

Planning and Organization of Ecotourism Activities

Abdurasulov Sh

Senior lecturer at the Department of Tourism, SamIES

Annotation: The article considers the ways of planning and organizing ecotourism activities.

Keywords: Ecotourism, services, WTO, travel to nature, socio-cultural environment, sustainability in tourism, World Wildlife Fund, natural resources.



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The Ecotourism Society: "Ecotourism is a responsible journey into natural areas that promotes nature conservation and improves the well-being of the local population."

The World Wildlife Fund (WWF): "ecotourism is tourism that includes travel to places with relatively untouched nature in order to get an idea of the natural and cultural-ethnographic features of a given area, which does not violate the integrity of ecosystems and creates such economic conditions in which the protection of nature and natural resources becomes beneficial for the local the population".

Based on these definitions, the following distinctive features of ecotourism are distinguished, which are formulated as a set of principles:

1. stimulating and satisfying the desire to communicate with nature;
2. a trip to nature, and the main content of such trips is acquaintance with wildlife, as well as with local customs and culture;
3. prevention of negative impact on nature and culture;
4. minimizing negative consequences of an ecological and socio-cultural nature, maintaining environmental sustainability of the environment;
5. promoting the protection of nature and the local socio-cultural environment;
6. promoting the protection of nature and natural resources;
7. Environmental education and awareness;
8. the participation of local residents and their income from tourism activities, which creates economic incentives for them to protect nature;
9. economic efficiency and ensuring socio-economic development of territories;
10. promoting the sustainable development of the visited regions.

Sustainability in tourism implies a positive overall balance of the environmental, socio-cultural and economic impacts of tourism, as well as the positive impact of visitors on each other. Thus, those types of tourism activities that have the highest overall positive effect from the point of view of ecology, economy and social development are more sustainable.

Sustainable tourism is tourism that involves indefinitely maintaining the resources on which it is based. The concept of sustainable tourism is also used in a broader context: "all types of tourism based on both natural and artificial resources that contribute to sustainable development."

The term "ecotourism" was coined in the early 80s of the twentieth century. There is no single definition of ecotourism. There are many definitions that are similar in meaning, but differ in wording and context. Here are the definitions of international organizations:

The International Union for Conservation of Nature (IUCN): "ecotourism or ecotourism is a journey with responsibility to the environment in relation to undisturbed natural areas in order to explore and enjoy nature and cultural attractions, which promotes nature conservation, has a "mild" impact on the environment, ensures the active socio-economic participation of local residents and the receipt of they benefit from this activity."

The World Wildlife Fund (WWF): "ecotourism is tourism that includes travel to places with relatively untouched nature in order to get an idea of the natural and cultural-ethnographic features of a given area, which does not violate the integrity of ecosystems and creates such economic conditions in which the protection of nature and natural resources becomes beneficial for the local the population".

Foreign experience in planning and organizing tourism activities is well equipped in terms of methodology. In this review, we will present only the main positions on which there are methodological developments (at the level of procedures) in foreign literature:

Analysis of the existing conditions for the development of tourism at different levels (general, political, economic, social).

Assessment of the tourist potential of the territory.

An algorithm for developing an ecotourism development strategy.

➤ Marketing procedures.

The procedure for developing a travel product.

The concept and planning of other tourist services and infrastructure for ecotourists.

The procedure for the development of ecotours.

Pricing procedure (supply-demand; price-quality in relation to the views of tourists).

Development of a financial plan for ecotourism activities in general.

Planning of financing and fundraising.

Promotion of travel products in the tourist market.

Recommendations for the development of rules (for tourists and travel agents and related structures).

Development of schemes of interaction with local communities for inclusion in tourism activities.

Development of a plan for training and advanced training of local personnel in the field of ecotourism.

Development of procedures for interaction / coordination of actions with different participants in tourism activities at different levels.

In general, the following positive economic and at the same time social functions of ecotourism development can be distinguished:

1. Creating new jobs for the local population;
2. Stimulation of traditional forms of environmental management, production of environmentally friendly food;
3. Increasing investments in both infrastructure and services, as well as in nature protection;
4. The growth of the well-being of the local population and the development of special education aimed at acquiring tourism and environmental professions;
5. The development of crafts;
6. Development of local self-government;
7. Formation of development plans "from the inside", taking into account the interests of local residents.

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