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## Improving the Efficiency of Using the Potential of Ecotourism in Uzbekistan

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**Abstract:** Uzbekistan has a latent ecotourism potential that is mostly unfulfilled because of its abundant biodiversity and diverse terrain. This article examines strategies for maximizing ecotourism's efficiency in Uzbekistan in order to promote sustainable development and conservation efforts, as well as to fully utilize the nation's natural charms. Through a thorough analysis of current ecotourism practices, environmental laws, and stakeholder interactions, this study identifies the main barriers preventing the industry's growth and offers workable solutions. By including community involvement, promoting responsible travel, and implementing effective marketing strategies, Uzbekistan may fully realize the economic, social, and environmental benefits of ecotourism.

**Keywords:** Ecotourism, Sustainable development, Biodiversity, Community involvement, Responsible travel, Conservation, Tourism marketing, Stakeholder engagement, Environmental policies

### Introduction.

Ecotourism and preserving the integrity of human-nature connections are prioritized above all else when it comes to trip planning and running the tourism sector as a whole, according to an analysis of current trends in the expansion of the global tourist services market. When specific state efforts are conducted with the purpose of boosting our nation's tourism industry, focus is given to increasing the effectiveness of harnessing the regions' tourism potential and limiting the negative effects of tourism on the environment.

In 2021–2025, the tourist sector will contribute more to the national economy. In this direction, it is planned to attract more than 9 million tourists by the end of 2025, including 2 million tourists from far abroad, and raise the share of tourism in the nation's GDP to 5% (from 2.3% at the end of 2017). This will be accomplished by building the necessary infrastructure and promoting the Republic's tourism potential in the global market. Because of this, it is more

important than ever to rely on scenarios based on scientific research when developing development strategies for medium- and long-term prospects and when developing state programs meant to improve the effectiveness with which our nation utilizes the potential of its own tourism industry.

Uzbekistan has a lot of potential for tourism and leisure with its 7.4 thousand cultural heritage objects, 209 of which are on the grounds of four museum cities: the "Ichan-fortress in Khiva," the "historical center of Bukhara," the "historical center of the city of Shahrisabz," and the "City of Samarkand." Additionally, the UNESCO World Heritage List covers these items. It will be possible to conclude that our country's ecotourism industry has a great deal of potential based on these data. Before developing scenarios based on science to boost the efficacy of its use, it is required to form a system of evaluating indicators for each area's level of usage of its tourism potential.

$$R_{ETS} = \frac{K_{teh} - K_{Rmin}}{K_{Rmax} - K_{Rmin}}$$

Here,

$R_{ETS}$  -rating indicator by ecotourism potential;

$K_{teh}$  -area indicator being analyzed;

$K_{Rmin}$ -minimum figure in Republican cross section;

$K_{teh}$  -is the maximum figure in the Republic.

It is thought that employing the suggested ecotourism potential can be done in a similar manner to how grading indicators for other ecotourism resources are established. According to studies, the majority of ecotourists who travel to our nation do so for therapeutic, preventative, and recreational reasons and employ the services of specialized placement instruments. Resorts that fall within the category of sanatoriums are expected to be included in this category of voista accommodations. We evaluated the rating indicators on specific placement techniques in a cross-section of the Republic's districts keeping this circumstance in mind.

According to data, the number of sanatorium-resorts increased by 79.2 percent, or 145, from 183 to 328 between 2016 and 2021. These institutions are acknowledged as expert placement instruments in our nation. As of 2016, the regions of Fergana (39), Samarkand (21), and Tashkent (25), accounted for approximately 46.5% of the republic's total specialist placement techniques. However, by 2021, these locations still accounted for about 47.0% of all expert techniques of placement, despite a growth in the amount on a Republican scale (see table 1 ).

Table 1

Number of specialized placement tools in the cross section of the regions of the Republic of Uzbekistan, in the unit

Areas	Years						difference (+/-)
	2016	2017	2018	2019	2020	2021	
The Republic of Uzbekistan	183	193	211	211	494	328	145
Including:							
The Republic of Uzbekistan	10	10	10	7	28	17	7
Andijan reg.	10	10	12	12	61	29	19
Bukhara reg.	3	3	3	4	7	7	4
Djizzakh reg.	11	10	14	11	24	14	3

Kashkadarya reg.	11	12	13	17	29	28	17
Navoi reg	6	7	7	7	11	12	6
Namangan reg.	16	17	17	18	26	11	-5
Samarkand reg.	21	22	23	29	32	31	10
Surkhandarya reg.	9	12	12	12	17	4	-5
Sirdarya reg.	1	1	-	2	3	2	1
Toshkent reg.	25	30	31	36	143	79	54
Fergana reg.	39	41	44	36	51	44	5
Khorezm reg.	4	4	7	5	20	20	16
Toshkent reg	17	14	18	15	42	30	13

**In conclusion,** Uzbekistan's ecotourism potential offers a bright chance for conservation, sustainable development, and economic expansion. We have examined a number of tactics in this article to improve the effectiveness of ecotourism in the nation, emphasizing the significance of striking a balance between financial gains and environmental preservation and cultural preservation. In addition to showcasing its natural beauty, Uzbekistan can develop a robust ecotourism economy that benefits the planet and its people by promoting partnerships between local communities, governments, and tourist stakeholders. To fully realize the potential of ecotourism in Uzbekistan, coordinated efforts in putting responsible tourist practices into reality, encouraging environmental stewardship, and utilizing efficient marketing strategies will be necessary. Uzbekistan has the potential to become a global leader in sustainable tourism through hard work and cooperation.

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