the goal. Important in the development of ecotourism is the division of the region from an ecotourism point of view into districts and the development of a consistent ecotourism map. With the improvement of the economy of the region in the field of ecotourism, the local population will be able to actively participate and effectively use it in ecotourism.

Currently analyzing the Fergana economic region, the following problems are observed in the industry. Lack of infrastructure in ecoterritories.

To create the infrastructure of ecotourism territories, first of all, it is necessary to create an opportunity for the stable attraction of local ecotourists and develop appropriate ways (if necessary, without fail) (for example, **Germany**).

In ecotourism areas, various types of modern innovative directions have not been identified (flower park, butterfly park, bird park (the experience of **Malaysia**)).

To develop and expand the material base, as well as to achieve the level of international standards, it is necessary to attract the private sector and foreign investment. For the development of ecotourism, as well as for improving the status of tourist services, increasing the productivity of tourism, it is necessary to improve the activities of enterprises of various forms of ownership providing services to tourists in the region. Earlier, we studied the experience of states with developed ecotourism, analyzed, but what opportunities for the implementation of the relevant parties about the above

states we can introduce in our country. Analyzing the above scientific literature, we have developed the following strategic planning scheme, taking into account the fact that ecotourism is not so developed in the Fergana economic region.

Systemic problems of ecotourism development in the Fergana Valley.

In the protected areas of the Fergana Valley, there are a number of problems and difficulties in the development of tourism, including those related to territorial differences. These features open up the possibility of the emergence of systemic problems that impede the accelerated development of ecotourism:

- Uncertainty in the interpretation of the concept of "ecotourism" as a result leads to the fact that the local population does not understand its meaning and organizational form;
- Due to the fact that preparation is not observed, therefore, tourists have no need for natural resources;
- On the one hand, disagreements in environmental management and traditional use of natural resources are inevitable;
- Ecotourism infrastructure is not developed in the economic region of the Fergana Valley;
- In certain protected natural areas, the responsible persons themselves are not interested and indifferent;
- Based on the characteristics of the regions of the Fergana Valley, in the regions and in protected areas, there is insufficient assessment of the possibilities of ecotourism.

The following results have been achieved in ecotourism areas of the Fergana Valley through the application of this structural model in practice.

- We have identified the places of ecotourism in the Fergana Valley;
- Increasing cash income by organizing nature tours to protect the environment;
- Provision of infrastructure;
- the degree of indicators of ecotourism centers of the Fergana Valley was assessed.

Given the rapid development of ecotourism in the region, one cannot think that the above scientific and practical issue is completed. In addition, we will provide the following suggestions.

Conclusions and offers.

To solve this problem, we propose a mechanism for state and rural entrepreneurship in the development of ecotourism.

The need to re-control the eco-territory;

It is necessary for tourists of any kind of tourism visiting the region, without fail, for verification, to offer excursion programs in individual eco-territories (as a result, the local population will have initial skills).

Through ecotourism, expand the opportunities for providing the population with work and support for socio-economic development;

Use ecotourism as a means of sustainable development of rural areas.

Results

Earlier, having studied the experience of countries with developed ecotourism, the model for the development of ecotourism, this model was applied in the Fergana Valley.

The presented scheme of the main elements of territorial eco-tourism marketing made it possible to form the main strategic directions of the activities of tourist administrations for the development of eco-tourism and extrapolate the developed model in the regions of Fergana.

СПИСОК ЛИТЕРАТУРЫ:

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APPLICATIONS

The results of a study conducted at the National Zoo, an ecotourism area belonging to the Fergana region ¹

№	Suggestions and comments from respondents	respondents		survey results							
				0%		25%		50%		100%	
		Number	in %	Number	in %	Number	in %	Number	in %	Number	in %
1	The number of respondents satisfied with the services created in the garden	270	28,1	17	1,8	60	6,2	175	18,2	18	1,9
2	the number of respondents who want the guides to work continuously	212	22,1	13	1,4	34	3,5	144	15,0	21	2,2
3	the number of respondents who emphasized the increase in animal species	144	15	8	0,8	21	2,2	88	9,2	27	2,8
4	Number of respondents proposing to expand the zoo area	115	12	9	0,9	12	1,2	71	7,4	23	2,4
5	The number of respondents who stressed the need for a kitchen	96	10	2	0,2	8	0,8	79	8,2	7	0,7
6	the number of respondents who want to pay attention to landscape design	77	8	6	0,6	5	0,5	58	6,0	8	0,8
7	The trees need to take very small cooling measures	38	4	2	0,2	2	0,2	24	2,5	10	1,0
8	it would be expedient if more cleanliness were observed	9	0,9	1	0,1	2	0,2	5	0,5	1	0,1
	total	961	100	58	6	144	15	644	67	115	12

¹ Formed by the researcher as a result of the surveys. (2019)

**Results of research in the ecotourism basin along the Naryn River, Naryn district,
Namangan region ¹**

№	Suggestions and comments from respondents	respondents		survey results							
		number	in %	0		5000 (soums)		7000 (soums)		10,000 (soums)	
				number	in %	number	in %	number	in %	сонн	% да
1	If cool trees are planted, umbrellas should be installed	419	20,8	0	0	0	0	332	16,5	87	4,3
2	There must be a rescue service	256	12,7	11	0,5	4	0,2	165	8,2	76	3,8
3	There should be a separate specialty store	257	12,7	5	0,2	0	0	185	9,2	67	3,3
4	Clean drinking water is necessary for constant consumption	232	11,5	6	0,3	6	0,3	156	7,7	64	3,2
5	There should be conditions for eating	193	9,6	8	0,4	8	0,4	125	6,2	52	2,6
6	Separate waste disposal containers are required.	282	14,0	7	0,3	5	0,2	202	10,0	68	3,4
7	Trees should be planted	247	12,3	7	0,3	2	0,1	195	9,7	43	2,1
8	It would be expedient to pay more attention to cleanliness	130	6,4	4	0,2	2	0,1	92	4,6	32	1,6
	total	2016	100,0	48	2,4	27	1,3	1452	72,0	489	24,3

¹ Formed by the researcher as a result of the surveys. (2018).

Newly developed ecotourism routes in the Fergana Valley and their duration

TS/ N	Names of tourist routes	Duration of tourist routes	Accommodation
11	Fergana - Avval - Vodil - Altirariq - Margilan Ecotourism route (fruit festival)	2 days	Fergana city: Hotel, Vodil Winter: Guest House
22	Fergana - Quvasoy - Nanay - Kosonsoy-Namangan Ecotourism route (horseback riding)	2 days	Quvasoy city: hotel Nanay village: home hotel
33	Fergana - Quvasoy - Arsiv - Pop - Chodak - Namangan Ecotourism route (eco-agrotourism)	3 days	In the city of Quvasoy: Hotel In the village of Chodak: home hotel Namangan city: Hotel
44	Fergana - First - Andijan - Balikchi - Balikli lake - Namangan Ecotourism route (healing springs)	2 days	In the village of Ovval; home hotel In Fisherman's Town; hotel Fish Lake; home hotel

Register of medicinal springs of the Fergana Valley

S/T	The name of the spring	Address	Mineral i- zation g /l	Temp e- rature	hadi oacti vity
11	Satkok	Satkok	1,09	20,0	16
2 2	Shirin	Oval village	0,4	17	9
33	Nor	Oval village	0,45	18,7	9
44	Chimyon	Chimyon village	0,75	19,6	15
55	Chimyon ota	50 meters from Chimgan spring	0,47	18,3	15
66	Kudash	Uzbekistan district, Kudash village	0,5	16,9	14
77	Kaynar	Elash village	0,22	17,5	6
88	Aksuv	5 meters south of the hot spring	0,27	18,3	11
99	Tosh	50 meters south of the hot spring, near the Naiman River	0,16	16,5	10
110	Tulash	Uzbekistan district, Tolash village	0,32	18,4	11
111	Aydin	Mingtut village	0,32	17,6	13
112	Кенгулсой	Кенгулсой кишлоғи	0,3	15,7	20
113	Imam ota	Pop district, Parda Tursun sanatorium	0,15	12,5	22
114	Mirzaobod	Chust district, Olmos-Varzik village	0,38	18,1	15
115	Balikchi	Chust district, Balikchi village	0,33	16,8	14
116	G'ova	Chust district, upper part of Gova village	0,36	14	21
117	Chust	In the city of Chust	0,9	17,5	21
118	Gul	Yangikurgan district, Gulbulak village	0,9	18	14
119	Baliq lake	Chartak district, Bogistan village	0,45	18,3	16
220	Milky spring (Naima bibi)	Chartak district, Bogistan village	0,5	14,3	13
221	Zarkent	Yangikurgan district, Zarkent village	0,37	14,2	17
222	Abdulla bur	Yangikurgan district	0,3	15	24,5
223	Sariq suv	Balikchi district, Boston village	0,3	16	15,8

S/T	The name of the spring	Address	Mineral i-zation g /1	Temp e-rature	hadi oacti vity
224	Kul	Balikchi district, Lake village	0,4	16	17,6
225	Uch	Balikchi district, Ulugbek village	0,4	15	15,4
226	Tuzloq buvi	Balikchi district, medical salt spring	0,3	4,2	22
227	Katta	In the center of Balikchi district	0,3	16	17,4
228	Ak aydin	Andijan region, Naiman village	0,4	16	19
229	Kora bosh	Botakori village	0,4	16	16,7
330	Oyim	Oyim village	0,3	14	18,2
331	Kirk	5 km in the village of Oyim	0,3	14	16,2
332	Kambar ota	Dustlik Village	0,6	12	14,9
333	Imam ota	5 km east of Imam Ata	0,7	12	20,2

Address list of forest areas in the Fergana Valley

S/N	Name of the region	Location address	Land area (in hectares)
Forestry belonging to Fergana region			
11	Fergana State Forestry	Fergana city, Istirohat street, 70th house	12 297
22	Kokand State Forestry	Fergana region, Kokand city, Adraspob Street, 9	
33	Kokand Forest Experiment Station	Fergana region, the city of Kokand	
Forestry belonging to Andijan region			
44	Andijan State Forestry	Andijan city, Tashkent street (former Semashko Street) 38	2 029
Forestry belonging to Namangan region			
55	Kosonsoy State Forestry	Kosonsoy district, Almazor village	124 006
66	Ortaorol State Forestry Enterprise	Naryn district, Choja village	
77	Abu Ali ibn Sina State Specialized Forestry	Pop district, Chodak village	

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OF ECOTOURISM IN THE FERGANA VALLEY**

Monograph

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