

Implementation Of Modern Technologies In The Development Of The Sector Of Ecotourism

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ABSTRACT

Tourism aimed at learning about foreign culture is divided into cognitive and pilgrim tourism. Cognitive tourism is characterized by visiting historical, cultural or geographical attractions. Tourists who travel for cognitive purposes are often interested in the social and economic relations of the countries they visit. The purpose of pilgrimage tourism is to visit places of special religious significance

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Impressing people is becoming a very difficult process in today's information technology age. Humanity is forgetting the history of its original identity. This process is especially strong among our youth. For this reason, in order not to fall into such phenomena of cosmopolitanism, parents should tell their children who they are. Culture tourism helps us in this¹.

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Today, in society, the ideas of kindness, friendship, and kinship are somehow weakening. For this reason, we need to spend time in the circle of family and brothers. Community tourism will help us in this.

In general, "Ecological tourism is tourism that takes place in the bosom of wild nature, does not harm it and contributes to its protection"². Regarding this ecotourism tariff, in the opinion of the scientist H.Djurakulov, who opposes it, "Ecotourism is a universal philosophical category that gives a person the right to consciously treat the natural environment, to realize the responsibility of its protection, to develop the territory taking into account the socio-economic situation"³. Goya put forward. We would like to add these, fully supporting the views of the research scientist. Ecotourism includes not only visiting natural attractions, but also active participation in their protection and sustainable development.

¹ Zalatan A. and A. R. Gaston. Soft Ecotourism: the Substitution Effect. The Tourist Review, 4, 1996.

² <http://lesnoyur.ru/teoria/ecodefine.html>

³ Djurakulov X.A. The need to raise the ecological legal consciousness of the individual in the development of modern ecotourism in Uzbekistan / Kh.Djurakulov. - Samarkand: "Samarkand State Institute of Foreign Languages" publishing house, 2022. - 15 p.

I believe that the following important aspects of ecotourism should be paid attention to in the implementation of these ideas:

First, ecotourism helps to consciously interact with nature, enriches knowledge about biological diversity, ecosystems and ecological processes.

Secondly, ecotourists are usually aware of the importance of nature conservation for future generations and try to minimize their negative impact on the environment.

Thirdly, ecotourism helps to develop regions taking into account their ecological, social and economic aspects. It can encourage job creation, support local people and respect cultural heritage.

Fourth, ecotourism can serve as an educational and educational tool that helps spread awareness about the importance of biodiversity and ecology.

Fifth, ecotourism seeks to reduce negative impacts on nature, for example by enforcing rules of behavior in protected areas, limiting the number of visitors, and using environmentally friendly practices.

But it should be remembered that the implementation of these ideas can sometimes face real difficulties. For example, it can be difficult to manage tourist flows, balance conservation and economic interests, and respect the cultural and social aspects of local communities.

Today, it is no secret that digital technologies have penetrated into all areas of the world. For this reason, digital technologies create great opportunities for increasing the efficiency of environmental education in Uzbekistan, introducing new educational formats and attracting the interest of students⁴. Here are some things to consider when using digital technologies in this area:

1. Virtual tours:

- Development of virtual tours of natural reserves, national parks and ecologically important places of Uzbekistan.

- Create interactive maps with virtual portability that allow students to explore the natural resources of the country without leaving the classroom.

2. Multimedia sources:

- Development of educational videos showing natural processes, biodiversity and human impact on the environment.

- Create animations and interactive presentations that simplify complex environmental concepts and phenomena for easy understanding.

3. Interactive applications:

- Development of mobile applications with tasks, quizzes and games aimed at improving environmental literacy.

- Integrate real-world interaction features such as plant and animal recognition through a smartphone camera.

4. Online courses and webinars:

- Conducting online courses with the participation of experts in the field of ecology who can share their experience and knowledge.

- Organizing webinars with local scientists and conservationists for a deeper understanding of environmental issues.

5. Sensor technology:

- Using touch technologies such as interactive displays and tables to create more engaging learning materials.

- Development of environmental educational games that require students to make decisions based on data and simulations.

6. Cloud technologies and platforms:

- Creating cloud platforms where students and teachers can share environmental materials, research and experiences.

⁴ A.N. Nigmatov, B.Kh. Kamolov "Ecotourism and its characteristics of territoriality, periodicity and complexity" (in the case of Namangan region). Monograph. - Tashkent.: "Navroz publishing house, 2018.-144 p. 13 p

- Using cloud technologies to store and process data related to environmental monitoring and research.

7. Social Media:

- Integrating environmental education into popular social networks to attract young people's attention and share knowledge.

- Conduct online challenges and contests that encourage active participation and awareness in environmental issues.

The introduction of digital technologies into environmental education not only makes the educational process more interesting and convenient, but also contributes to the formation of environmental culture among the population of Uzbekistan.

According to the Decree of the head of our state on December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan", tourism is defined as a strategic branch of the economy of Uzbekistan. The program of priority measures for the development of tourism in 2018-2019 was approved by the President's decision on August 16, 2017. Four important documents related to this field, adopted by the President only in February 2017, are a symbol of the great attention paid to the development of tourism by the state. These documents define priority tasks for solving the problems accumulated in the sector, increasing the potential of tourism, providing many benefits and preferences for the further development of domestic tourism. From February 10, 2017, a 30-day visa-free regime was established for citizens of Israel, Indonesia, Korea, Malaysia, Singapore, Turkey and Japan. In addition, the procedure for issuing visas to citizens of 39 countries has been simplified. The main tourist centers of the country - Samarkand, Bukhara, Khiva, Shahrisabz - are included in the UNESCO World Heritage List. During the years of independence, Uzbekistan made important achievements in this area, along with preserving and increasing the historical and cultural heritage of the nation, restoring national traditions and customs, restoring and equipping the republic's attractions. Since 1994, as a member of the UNWTO, Uzbekistan has held a number of important international events dedicated to the development of tourism. As part of cooperation with him, in 1994, 19 countries of the world adopted the Samarkand Declaration on tourism along the Silk Road. In 1999, the Khiva Declaration on Tourism and Cultural Heritage Conservation was adopted, supported by UNWTO, UNESCO and the Council of Europe. The 2002 Bukhara Declaration on Silk Road Tourism emphasizes the benefits of sustainable tourism and outlines specific steps to promote cultural and 41 environmental tourism in this direction. Information and communication technologies are being actively introduced into the field. The automated system "e-Mehmonkhana", which unites more than 600 tourist objects of our country, taking into account the number of foreign and domestic tourists in their places of residence, was put into use, and reports in this field were transferred to electronic format.

Another feature should be given importance in order to attract a wide range of ecological tourism in Uzbekistan. In doing so, introducing creative methods and modern technologies such as digital guides and online resources to inform tourists about the ecological heritage in Uzbekistan can significantly enrich the tourism experience and highlight the importance of preserving the country's natural resources⁵. We can mention several main steps to successfully implement this idea. These are the following:

1. Creating digital guides:

- Development of mobile applications or web platforms providing information about natural reserves, nature reserves and ecologically important places in Uzbekistan.

- Combine the audio guide with interesting stories, facts and interesting information about the country's ecosystems, flora and fauna.

2. Virtual tours and video materials:

- Creating virtual tours that allow tourists to immerse themselves in the unique natural landscapes of Uzbekistan using virtual reality or interactive videos.

- Making cinematic videos about amazing natural wonders, their unique features and importance to ecosystems.

3. Interactive maps:

⁵ Tukhliev N., Abdullaeva T. Management and organization of business and tourism in Uzbekistan.-T.: "Chinar", 2006.-S.18.

- Creation of interactive online maps with designated natural attractions and ecological objects for tourists to easily find and explore within their routes.

- Introducing functions that allow users to get additional information by clicking on designated areas.

4. Online learning resources:

- Create digital educational resources such as websites or apps that provide detailed information about biodiversity, ecological research and conservation projects in Uzbekistan.

- Combining online courses or webinars with experts in ecology and environmental protection.

5. Social media and blogs:

- Active use of social media to publish creative and interesting content about the ecological heritage of Uzbekistan.

- Engaging bloggers and influencers to create content that promotes sustainable tourism and preserves ecological balance.

6. Cooperation with local communities:

- Involving local communities and environmental protection organizations in creating content and organizing events for tourists.

- Development of mutual cooperation programs that allow tourists to participate in environmental research or sustainable development programs.

The introduction of these methods and technologies allows not only to effectively inform tourists about the ecological heritage of Uzbekistan, but also to actively involve them in supporting and preserving nature during their travels.

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