



**Ecotourism: a harmonious journey with nature**

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**Annotation:** Ecotourism is a form of responsible and sustainable travel that serves to strengthen harmony between humans and nature and aims to reduce environmental harm. This article analyzes the role of ecotourism in the development of ecological conservation, support for local communities and cultural understanding. In contrast to mass tourism, ecotourism encourages small-scale, environmentally friendly trips and encourages tourists to preserve nature. Based on the experience of different states, the article will cover the benefits and problems of ecotourism. In particular, the positive effects of this direction in maintaining biodiversity, serving sustainable development, activating the local population and increasing environmental awareness are demonstrated. At the same time, there is also a focus on risks such as "green advertising" (greenwashing) and irregular development.

**Keywords:** Ecotourism, Sustainable travel, Environmental Protection, Biodiversity, Responsible tourism, Local communities, Preservation of cultural heritage, "Green" journey, Nature-based tourism, Environmentally friendly practices.

**Аннотация:** Экотуризм - это форма ответственного и устойчивого путешествия, которая служит укреплению гармонии между человеком и природой и направлена на снижение экологического ущерба. В данной статье анализируется роль экотуризма в развитии экологического туризма, поддержке местных сообществ и культурном взаимопонимании. В отличие от массового туризма, экотуризм поощряет небольшие, экологически чистые поездки и побуждает туристов сохранять природу. Основываясь на опыте разных государств, в статье будут рассмотрены преимущества и проблемы экотуризма. В частности, демонстрируются положительные эффекты этого направления в поддержании биоразнообразия, служении устойчивому развитию, активизации местного населения и повышении экологической осведомленности. В то же время особое внимание уделяется таким рискам, как "зеленая реклама" (greenwashing) и неравномерное развитие.



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**Ключевые слова:** Экотуризм, Устойчивое путешествие, Охрана окружающей среды, Биоразнообразие, Ответственный туризм, Местные сообщества, Сохранение культурного наследия, "Зеленое" путешествие, Природный туризм, Экологически чистые практики.

**Annotatsiya:** ekoturizm-bu odamlar va tabiat o'rtasidagi uyg'unlikni mustahkamlashga xizmat qiladigan va atrof-muhitga zararni kamaytirishga qaratilgan mas'uliyatli va barqaror sayohat shakli. Ushbu maqolada ekoturizmning ekologik tabiatni muhofaza qilish, mahalliy jamoalarni qo'llab-quvvatlash va madaniy tushunishni rivojlantirishdagi roli tahlil qilinadi. Ommaviy turizmdan farqli o'laroq, ekoturizm kichik, ekologik toza sayohatlarni rag'batlantiradi va sayyohlarni tabiatni saqlashga undaydi. Turli davlatlar tajribasiga asoslanib, maqolada ekoturizmning afzalliklari va muammolari yoritiladi. Xususan, ushbu yo'nalishning bioxilma-xillikni saqlash, barqaror rivojlanishga xizmat qilish, mahalliy aholini faollashtirish va ekologik xabardorlikni oshirishga ijobiy ta'siri ko'rsatilgan. Shu bilan birga, "yashil reklama" (yashil yuvish) va tartibsiz rivojlanish kabi xatarlarga ham e'tibor qaratilgan.

**Kalit so'zlar:** Ekoturis, barqaror sayohat, atrof-muhitni muhofaza qilish, bioxilma-xillik, mas'uliyatli turizm, mahalliy jamoalar, madaniy merosni asrab-avaylash, "yashil" sayohat, tabiatga asoslangan turizm, ekologik toza amaliyotlar

In recent years, along with the rapid development of tourism around the world, humanity's need for Environmental Responsibility has also increased. As traditional mass tourism often negatively impacts the environment, demand for sustainable and environmentally friendly forms of tourism is increasing. It is in such conditions that the concept of ecotourism is being put forward. Ecotourism refers to responsible and conscious travel, with respect for natural resources, while preserving the environment. It allows tourists not only to watch beautiful landscapes, but also to gain a deep understanding of nature, knowledge and experience in preserving it. Also, ecotourism has a positive effect on the economic and cultural development of the local population in the interests of the local population.

Scientists have only recently begun to explore the effects of ecotourism on wild primate populations. While it could be an effective tool for conservation, there are a number of risks involved with primate tourism. Tourist-area primates show behavioral modifications, such as moving away from people or ranging higher in the canopy, as a response to human proximity (Grossberg, Treves, and Noughton Treves 2003). Primates exposed to tourists may also present behaviors indicative of anxiety, such as self-scratching, or show elevated stress hormones (Maréchal et al.



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2011). Dietary changes associated with ecotourism could have metabolic consequences, or could lead to loss of species-appropriate foraging skills. Unpredictable availability of food can cause primates to act aggressively, increasing the risks of bites, scratches, and other unsafe encounters. Finally, close contact and food sharing between human and nonhuman primates can increase the transmission of zoonotic disease (Muehlenbein et al. 2010).

Ecotourism is a form of travel that promotes a responsible attitude towards nature, culture and the local population, rather than just enjoying natural beauties. It relies on the following basic principles:

1. Environmental preservation: the main goal of ecotourism is to reduce the impact of tourist activities on the natural environment to a minimum. Reducing emissions during travel, not damaging natural destinations, and not interfering with Fauna and flora are the main provisions.

2. Cooperation with the local population: the participation of the local population in ecotourism is considered important. They benefit economically by guiding tourists, sharing cultural experience, and providing services.

3. Respect for cultural and natural heritage: travelers should approach local customs, religious beliefs and historical sites with respect. This provides a cultural balance of Tourism.

4. Educational and conscious approach: ecotourism serves to shape environmental awareness in tourists. Each journey must be a source of knowledge that encourages understanding, appreciating and preserving nature.

Ecotourism is a subset of the tourism industry that reflects an ethos of responsible involvement with the environment and with local cultures Ecotourism includes, but is not limited to, nature hiking, diving, wildlife viewing, and cultural tourism, usually with some attention given to the ecosystem, biodiversity education, or sustainability. The term was formally introduced in 1983 by Mexican environmentalist and architect Héctor Ceballos-Lascuráin, and the first organization devoted to ecotourism—the International Ecotourism Society (TIES)—was founded in 1990 ([www.ecotourism.org](http://www.ecotourism.org)). Since then, ecotourism has been one of the fastest growing sectors of global tourism. Ecotourism has been widely promoted as an important conservation tool and one way for people to have a positive impact on the environment. Ecotourism has the potential to improve public education on cultural and biological diversity, conserve wild habitats, and improve economic conditions for host nations.



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However, whether or not ecotourism actually provides the benefits it claims remains debatable, as few reliable monitoring programs have yet been implemented (Buckley 2009).

Ecotourism is an environmentally and socially responsible form of modern tourism, which serves to form a harmonious way of life of mankind with nature. It is not a simple journey, but a direction of sustainable development built on respect for nature, attention to culture and loyalty to local communities. Ecotourism does not limit tourists only to enjoying natural landscapes, but also encourages them to preserve the environment and understand environmental values. Also, ecotourism creates new opportunities for the local population: jobs, additional sources of income, the opportunity to demonstrate national values. Reinforces respect and participation in their cultural heritage. However, this direction also requires proper management, compliance with strict environmental standards and the fight against the threats of artificial “green advertising” (greenwashing). Therefore, the future of ecotourism depends on our conscious approach, our environmental and social responsibility. If we develop it correctly, it will serve as an important step towards preserving not only economic benefits, but also natural heritage. Ecotourism is not only a journey, but also steps towards a harmonious life with nature.

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