



International Congress on Economics, Management and Business Studies

Hosted Online from New York, USA

Date: 23rd March, 2026

Website: <https://econferencia.com>

SPECIFIC FEATURES OF ECOTOURISM SERVICES IN INCREASING TOURISM EFFICIENCY

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Abstract:

The article analyzes the development of tourism, especially ecotourism, in Uzbekistan, its economic, ecological and social significance. It is emphasized that ecotourism plays an important role in protecting nature, increasing the income of local residents and developing sustainable tourism. At the same time, the types and conceptual approaches of ecotourism are analyzed based on international experience and scientific research. The role of innovative approaches and technological solutions in the tourism sector is also emphasized. In general, the article is devoted to the prospects for the development of ecotourism in Uzbekistan and ways to use it effectively.

Keywords: Tourism, ecotourism, economic development, nature protection, ecological stability, socio-economic impact, national tourism, infrastructure, innovation, investment.

INTRODUCTION

The Republic of Uzbekistan is one of the countries with the greatest tourist potential in Central Asia. The country's rich historical and cultural heritage, unique natural areas, and favorable geographical location create great opportunities for the rapid development of the tourism industry. The tourism



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industry is one of the important sectors of the economy, which has such positive effects as creating new jobs, attracting local and foreign investments, and increasing foreign exchange earnings.

In recent years, great attention has been paid to the development of tourism, in particular ecotourism, in Uzbekistan. Ecotourism plays an important role in protecting nature, ensuring economic stability, and improving the well-being of the population. Therefore, the country has adopted state programs on ecotourism and is implementing a number of regulatory and legal reforms.

The resolution of the President of Uzbekistan Sh.Mirziyoyev dated 12.01.2024 No. PQ-21 stated that the Ministry of Investments, Industry and Trade, together with the Ministry of Ecology, should consider measures to attract potential foreign and local investors and foreign and international organizations, including their grant funds, to organize tourist clusters in ecoregions. It is clear that the chosen topic is one of the most relevant topics today.

This study analyzes the opportunities for the development of ecotourism in Uzbekistan, its economic and environmental significance, as well as existing problems and promising solutions in the field. At the same time, proposals are made for the effective organization of ecotourism based on international experience and scientific approaches.

LITERATURE REVIEW

Today, the development of the ecotourism sector and the study of its scientific foundations and theoretical and methodological foundations are considered priority areas.

The issue of improving the scientific and theoretical and methodological foundations of the development of the ecotourism sector has been widely studied by Uzbek and foreign scientists.



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In this regard, it is possible to cite the scientific works of Babkin A.V., Birzhakov M.B., Drozdov A.V., Yegorenko L.I. and a number of other foreign scientists. These scientists studied the theoretical and methodological issues of the development of the tourism and ecotourism sector in their works.

Increasing the competitiveness of the national economy of Uzbekistan, as well as the theoretical and methodological foundations of the development of the tourism sector, are reflected in the works of Pardayev M.Q., Musayev H.N., Safarova N.N., Ibragimov N.S., Ibodullayev S. and a number of other scientists. At the same time, these scientific research studies have also sufficiently studied the scientific foundations of the ecotourism direction in the development of the tourism sector.

METHODOLOGY

During the research, electronic and written sources of foreign and Uzbek scientists on the topic were analyzed. The methodological basis of the work is formed by general theoretical and general methodological approaches, methods of systematic analysis and synthesis; economic-statistical methods, approaches to management decision-making, as well as methods of comparative analysis.

ANALYSIS AND RESULTS

The Republic of Uzbekistan is one of the countries in Central Asia with relatively large tourist potential, which is able to withstand high competition in this area and has potential for further development of tourism.

The development of tourism is economically efficient, that is, its organization is inexpensive and provides high profits, as a result, the funds spent on the development of the sector quickly pay for themselves and bring profit. Also, the



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development of ecotourism in Uzbekistan in the tourism market, where international competition is growing, is one of the urgent issues.

Today, important tasks are being implemented to create jobs for the country's citizens, stabilize the economy, rapidly develop the regions, increase foreign exchange earnings, increase the income and living standards of the population, and improve the tourism sector, which has broad potential for solving socio-economic issues in the future. Therefore, on January 12, 2024, the Resolution of the President of the Republic of Uzbekistan No. PQ-21 "On measures for the accelerated development of ecological tourism in the Republic of Uzbekistan" was adopted in our country.

Our state has established the implementation of tasks aimed at creating a favorable economic, administrative and legal environment for the accelerated development of the tourism sector, introducing the most effective procedure, expanding the economic potential and income base of the regions, creating new jobs, increasing the flow of tourists to our country, as well as actively and comprehensively promoting national tourism products in the world market.

Based on this resolution, it is aimed at improving regulatory and legal regulation in the sector and developing international cooperation, reducing the cost of trips to Uzbekistan, developing tourism and related infrastructure in all regions of our country, diversifying tourist products and creating new tourism facilities, as well as actively and comprehensively promoting national tourism products in domestic and foreign markets.

At the same time, the resolution indicates measures to develop tourism, including attracting foreign investors to the established tourism regions and mountain (sub-mountain) tourism clusters, as well as inviting leading hotel brands to our country to build new hotels or transferring hotel enterprises in our country to their management.



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Before studying the ecotourism of Uzbekistan, it would be appropriate to define the concept of "tourism" and clarify its essence.

Tourism is understood as the departure (travel) of an individual from his permanent place of residence to a place (country) for health, educational, professional, practical or other purposes, without engaging in paid activities, for a period of up to one year.

Ecotourism is an integral part of the infrastructure of natural tourism, and it is not just an idea, but a specific type of general tourism, the impact of which on the environment can be different (negative, neutral and positive). The concept of "ecotourism" is widely used in the modern activities of protected areas and natural parks. The reason for the rapid growth of this type of tourism in the world is not only the deterioration of the environment, but also the increasing development of popular recreation areas - mountain resorts, warm sea coasts, plains and forests. If we pay attention to world data, tourism, which is one of the largest industries in the world, is connected with many key sectors of the world economy. Tourism and international travel have been increasing in number over the past half century. Especially interest in ecotourism is great. Today, traditional ecotourism is defined as tourism that has multiple salutary qualities for wildlife, the target region, its people, and the natural resource base. It generates more revenue for much less. A hotel or mega-resort, a symbol of the dominance of ecotourism, built using non-local products, has little demand for local food products and has little interest in the city. Hotel marketing is done on a high volume basis by attracting large numbers of people. The effect of this seasonality is that local residents periodically migrate to paid positions only for this type of tourism.

In a narrow sense, ecotourism is the travel of people to the natural environment inhabited by living organisms. In a broad sense, it is the ecological travel of people from their permanent places of residence to the surrounding nature or to



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specific natural objects for a certain period of time, with the aim of recreation, sports, health, educational and spiritual (general educational) activities. In this context, we can emphasize that ecotourism is precisely tourism that pursues ecological goals.

Finally, the areas that are undergoing major changes and are located around them are created and transformed to meet the needs of visitors. It is worth noting that the commercialization of natural and cultural resources, for example, information on a distant cultural topic or a clear and unambiguous representation of an event, often leads to the distraction of tourists.

Today, if we give a broader definition of the meaning of “ecological tourism”, we can consider it as a matter of adapting the consciousness of the majority of the population living in the region to the requirements of ecotourism. This, in turn, will gradually form the optimal technology for the development of tourist activities without harming natural resources. Interest in ecotourism has arisen due to the growing demand for authentic tourist experiences and the growing interest in nature conservation. It includes types of tourism that are compatible with natural, cultural and social values, and promote the harmony of culture and nature in their natural environment. According to scientists, ecotourists are often well-off travelers with medium or above-average capital. Since there is very little untouched wildlife on our planet, travel to such areas is usually limited, and traveling to them is also significantly more expensive. For this reason, the income from ecotourism is several times higher than the income from tourism. Currently, ecotourism, according to the World Tourism and Travel Council (WTTC) and the World Organization (WTO), is one of the fastest growing tourism industries, and great importance is attached to its development.

Often, instead of the term ecotourism, other terms are used, such as natural tourism, sustainable tourism, green tourism, "responsible" tourism and charity



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tourism. Although some elements are the same for these types of tourism, these terms are not synonymous with each other and do not replace each other.

Ecotourism is a type of natural tourism (tourism to nature). It may include some aspects of nature tourism, such as adventure tourism - such as horse riding or boating. The following definition of ecotourism is most commonly used: Ecotourism is nature tourism, which involves experiencing and understanding the natural environment. It is managed in such a way that the resulting activity is ecologically, socially and culturally sustainable, and "natural environment", cultural components, "ecological sustainability" includes appropriate income for local people and the long-term protection of the resources used.

Ecotourism, like other types of tourism, must be environmentally sustainable, provide enjoyment to tourists and generate income for the local population. In addition, it must "fit" into the natural and cultural environment. The meaning of the word "fit" is that the style, volume and type of this activity must correspond to the scale and nature of the landscape, the traditions of the local population.

Ecotourism is a journey of individuals leaving their permanent places of residence to the surrounding nature for the purpose of recreation, sports, health, educational and spiritual activities, and to fulfill environmental tasks. Based on this, the goal of ecotourism is to ensure the ecological safety and sustainable development of present and future generations through tourism.

Ecotourism is a complex direction that provides for the integration of the interests of tourism, nature conservation and environmental protection, and its importance is great.

Many definitions of ecotourism can be divided into two groups. In some cases, when talking about the trip, "ecotourism" is understood as a trip to pristine, unspoiled corners of nature, to relatively unspoiled places with unique natural objects, to admire the landscape, wild plants and animals, and to enjoy any



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cultural manifestations in these areas. In the second case, ecotourism is an activity aimed at preserving the ecological balance of nature, it is natural tourism that involves studying the natural and cultural environment, serving to improve the state of this environment.

Let's consider some definitions of ecotourism.

The International Ecotourism Organization TIES defines “ecotourism” as responsible travel to natural areas that supports the preservation and well-being of local people, the environment, and the environment.

Ecotourism is nature-based tourism, based on environmental education and awareness programs and implemented in accordance with the principles of environmental sustainability.

Ecotourism is purposeful travel to natural areas with the aim of gaining a deeper understanding of local culture, while ensuring the protection of natural resources that are beneficial to local populations without compromising the integrity of ecotourism.

Ecotourism is an environmentally sustainable form of nature tourism that minimizes environmental impact, consumption, and costs and focuses on local (organized in accordance with ethical standards) living in and learning about wildlife. Typically, this form of tourism develops in protected areas and is designed to contribute to the conservation of these areas.

Ecotourism is planned and organized tourism that combines the enjoyment of nature, understanding of living beings and their relationships with the environment. This type of activity does not lead to environmental degradation, and, while focusing on the protection of natural resources, provides economic advantages of sustainable "horizontal" development, which is achieved by most social groups of the local population. In addition, true ecotourism ensures justice



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for people and nature. Ecotourism is nature tourism that allows for the protection and conservation of nature.

According to the definition of the International Union for Conservation of Nature, “ecological tourism or ecotourism is environmentally responsible travel, the study of natural areas without damaging them, and the enjoyment of unique natural attractions that contribute to the conservation of nature, have a “soft” impact on the environment, activate the socio-economic conditions of local people and ensure that they receive benefits from this activity.

The tourism community, on the other hand, “provides ecotourism with responsible travel to natural areas that ensure the conservation of nature and improve the living standards of local people.”

The World Wildlife Fund defines ecotourism as “travel to relatively unspoilt areas, in order to gain an idea of their cultural and ethnographic features, without compromising the integrity of ecotourism, creating such economic conditions in which nature conservation and natural resources benefit local people.”

Another definition “Ecotourism is understood as a set of interconnected complexes aimed not only at educational and spiritual goals, but also at solving socio-economic issues, traveling to exotic natural areas, their fauna and flora.”

Although these definitions differ from each other only in part, their main conclusion is the goal of preserving nature, preserving and increasing flora and fauna, creating protected areas and national parks for this purpose, improving the living conditions of local residents as a result of providing them with new jobs, and enriching the state budget by attracting local and foreign investors.

In order to understand as much as possible of the features of the concept of “ecological tourism”, a system of interconnected concepts such as “ecotourism”, “ecology”, “ecological tourism ethics” is proposed. The last concept is especially



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important. It is associated with living nature, the landscapes visited, the people living there It is interpreted as a code of relative respect.

CONCLUSION AND SUGGESTIONS

Analyzing and generalizing the concept of “ecological tourism” through various definitions shows that it is necessary to distinguish the following features:

- indirect use of wildlife as an environment visited by tourists;
- minimal damage to the environment;
- recreational and positive educational impact on humans;
- familiarization with new landscapes, study of flora and fauna samples for protection;
- use of funds received from tourism for the preservation and restoration of flora and fauna of all regions of the world;
- compliance of all tourists and service providers with a code of respect for living nature and the local population, etc.

Generalizing the concept of “ecological tourism” can serve as the basis for the following conclusions: the principles formed in the above-mentioned features of organizing tourism are not local, but global in nature. Therefore, these principles should apply to the entire sphere of tourist activity, not to certain parts of the world or to certain parts of the land, water and air space.

Also, the theoretical substantiation of the concept of "ecological tourism" will allow to adapt the consciousness of the majority of the population living in the region to the requirements of ecotourism. This, in turn, will gradually form the optimal technology for the development of tourist activity without harming natural resources.

Thus, the ecotourism system is based on principles that can be applied in various areas of tourist activity. These are: educational or adventure tourism (on foot, on



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horseback, on water, in the mountains, hiking, etc.), student holidays, ormetological tours, scientific tours and expeditions, weekend excursions, summer children's camps, etc.

Interest in ecotourism has arisen due to the growing demand for authentic tourist experiences and the growing interest in nature conservation. It includes types of tourism that are compatible with natural, cultural and social values and promote the integration of culture and nature in the natural environment.

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