



Distribution in the Rational Use of Ecotourism Resources of Jizzakh Region

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Abstract: This article is written on the role of the state in the development of ecotourism in Uzbekistan and the SWOT analysis of the Zaamin tourist zone of Jizzakh region. It analyzes the strengths and weaknesses of ecotourism by studying and comparing international experiences. Suggestions developed.

Keywords: Economics, regional tourism, ecotourism, SWOT analysis, service, international experience, tourist zone, free tourist zone.

Ecotourism is one of the areas with great potential in Uzbekistan. Uzbekistan is not only world famous for its historical monuments and architecture, but also has the opportunity to attract tourists with its unique natural sites. In this regard, the role of human resources in the development of ecotourism is very important, and raising tourism literacy of the population is the topic of today. As the population's knowledge of nature increases, so does their attitude toward shopping, which means that the population's demand for environmentally friendly products will increase. So theoretically understanding its essence is part of our scientific research.

Region —is the highest stage of the natural latitude zoning of the Earth's surface. A relatively narrow part of the Earth's crust, or latitude, that is somewhat similar and extends in latitude. The region can be conditional (eg, time zones) or different in one or more features (eg, volcanic, tectonic, thermal zones).

Regional tourism —income-generating activities in geographical areas designated for tourism purposes with common cultural and environmental features.¹

Ecology —(Greek - house, dwelling and ... logy) - systems that are at different levels above the body; populations, biocenoses, biogeocenoses (ecosystems) and the structure of the biosphere, the biol that studies the processes that take place in them. set of sciences. E. is also interpreted as a science that studies the interactions between organisms and their environment. E. is divided into general and specific E. according to the objects studied.

Resource – it is a French word meaning opportunity.

Natural resources—Natural resources - all natural components of the natural environment, energy sources used in the economy to meet the material and spiritual needs of society and necessary for human survival.²

The goal of our economy is to meet human needs through the efficient use of available resources.

The main factor that attracts tourists to Uzbekistan is its charming nature and diversity. This is due to the fact that the climate of Uzbekistan is favorable for the development of recreation and ecotourism

¹Developed by the author.

²Xidirova G.R., Raxmatullayeva F.M. Mintaqaviy turizm. O'quv qo'llanma – B.: "Durdona", 2019. – 130 b

throughout the year. In particular, ecotourism is in high demand in the densely populated Jizzakh region, which has a favorable geographical location, diverse natural conditions and ecotourism opportunities. In particular, the ecotourism potential of the region is high, and there is every opportunity to develop it at a rapid pace.

For example, the ecotourism zone of Zaamin differs from other regions of the region by its ecotourism potential. Most importantly, the region has the potential to develop all areas of tourism, especially ecotourism. If we look at the work of our government in this regard, the Cabinet of Ministers adopted Resolution No. 254 of 28.04.2021 "On measures to organize the activities of the tourist and recreational zone" Zomin ".

The document was developed in the framework of the Presidential Decree No. PF-6201 of April 6, 2021 "On measures to establish a tourist and recreational zone" Zomin "and an international seasonal resort."

- Description of the boundaries of the tourist and recreational zone "Zomin";
- Description of the boundaries of the international seasonal resort "Suffa plateau.2 400" and the tourist complex "Uriklisay";
- The concept of development of the tourist and recreational zone "Zomin";
- Implementation of the concept of development of the tourist and recreational zone "Zomin" and the program of measures for the integrated development of tourism in the region;
- The program of development of road-transport, engineering-communication and production infrastructure in the tourist-recreational zone "Zomin" and the area before it was approved.

The main tasks and activities of the tourist zone have been identified and developed as follows.

- Attracting investments from foreign and domestic investors for the implementation of projects to create special functional and seasonal recreational areas in the tourist zone;
- organization of specific tourist routes, taking into account the ecological potential of the region;
- development of new transport infrastructure in the region;
- creation of additional conditions for tourist safety;
- Ensuring special customs and tax regimes for businesses and investors implementing and operating projects in the tourist zone;
- introduction of new modern energy-saving systems and technologies using alternative and renewable energy sources;
- Preservation of unique natural objects and complexes, genetic fund of plants and animals in the region.

The document also established the State Unitary Enterprise "Directorate of the tourist and recreational zone" Zaamin "and approved its Charter. The current results of this work will increase the flow of international and domestic tourists to the region.

(Strengths)

- unique nature
- government programs for regional development
- convenience for domestic tourism in the region
- high demand for the area

(Weaknesses)

- Lack of international advertising

- There are shortcomings in the infrastructure
- Lack of staff
- low tourism literacy of the population

(Opportunities)

- Absence of regional competitors
- in the future to be able to compete with Asian and international ecotourism regions
- Presence of a nature reserve in the area
- The concept of development of the tourist and recreational zone "Zomin"

(Threats)

- Infiltration of the human factor into the wildlife of the region
- Lack of a guide to nature attitudes for tourists visiting the area (in the form of a brochure)

Our analysis shows that the abundance of work and opportunities in the development of the tourist and recreational zone of Zaamin affect the regional economy. If we analyze the strengths of the region, we can see the unique nature, the special programs developed by the government for the development of the region, the high demand for domestic tourism. Given that blind access to ecotourism for economic development will lead to a regional crisis, failure to take timely action will have dire consequences. Preserving ecotourism is part of our mission as researchers. In our analysis of the above, it is expedient to develop a proposal to control the human factor penetration into the wild nature of the region and to control the attitude of tourists visiting the region to nature.

Conclusions and suggestions

According to international experience, countries pay attention to their ecotourism, and each country has its own approach. For example, in the United States, during a wildlife visit, a guide or tour guide gives oral explanations to the tourists.

In our study, it is necessary to develop a special guide in the form of a brochure about the region, which should be presented to each tourist, taking into account ecotourism. So the approach to wildlife in the guide:

- prevention of environmental pollution;
- not to harm the flora and fauna;

should include special developments and regulations on We must not forget that the subject of our research is the duty and responsibility of every citizen of our country.

In short, our country is systematically working on the efficient use of tourist resources, increasing the range of services and adapting their quality to modern requirements. All this will increase the number of tourists visiting our country, and in the future will make Uzbekistan a favorite destination for tourists.

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