

Assessment Of The Socio-Economic Potential Of Ecotourism Development And Investment Attraction

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Abstract: *Community participation is becoming increasingly important in relation to nature conservation and ecotourism, which includes public participation in decision-making, access to biological resources and community benefits from ecotourism. Uzbekistan is well known for its biodiversity conservation. However, research shows that neighboring historically disadvantaged communities remain poor and have limited access to resources and benefits from reserves. The article describes the main socio-economic effects of the development of ecological tourism in the region. That the development of ecotourism ultimately contributes to an increase in the prestige of the region, a decrease in social tension and leads to an increase in macroeconomic indicators and indicators. In order to reduce the negative impact on the development of ecotourism in the region, the article proposes some mechanisms for managing this territory, in particular, a generalized strategy for the development of ecotourism.*

Keywords— ecotourism, sustainability, regional economy, the socio-economic impact.

1. INTRODUCTION

The word ecotourism is a relatively recent phenomenon in the tourism industry, which is only a part of the industry. Extensive ecotourism research has been conducted today to visit natural sources and aim to protect cultural heritage as a viable economic alternative. On the one hand, the protection of natural and ecological resources as a basic principle of ecotourism is closely and directly related to indicators of sustainable development. What sustainable development concepts relate to: the needs of the future generation for current resources meet them and ensure a balance between environmental and economic aspects. In terms of its scale, in terms of climate diversity, biodiversity, beautiful and diverse natural landscapes, Uzbekistan is an exceptional country in the world. It is considered one of the main ecological and historical territories in Uzbekistan. Unfortunately, due to the negligence of people, the inability to allocate a sufficient budget for investment, the inattention of the guards, the lack of adequate support from the relevant organizations and institutions, adequate training for a better understanding was not provided to domestic and foreign tourists. In addition, the main reason for the imbalance in the environment is the rapid population growth, all of the above is losing value and the concept of ecotourism in these areas, and the importance of this issue is evident in many human-centered and renewable energy industries. Unfortunately, due to the lack of correct forecasting of the prospects of state and public institutions and the indiscriminate use of natural resources, over the past several decades, sufficient measures have not been taken to solve this problem.

2. MAIN PART

Ecological tourism is a journey into the natural world. Ecotourism instills a love of nature, enhances the ecological culture of travelers, respects the interests of the local

population and contributes to the protection of nature. In other words, tourism becomes ecological at the moment when, stepping on a tourist trail, the traveler begins to realize the full responsibility he takes to nature.

For the formation of a positive image of any territory, several factors are necessary, for example, the degree of economic development, the formation of infrastructures, the service sector, transport, the environmental component, the presence of recreational resources, and the general investment attractiveness of the region are important. To create a positive image of the territory, the degree of development of infrastructure, economy, and also the service sector is more important. The exception is the countries intended for a full-fledged beach holiday, that is, those countries in which the tourism business is the main source of replenishment of the state budget, for example, Tunisia, Turkey, Egypt.

Travel agencies and tour operators, together with government authorities, usually try to "promote" their territory to tourists as much as possible. Territory marketing and tourism are interconnected. Travel agencies are considered subjects of territorial development, and due to the marketing of territories, the tourist flow is increased. If the country's tourism services are developed at a high level, visitors to this country will form a positive opinion about this territory, create their own image about this territory. The main goal of all subjects of modern marketing is to increase material profits by selling the maximum number of tour packages. As a result of the marketing of territories, the attractiveness of this territory increases, as well as the country's prestige in the eyes of tourists.

A positive image of the territory is necessary to attract private capital to the country, that is, additional investments. The amount of capital attracted to a certain territory is measured by applying a tourist "multiplier", showing the

indirect impact on the social sphere and economy of the country. In comparison with other modern development strategies, marketing of the territory's image is considered a rather inexpensive way, it does not imply significant changes in infrastructure, it helps to improve the communication aspects, that is, it helps to increase the attractiveness of the region.

Visiting off-grid eco-attractions in the traditional sense usually means traveling to remote areas with a fumigator, malaria shots and a cork helmet. In these isolated places from the world, the need for an ecological approach is an inevitable necessity, since there is simply no electricity. But even some popular tourist cities are pursuing green policies, by creating ultra-modern buildings or simply changing their power supply.

Ecological tourism is a nature-oriented type of tourism, which implies travel to places with a relatively untouched anthropogenic impact of the natural environment, in order to get an idea of the cultural, ethnographic and natural features of the area, without violating the integrity of the ecosystem on the part of the traveler, carried out in accordance with the principles of environmental sustainability, with thus making the conservation of natural resources beneficial to local residents. Based on this definition, it can be concluded that the development of ecological tourism in the region can have a positive impact on socio-economic indicators.

From the point of view of economic indicators, it is necessary to note an increase in the economic stability of the territories involved in the development of ecological tourism in rural areas by creating new jobs and attracting the local population to the service sector, improving the living standards of the local population and reducing the level of social tension. Activities aimed at the development of ecological tourism lead to the creation of new jobs not only in the region of destination, but also in potential travel agencies that will be engaged in this activity. In addition to the above, the role of ecotourism in the economy is associated with the expansion of the service sector, an increase in the degree of economic diversification; an increase in the inflow of foreign currency into the country; attracting investments.

If we consider ecological tourism in an ethnographic context, then its development can have a significant positive impact on the socio-economic indicators of communities, small peoples, ethnic groups. In particular, as part of the trip, tourists will get acquainted with the values of folk culture, applied arts, national songs and dances, local customs, which will provide jobs and an influx of funds for the aborigines, help them preserve their traditional way of life. Nature-oriented tourism business is able to involve new types of natural resources in the economy on a sustainable basis; ecological tourism can make an important contribution to the development of the ecological culture of the population; if properly organized, the tourism business is able to support specially protected natural areas, the level of government

support for which is insufficient not only for their development, but in some cases also for conservation.

3. CONCLUSION

Thus, one of the main problems in this area is competition for resources with the local population. This is especially important in view of the fact that when the territories are given the status of specially protected natural areas, local residents are often forced to abandon the traditional and significant types of nature management for them. Compensation can be monetary payments, or attracting Aboriginal people to newly created jobs, creating more comfortable living conditions, for example, developing local infrastructure. In connection with the above, one of the fundamental tasks for persons developing ecological tourism in the region is to create a special program or strategy that will provide the local population with the opportunity to receive real benefits and benefits from such developing activities. This is especially important in view of the fact that in a number of individual cases, the development of tourism in the region led only to the enrichment of a narrow circle of rich people, while low-income citizens became either even poorer, or which led to even greater social stratification. In this context, the development of ecotourism can be met negatively by local residents.

Primary and secondary income from tourism can go to different economic sectors and can be generated by different actors. In any case, even if the expected capital outflows are insignificant, the planning of eco-tourism should identify those sectors and actors that will be affected within the region in question in the first place. At the same time, the inflow of income can direct development both in the desired direction, which carries extremely positive consequences, and in the undesirable one. "New" incomes can exacerbate existing social inequalities or, conversely, benefit the poor part of the local population. The socio-economic benefits that Aboriginal people will receive from the development of ecotourism will be directly related and largely dependent on the type of operators developing ecotourism in the region, i.e. from the social responsibility of employees and owners of travel agencies, the size of the firms, as well as the requirements for personnel. When organizing socio-economic interactions with local residents, it is necessary to first build a development strategy that takes into account the above aspects.

For the development of ecological tourism in each individual region, a realistic view of its expected profitability, the competitiveness of the services offered, as well as the possibilities of their promotion is required. For this, it is important to calculate the optimal level of development of ecological tourism for the territory under consideration and develop a strategy leading to the achievement of this level. Such a strategy should take into account the following principles for the development of ecological tourism:

- a) preservation of natural complexes;

b) creation of mechanisms for increasing the employment of local residents;

c) the emergence of the possibility of income growth, both environmental structures and rural areas;

d) development of environmental education.

Based on the foregoing, it can be concluded that the development of ecological tourism can have a huge positive impact on the socio-economic indicators of the region, however, to achieve them, it is necessary to develop and implement a development strategy that takes into account and minimizes the possible negative consequences of such development.

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