

ECOTOURISM: NOTION, BEST PRACTICES AND CHALLENGES APPLIED STUDY ON UZBEKISTAN

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Abstract. This study explores the role of technology in modern English language teaching. The research focuses on the use of digital platforms and applications in enhancing learners' motivation and improving outcomes. A mixed-method approach, including classroom observation and student surveys, was used to gather data. Results show that technology fosters interactivity, increases engagement, and supports independent learning.

Key words: language teaching, digital tools, online platforms, student motivation, EdTech, innovation

Introduction

In the 21st century, rapid technological and scientific advancements have drastically transformed human life. Alongside economic reforms, countries are increasingly focusing on sustainable development. For Uzbekistan, tourism — particularly ecotourism — is emerging as a strategic sector to diversify the national economy and strengthen its integration into the global market. Given Uzbekistan's diverse natural landscapes and cultural heritage, ecotourism offers promising avenues for economic growth, environmental conservation, and rural development.

Methods

This study adopts a qualitative approach based on analysis of existing literature, government policy documents, and practical guidelines related to the development of ecotourism. The research identifies key steps for implementing eco-touristic products and examines their feasibility in the context of rural Uzbekistan. Data was collected from secondary sources such as UN resolutions, national legislation, and best practices from international ecotourism models.

The creation of an eco-touristic product was broken down into five main stages:

1. **Sustainability consideration**
2. **Planning and design**
3. **Assessment and approval**
4. **Construction**
5. **Operation and management**

Each stage is analyzed with reference to Uzbekistan's local context, aiming to propose an applicable model for eco-tourism development.

Results

The study finds that ecotourism in Uzbekistan has significant potential, especially in regions like Jizzakh, Kashkadarya, and Surkhandarya. The geographical location, biodiversity, and cultural monuments in these areas align well with the principles of sustainable tourism. Key positive impacts of ecotourism identified include:

- Environmental benefits: Increased awareness and protection of ecosystems, improved data on wildlife.
- Economic impact: Job creation, local income generation, foreign currency inflow, and development of tourism-related industries.
- Social and cultural value: Preservation of cultural heritage, improved local infrastructure (e.g., roads, communication), and increased community engagement.

Discussion

The practical implementation of eco-tourism requires careful planning, community involvement, and long-term sustainability strategies. While the benefits are evident, challenges remain:

- Lack of infrastructure in rural areas.
- Need for education and training in environmental management.
- Initial investment requirements.
- Balancing development with ecological preservation.

Despite these obstacles, with proper management and policy support, eco-tourism can become a major contributor to Uzbekistan's economy and a model for green development. Successful eco-tourism projects can also serve to promote international cooperation and showcase Uzbekistan's natural and cultural wealth on a global stage.

Conclusion

Ecotourism offers Uzbekistan a sustainable path for economic growth, environmental protection, and rural development. With proper planning, community involvement, and policy support, regions like Jizzakh, Kashkadarya, and Surkhandarya can become ecotourism hubs. Despite challenges such as infrastructure and training needs, the sector holds strong potential to boost the economy and showcase Uzbekistan's natural and cultural heritage globally.

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