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ECOTOURISM AS A WAY OF SUSTAINABLE TOURISM DEVELOPMENT OF THE REGION

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Sustainable tourism, also known as responsible tourism or ecotourism, is a way of traveling and exploring natural, cultural, and historical sites while minimizing negative impacts on the environment, supporting local communities, and preserving the integrity of destinations for future generations. The World Tourism Organization defines sustainable tourism as a form of tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities [1]. In order to promote widespread engagement and consensus building, sustainable tourism development necessitates the informed participation of all pertinent stakeholders in addition to strong political leadership.

Ecotourism is a subset of sustainable tourism that focuses on visiting natural areas to appreciate, conserve, and sustain the environment while promoting the well-being of local communities. According to International Ecotourism Society ecotourism is “responsible travel to natural areas that conserves the environment, sustains the wellbeing of local people, and involves interpretation and education” [2]. Ecotourism involves experiencing and preserving natural environments and cultural heritage while minimizing negative impacts. It can be a powerful tool for sustainable tourism development in a region for several reasons:

1. Conservation of natural resources: Ecotourism promotes the preservation of natural environments by raising awareness about the importance of conservation and providing economic incentives for protecting them. Local resources are immediately

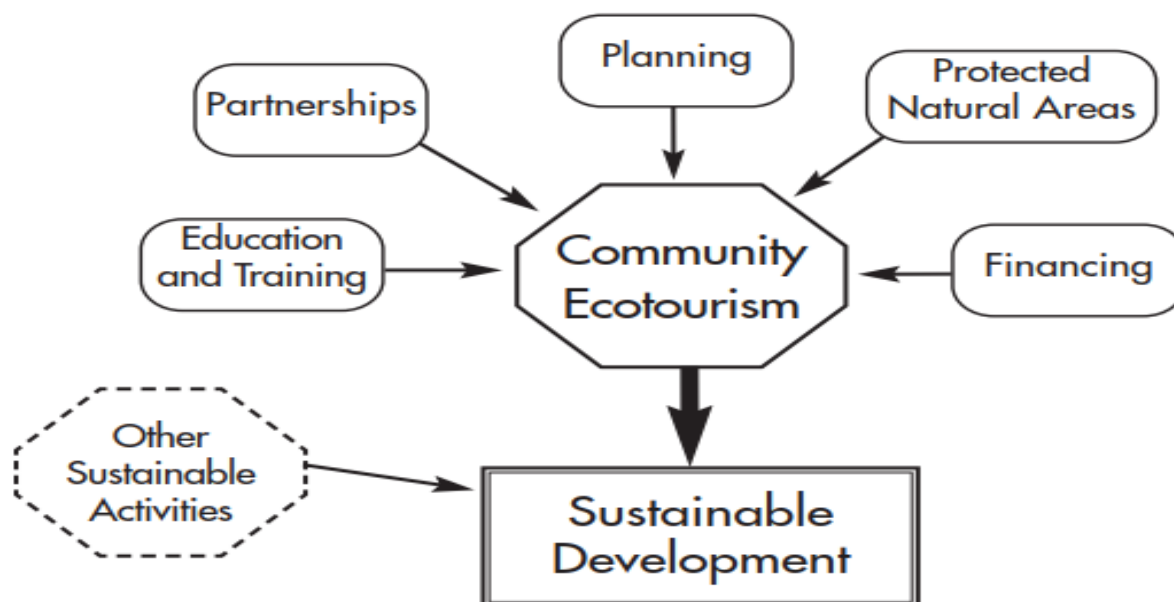
threatened, both externally and internally within the community, which could negatively affect their means of subsistence. Certain activities would need to change in order to preserve and raise their current standards, and ecotourism might be a means for the community to lessen and make up for these changes [3]. By promoting responsible travel practices and supporting conservation efforts, ecotourism helps mitigate the negative impacts of tourism on the environment, such as habitat destruction, pollution, and overexploitation of resources.

2. Economic benefits: Ecotourism can generate revenue for local communities, creating employment opportunities and contributing to the local economy. This can help alleviate poverty and improve the standard of living for residents. For locals, ecotourism is another useful resource that may be used as a political instrument to win over support and support for their requirements [4]. By creating employment opportunities, stimulating local economies, and diversifying income sources, ecotourism contributes to poverty alleviation, economic resilience, and long-term sustainable development in the region.

3. Cultural preservation and heritage enhancement: Ecotourism often involves interactions with local communities and learning about their traditions and way of life. This helps to preserve cultural heritage and traditions that may be at risk of disappearing. By showcasing indigenous knowledge, traditional practices, and cultural landmarks, ecotourism contributes to the preservation and revitalization of cultural heritage, thus promoting cultural diversity and intercultural understanding.

4. Education and awareness: Ecotourism provides opportunities for visitors to learn about the importance of environmental conservation and sustainable practices. This can lead to increased awareness and support for conservation efforts both locally and globally. An educational aspect of ecotourism raises knowledge of environmental preservation among both visitors and the local population [5]. Through guided tours, educational programs, and interactive experiences, ecotourism fosters environmental literacy, responsible behavior, and appreciation for the natural world, thus promoting a culture of sustainability.

5. Community involvement and empowerment: Engaging local communities in ecotourism activities empowers them to take ownership of their natural and cultural resources. This can lead to more sustainable management practices and greater community involvement in decision-making processes. According to Drake community involvement is known as the ability of local communities to take part in projects that will impact their lives [6]. By involving communities in decision-making processes, providing economic opportunities, and supporting local enterprises, ecotourism fosters social inclusion, empowerment, and sustainable livelihoods.



1-picture. Essential elements for ecotourism in a community setting [7]

6. Regenerative tourism practices. Ecotourism promotes regenerative tourism practices that aim to restore and enhance ecosystems, natural landscapes, and cultural heritage sites. By supporting initiatives such as reforestation, wildlife conservation, and sustainable agriculture, ecotourism contributes to the regeneration of ecosystems and the promotion of sustainable land management practices. By integrating tourism practices into local communities and natural processes that improve both human and non-human wellbeing, regenerative tourism encourages innovative tourism practices [8].

In conclusion, ecotourism can be a valuable tool for sustainable tourism development in a region by promoting conservation, providing economic benefits, preserving cultural heritage, raising awareness, and involving local communities. Moreover, ecotourism offers a holistic approach to sustainable tourism development that integrates environmental conservation, community empowerment, cultural preservation, and economic prosperity. By embracing ecotourism principles, regions can harness the potential of their natural and cultural assets for the benefit of both visitors and residents.

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THE IMPORTANCE OF FOREIGN DIRECT INVESTMENTS TO REDUCE UNEMPLOYMENT RATE AND MIGRATION CHALLENGES IN UZBEKISTAN

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Abstract: Uzbekistan, with its burgeoning economy and strategic location, stands poised at a critical juncture in its developmental trajectory. However, persistent challenges such as high unemployment rates and significant migration issues threaten to impede its progress. This paper explores the pivotal role of investment and foreign direct investment (FDI) in addressing these challenges. By examining the nexus between investment inflows, economic growth, employment generation, and migration patterns, this paper elucidates the potential of targeted investment strategies to foster sustainable development and mitigate socio-economic disparities in Uzbekistan.

Keywords: *Uzbekistan, investment, foreign direct investment, unemployment, migration, economic growth, inclusive development.*

Introduction: Uzbekistan's transition from a centrally planned to a market-oriented economy has opened up vast opportunities for growth and development. However, this transition has also brought to the fore a myriad of socio-economic challenges, chief among them being unemployment and migration. High levels of unemployment, particularly among the youth population, coupled with significant outward migration, pose formidable obstacles to Uzbekistan's socio-economic progress. In this context, investment and foreign direct investment emerge as potent instruments for driving inclusive growth, creating employment opportunities, and curbing migration.

Investment, both domestic and foreign, plays a pivotal role in stimulating economic growth. In Uzbekistan, concerted efforts to enhance the investment climate have yielded promising results, attracting substantial inflows of domestic and foreign capital. These investments have fuelled economic expansion, driven productivity gains, and diversified the industrial base, laying the groundwork for sustainable development. However, the full potential of investment in spurring growth and employment hinges on targeted policy interventions and strategic resource allocation.

Foreign direct investment (FDI) holds particular significance in the context of employment generation. By injecting capital, technology, and expertise into the economy,