

## THE POTENTIAL OF ECOTOURISM IN THE ECONOMIC AND SOCIAL DEVELOPMENT OF BUKHARA REGION

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### ABSTRACT

This article analyzes the historical development and dynamics of ecotourism in Bukhara region and its potential for economic and social development. To date, recommendations for the development of ecotourism have been developed in the Bukhara region.

**Keywords:** Tourism, Organization and planning of tourism, ecotourism, tourist cards, recreational resource.

### 1.INTRODUCTION

Tourism is a network of enterprises and organizations in the non-productive spheres of the economy, which, on the one hand, is the most effective means of satisfying the needs of the population for recreation and cognition (acquaintance) services, on the other hand, for material and intangible transportation, hotel management, trade sale, exportation, cultural viewing, sports, treatment health care services.

Bukhara is one of the most visited tourist and visitor regions of our country. In the following period, the president of Uzbekistan Shavkat Mirziyoyev on the basis of openness printing in foreign policy, representatives of 66 countries have introduced such convenient opportunities as visa-free for up to 30 days in our country, citizens of 56 countries receive an electronic visa in an organized manner, residents of 101 countries enter Uzbekistan without a visa for up to This made it possible to open up new prospects for the national tourism potential.

The purpose of ecotourism is the rational use of nature in the tourist direction to ensure the ecological safety and sustainable development of the present and future generations [1].

Therefore, in the economic development of our country it is important to determine the role and importance of ecotourism in the economy, analyze the development trends, apply it to the tourism of our republic, organize the market of ecotourism activities and develop its perspective

directions. In particular, today, along with historical and cultural tourism in the Bukhara region, the development of environmental tourism plays an important role. In this regard, the development of scientifically-based recommendations and proposals on the main directions and prospects for the development of ecotourism in the region is one of the most pressing issues facing the region's tourism sector.

## 2. THE PURPOSE OF THE RESEARCH

Comparative analysis, structural analysis, SWOT analysis, statistical methods and basin approach were used in the study. Bukhara region has a rich history, richness of ancient and cultural monuments; its location in the Great Silk Road has the attention of the world community. The only proof of this is the fact that many architectural monuments are located in the city of Bukhara. This city, which has become the pride and pride of our people, is considered an open sky underground museum.

In 2019, an updated tourist map of Bukhara was developed and published in 30,0 thousand copies. Only the location of the tourist zones of the region is detailed in it about the types of services.

Cards in the direction of tourism can be divided into 2 types: private tourist cards and cards for the organization and planning of Tourism.

Private tourist cards will be designed for established and unorganized (amateur) tourists.

When it comes to established tourism, it is understood to make a tourist according to the program to the established tourist institutions that provide a set of services.

In order to create an opportunity for tourists to stay more in Bukhara, work is under way today to improve the 105 cultural heritage sites visited by tourists and create conditions for tourists to visit an additional 50 objects.

In particular, new types of tourist routes and services such as eco-tourism (Gazprom, zero and Khadicha Lake, Karakir, agitation), Gastronomic tourism (national dishes, sweets), agrotourism (Romitan, Bukhara, Gijduvan, Vobkent districts), rural tourism (artisans, guest houses), cultural tourism (theatrical performances), Beach (lower-churchyard, Tudakul) were developed. In addition, in order to ensure the implementation of the resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated September 27, 2019 № 816 "on measures to further increase the role and social activity of representatives of the older generation in society", within the framework of the "week of the elderly", systematic organization of trips of representatives of the older generation

On this trip, a total of districts (cities) of the region

The trips of 1300 from old people were organized by potential tourist companies with licenses and certificates in the region through modern tourist buses. Also, on September 10, 2019 of the governor of the region

According to the plan approved by the statement of the meeting № 1/247, the tourist program (turpakets) for organizing the trip of 20 percent of the employees of the existing health care system in the region (the total number of workers-27936 people) to the Museum of Abu Ali ibn Sina was prepared, and the trips of about 2,000 employees working in Unorganized tourism (initiative) is a tourist according to the plan developed by the tourists themselves, which is of general importance in the provision of self-service. For an unorganized form of tourism, the

cards must differ in the size of the information associated with transport, Tourism Infrastructure, and its security.

Starting from November 20, 2017, under the slogan "travel across Uzbekistan", systematic work has been organized, and in this regard, the practice of bringing groups consisting of neighborhoods, youth, labor teams, soldiers, soldiers and officers on a systematic journey to Bukhara's "seven pir" pilgrimage sites and ancient monuments has been launched.

On this issue, work has been carried out in close cooperation with the "Mahalla" Council, "Youth Union" Council, trade unions, women's councils and authorities in tourist companies.

In this way, the winter season, that is, from 20 November 2017 year

Until December 31, 2018, from 13 regions of the region (cities and districts), a total of about 50 thousand people travelled to Bukhara region, other regions with more than 65 thousand people, and the economy of the region is 21.2 mlrd. so more than a thousand funds have been invested.

In order to organize these trips regularly,

According to the results of 11 months of 2019, the total number of tourists visiting the region increased by almost 2.9 million (1.5 times compared to last year).

The relevance of the cards for the organization and planning of tourism is not less than that of private Cards, negaki occupies one of the leading places in the economy of many countries in the tourism industry. Some rayonlarda tourism is suddenly an area that is able to have a significant impact on their development.

In this group, the following types of Cards are allocated [4]

1. Tourism ads and promotion Cards. It is designed to popularize recreational areas, ancient monuments, attract tourists both in the country itself and abroad.

2. Cards of historical development and dynamics of Tourism. The development of tourist activity reflects in the historical plan its material base, organizations, the volume of services, various aspects of recreational resources. The themes of these cards are reflected in the historical plan of the growth of the amount of visitors, the change in the social composition of the influx of visitors, the indicators of spending expenditure, various aspects. The themes of these cards can also be on the topics of growth of the amount of tourists, changes in the social composition of the tourist flow, indicators of spending expenditure, the level of concentration (accumulation) of tourism in different places, the dynamics of its geographic distribution. Cards are important for solving a number of technical, organizational, scientific, problem solving, identifying prospective districts and areas of Tourism Development.

Tirishga special attention is paid to the development of ecotourism in Bukhara region. It is very important for tourists coming to the region to offer new destinations (in particular, ecosystems), which are an alternative to traditional tourist destinations, to attract a different layer of tourists depending on their interests.



## SWOT-analysis of ecotourism development in Bukhara region

Strengths	Weak sides
International recognition of regional tourist resources	Lack of qualified tour operators that shape and realize the ecotouristic product
Availability of Natural Resources and biologically diverse ecotouristic facilities in the region	Inadequate advertising of the product, especially the part associated with ecotourism
The government pays great attention to the development of tourism in the region	Non-development of tour operators on environmental tourism
Opportunities	Threats
Availability of the possibility of komplexactively developing ecotourism with other types of tourism (eco-agroturism, archaeo-ecotourism)	The emergence of new competitors
The fact that it can be used as an object for ecological tourism from the regions where the ecological crisis has arisen	Decrease in the flow of international tourists to the territory due to the global economic crises

## 3. CONCLUSION

From the results of the above SWOT analysis, the productive use of the enterprises and organizations operating in the field of tourism in the region allows them to make effective decisions on elimination of the weaknesses and threats of the ecotourism market, full employment of their strengths and opportunities and on this basis creates a basis for the development of the ecotourism market

From the above scientific analysis it is possible to draw such a conclusion:

1. Improving measures to transform Bukhara region into a tourist destination;
2. Development of services for visitors in the region;
3. Expanding service coverage for visitors;
4. Development of new tourism routes on the territory of the region.

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