

*Saodatov Alimardon Abdurakhmonovich*

*doctoral student of National University of Uzbekistan named after Mirzo Ulugbek*

[alimardonsaodatov@mail.ru](mailto:alimardonsaodatov@mail.ru)

## ECO-TOURISM IN THE NEW UZBEKISTAN IS A MODERN TOOL OF AESTHETIC EDUCATION

**Abstract:** In this article, Ecology as a science appeared at the beginning of the 20th century, and this term began to be widely used in the 60s, when the environmental crisis began to speak of a crisis in the relationship of man with the environment, and Tourism today brings great income to the economy of the countries of the world. and it is analyzed that they are rapidly developing infrastructure sectors.

**Key words:** Youth, ecological education, New Uzbekistan, Ecological tourism, tourism, aesthetics, ecological competence.

**Introduction.** Ecotourism is a type of tourism that includes visiting natural attractions and participating in environmental activities. It is one of the most popular types of tourism in the world and is a combination of recreation and education. The concept of ecotourism was formed as a result of the historical evolution related to the change of the human attitude towards nature and environment. This work examines the manifestation of the theoretical and methodological foundations of the phenomenon of ecotourism.

Uzbekistan is one of the fastest developing countries in the world. In recent years, ecotourism has become a segment of tourism and a new direction in the field of tourism. The UN General Assembly resolutions of 2012-2019 recognized the importance of developing ecotourism for the preservation of natural resources and international cooperation in this field. It is known that our country has great prospects for the development of ecotourism, the creation of a unique and stable network of ecotourism destinations, and the further integration of the republic into the international market of such services, which are attractive to all categories of tourists.

In paragraph 3.2 of the five-priority development strategy of the Republic of Uzbekistan in 2017-2021, "rapid development of the tourism industry, increasing its role and share in the economy, diversifying and improving the quality of tourist services, expanding tourism infrastructure", 4.3 - the issue of "ensuring that people live in an ecologically safe environment" is set. Because one of the most optimal ways to ensure sustainable development in our country in the future, economic and social protection of the population and ecological safety is the development of ecotourism.

The term "ecology" was introduced in 1866 by the German zoologist E. Haeckel. This word means the science of "house" (from the Greek "oikos" - dwelling place, dwelling place). Ecology as a science appeared at the beginning of the 20th century, and this term began to be widely used in the 60s, when the environmental crisis began to speak of a crisis in the relationship of man with the environment.

Today, tourism is becoming one of the fastest growing infrastructure sectors in the economy of the world countries, which brings a lot of income. It now accounts for one-tenth of world gross domestic product and consumer trade, 8 percent of world exports, 30 percent of trade services, more than 11 percent of international investment, and one in eight manufacturing jobs. By 2030, it is expected that the new tourism directions, which are developing most rapidly in the world's tourism industry - shop tourism, noso tourism, agro tourism, eco tourism, etc, will double.

Ecotourism is defined as a responsible and sustainable form of tourism where the natural environment, culture and wildlife are paramount. As I have discussed in our previous chapters, these activities allow tourists to enjoy the outdoors without negatively impacting local communities or ecological sustainability. Now let me dwell on the situation and prospects of these processes in our country.

Tourism is one of the fastest growing and highly profitable industries in the world, which helps to strengthen international socio-economic, cultural and spiritual ties. As one of the world's leading countries with rich cultural and historical potential, Uzbekistan pays great attention to the development of tourism. Nevertheless, the study and analysis of this problem has led to a wide range of problems related to tourism development.

Esthetic upbringing of a person is considered a complex and varied process, and it is a process related to a person's thinking and worldview. In these processes, we can see that aesthetics manifests itself practically through tourism culture. As a result of traveling to nature, a person not only enjoys the beauty and splendor, but also absorbs it in a sophisticated way. Tourism is not only an active assimilation of creations created by mankind, but also improves the ability to understand and appreciate their aesthetic essence. serves to form feelings of national pride and national pride. Therefore, tourism is an important means of aesthetic education, creating material and spiritual beauty.

Husayn Vaiz Koshifi expresses these opinions about travel etiquette and issues related to its aesthetic nature and content. "... If they ask for what purpose they travel, answer and tell them that Sufis travel for three things: to visit great saints, or to satisfy the soul, or to see the faces of brave men who have entered the path of tariqat. The benefits of the trip are many, first of all, it is good for the quality of the body, because the air is exchanged and the organs are trained, because the movement removes moisture from the body and improves blood circulation. secondly, the merits of visiting the graves of saints and great people are many. Thirdly, laziness eliminates laziness, because staying in one position increases laziness and disease, the body's nutrients and water will not flow. Fourthly, it removes sadness and depression, because no matter how sad a person goes on a journey, his heart will be relieved, and sixthly, life will be peaceful on the journey. "Seventh, you will increase your knowledge by traveling, because you can learn a lot during the journey".

It can be seen from the opinions of the 15th-century scholar Husayn Voiz Koshifi that the laws and regulations developed by aesthetics have a general feature for tourism. It is not difficult to know how to maintain tourism as an aesthetic education even today. It can be seen from this that in social development, tourism becomes a value, a means of aesthetic education that satisfies spiritual and spiritual needs.

The characteristics and principles of aesthetic education of tourism determine its main tasks in a certain sense. We will try to consider these tasks.

Tourism is the main task of tourism. Travel cleanses the human soul - it serves as a purifying spiritual process.

The process of traveling requires a person to give up bad morals and strive for goodness, so that he removes all worldly desires from his heart. As a result, it rises from the state of impurity to the state of purity. It cleanses the human heart and creates a heart that is needed in everyday life and represents its original state: pure as water, transparent as crystal, smooth as glass.

Pilgrimage means to go somewhere. Pilgrimage, in essence, means going to holy places, graves of saints, cemeteries and performing certain rituals.

According to Islamic beliefs, seeking help from the spirit of the saint being visited is considered shirk and is considered a grave sin. Instead of asking for the salvation of those who are visited, it is appropriate to pray for their rights, to devote the reward from charity to their souls. When visiting the graves of saints, prayers are usually recited and prayed for the deceased.

Making people knowledgeable and enlightened is one of the main tasks of tourism. The role of tourism is incomparable in conveying to the next generation the different views of the ancestors about the pilgrimage sites as a sacred value among young people. In particular, the visit of the young generation to the holy places, in turn, serves as a space for communication between the young and the old generation, and the holy places provide valuable information about their history, traditions and values, pilgrimage customs, and rituals, as well as expanding their spiritual worldview plays a big role. The famous English sociologist J.Urry interpreted tourism as a social program, as a modern way of knowing the world. From this point of view, tourism focuses on the increase of information in cognition through its aesthetic-emotional impact on a person. In this sense, tourism can be called an epistemological practice.

Educational task. As an educator, tourism affects human emotions, evokes aesthetic experiences, and thereby forms the ability to distinguish good from evil. The task of tourism in the educational direction is that a person gains knowledge and experience as a result of travel, in addition, he exercises, overcomes difficulties, misses and appreciates his country, respects the traditions of other nations. Tourism is of great importance in the growth of a person's worldview and spiritual maturity.

Tourism as a modern tool for improving aesthetic education can be concluded as follows. Tourism is a process aimed at satisfying human aesthetic needs, providing an opportunity to see, learn and enjoy places. As an integral part of spiritual education, tourism ensures the harmonious development of a person in aesthetic processes

In the course of the development of global tourism, on September 27, 2014, the World Tourism Day was celebrated in Guadalajara, Mexico under the slogan "Tourism and Development". The purpose of this ceremony was to reflect on the true purpose of tourism and its cultural impact on the world scale, and to convey these thoughts to all people in the world. Therefore, there is an increasing need to study tourism not only as an economic but also as a cultural phenomenon.

English sociologist Z. Bauman, who studied the socio-philosophical content of tourism, emphasizes the use of tourism as a new form of intellectual and creative activity in modern society, an important factor in the development of scientific and practical knowledge in a person. According to the opinion of the scientist, if we evaluate the tourism culture as an activity that includes the activation of the intellectual and creative activity of the traveler, it appears as a factor that develops the social, political, epistemological, axiological, aesthetic, cultural activity that forms the human personality. Its role in the acceleration of globalization processes, its influence on the real information-seeking activity of a person, and the fact that it increases the quality of a person's active lifestyle create the need to analyze it as an object of socio-philosophical research. Another English sociologist, J. Urry, interpreted tourism as a social program, as a modern way of knowing the world. According to another English researcher AYFlier, "tourism is a method of intellectual recreation that corrects a person and his body image". ITKasavin calls tourism a "new ontology of knowledge" and emphasizes that human travel is an opportunity to gain knowledge.

The role of pilgrimage tourism in the spiritual and aesthetic education of a person is particularly emphasized in researches related to tourism. Pilgrimage is a person's journey to various holy places,

performed along with religious rituals. It is a pilgrimage to religious or secular holy places based on worship, away from one's permanent residence. Pilgrimage helps a person to reach spiritual and physical maturity through aesthetic feeling. People get acquainted with holy places and things, receive spiritual nourishment from them, witness various events. Such processes broaden the worldview of pilgrims and help them to reach perfection.

In recent years, the interest of foreign travelers to visit Uzbekistan due to its cultural wealth and amazing natural beauty is increasing year by year. Although this new trend has great potential for the development of the ecotourism sector in the country, it also brings with it some problems such as poor service quality, inadequate living conditions and limited opportunities for local people to participate in the hospitality industry. So, why should we develop ecotourism in Uzbekistan, because the government is paying attention to this area.

Benefits of ecotourism development in Uzbekistan Economic benefits for communities and regions: Ecotourism development can create jobs and economic opportunities that provide sustainable income streams to local residents through employment in hotels, restaurants, guides and transportation services, etc. helps to improve living conditions, which leads to a more equitable distribution of resources over time.

The main problems of the sustainability of the ecotourism sector in Uzbekistan are the lack of marketing strategies for the fair distribution of travelers. Despite attractive packages designed to attract more visitors, the lack of incentive schemes means that it is difficult for small offices to compete with their larger counterparts.

Ecotourism is a small component of sustainable tourism. The perceived potential of ecotourism as an effective tool for sustainable development is the main reason why developing countries are currently using it and including it in their economic development strategies. Ecotourism, as an alternative tourism, involves visiting natural areas for the purpose of studying or carrying out environmentally friendly activities, that is, tourism based on natural experiences that provide economic and social development of local communities. The development of ecological tourism, in turn, comprehensively supports environmental protection systems, biological diversity and unique natural areas, supports local income and is a promising market for investment projects.

Uzbekistan's favorable geographic location at the intersection of routes from east to west and from south to northern countries, climatic features, a unique network of protected natural areas and a rich variety of landscapes create great opportunities for the promotion of ecotourism routes. Currently, the system of protected areas includes 8 reserves, 2 natural national and 1 national park, 1 biosphere reserve, 12 natural reserves, 7 natural monuments. It should be noted that more than seven thousand historical and cultural monuments have been preserved in your fertile land, where the Great Silk Road is located. This rich heritage of the Uzbek people has been carefully preserved and passed down from generation to generation.

According to the Decree of the head of our state on December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan", tourism is defined as a strategic branch of the economy of Uzbekistan. The program of priority measures for the development of tourism in 2018-2019 was approved by the President's decision on August 16, 2017. Four important documents related to this field, adopted by the President only in February 2017, are a symbol of the great attention paid to the development of tourism by the state. These documents define the priority tasks for solving the accumulated problems in the field, increasing the potential of tourism, providing

many benefits and preferences for the further development of domestic tourism. Thus, ecotourism contributes to the development of the community by providing the local community with an alternative source of livelihood focused on the sustainable use of resources, especially biodiversity, bringing ecological experiences to travelers, preserving the ecological environment, and generating economic benefits. However, achieving the goals of ecotourism depends on their ecologically and ecologically sustainable and economic use.

In general, Uzbekistan offers many opportunities for ecotourism, and tourists can enjoy beautiful nature, rich cultural heritage and hospitality of local people.

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