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are grown annually. Grain importing countries are Western European countries. 95% of exported cereals were exported in the form of grain and 8% of exported wheat products were exported in the form of flour.

To ensure the sustainability of grain production, I recommend the following additional suggestions.

- Increasing the number of mills,
- exchange experiences on the methodology of grain production areas,
- Increase the area and yield in the area of grain cultivation,
- to cover the costs of supplying flour and flour products to remote villages, to create a system to cover transport costs
- Avoid shortages by importing flour products from other regions of the country,
- Ensure price stability.

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MOTIVATIONS FOR THE DEVELOPMENT OF ECOLOGICAL TOURISM AND MECHANISMS OF ITS REGULATION

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ABSTRACT

Some theoretical and methodological issues of the development of ecological tourism in the Republic of Uzbekistan are considered. Problems are identified and possible ways to solve them are identified. An assessment of the tourism potential of Uzbekistan, including a new direction for the development of ecotourism in the region, is given. As a result of research, the model of modern motivations for the development of ecological tourism and mechanisms of its regulation is developed. It is concluded that ecotourism should develop as a single system, the tasks of which should be clearly defined at each level.

Key words: *ecotourism, international tourism, development regulation, three-level system, mechanism, modern motivation, ENVIREG, INTERREG, ecotourism development management system.*

INTRODUCTION

In economically developed countries, special attention is paid to developing tourism services, which are integral to the service sector.

According to the World Tourism Organization (WTO), in 2023, the number of international tourists is expected to grow to 2 billion people, and the profit received from tourism to 3 trillion. US dollars, a steady increase in the tourist flow of up to 3–5% annually [1]. Today, ecotourism is the most intensively developing tourism industry. According to the WTO, "the annual increase in ecotourism is 30%, and its share in world tourism income is 10–15%" [2]. The intensive development of eco-tourism is explained by the increasing population's need for outdoor recreation due to the negative impact of industrial development on the environment. In the world, scientists carry out some scientific research to determine the directions for improving the methodological foundations for the development of ecotourism, the rational use of natural resources and the development and improvement of the legal framework for ecological tourism. In this process, special attention is paid to the issues of determining the impact of tourism on the environment, maintaining a balance between nature and tourism, and developing a model for the development of ecotourism. At the same time, some essential tasks included determining the contribution of ecotourism to the national economy and the effectiveness of ecotourism in the economy. As a result of reforms aimed at modernization and innovative development of economic sectors in the years of independence in our country, the tourism industry has also risen to a new level. The issue of developing tourism activities, not without reason, was reflected in the priority areas of development and liberalization of the

economy in the Action Strategy for the five priority areas of development of the Republic of Uzbekistan.

In this regard, the issue is implementing research on the scientific, methodological and practical aspects of determining the directions and prospects for developing ecological tourism. Based on the analysis within the boundaries of the terminology, the definition of the concept of "ecological tourism" is given: "Ecotourism is a tourism activity that ensures socially responsible and environmentally sustainable development, conservation and protection of natural and cultural heritage, a highly profitable innovative direction that involves traveling to nature, based on synergistic relations between biodiversity and local communities." Based on the approaches that exist in foreign and local scientific literature, the basic principles for the development of ecological tourism are substantiated, including such guides and their distinctive features as minimizing the negative consequences of environmental and socio-cultural areas, maintaining an environmentally sustainable environment, environmental education and education, participation of the local population in tourism activities and income generation, the formation of a propensity for the protection of nature among the people, contributing to the sustainable development of the regions visited by travelers, economic efficiency. The study of foreign and domestic scientists shows that at present, "... ecotourism in some countries has risen to the level of the leading sector of the economy. Following this, its management is carried out in new forms. The protected areas and the national parks within them have become the main objects for the development of ecotourism. 10–12% of the protected areas are used for recreational purposes."

With the development of ecological tourism and its transformation into a socially significant socio-economic phenomenon, the problems of its effective regulation are particularly relevant. The regulation of the development of ecotourism meant creating tools that would ensure the full and effective coordination of the activities of business entities and ongoing activities at the territorial level.

Regulation of the development of ecological tourism is a three-level system, including:

- ❖ coordination and assist in the development of ecotourism on a global (international) scale;
- ❖ consistency of ecotourism policy at the interstate level;
- ❖ consistency of policy in ecotourism at the national and regional levels.

Coordination and promotion of ecotourism development on a global scale are carried out through international organizations and funds. Despite the relative "youth," ecological tourism has a clearly defined international organization. The most significant international structures assist in developing environmental tourism with a wide range of environmental goals. It economically supports the development of ecotourism as one of the activities promoting the sustainable use of natural resources.

The United Nations plays an essential role in uniting the efforts of the world community to protect the planet's natural resources. Some UN commissions contribute to the promotion of ideas of ecological tourism. The following are involved in the formation and implementation of the global ecotourism policy:

- **UNESCO** - United Nations Educational, Scientific and Cultural Organization (including its program "Man and the Biosphere");
- **UNEP** - United Nations Environment Program;
- **UNDP** - United Nations Development Program;
- **IUCN** - International Union for Conservation of Nature and others

The main focus of the above international programs is the natural protection function and the organization of monitoring of biological diversity, creating a system for the effective management of natural resources and integrating environmental, historical and cultural potential into the socio-economic development of the region.

A significant contribution to the implementation of international agreements and programs for the development of ecological tourism is made by international financial organizations:

- **World Bank — International Bank for Reconstruction and Development;**
- **World Wildlife Fund;**
- **Global Environment Facility.**

For long-term financing of specially protected natural areas (SPNTs), environmental trust funds are created and operated in developing countries that provide financial assistance to national parks and types of nature protection activities and others.

Some specialized ecotourism organizations were created to promote the development of ecotourism in the world: The Ecotourism Society, the Annual International Symposium "Annual World Congress on Adventure Travel & Ecotourism," Natural Conservancy Public Organizations, Audubon Society and others.

The World Tourism Organization (WTO) is an intergovernmental organization established under the auspices of the UN in 1975 to coordinate the actions of the world community to develop tourism and implements a global tourism policy.

The WTO carried out much work to promote ecological tourism in the world from 2001-2002. - during the preparation and holding of the International Year of Ecological Tourism. On May 19-22, 2002, under the auspices of UNEP and the WTO, the World Summit on Ecological Tourism was held in Quebec (Canada) with over 1,100 representatives from 132 countries worldwide. The summit participants developed some recommendations to governments, private business representatives, intergovernmental and public organizations, research institutions, international financial institutions, local communities for the development of ecotourism in the context of its sustainable development.

In the future, the activities of the WTO on the development of ecotourism will be aimed at:

- *dissemination of methods and techniques for planning, managing, regulating and monitoring ecotourism to ensure its long-term sustainability;*
- *expanding opportunities for effective marketing and promotion of ecotourism destinations and products in international markets;*
- *promoting the dissemination of good ecotourism practices, minimum quality standards, and traditional and comparable certification schemes for providers of ecotourism products and services.*

The coherence of ecotourism policy at the interstate level is achieved through the activities of regional tourism organizations and particular bodies of interstate associations.

So, for example, the EU tourism policy is understood not as a local narrow-industry task but as a set of complex tasks arising from various aspects of the union policy, such as environmental policy, regional policy, policy towards small and medium-sized enterprises.[5] The goal of the European regional policy is not only to create equal living and working conditions on the Union territory but is also closely intertwined with the support of the tourism industry and tourist regions. To support the tourism industry, such financial instruments of regional policy as subsidies from European funds and loans from the European Investment Bank are used. Within the framework of this policy, in recent years, more and more attention has been paid to the development of ecotourism in tourist regions. This explains the comprehensive investment support for eco-tourism in EU countries.

The most important financial instruments that contribute to the development of ecotourism in the EU countries include the following structural funds:

- **European Regional Development Fund,**
- **European Social Fund,**

— European Fund for Orientation and Guarantee of Agriculture.

The European Regional Development Fund allocates funds to finance the construction and reconstruction of ecotourism infrastructure facilities, to develop the endogenous potential of the regions, including natural and cultural values.

The European Social Fund provides financial support for the organization of training and advanced training of personnel involved in ecotourism. Particular attention is paid to attracting young people from rural areas to the production of ecotourism services.

In several EU countries, especially in the countries of Central and Eastern Europe that are part of the Union, most agricultural regions are considered structurally weak. For these reasons, the European Guidance and Guarantee Fund for Agriculture allocates funds for developing one of the most popular ecotourism areas - agrotourism. The purpose of such a policy is to assist those employed in agricultural production in finding additional jobs and sources of income. Agrotourism is also considered a factor in the socio-economic revitalization of rural areas, considering the expanding urbanization and population aging. The European Fund for Guidance and Guarantee for Agriculture also finances the creation of protected areas, the development of ecotourism infrastructure and the implementation of environmental protection measures.

The European Bank for Reconstruction and Development became the first international financial institution to fix in its charter as a priority the provision of assistance to countries in the formation of environmental policies, promotion of the use of market methods in the management of national ecological programs; organization and support of special studies and programs on environmental education of the population.

The European Investment Bank provides credit and loan support to investment projects in structurally weak regions. The financial assistance he sends is used to develop ecotourism infrastructure (construction of small and medium-sized hotels and campsites using new eco-technologies).

The permanent financial instruments of tourism policy in the countries of the Union are complemented by initiative programs of the EU. The tools in this group include:

- **ENVIREG** - a program implemented to improve the state of the environment in tourist regions;
- **INTERREG** - a program to support cooperation between border regions, especially in agrotourism, environmental protection and creating natural parks in the border area.

Ecotourism policy coordination at the national and regional levels is carried out through specially created state bodies, public tourism organizations and institutions.

The experience of some states (USA, Great Britain, Germany and others), which have achieved significant results in developing ecotourism, indicates that effective government management and regulation are essential at the formation stage and are a determining factor in creating a national ecotourism market.

State management and regulation in the field of ecotourism in different countries differs slightly: it mainly provides for legislative support for environmental protection, the creation of an incentive system of taxation and the choice of optimal mechanisms for managing both the development of ecotourism in general and the process of using the resource potential of protected areas.

At the same time, the peculiarities of countries related to their development, geographical location, the population's mentality and attention to its socio-cultural development determine significant differences in the management and regulation system of eco-tourism. In this regard, by lining up investigators in the field of ecotourism development, we are working soon, of course, with international experience. Considering the solutions to this problem statement, the table proposes tools for state regulation of eco-tourism development in our country. (table №1)

Table 1.

Instruments of state regulation of ecotourism development

Regulation tools	Scope of application in ecotourism
<ul style="list-style-type: none"> — Improving the regulatory framework for ecotourism — Development of methodology for licensing, standardization and certification 	Legal
<ul style="list-style-type: none"> — Tax regulation — Targeted budget financing of development programs — Creation of favorable conditions for investment — Creating conditions for economic incentives for the protection and restoration of natural resources 	Economic
<ul style="list-style-type: none"> — Scientific research — Training of professional personnel for ecotourism activities 	Scientific - education
<ul style="list-style-type: none"> — Формирования имиджа Узбекистана на мировом рынке экотуризма — Marketing support for the promotion of an eco-tourist product on the domestic and world market — Stimulating the participation of ecotourism entities in international programs for the development of ecotourism — Coordination of activities of the public and private sectors in the field of ecotourism development 	Organizational

The development of ecological tourism is directly related to implementing the tasks of sustainable development of the country. By the National Strategy for Sustainable Development of Uzbekistan, the main goal of environmental policy is to develop legal and economic foundations for environmental protection and rational use of natural resources, ensuring the creation of environmentally safe living conditions in the country⁶.

These provisions are legislatively enshrined in normative acts of various legal forces: the country's constitution in the form of norms-principles, legislative acts adopted by Parliament and normative acts issued by executive authorities. Environmental and legal norms are included in some laws: "On Lease," "On Enterprises in the Republic of Uzbekistan," "On Entrepreneurship in the Republic of Uzbekistan" and others. The most crucial state acts in environmental legislation are the laws of the Republic of Uzbekistan "On Environmental Protection", "On the State Ecological Expertise", "On the Sanitary and Epidemiological Well-Being of the Population", "On Specially Protected Natural Territories and Objects", "On the Protection and Use of Wildlife", "On the Tax for the Use of Natural Resources and others^[7]

The Republic of Uzbekistan actively participates in international environmental cooperation. Documents of environmental law on the territory of the country are international treaties and agreements concluded by the Republic of Uzbekistan on a bilateral and multilateral basis, 12 international environmental conventions and protocols ratified by the Republic of Uzbekistan. In developing international cooperation on a multilateral basis, special attention in our republic is paid to ensuring the implementation of international conventions and protocols to them, the development

of national mechanisms for their implementation, and the intensification of cooperation with the governing bodies of the conventions.

As one of the UN's founders, the Republic of Uzbekistan constantly maintains contacts with its organizations: UNEP, UNESCO, UNDP and others. Uzbekistan is expanding cooperation with such prominent international organizations as the Council of Europe, the Interstate Environmental Council, the TACIS Program of the European Community, the World Bank, the Eurobank and others[8]

Thus, legal regulation in environmental protection in the Republic of Uzbekistan is an attempt to create comprehensive green legislation that can ensure the effective functioning of economic entities in the context of sustainable development of society.

The management process in tourism, as in any other area of human activity, involves creating effectively functioning organizational structures. The leading role in the management hierarchy should be occupied by a state body (usually a ministry), the main functions of which should be: the creation of a regulatory framework, coordination of the direction of development of the industry, control over the implementation of specific projects, and attraction of investments.

In general, the management system for developing ecological tourism in Uzbekistan should include three primary levels of management: national, regional and local (see figure). At the same time, a national ecotourism policy is being developed at the state level that meets the general objectives of sustainable development, mechanisms for its implementation, and an appropriate legislative framework are being created. At the regional and local levels, participants in the ecotourism process coordinate regional and local ecotourism policies that guarantee the protection of nature, cultural heritage and rational use of natural resources. The National Association for the Promotion of Ecotourism Development, which contributes to the implementation of the Strategy for the Sustainable Development of Ecological Tourism in Uzbekistan, could coordinate the actions of participants in the ecotourism process at the national, regional and local levels.

One of the most important modern trends in developing the global ecotourism market is the ever-increasing differentiation of ecotourism policy in the regional context, decentralization of management and regulation of ecotourism activities. The primary management tool at the regional level should be a system of program activities aimed at increasing the effectiveness of intersectoral cooperation in developing ecological tourism. At present, the functions of implementing the regional ecotourism policy are assigned to the departments of physical culture, sports and tourism of the regional executive committees, which only partially allows for stimulating the development of ecotourism in the regions.

The analysis carried out indicates that the socio-economic efficiency of ecological tourism is highest at the local level and the level of individual protected areas. Therefore, the choice of the organizational structure for managing the development of ecological tourism should be made based on the provisions for the vertical and horizontal distribution of management tasks. As we know, the vertical division of labor separates coordination from the direct performance of labor tasks necessary for successful group work. Furthermore, the horizontal division consists of distributing these labor tasks between specialties. Regarding ecotourism management at the regional level, we get two adequate levels of coordination: the level of local administration and the level of administration of protected areas. In addition, it is necessary to distribute management functions at the horizontal level and others at the level of individual districts or ecotourism destinations within the protected areas. Then the process of making managerial decisions on developing ecotourism in the region will be the most effective since decisions will be made at the most competent level, provided with appropriate resources.

The administration of protected areas is the adequate organizational structure of the second level of management, as it has some features and advantages:

- firstly, the development of ecological tourism in protected areas is a non-standard business

and maximizing profits is not its primary goal;

- secondly, the combination of environmental education and ecotourism work significantly increases the efficiency of environmental protection activities in protected areas;

- thirdly, in the organizational structure of protected areas, there are scientific departments whose functions are closely related to the development of ecotourism and which can provide scientifically substantiated nature management.

Implementing tasks at the local level, it is advisable to create a coordinating council for tourism among representatives of various forms of management. The following functions should be delegated to this structure:

– definition of criteria for environmentally sustainable tourism, certification of ecotourism routes and services based on an assessment of their compliance with the principles of sustainable tourism;

– inclusion in a single information space, organization of events for marketing, advertising and promotion of a tourist product outside the region;

– the creation of a center for professional training and retraining of specialists for work in the field of ecological tourism;

— development and implementation of a unified pricing policy in the field of ecotourism;

— the creation of mechanisms for monitoring and control of ecotourism activities in order to prevent damage to natural and ethno-cultural objects;

– coordination of routes and tours, including several destinations;

– marketing support for the promotion of an ecotourism product at the local level;

– development of a standard workflow for formalizing relations with commercial structures;

– introduction of a mechanism for collecting and processing statistical data on Eco tourists;

– holding scientific and practical regional seminars and conferences on critical issues of ecotourism development.

Conclusion. The methodology for managing the development of ecological tourism should be based on monitoring the state of biodiversity (assessment of the impact of tourists on natural ecosystems), monitoring the development of tourism activities themselves (the number of tourists, seasonal dynamics, estimates of the length of stay, the frequency of visiting different objects and routes, hotel occupancy and others), monitoring of economic indicators of tourism development (revenues, expenses, costs, benefits, budgetary and non-budgetary financing, dynamics of tax policy, environmental investment and others), monitoring of socio-economic parameters of the local population and local economy (survey data on attitudes towards tourism in protected areas, participation in nature protection, the presence or absence of conflict and its severity and others) and monitoring of environmental education and environmental education. Thus, the structural subdivisions of management at all levels will receive information from complex monitoring, making it possible to adjust the strategy and tactics of ecotourism development quickly.

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