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# The Experience of Advanced Foreign Countries in the Development of Ecotourism Activities

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**Abstract:** *.. The article describes the experience of advanced foreign countries in the development of ecotourism activities*

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## Introduction

The geography of world ecotourism is expanding every year. The strong and steady development of ecotourism in countries such as the USA, Canada, and Australia is evidenced by the large area of these countries and the large number of national parks with unique ecosystems in different natural and geographical regions. At the same time, the leadership in international ecotourism routes is still occupied by Africa, Asia and Latin America (Kenya, Tanzania, South Africa, Madagascar, Nepal, Mongolia, Laos, Costa Rica, Ecuador, etc.). The main reason for the leadership in ecotourism is the preservation of natural complexes in these countries that have not been touched by humans. At the same time, the most important thing is that these countries have developed programs to improve the state economy by organizing and developing ecotourism. They developed national programs for the development of ecotourism in their countries. According to the information of the International Ecotourism Society (TIES), the income of the developing countries of the world from ecotourism reaches 83% of the GDP.

In ecotourism, which is rapidly developing in world tourism, Europeans are flocking to the untouched natural landscapes of Africa, Asia, and Latin America. In the geography of ecotourism, Laos, Kenya, Tanzania, Ecuador, Costa Rica, Nepal, Australia, New Zealand and the Republic of South Africa are leading. Countries that have developed ecotourism are benefiting from ecotourism in Specially Protected Natural Areas (in USD):

## Literature review

Looking at the demand side of the tourism industry, every resort owner looks for a number of factors that indicate they will bring in more guests than their competition. Because tourists tend to fall into one category, such as "Adventure Tourists", "Mass Tourists" or "Ecotourists", the types of destinations that appeal to each category compete only with other destinations in their respective groups. For example, mass tourists are mainly looking for luxury beaches, and therefore this genre of resorts around the world is mainly competing with each other. Rapid changes, that is, the

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demand of tourists for non-sustainable activities are beginning to decrease, which increases the speed of the transition of tourists to ecotourism.

There are many motives that encourage tourists to travel. Before considering any destination, it is necessary to find the factors that "call" people to travel. Whether it's out of relative necessity to relieve the stress a person may be facing, or simply to enjoy a new exotic location with the family and soak up some sunshine, the reasons why people travel should be explored, and the wide range of opportunities an ecotourism destination offers.

Ecotourism products available in the development of recreation technology of ecotourism facilities are divided into levels and types based on the needs of consumers. The location of natural resources also affects the assessment of the attractiveness of natural habitats. The development of ecotourism has a positive impact on the socio-economic development of rural areas where ecological settlements are located. The development of the service sector leads to the expansion of the number and scale of business entities, thereby increasing the employment and income of women and youth. Newly built catering facilities and entertainment facilities will increase the appearance of settlements and expand the range of services provided to local residents, all of which will reduce poverty and increase prosperity in rural areas. At the same time, excessive use of ecological places leads to their destruction, and it is necessary to develop the economic and organizational basis for optimizing the flow of tourists coming to these places. In addition, in addition to the potential of natural recovery, ecological habitats used by people require constant cleaning and restoration activities at the expense of income from it. The assessment of recreational potential will also help to develop the entrepreneurship of tour operators involved in the sale of tour products and to manage the time of visiting tourists.

In order to manage time, every moment of every tourist should be planned. Special tour packages and routes should be organized for this purpose. When organizing tour packages and routes, first of all, the resource potential of the eco-tourist place should be studied. In the economic assessment of the potential of each ecotourism place, it is necessary to analyze the possibilities of its resource potential.

### Research methodology

When assessing the resource potential, we need to determine the actual number of tourists and the maximum allowed number.

$$Pr = S_{hs} / S_{rms}$$

where  $Pr$ - recreational potential,

$S_{hs}$ - actual number of tourists,

$S_{rms}$  - the maximum number of tourists allowed.

Also, the recreational potential requires us to maintain the ecological balance of this area and determine the tourist reception capacity.

In such a case, it is necessary to determine the capacity and maximum capacity of ecological settlements. This capacity is an ecological norm, and deviation from this norm leads to natural disturbances. Standards have been developed for ecotourism activities in the world, based on the directions of service, and these standards allow determining the maximum tourist reception capacity of each place.

As an example, we will analyze Australian ecotourism. Australia's nature and ecology are the most important attractions for international visitors in the tourism market. The government spends a lot of money to maintain this situation and is doing so. It is mentioned that the annual growth in the tourism sector is 1.6%. Maintaining Australia's brand and reputation in tourism markets is critical to the future growth and success of the tourism industry in order for the ecotourism industry to deliver authentic, memorable and safe visitor experiences. For this reason, great attention is paid to ecotourism.

In many cases, Australian ecotourism is a major economic benefit for rural and remote areas, bringing greater benefits and sustainability to society. In this way, ecotourism in Australia can

provide sustainable employment opportunities that can replace declining labor markets in the agricultural and resource sectors, as a way to achieve strong social outcomes, with ecotourism businesses central to their operations. believes that it helps to achieve nature conservation through active work on the conservation of areas, and special attention is paid to it.

In the area of ecotourism, Australia has developed and operates a number of tourism certification programs. In doing so, the government emphasizes that environmental certification is a valuable product development tool, enabling clear customer choice and recognition of international standards. Consistently high industry standards, supported and delivered through transparent and evidence-based certification, are essential to meet market demands. Eco-certification benefits government by reducing risk and compliance costs while promoting a high-quality visitor experience. Many ecotourism products are preferred by consumers or only buy certified products. In fact, today, ecologically certified products are becoming very expensive and desirable products in the world.

Global climate change is calling Australia to support ecotourism. Ecotourism Australia is self-funded and managed by active members of the ecotourism industry, with an annual membership turnover of \$1.2 billion in 2019.

Australian ecotourism focuses on:

#### **Analysis and discussion of results**

1. Focus on consistent and increased resources for natural and cultural heritage management. National parks and other protected areas are the main asset of ecotourism. Governments invest to protect and enhance the value and potential of national parks and other protected areas for industrial development.

2. In order to introduce and develop entrepreneurship within the protected areas, it must meet the minimum standards for the protection of national parks. The recent trend towards the development of tourism within the parks should ensure that the values are protected in the long term. All changes must be in accordance with the guidelines adopted as Best Practice Guidelines for Eco-Capacity in Protected and Natural Areas.

3. Organization of tourism in national parks. National park agencies create "tourism reference groups" of licensed tour operators and industry associations to promote park properties.

4. Product development support. Various types of government policies are implemented to introduce and strengthen the product and destination development functions of travel agencies. Initiative fairs such as "National Landscapes of Australia" and "Champions of Local Tourism" and the production of branded products are supported by the government and industrial entrepreneurs.

5. Development of ecotourism plans. National, state and territory governments should develop, resource and implement nature-based tourism plans.

6. Strengthening tourism research. In Australia, scientific research is developed and reported on key outcomes and indicators of nature-based tourism.

7. Reduce risk and improve visitor experience by promoting quality operations. Tour operators who commit to Independently Audited Quality Assurance Programs (IAQAP), such as Australia's Ecotourism ECO Certification, are listed. The national and state tourism organization provides preferential marketing and public relations opportunities to IAQAP operators. Leaders of national and state protected areas encourage IAQAP operators. State and national ecotourism or nature-based tourism awards require participants to hold IAQAP ecotourism certification.

By improving the methods of determining the price ("entrance ticket") for the use of ecotourism facilities, on the one hand, it will allow the number of users to maintain their condition at the level of recovery, and on the other hand, to maximize the income from this facility.

The methods of evaluation of ecotourism objects can be used in the economic analysis of new investment projects "costs and incomes", in the assessment of damage caused to nature habitats in court proceedings, in determining the cost of renting ecotourism habitats, and in determining the price of their use.

### Summary.

Studying the experience of developed countries and training qualified personnel is the first issue in the development of domestic and international tourism. Specialists play a leading role in the economic development of the network. Therefore, training young talented specialists in the field of tourism, involving them in solving the problems caused by the market economy, and thereby turning Uzbekistan into a country with developed international and domestic tourism is an important task of the day. One of the countries with great experience in the field of such tourism is Turkey. Turkish tourism is characterized by the following features:

### Conclusion

The following conclusions were drawn from the above:

- Australia is a leading country that organizes ecotourism based on its principles and develops ecotourism in the world based on scientific and practical rules.
- When Australia organizes ecotourism in the territories of its country, it develops state programs for socio-economic development of the territories and studies the possibilities of ecotourism development taking into account the natural resources of the territory.
- One of the most important factors of the success of the Australian model is that the ecotourism services organized in all regions are provided only by local residents of that region. Working in this way solves the employment of the local population and helps to solve the socio-economic problems of the local villages in a timely manner.
- According to the ranking of the 10 most popular ecotourism routes in the international ecotourism market, Australia has been in the first place for the last decade.
- The fact that Australia has organized the training of ecotourism specialists (domestic and international ecotourism) on the basis of high requirements.
- Creation of high-level ecotourism infrastructures in Australia's ecotourism facilities, national parks and reserves.
- Australia's constant financial support for the use of national parks, nature reserves and ecotourism-recreation, according to their requirements, creating incentives for ecotourism companies and ecotourism entrepreneurs.

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