

ECOTOURISM AS A SUBSYSTEM OF TOURISM IN UZBEKISTAN

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ABSTRACT

The article states the structure of ecotourism as a subsystem of tourism in Uzbekistan. It is rather new direction of social institution as well as new branch of economy. The author emphasizes the importance of the development of social institution and ecotourism and tourism in general.

Keywords: Social system, ecotourism, tourism subsystem, tourism institute.

INTRODUCTION

The creation of social institutions is the result of people's conscious attitude to social phenomena and the realization of the needs of social practice. It is the aspect that is emphasized in the definition of "social institution", which can be represented as "Association of people performing specific functions to meet common needs", common interests.

By social institution, the author means a stable system of norms, roles and statuses, beliefs and values, which regulates various spheres of human life: economy, politics, education, family, etc.

Thus, the social institution is:

- role-playing system, which includes the norms and statuses;
- complex of customs, traditions and norms of behavior;
- a set of norms and institutions regulating a certain sphere of public relations;
- formal and informal organization.

"Social institutions are a set of norms and mechanisms regulating a certain sphere of social relations (family, production, state, education, religion), sociologists have deepened the idea of them as the basic elements on which society rests»

The elements of a social institution are institutional features:

- installation and patterns of behavior;
- symbolic cultural features;
- utilitarian cultural traits;
- oral and written codes;
- ideology

In addition, a social institution is a social system, a subsystem of society, which is created and operates to meet social needs. "The expansion of the subject area of tourism research, the inclusion of a wide range of social relations and interactions makes it possible to identify the tourism sector as an independent system object of society, which has its own laws of development, institutional features and organizational structure»

"Tourism, developing from the initial practice of the development of social space to the practice of meeting social needs for recreation, communication, recovery of physical strength for further work (traditional tourism practices), continues to function in the modern world as a separate social system that has a tour-oriented social structure, highly specialized and socio-normative expectations, expressed in the actualization of "the world of symbolic things».

According to the author, tourism is a social system consisting of various components forming subsystems. Such components can be infrastructure, regulatory framework, system of promotion of tourism services, etc., and in the complex, depending on the goals, such components make up various subsystems of tourism. Subsystems depending on the purposes can be: ecological, cultural and cognitive, adventure and others that also name types of tourism

Materials and methods

As a social system, tourism is one of the largest, highly profitable, and dynamically developing social institutions of the modern world. At the same time, tourism is one of the factors contributing to environmental degradation, destruction of natural ecosystems and landscapes. As the pace of tourist flows increases, anthropogenic pressure increases.

These negative effects of tourism development put on the agenda the question of prospects for the development of the Institute of tourism, taking into account the principles of sustainable development and preservation of the natural environment, cultural heritage of settlements and local communities.

As a response to these negative effects of mass tourism, a new type of tourism, ecotourism, began to take shape in developed countries in the 1980s.

Ecotourism is a subsystem of the social Institute of tourism, is a social education, which develops social relationships and interactions among subject carriers of social relations (Eco tourists, tour operators, protected areas (PAS)); it performs different social roles in society and satisfies individual social and environmental needs.

At the present stage of development in ecological tourism there are processes of institutionalization, i.e. signs, which characterize ecotourism as an independent subsystem of tourism, are formed:

- the development of social relations and interaction;
- the subject carriers of social relations – Eco tourists, representatives of the tourism industry and protected areas are distinguished;
- is to promote the values of ecotourism in society;
- there is a gradual integration of Uzbek ecotourism into the structure of international tourism organizations and associations.

However, many important elements of ecotourism are still institutionally incomplete:

- Insufficiently developed legal framework;
- The existing statistics do not allow estimating the contribution of ecotourism to the socio-economic sphere of the region;
- Insufficient level of training of tourism personnel in the field of ecotourism;
- The development of ecotourism is not accompanied by an adequate system of environmental education and training of Eco tourists.

An important problem in the formation of ecotourism as a subsystem of the social institution of tourism is the development of terminology.

Ecotourism as a subsystem of the social Institute of tourism realizes its social purpose within the framework of the appropriate distribution of functions and social roles among the people involved in its activities.

Result and discussion

Forming as a subsystem of tourism, ecotourism performs the following functions:

I. Social.

1.1. Environmental education, which is an important link that complements the basic, theoretical knowledge in the field of nature protection.

1.2. Environmental education is a mandatory process of acquiring environmental knowledge throughout a person's life. The function of environmental education and interpretation helps to restore some of the lost connection with nature.

1.3. Educational – reproduction and assimilation of environmental values and Pro-environmental behaviors.

1.4. Recreational (health, elimination of fatigue) - the most important function of leisure, restoration of physical and spiritual balance.

1.5. Rehabilitation-helps to restore weakened health due to the beneficial effects of natural and aesthetic factors.

1.6. Environmental advocacy is one of the most important functions that promotes sustainable development and draws the attention of Eco tourists to the environmental problems of the region.

1.7. Aesthetic and attractive-help to understand the beauty of the world and form an ecological consciousness.

II. Economic.

2.1. The main purpose is to produce and promote the consumer market of travel services, acting as a means of meeting market demand, i.e., to achieve their external goals. The funds received from ecotourism can be used to restore and preserve ecosystems, including through the payment of taxes to the Federal and municipal budgets. An important factor contributing to the successful implementation of the economic function is the profit for travel agencies and protected areas and improving the welfare of their employees. The profit received as a result of realization of services of ecotourism is the main source of financial resources of travel agencies and

Protected areas, i.e. profit is the internal goal of enterprises.

2.2. To implement the economic function of travel agencies must solve problems such as:

- conduct marketing research;
- organization of advertising campaigns, presentations, promotion of ecotourism;
- improving the quality of tourism services in market demand;
- ensuring safety for Eco tourists, providing them with comprehensive information about the restrictions that exist in protected areas;
- organization of specialized tour operators for the qualitative development of ecotourism;
- development of plans and strategies of travel agencies.

2.3. Protected areas solve such problems as:

- improvement of SPNA infrastructure – creation of ecological trails, nature museums, visitor centers, residential complexes, purchase of equipment, etc.;
- maintaining a certain environmental level, creating methods for calculating the maximum permissible anthropogenic load;
- organization of advertising and PR – events to attract attention to the problems of protected areas from the public and authorities, as well as to attract new investments;
- involvement of local residents in the production sector related to the provision of eco-tours.

Many protected areas are located far from industrial centers, in the most beautiful and picturesque places, where local residents often live only at the expense of their own economy. The development of protected areas should involve the local population, which knows the territory well and can help in the work of protected areas specialists as guides, receive tourists in their homes, provide food, help in the preservation and protection of protected areas.

III. Socio-cultural.

3.1. Broadcasting of local traditions, customs, which assumes the synchronous existence of generations.

- 3.2. Respect for the culture of the local population.
- 3.3. The growth of intercultural understanding.
- 3.4. Preservation of the ethnographic status of the recreational area [6].

The formation of ecotourism can contribute to the development of protected areas themselves, provide jobs to the local population, bring profit to the budget of the region, provide opportunities for recreation in nature, enrich environmental knowledge, and contribute to the formation of ecological consciousness and ecological culture of tourists.

In part, the development of ecotourism and protected areas will determine the vector of development of the environmental situation in the country, which now cannot be assessed positively.

In the process of development of ecological tourism as a subsystem of the social Institute of tourism can be identified several areas of development:

- new diverse ecotourism trends are emerging;
- there is a gradual integration of ecotourism with other tourist destinations, which contributes to the formation of new types of tourism;
- ecotourism is becoming a phenomenon that is not unique to protected areas, and extends to the space of cultural landscapes;
- mass tourism acquires ecological features with the introduction of eco-educational technologies;
- ecotourism sector growth in the domestic tourism market;
- emergence of specialized tour operators offering and forming eco-tours;
- the largest tour operators in Uzbekistan are increasingly offering eco-oriented tours around the country, the demand for which is growing and diversifying;
- growth of activity of ecotourism enterprises in regions and rural areas, development of related nature-oriented types of tourism (rural tourism).

CONCLUSION

With the development of domestic tourism in Uzbekistan, there is a real chance to promote ecotourism, increase the attendance of protected areas, the involvement of rural residents in the production sector and the development of eco-educational, eco-educational and eco-educational activities.

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