

**“IPAK YO‘LI” TURIZM VA MADANIY MEROS XALQARO
UNIVERSITETI HUZURIDAGI ILMIY DARAJALAR BERUVCHI
DSc33/01.02.2022.I.145.01 RAQAMLI ILMIY KENGASH**

URGANCH DAVLAT UNIVERSITETI

SAIDMAMATOV OLIMJON AMINBOY O‘G‘LI

**OROLBO‘YI MINTAQASIDA EKOTURIZMNI RIVOJLANTIRISHNING
TASHKILY-IQTISODIY MEXANIZMLARINI TAKOMILLASHTIRISH**

08.00.17 – Turizm va mehmonxona faoliyati

**Iqtisodiyot fanlari bo‘yicha falsafa doktori (PhD) dissertatsiyasi
AVTOREFERATI**

Samarqand – 2024

**Iqtisodiyot fanlari bo'yicha falsafa doktori (PhD)
dissertatsiyasi avtoreferati mundarijasi**

**Content of dissertation abstract of Doctor of Philosophy (PhD)
on economical sciences**

**Оглавление автореферата диссертации доктора философии (PhD)
по экономическим наукам**

Saidmamatov Olimjon Aminboy o'g'li

Orolbo'yi mintaqasida ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmlarini takomillashtirish.....5

Saidmamatov Olimjon Aminboy ugli

Improving the organizational and economic mechanisms for ecotourism development in Aral Sea region.....25

Саидмаматов Олимжон Аминбой угли

Совершенствование организационно-экономических механизмов развития экотуризма в регионе Приаралья..... 47

E'lon qilingan ishlar ro'uxati

Список опубликованных работ

List of published works.....50

**“IPAK YO‘LI” TURIZM VA MADANIY MEROS XALQARO
UNIVERSITETI HUZURIDAGI ILMIY DARAJALAR BERUVCHI
DSc33/01.02.2022.I.145.01 RAQAMLI ILMIY KENGASH**

URGANCH DAVLAT UNIVERSITETI

SAIDMAMATOV OLIMJON AMINBOY O‘G‘LI

**OROLBO‘YI MINTAQASIDA EKOTURIZMNI RIVOJLANTIRISHNING
TASHKILY-IQTISODIY MEXANIZMLARINI TAKOMILLASHTIRISH**

08.00.17 – Turizm va mehmonxona faoliyati

**Iqtisodiyot fanlari bo‘yicha falsafa doktori (PhD) dissertatsiyasi
AVTOREFERATI**

Samarqand – 2024

Iqtisodiyot fanlari bo'yicha falsafa doktori (PhD) dissertatsiyasi mavzusi O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasida B2022.2.PhD/Iqt2382 raqam bilan ro'yxatga olingan.

Dissertatsiya Urganch davlat universitetida bajarilgan.

Dissertatsiya avtoreferati uch tilda (o'zbek, ingliz, rus(rezyume)) Ilmiy kengash veb-sahifasida (www.univ-silkroad.uz) va "Ziyonet" Axborot-ta'lim portalida (www.ziyonet.uz) joylashtirilgan.

Ilmiy rahbar:

Matyakubov Umidjon Raximovich
iqtisodiyot fanlari doktori, dotsent

Rasmiy opponentlar:

Axmedov Ikrom Akramovich
iqtisodiyot fanlari doktori, professor

Ibragimov Nutfillo Salimovich
iqtisodiyot fanlari doktori, professor

Yetakchi tashkilot:

Berdaq nomidagi Qoraqalpoq davlat universiteti

Dissertatsiya himoyasi "Ipak yo'li" turizm va madaniy meros xalqaro universiteti huzuridagi ilmiy darajalar beruvchi DSc.33/01.02.2022.I.145.01 raqamli ilmiy kengashning 2024-yil 13-aprel soat 10:30 dagi majlisida bo'lib o'tadi. Manzil: 140104, Samarqand shahri, Universitet xiyoboni, 17-uy. Tel.: (998-90) 213-89-07; faks: (998-66) 240-67-68; e-mail: dept@univ-silkroad.uz

Dissertatsiyasi bilan "Ipak yo'li" turizm va madaniy meros xalqaro universitetining Axborot-resurs markazida tanishish mumkin (10 - raqami bilan ro'yxatga olingan). Manzil: 140104, Samarqand shahri, Universitet xiyoboni, 17-uy. Tel.: (998-90) 213-89-07; faks: (66) 240-67-68; e-mail: dept@univ-silkroad.uz

Dissertatsiya avtoreferati 2024-yil "___" _____ kuni tarqatildi.

(2024-yil "___" _____ dagi № 10 - raqamli reestr bayonnomasi).

A.A.Eshtayev

Ilmiy darajalar beruvchi ilmiy kengash raisi, i.f.d., professor

X.I.Turdibekov

Ilmiy darajalar beruvchi ilmiy kengash ilmiy kotibi, i.f.n., dotsent

B.Sh.Safarov

Ilmiy darajalar beruvchi ilmiy kengash qoshidagi ilmiy seminar raisi, i.f.d., professor

KIRISH (falsafa doktori (PhD) dissertatsiyasi annotatsiyasi)

Dissertatsiya mavzusining dolzarbligi va zarurati. Barqaror rivojlanish sharoitida ekologiyaga zarar yetkazmagan holda, ijtimoiy muammolarni hal etishga imkon beradigan iqtisodiy o'sish sur'atlarini ta'minlash jahon hamjamiyatning asosiy vazifalaridan biri hisoblanadi. Iqlim o'zgarishi, biologik xilma-xillikning yo'qolishi va turizmning ekologik ta'siriga jamoatchilikning munosabati o'zgarishi natijasida tobora ko'proq turistlar sayohatning atrof-muhitga zarar yetkazmaydigan usuli sifatida ekoturizmni ma'qul ko'radi.

Butunjahon turizm tashkiloti ma'lumotlariga ko'ra, 2022-yilda butun dunyoda jami 770 milliondan ortiq kishi ekoturizm xizmatlaridan foydalanish maqsadida sayohat qilgan¹. Shu jihatdan ham jahon hamjamiyatida ekologik turizmni barqaror rivojlantirish, turizm xizmatlari hajmini va sifatini oshirish hamda ekoturistik destinatsiyalarga investitsiyalarni jalb etishni faollashtirish, soha ishtirokchilari o'rtasidagi ijtimoiy-iqtisodiy munosabatlarni takomillashtirish kabi masalalarga katta ahamiyat berilmoqda.

Jahonda iqtisodiyotning barqaror rivojlanish bo'yicha tajribalar asosida turistik xizmatlarga talabni aniqlash, ekologik turizmni samarali rivojlantirish tamoyillari, omillari va bosqichlarini tasniflash, ekologiya, atrof-muhitni muhofaza qilish va iqlim o'zgarishi bo'yicha yirik loyihalar amalga oshirish modellarini ishlab chiqish, ekologik turizmni rivojlantirish strategiyasini tadqiq qilishga qaratilgan qator ilmiy izlanishlar olib borilmoqda. Bu borada yangi ekoturistik marshrutlarni ishlab chiqish, ularning turistik-rekreatsion qiymatini aniqlash, ekoturizmning samarali klasterlarni shakllantirish, investitsion faoliyatni rag'batlantirgan holda ekologik turizm xizmatlari ko'rsatishni davlat tomonidan qo'llab-quvvatlash, yangi ekoturistik destinatsiyalarni rivojlantirishning tashkiliy-iqtisodiy mexanizmlarini takomillashtirish, ekologik turizmni strategik rivojlantirish modelini ishlab chiqish, jahon miqyosida ekoturistik loyihalarni yanada rivojlantirish bo'yicha ilmiy tadqiqotlar ustuvor yo'nalishlar sifatida qaralmoqda.

Yangi O'zbekistonning ekologik salohiyatidan samarali foydalangan holda turizmni barqaror rivojlantirishga alohida e'tibor qaratilmoqda. «Orolbo'yi mintaqasi hisoblangan Qoraqalpog'iston Respublikasi va Xorazm viloyatida ekologik turizmni rivojlantirish orqali turizm sohasiga investitsiya jalb qilish, yangi ish o'rinlari yaratish va kambag'allikni qisqartirish kerak»². Ushbu vazifalarni samarali bajarilishida, yangi ekoturistik destinatsiyalarni tashkil qilish imkoniyatlarini o'rganish va tegishli dasturlar ishlab chiqish, ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmini aniqlash, mavjud turistik salohiyatidan samarali foydalanish, jahon tajribasiga asoslangan holda xalqaro talablarga mos keladigan yangi ekoturistik destinatsiyalarni tashkil qilish, ekoturizmga bog'liq infratuzilmalarni rivojlantirish va

¹ Butunjahon turizm tashkiloti (WTTC) rasmiy veb sahifasi <https://www.unwto.org/taxonomy/term/347>

² O'zbekiston Respublikasi Prezidenti Shavkat Mirziyoyevning 2020-yil 14-avgustdagi turizm salohiyatini kengaytirishga doir o'tkazilgan loyihalar taqdimotidan nutqi. O'zbekiston Milliy axborot agentligi. <http://uza.uz/oz/society/b-stonli-tumanining-sayye-lar-manziliga-aylanishiga-ar-birim-29-08-2020>

turizm sohasini rivojlantirishning istiqbolli ko'rsatkichlarini aniqlashni taqozo etmoqda.

O'zbekiston Respublikasi Prezidentining 2016-yil 2-dekabrda PF-4861-son "O'zbekiston Respublikasining turizm sohasini jadal rivojlantirishni ta'minlash chora-tadbirlari to'g'risida"gi Farmoni, 2017-yil 18-yanvardagi PQ-2731-son "2017-2021-yillarda Orolbo'yi mintaqasini rivojlantirish Davlat dasturi to'g'risida"gi, 2024-yil 12-yanvardagi PQ-21-son "O'zbekiston Respublikasida ekologik turizmni jadal rivojlantirish chora-tadbirlari to'g'risida"gi qarorlari, O'zbekiston Respublikasi Vazirlar Mahkamasining 2019-yil 16-yanvardagi 37-son "Qoraqalpog'iston Respublikasining Mo'ynoq tumanini kompleks ijtimoiy-iqtisodiy rivojlantirish chora-tadbirlari to'g'risida"gi, 2019-yil 13-fevraldagi 119-son "2019-2020-yillarda Xorazm viloyatida turizm sohasini rivojlantirish bo'yicha qo'shimcha chora-tadbirlar to'g'risida"gi, 2021-yil 14-iyundagi 369-son "2021-2022-yillarda Xorazm viloyatining turizm salohiyatini yanada rivojlantirish chora-tadbirlari to'g'risida"gi qarorlari hamda sohaga tegishli boshqa me'yoriy-huquqiy hujjatlarda belgilangan vazifalarni amalga oshirishda mazkur dissertatsiya tadqiqoti muayyan darajada xizmat qiladi.

Tadqiqotning respublika fan va texnologiyalari rivojlanishining ustuvor yo'nalishlariga mosligi. Tadqiqot respublika fan va texnologiyalari rivojlanishining I. "Demokratik va huquqiy jamiyatni ma'naviy-axloqiy va madaniy rivojlantirish, innovatsion iqtisodiyotni shakllantirish" nomli ustuvor yo'nalishiga muvofiq bajarilgan.

Muammoning o'rganilganlik darajasi. Ekologik turizmni rivojlantirishning ustuvor yo'nalishlari bo'yicha xorijiy davlatlarda qator tadqiqot ishlari amalga oshirilgan. Jumladan, J.Day, Y.Boo, X.Seballos-Laskureyn, V.Adriana, A.Alonso, A.Ogle, A.Aminian, X.Ayala, V.Bramvell, B.Leyn, R.Batler, J.Kukier, Y.Matteus kabi olimlar tomonidan ekologik turizmni rivojlantirish masalalari yuzasidan keng qamrovli tadqiqotlar amalga oshirilgan³. Shunigdek, M.B.Birjakov, A.P.Durovich, N.I.Kabushkin, V.A.Kvartalnov, V.S.Senin, T.T.Xristov, A.D.Chudnovskiy, A.V.Drozdov, V.E.Boreyko, Ye.A.Djandjugazova, N.V.Moralevalar ekologik turizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmlarini takomillashtirish bo'yicha tadqiqot ishlarini olib borganlar⁴.

³ J. Day, Handbook of Ecotourism. 2021, Routledge. P-89.; Boo, E., Ecotourism: The Potentials and Pitfalls. Volumes 1-2. World Wildlife Fund. Washington, 1990. P-7; Lascrain, H., Integrating Biodiversity into the Tourism Sector: Best Practice Guidelines. 2001.; Adriana B. Environmental supply chain management in tourism: The case of large tour operators. Journal of Cleaner Production, 17, 2009. –P. 1385-1392.; Alonso, A.D., Ogle, A. Tourism and hospitality small and medium enterprises and environmental sustainability. Management Research Review, 33, 2010. – P. 818-826.; Aminian, A. Environmental performance measurement of tourism accommodations in the pilgrimage urban areas: The case of the Holy City of Mashhad. Procedia – Social and Behavioral Sciences, 35, 2012. – P. 514-522.; Ayala, H. Ecoresort: A 'Green' master plan for the international resort industry. International Journal of Hospitality Management, 14, 1995. – P. 351-374.; Bramwell, B., Lane, B. Towards innovation in sustainable tourism research? Journal of Sustainable Tourism, 20(1), 2012. –P. 1-7.; Butler, R.W. Tourism and the environment: A geographical perspective. Tourism Geographies: An International Journal of Tourism Space, Place and Environment, 2, 2000. – P. 337–358.; Cukier, J. Tourism employment issues in developing countries: Examples from Indonesia. In R. Sharpley, D.J. Telfer (Eds.), Tourism and development, concepts and issues. 2002. –P. 165–201.; Matthews E.J. Ecotourism: Are current practices delivering desired outcomes? A comparative case study analysis. April 30, 2002. Blacksburg, Virginia.

⁴ Биржаков М. Введение в туризм. СПб: «Герда», 2008. –С. 576.; Дурович А. Организация туризма. –СПб: Питер, 2009. –С. 320.; Кабушкин Н. Менеджмент туризма. Минск: Новое знание, 2002. –С. 407.; Квартальнов В. Туризм: Учебник. – М.: ФИС, 2003. – С.320 ;; Сенин В. Организация международного туризма. –М.: ФИС, 2004.

Mamlakatimiz mintaqalarida ekologik turizmni rivojlantirishning ustuvor yoʻnalishlari boʻyicha N.Tuxliyev, T.Abdullayeva, M.Xoshimov, I. Tuxliyev, B.Sh.Safarov, O.X.Xamidov, A.A.Eshtayev, M.Aliyeva, A.T.Mirzayev, A.Norchayev, I.A.Axmedov, N.S.Ibragimov, A.K.Alimov, A.A.Qodirov va boshqalarning tadqiqot ishlarida atroflicha yoritilgan⁵.

Ammo, yuqoridagi olimlar izlanishlarida mamlakatimizda ekologik turizm sohasini rivojlantirish masalalari keng yoritib berilishiga qaramasdan, bugungi kunda ekologik inqirozli holat vujudga kelgan Orolboʻyi mintaqasida ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmlarini takomillashtirish bilan bogʻliq boʻlgan masalalar yeterlicha oʻrganilmagan.

Tadqiqotning dissertatsiya bajarilayotgan oliy taʼlim muassasasi ilmiy-tadqiqot ishlari rejalari bilan bogʻliqligi. Mazkur dissertatsiya tadqiqoti Urganch davlat universiteti UDU-1/23-sonli “Iqtisodiyotni modernizatsiyalash sharoitida mintaqani kompleks rivojlantirish asoslari” mavzusidagi ilmiy-tadqiqot ishlari rejasi doirasida bajarilgan.

Tadqiqotning maqsadi Orolboʻyi mintaqasida ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmlarini takomillashtirish boʻyicha taklif va tavsiyalar ishlab chiqishdan iborat.

Tadqiqotning vazifalari quyidagilardan iborat:

“hududiy ekoturizm” tushunchasining nazariy asoslari va ekoturizmni ijtimoiy iqtisodiy ahamiyati, vazifalarini ochib berish;

ekologik turizmni rivojlantirishning xalqaro tajribalarini oʻrganish va mamlakatimiz sharoitida uni qoʻllash masalalarini tahlil qilish;

–С. 379.; Христов Т. Религиозный туризм: уч.пос.-3-е изд., –М.: «Академия», 2007. –С. 288.; Чудновский А. Управление индустрией туризма России в современных условиях: уч.пос. –М.: КНОРУС, 2007. –С. 416.; Дроздов А.В. Как развивать туризм в национальных парках России. Рекомендации по выявлению, оценке и продвижению на рынок туристских ресурсов и туристского продукта национальных парков. –М., ЭкоЦентр «Заповедники», 2000. Р.67-78; Борейко В.Е. Дорога к заповеднику (Природоохранная пропаганда и экопросвещение в заповедных объектах). –М.: Экоцентр «Заповедники», 1996. С.340; Джанджугазова Е. Экотуризм: причина популярности и пути развития. «Академические вести», 1996. С.124-147; Moraleva, N., Ledovskikh, E., Sheftel, B. Ecotourism in Russian Nature Reserves: Possibilities, Problems, Perspectives. In: Report of the International Expert Workshop "Case Studies on Sustainable Tourism and Biological Diversity". German Federal Agency for Nature Conservation. 2000. P.450.

⁵ Тухлиев Н., Абдуллаева Т. Менеджмент и организация бизнеса в туризме Узбекистана. -Т.: Гос. Науч. Изд. “O‘zbekiston milliy ensiklopediyasi”, 2006. -С.386; Hoshimov M. O‘zbekiston ekologik turizmi. Monografiya. Samarqand: “Zarafshon” nashriyoti DK, 2009. – B.220. Tuxliyev I. Turizm asoslari. Samarqand, SamISI. 2010. B.271, B.Safarov Milliy turistik xizmatlar bozorini innovatsion rivojlantirishning metodologik-uslubiy asoslarini takomillashtirish. i.f.d. diss. avtoref. - Samarqand, 2016. B.71; Hamidov O. O‘zbekistonda ekologik turizmni rivojlantirishni boshqarish mexanizmini takomillashtirish. i.f.d. diss. avtoref. - Samarqand, 2017. B.68; Eshtayev A.A. Globallashuv sharoitida turizm industriyasini boshqarishning marketing strategiyasi (O‘zbekiston Respublikasi turizm tarmog‘i misolida). DSc. dissertatsiya avtoreferati – Samarqand. 2019. B.71; Alieva M.T. Iqtisodiyotni erkinlashtirish sharoitida turizm xizmatlari sohasini boshqarishning iqtisodiy jihatlari (O‘zbekiston Respublikasi misolida). DSc. dissertatsiya avtoreferati – Samarqand. 2019. B.71; Mirzayev A.T. O‘zbekistonda turistik-rekreatsiya faoliyatini boshqarish metodologiyasini takomillashtirish. DSc. dissertatsiya avtoreferati – Toshkent, 2021. B.68; Norchayev A.N. Zamonaviy turizm infratuzilmasining shakllanish va rivojlanish tendensiyalari. DSc. dissertatsiya avtoreferati – Toshkent, 2021. B.78; Alimov A. Qoraqalpog‘iston Respublikasida ekologik turizmni rivojlantirishning asosiy yoʻnalishlari va istiqbollari // iqtisodiyot fanlari boʻyicha falsafa doktori (PhD) dissertatsiyasi avtoreferati. Samarqand SamISI, 2018. B.54.; Qodirov A.A. Ekologik turizmni rivojlantirishning tashkiliy-iqtisodiy jihatlari // iqtisodiyot fanlari boʻyicha falsafa doktori (PhD) dissertatsiyasi avtoreferati. Samarqand. “Ipak yo‘li” turizm va madaniy meros xalqaro universiteti, 2022. B.57.

hududlarda ekoturizmni rivojlantirishning tashkiliy va iqtisodiy mexanizmlarini tadqiq qilish;

ekoturizm ob'ektlarini iqtisodiy baholash usullarini takomillashtirish, mahalliy sharoitlarga moslashtirilgan baholash tizimini ishlab chiqish;

Orolbo'yi mintaqasida yangi ekologik turizm marshrutlarini ishlab chiqish;

Orolbo'yi mintaqasi ekoturizmni rivojlantirishda klasterli yondashuvlarni o'ziga xos xususiyatlarini ochib berish;

Orolbo'yi mintaqasiga tashrif buyuradigan xorijiy sayyohlar sonining dinamikasini prognozlash asosida hududda ekoturizmni rivojlantirish bo'yicha takliflar ishlab chiqish.

Tadqiqot ob'ekti sifatida Orolbo'yi mintaqasida turizm sohasida faoliyat ko'rsatayotgan xo'jalik yurituvchi sub'ektlar olingan.

Tadqiqot predmeti bo'lib, Orolbo'yi mintaqasida ekoturizmni rivojlantirish mexanizmlari bilan bog'liq ijtimoiy-iqtisodiy munosabatlar majmui hisoblanadi.

Tadqiqot usullari sifatida ilmiy ishda mantiqiy tahlil, qiyosiy tahlil, induksiya va deduksiya, tizimli tahlil, ekspert baholash usuli, statistik tahlil, ijtimoiy so'rovnoma, SWOT-tahlil, statistik guruhlash usullaridan foydalanilgan.

Tadqiqotning ilmiy yangiligi quyidagilardan iborat:

Orolbo'yi mintaqasining turli hududlarida turistlarga qulayliklar yaratish uchun maqsadli ekoturizm marshrutlari xaritasini ishlab chiqish va hududning turli nuqtalarida 50 ming nafar turistlarni qabul qilish imkonini beradigan ekolagerlar va ekomarshalarni yaratish taklifi asoslangan;

Nukus shahrida turistik xizmatlarni diversifikatsiya qilish maqsadida tadbirkorlik sub'ektlari tomonidan madaniy, MICE turizm, gastro turizm, mehmonxona, SPA, fitnes, umumiy ovqatlanish, turistik mahsulotlarni sotish kabi xizmatlarini kengaytirish asosida turizmga ixtisoslashgan klaster faoliyatini tashkil etishi dalillangan;

Qoraqalpog'iston Respublikasiga tashrif buyuruvchi sayyohlarning u yerda qolish muddatlarini uzaytirish maqsadida 1 kundan 4 kungacha bo'lgan tur paketlar ishlab chiqish hamda turizm sohasining sub'ektlari tomonidan taqdim etiladigan "Cash back" chegirmalarni o'z ichiga olgan hamyonbop turpaketlar ishlab chiqish bo'yicha takliflar asoslangan;

Orolbo'yi hududlari ekoturistik imkoniyati va xususiyatidan kelib chiqib, tashrif buyurayotgan xorijiy turistlar oqimning oshishini e'tiborga olgan holda turistik xizmatlar hajmining 2027-yilga qadar mo'ljallangan prognoz ko'rsatkichlari ishlab chiqilgan.

Tadqiqotning amaliy natijasi quyidagilardan iborat:

Qo'ng'iro't tumani "Barsakelmes" tuz koni va "Sariqamis" ko'li, Amudaryo biosfera rezervati hamda hududdagi o'rmon xo'jaligi yerlaridan turistik ob'ekt sifatida foydalanish asosida har yili 100 mingta mahalliy turistlarni jalb qiladigan turmahsulot ishlab chiqilgan;

ekoturizmni rivojlantirish ilg'or xalqaro tajribalaridan foydalangan holda Orolbo'yi mintaqasida ekoturizmni samarali tashkil etish mexanizmlarini takomillashtirish bo'yicha taklif va tavsiyalar ishlab chiqildi;

Orolbo‘yi mintaqasida ekologik turizmni rivojlantirish maqsadida turizmdan manfaatdor bo‘lgan korxonalar va tashkilotlar o‘rtasida o‘zaro hamkorlikni mustahkamlovchi hamkorlik xaritasi (stakeholder mapping) taklif qilingan;

Orolbo‘yi mintaqasida ekoturizmni rivojlantirish asosida regenerativ (o‘zini o‘zi qayta tiklovchi) iqtisodiyotni barqaror rivojlanishini va turizm sohasining manfaatdor korxonalar va tashkilotlar o‘rtasida faol ishlash muhitini ta‘minlaydigan Doughnut (Doughnut) iqtisodiy modeli ishlab chiqilgan;

Orolbo‘yi mintaqasida ekoturizmni targ‘ib qilish maqsadida “Ecotourism and Nature Based Tourism in Uzbekistan” elektron platformasining dasturiy paketi yaratilgan.

Tadqiqot natijalarining ishonchliligi. Tadqiqotda qo‘llanilgan metodologik yondashuv va usullarning maqsadga muvofiqligi axborotlar bazasining rasmiy manbalaridan, jumladan, O‘zbekiston Respublikasi Ekologiya, atrof-muhitni muhofaza qilish va iqlim o‘zgarishi vazirligi huzuridagi Turizm qo‘mitasi, O‘zbekiston Respublikasi huzuridagi statistika agentligining statistik ma‘lumotlari, Qoraqalpog‘iston Respublikasi va Xorazm viloyati turizm boshqarmalari manbalaridan olingani hamda tegishli xulosa va takliflarning amalda sinovdan o‘tkazilganligi, olingan natijalarning vakolatli davlat tuzilmalari tomonidan ma‘qullanganligi bilan izohlanadi.

Tadqiqot natijalarining ilmiy va amaliy ahamiyati. Tadqiqot natijalarining ilmiy ahamiyati shundan iboratki, mintaqada ekoturizm salohiyatidan va tashkiliy-iqtisodiy omillaridan samarali foydalanish bo‘yicha ishlab chiqilgan ilmiy-amaliy tavsiyalar hamda takliflar Orolbo‘yi mintaqasiga xorijiy va mahalliy sayyohlar oqimining, ijtimoiy-iqtisodiy rivojlanishida turizm rolining oshishiga, mintaqani ijtimoiy-iqtisodiy rivojlantirish dasturlarini ishlab chiqishga qaratilgan kompleks chora-tadbirlar majmuini ishlab chiqishda foydalanish mumkinligi bilan belgilanadi.

Tadqiqot natijalarining joriy qilinishi. Orolbo‘yi mintaqasida ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmlarini takomillashtirish bo‘yicha olingan ilmiy xulosalar asosida:

Orolbo‘yi mintaqasining turli hududlarida turistlarga qulayliklar yaratish uchun maqsadli ekoturizm marshrutlari xaritasini ishlab chiqish va hududning turli nuqtalarida 50 ming nafar turistlarni qabul qilish imkonini beradigan ekolagerlar va ekomarshrutlar tashkil etish bo‘yicha takliflar O‘zbekiston Respublikasi Prezidentining 2023-yil 26-apreldagi “Respublikaning turizm salohiyatini jadal rivojlantirish hamda mahalliy va xorijiy turistlar sonini yanada oshirishga doir qo‘shimcha chora-tadbirlar to‘g‘risida”gi PQ-135-sonli qaroridagi Qoraqalpog‘iston Respublikasida turizmni rivojlantirish bo‘yicha chora-tadbirlar rejasiga kiritilgan (O‘zbekiston Respublikasi Ekologiya, atrof-muhitni muhofaza qilish va iqlim o‘zgarishi vazirligi huzuridagi Turizm qo‘mitasining 2023-yil 12-dekabrda 02-12-17-2014-sonli ma‘lumotnomasi). Taklifning amalga oshirilishi natijasida Orolbo‘yi mintaqasida ekoturizm ob‘ektlariga tashrif buyuruvchi sayyohlar sonini 35 % ga oshirishga imkon yaratilgan;

Nukus shahrida turistik xizmatlarni diversifikatsiya qilish maqsadida tadbirkorlik sub‘ektlari tomonidan madaniy, MICE turizm, gastro turizm, mehmonxona, SPA, fitnes, umumiy ovqatlanish, turistik mahsulotlarni sotish kabi xizmatlarini kengaytirish asosida turizmga ixtisoslashgan klaster faoliyatini tashkil etish choralari ko‘rish bo‘yicha takliflar O‘zbekiston Respublikasi Prezidentining

2023-yil 26-apreldagi “Respublikaning turizm salohiyatini jadal rivojlantirish hamda mahalliy va xorijiy turistlar sonini yanada oshirishga doir qo‘shimcha chora-tadbirlar to‘g‘risida”gi PQ-135-sonli qaroridagi Qoraqalpog‘iston Respublikasida turizmni rivojlantirish bo‘yicha chora-tadbirlar rejasiga kiritilgan (O‘zbekiston Respublikasi Ekologiya, atrof-muhitni muhofaza qilish va iqlim o‘zgarishi vazirligi huzuridagi Turizm qo‘mitasining 2023-yil 12-dekabrda 02-12-17-2014-sonli ma‘lumotnomasi). Mazkur taklifning amaliyotga joriy qilinishi natijasida hududda ekoturistlarga ko‘rsatiladigan xizmatlar hajmini ikki barobarga oshirish imkoniyatlari dalillangan;

Qoraqalpog‘iston Respublikasiga tashrif buyuruvchi sayyohlarning u yerda qolish muddatlarini uzaytirish maqsadida 1 kundan 4 kungacha bo‘lgan tur paketlar ishlab chiqish hamda turizm sohasining sub’ektlari tomonidan taqdim etiladigan “Cash back” chegirmalarni o‘z ichiga olgan hamyonbop turpaketlar ishlab chiqish bo‘yicha takliflar O‘zbekiston Respublikasi Prezidentining 2023-yil 26-apreldagi “Respublikaning turizm salohiyatini jadal rivojlantirish hamda mahalliy va xorijiy turistlar sonini yanada oshirishga doir qo‘shimcha chora-tadbirlar to‘g‘risida”gi PQ-135-sonli qaroridagi Qoraqalpog‘iston Respublikasida turizmni rivojlantirish bo‘yicha chora-tadbirlar rejasiga kiritilgan (O‘zbekiston Respublikasi Ekologiya, atrof-muhitni muhofaza qilish va iqlim o‘zgarishi vazirligi huzuridagi Turizm qo‘mitasining 2023-yil 12-dekabrda 02-12-17-2014-sonli ma‘lumotnomasi). Ilmiy natijalardan foydalanish ekoturizm sub’ektlarining daromad darajasining 22%ga o‘shirishga xizmat qilgan;

Orolbo‘yi hududlari ekoturistik imkoniyati va xususiyatidan kelib chiqib, tashrif buyurayotgan xorijiy turistlar oqimining oshirishini e‘tiborga olgan holda turistik xizmatlar hajmining 2027-yilgacha bo‘lgan prognoz ko‘rsatkichlarini qo‘llash bo‘yicha amaliy tavsiyalar O‘zbekiston Respublikasi Turizm ko‘mitasi tomonidan qo‘llash bo‘yicha amaliy tavsiyalar ishlab chiqilingan “2023-2025-yillarda hududlarning turizm salohiyatini izchil o‘rganish natijasida amalga oshirilishi rejalashtirilgan chora-tadbirlar” dasturi va “Yo‘l xaritalariga”ga kiritilgan (O‘zbekiston Respublikasi Ekologiya, atrof-muhitni muhofaza qilish va iqlim o‘zgarishi vazirligi huzuridagi Turizm qo‘mitasining 2023-yil 12-dekabrda 02-12-17-2014-sonli ma‘lumotnomasi). Natijada, Orolbo‘yi mintaqasining ekoturistik salohiyatini rivojlantirish natijasida hududlarga tashrif buyuradigan xorijiy sayyohlar sonining o‘shishi dalillangan.

Tadqiqot natijalarining aprobatsiyasi. Tadqiqot natijalari 2 ta xalqaro, 2 ta respublika ilmiy-amaliy konferensiyalarida muhokamadan o‘tkazilgan.

Tadqiqot natijalarining e‘lon qilinganligi. Dissertatsiya mavzusi bo‘yicha jami 19 ta ilmiy ish chop etilgan, shulardan O‘zbekiston Respublikasi Oliy attestatsiya komissiyasining doktorlik dissertatsiyalari asosiy ilmiy natijalarini chop etish uchun tavsiya etilgan ilmiy nashrlarda 5 ta maqola, jumladan, 3 ta respublika va 2 ta xorijiy ilmiy jurnallarda nashr etilgan.

Dissertatsiya hajmi va tuzilishi. Dissertatsiya tarkibi kirish, uchta bob, xulosa, foydalanilgan adabiyotlar ro‘yxati va ilovalardan iborat. Ishning umumiy hajmi 105 betni tashkil etadi.

DISSERTATSIYANING ASOSIY MAZMUNI

Kirish qismida dissertatsiya mavzusining dolzarbligi va zarurati asoslangan, tadqiqotning maqsadi va vazifalari, ob'ekti va predmeti tavsiflangan, respublika fan va texnologiyalari rivojlanishining ustuvor yo'nalishlariga mosligi ko'rsatilgan, tadqiqotning ilmiy yangiligi va amaliy natijalari bayon qilingan, tadqiqot natijalarining ishonchligi, ilmiy va amaliy ahamiyati ochib berilgan, tadqiqot natijalarining amaliyotga joriy qilinganligi va dissertatsiya tuzilishi bo'yicha ma'lumotlar keltirilgan.

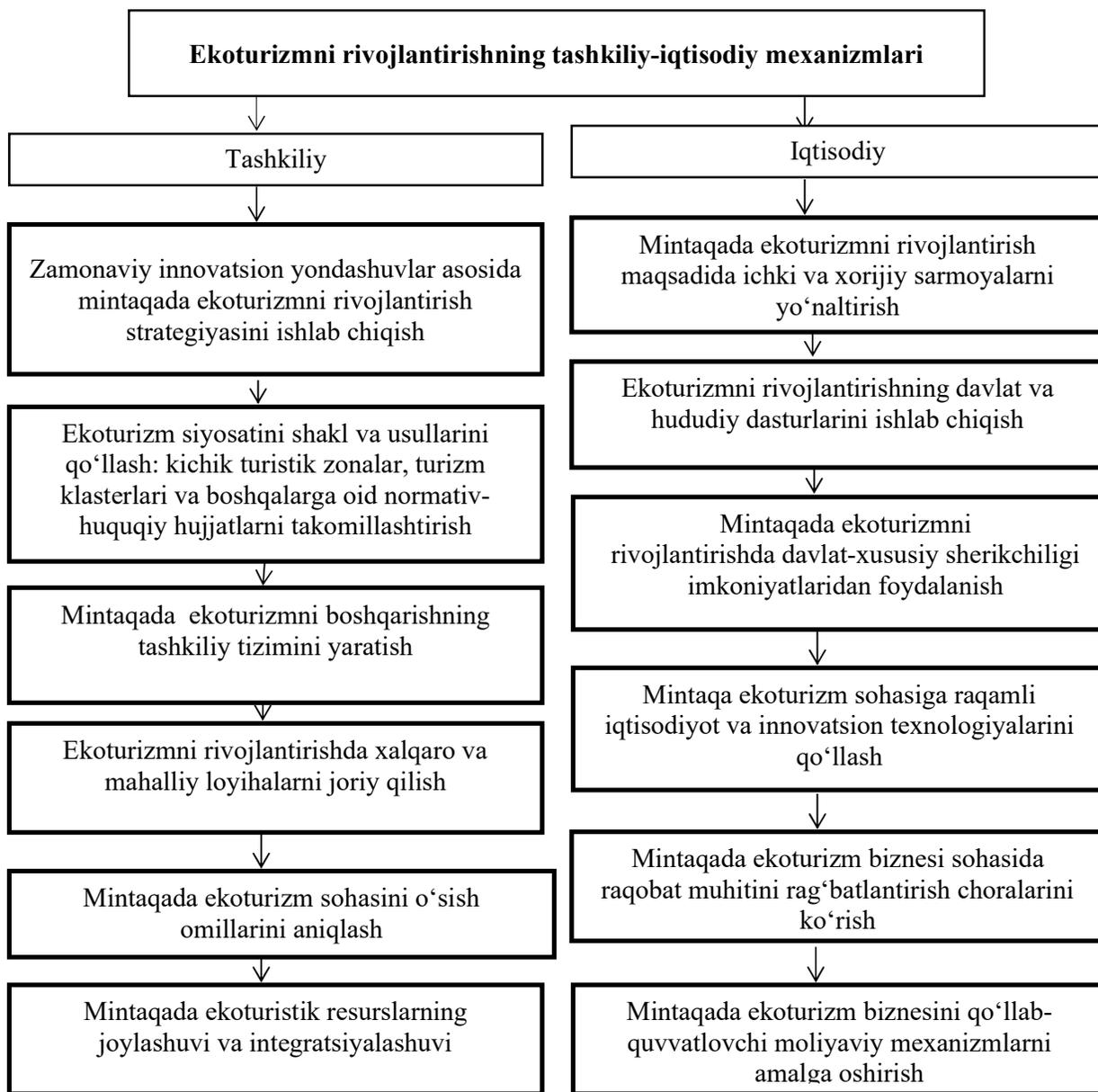
Dissertatsiyaning birinchi bobi **“Orolbo‘yi mintaqasida ekoturizmni rivojlantirishning nazariy-metodologik asoslari”** deb nomlanib, unda “ekoturizm” tushunchasining nazariy asoslari va mintaqada ekologik turizmni rivojlantirishning ustuvor yo'nalishlari, ilg'or xorijiy tajriba, O'zbekistonda ekologik turizm yo'nalishini rivojlantirishning mexanizmlari tadqiq qilingan.

“Ekologik turizm” tushunchasi terminologik doirasidagi tahlillar asosida “Ekoturizm – ijtimoiy mas'uliyatli va ekologik barqaror rivojlanishni, tabiiy va madaniy merosni saqlashni, muhofaza qilishni ta'minlovchi turistik faoliyat, bioxilma-xillik va mahalliy aholi o'rtasidagi sinergetik munosabatlarga asoslangan, tabiatga sayohat qilishni ko'zda tutuvchi, turizmning serdaromad innovatsion yo'nalishi” ekanligi e'tirof etilgan. Dissertatsiyada ekoturizmning rivojlanishi bo'yicha mavjud ilmiy-nazariy manbalar, amaliyoti keng tadqiq qilingan holda muallif tomonidan ekoturizm tushunchasining paydo bo'lishiga sabab bo'lgan tendensiyalar asoslangan va ekoturizmning takomillashgan konsepsiyasi taklif etilgan. Xorijiy va milliy ilmiy adabiyotlardagi mavjud tajribaga asosan, ekologik turizmni rivojlantirishning asosiy tamoyillari, xususan, ekologik, ijtimoiy-madaniy yo'nalishdagi salbiy oqibatlarini minimallashtirish, ekologik barqaror muhitni saqlab turish, ekologik ta'lim va tarbiya, mahalliy aholi tomonidan turistik faoliyatdan daromad olish va ularda tabiatni muhofaza qilishga mayl uyg'otish, sayyohlar boradigan mintaqalar barqaror rivojlanishiga munosib hissa qo'shish, iqtisodiy samaradorlik kabi tamoyillar hamda ularning o'zaro farqli xususiyatlari yoritilgan.

Tadqiqot ishida, Orolbo‘yi mintaqasining Ustyurt platosi, Jiltirbas, Sudoch'e tabiiy suv havzalari, Sariqamish ko'li, Saygachiy davlat buyurtmaxonasi, Sudoch'e ornitologik davlat buyurtmaxonasida ekoturizmni rivojlantirish salohiyati juda yuqoriligi bilan ajralib turadi. Mazkur hududlarda ekoturizmni rivojlantirish milliy va mintaqaviy darajada iqtisodiyotning ikkinchi yoki ta'bir joiz bo'lsa uchinchi darajali yo'nalishi sifatida qaralyapti. Ekoturizmni rivojlantirish bo'yicha qonunchilikning, ayniqsa, soliq siyosati, viza tizimi, yerdan foydalanish qoidalarining nomukammalligi, haligacha jahon andozalariga javob beradigan qo'riqxonalar negizida ekoturizmni rivojlantirishning konkret rivojlantirish rejasi va strategiyasi mavjud emasligi kabi muammolar sabab oqsayotganligi aniqlandi. Qo'shimcha ravishda, yashash sharoiti, transport vositalari, tashkillashtirilgan turistik marshrutlar, ekoso'qmoqlar jihozlari, kuzatuv joylari va boshqa vositalar bilan jihozlangan infratuzilmaning yo'qligi yoki rivojlanmaganligi sohaning rivojlanishiga to'siq bo'ladi.

Yuqorida qayd etilgan muammolarni yechimi sifatida, tadqiqot jarayonida zamonaviy innovatsion yondashuvlar asosida mintaqada ekologik turizmni

rivojlantirish strategiyasini ishlab chiqish, ekoturizm sohasini o‘shirish omillarini aniqlash, mintaqada kichik ekoturistik zonalar, ekoturizm klasterlari va boshqalarga oid normativ-huquqiy hujjatlarni takomillashtirish, ekoturizm sohasiga raqamli iqtisodiyot, blokchayn texnologiyalarini tadbiq qilish, ekologik turizm biznesini qo‘llab-quvvatlovchi moliyaviy mexanizmlarni amalga oshirishga qaratilgan Orolbo‘yi mintaqasiga xos bo‘lgan ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmlari taklif qilindi (1-rasm).



1-rasm. Orolbo‘yi mintaqasida ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmlari⁶

⁶ Muallif tomonidan ishlab chiqilgan.

Tadqiqot jarayonida, mamlakatimizning ekologik vaziyati inqirozli bo‘lgan va yuqori turistik salohiyatga ega Orolbo‘yi mintaqasida ekoturizmni rivojlantirishning tashkiliy-iqtisodiy jihatlari atroflicha tadqiq qilish zarurligi aniqlandi.

Ekologik maskanlardagi atrof-muhit va uning resurslaridan foydalanish uchun to‘lovlarni belgilashda joylashgan hududga sayohat qilish xarajatlari ham e‘tiborga olinishi maqsadga muvofiq. “Contingent valuation” (Shartli baholash) metodi boshqa keng qo‘llaniluvchi qiymat metodlari orasida dam olishga bo‘lgan talabni va resurs qulayliklarining jami qiymatini baholovchi muhim kompleks usul hisoblanadi. Tadqiqotda “Contingent valuation” (Shartli baholash) metodi Orolbo‘yi mintaqasidagi tabiiy turistik joylarni baholashda qo‘llanilishi taklif qilingan. Ushbu metod cho‘l sharoitidagi bozorga tegishli bo‘lmagan tovarlarning rekreatsion qiymatini (bahosini) aniqlashning eng aniq va mos usullaridan biridir. “Contingent valuation” (shartli baholash) usulidagi asosiy gipoteza shundan iboratki, maskanning qiymati tashrif buyuruvchilarning ushbu joydan foydalanish uchun qancha to‘lashga tayyor ekanliklarini aniqlashni o‘z ichiga oladi.

Orol dengizini va mintaqadagi ekologik turizm manzillarini ko‘rishga tashrif buyurgan sayyohlardan o‘tkazilgan so‘rovnoma natijalariga ko‘ra, har bir sayyoh mavjud ekoturistik manzilning sharoitlaridan va to‘lov qobiliyatidan kelib chiqib, quyidagi narxlarni taklif qilishdi (1-jadval).

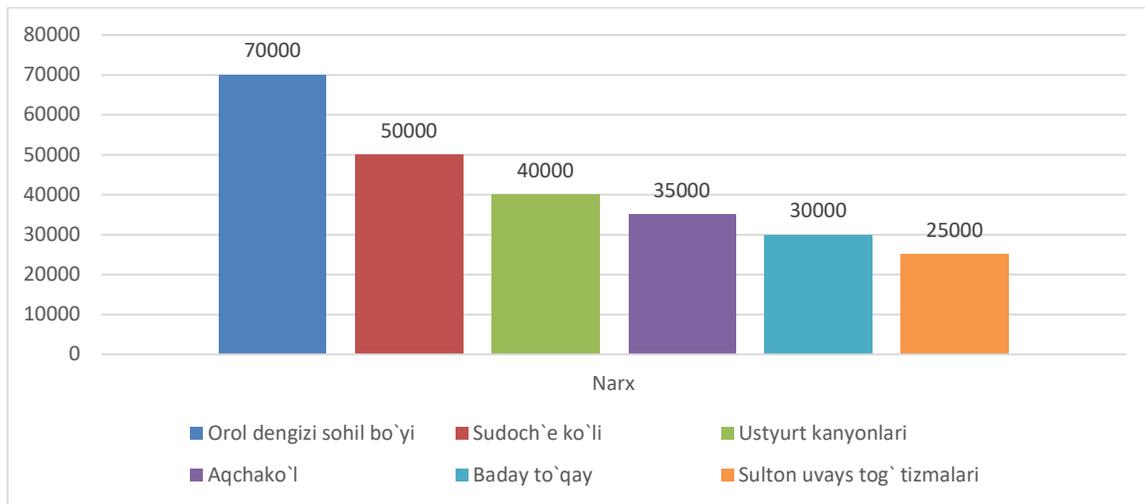
1-jadval

Orolbo‘yi hududlarida 2022-yil tanlab olingan ekoturizm manzillari va ularga sayyohlarning taklif chipta narxi⁷

№	Ekoturistik manzil nomi	Joylashgan manzili	Maydoni (ga)	Nukus shahridan uzoqligi (km)	Ixtisoslashgan xizmat turlari	Taklif qilingan “kirish chiptasi” narxi, so‘m
1.	Orol dengizi sohili bo‘yi	Mo‘ynoq tumani	500 475	320	Suzish va qumda toblanish	70 000
2.	Sudoch‘e ko‘li	Qo‘ng‘irot tumani	50 395	200	Flamingolarni tomosha qilish	50 000
3.	Ustyurt kanyonlari	Qo‘ng‘irot tumani	1 578	260	Kanyonlarni tomosha qilish	40 000
4.	Aqchako‘l	Ellikqal‘a tumani	1 613	132	Baliq ovlash	35 000
5.	Baday to‘qay biosfera qo‘riqxonasi	Amudaryo tumani	2 262	90	Flora va faunadan bahramand bo‘lish	30 000
6.	Sulton uvays tog‘ tizmalari	Kegeyli tumani	31 255	114	Tog‘ yonbag‘irlar iga sayohat	25 000

Bu formuladan foydalanib har bir ob‘ektga 1 kishi uchun o‘rtacha kirish to‘lovi narxi aniqlangan bo‘lib, natijalar quyidagi 2-rasmda keltirilgan.

⁷ Muallif tomonidan ishlab chiqilgan



2- rasm. Ekoturizm ob'ektlariga 1 kishi uchun o'rtacha to'lovi (so'm)⁸.

Orolbo'yi mintaqasida ekologik, tabiiy-iqlimiy resurs salohiyati, shart-sharoitlari va xususiyatlarini inobatga olib, mintaqada ekoturizmni rivojlantirishning o'ziga xos mezonlarini joriy etish, ekoturizmni tartibga soluvchi maxsus tashkiliy tuzilmani shakllantirish, mintaqaga xos yoki yaqin bo'lgan shart-sharoitlarga ega ekoturizmi rivojlangan davlatlarning tajribalarini qo'llash lozim.

Orolbo'yi mintaqasida turizm sohasini rivojlantirishning tashkiliy-iqtisodiy mexanizmlarini samarali amalga oshirilishi natijasida Qoraqalpog'iston Respublikasining Nukus shahrida turistik xizmatlarni diversifikatsiya qilish maqsadida tadbirkorlik subyektlari tomonidan madaniy, MICE turizm, gastro turizm, mehmonxona, SPA, fitnes, umumiy ovqatlanish, turistik mahsulotlarni sotish kabi xizmatlarini kengaytirish asosida turizmga ixtisoslashgan klaster faoliyatini tashkil etish negizida ekoturistlarga ko'rsatiladigan xizmatlar hajmini ikki baravar oshirish choralarini ko'rish bo'yicha takliflar ishlab chiqildi.

Tadqiqot ishining **“Orolbo'yi mintaqasida ekologik turizmning rivojlanish holati va unga ta'sir etuvchi tashkiliy-iqtisodiy omillar tahlili”** deb nomlangan ikkinchi bobida Orolbo'yi mintaqasida turizmni rivojlantirishning ijtimoiy-iqtisodiy ko'rsatkichlari tahlili, mintaqani barqaror rivojlanishida ekologik turizmning rivojlantirishning asosiy yo'nalishlari, turizmni rivojlantirishning SWOT – tahlili amalga oshirilgan. Ushbu bob bo'yicha xulosalar berilgan.

So'nggi yillarda mamlakatimizda turizm sohasida amalga oshirilayotgan islohatlar natijasida Orolbo'yi mintaqasiga tashrif buyurayotgan xorijiy sayyohlar oqimi yildan-yilga oshib bormoqda. Jumladan, Xorazm viloyatiga 2015-yilda jami 63 400 nafar sayyohlar tashrif buyurgan bo'lsa, shundan 40 600 nafari xorijiy va 22 800 nafari mahalliy sayyohlarni tashkil qilgan. 2019-yilda esa jami 2 646 597 nafar sayyohlar tashrif buyurib, shundan 420 828 nafar xorijiy va 2 225 769 nafar mahalliy sayyohlarni tashkil qilgan. 2019-yilda 2015-yilga nisbatan Xorazm viloyatiga tashrif buyurgan xorijiy sayohlar soni 11 barobardan ziyodga, mahalliy sayohlar oqimi esa 184 barobarga o'sganligini ko'rishimiz mumkin.

Ammo, 2020-yilda mintaqaga tashrif buyurayotgan xorijiy va mahalliy

⁸ Muallif tomonidan ishlab chiqilgan

sayyohlar soni COVID-19 pandemiyasi ta'siri natijasida keskin kamaygan. 2021-yilning o'zida viloyatga tashrif buyurgan jami sayyohlar soni 1 297 542 nafarni tashkil qilib, shundan xorijiy sayyohlar soni 39 805 nafarni va mahalliy sayyohlar soni 1 257 737 nafarni tashkil qilgan. 2022-yilga kelib viloyatga 137 462 xorijiy sayyoh, 1 488 483 nafar mahalliy sayyoh tashrif buyurdi (2-jadval).

2-jadval

Orolbo'yi mintaqasiga 2015-2022-yillarda tashrif buyurgan sayyohlar sonining o'zgarish dinamikasi⁹

kishi

Yillar	Xorijiy sayyohlar (Xorazm viloyati)	Mahalliy sayyohlar (Xorazm viloyati)	Jami	Oldingi yilga nisbatan o'zgarish	Xorijiy sayyohlar (Qoraqalpog'iston Res.)	Mahalliy sayyohlar (Qoraqalpog'iston Res.)	Jami	Oldingi yilga nisbatan o'zgarish
2016	46 614	708 229	754 843	+112%	6 271	7 064	14 335	+118%
2017	60 600	1 100 000	1 160 600	+153%	8 246	7 439	15 785	+110%
2018	123 210	530 455	1 653 665	+140%	82 046	347 000	429 046	+270%
2019	420 828	2 225 769	2 646 597	+160%	100 411	551 000	651 411	+151%
2020	23 050	337 450	500 360	- 87%	3 000	40 000	43 000	- 94%
2021	39 805	1 257 737	1 297 542	+360%	24 032	284 584	308 616	+716%
2022	137 462	1 488 483	1 625 945	+125%	50 391	600 849	651 240	+211%

Shuningdek, Qoraqalpog'iston Respublikasiga 2015-yilda jami 11500 nafar sayyohlar tashrif buyurgan bo'lsa, shundan 5 100 nafari xorijiy va 6 400 nafari mahalliy sayyohlarni tashkil qilgan. 2019-yilda esa jami 46 386 nafar sayyohlar tashrif buyurib, shundan 21 399 nafar xorijiy va 24 987 nafar mahalliy sayyohlarni tashkil etgan. So'nggi 5 yil davomida turizm infratuzilmasining rivojlanishi, ya'ni yangi turistik yo'nalishlarning ochilishi, mehmonxona va shunga o'xshash joylashtirish vositalarining sonini ko'payishi natijasida 2019-yilda 2015-yilga nisbatan Qoraqalpog'iston Respublikasiga tashrif buyurgan xorijiy sayyohlar soni deyarli 4,2 barobarga, mahalliy sayyohlar oqimi ham deyarli 4 barobarga o'sganligini ko'rishimiz mumkin. 2020-yilda COVID-19 pandemiyasi ta'siri natijasida Qoraqalpog'iston Respublikasiga tashrif buyurayotgan xorijiy sayyohlar soni 30 000 nafarni va mahalliy sayyohlar 40 000 nafarni tashkil qilgan. 2021-yilda 24 032 xorijiy sayyoh va 284 584 mahalliy sayyoh Qoraqalpog'istonga tashrif buyurdi. 2022-yilga kelib Qoraqalpog'istonga 50 391 xorijiy sayyoh, 600 849 nafar mahalliy sayyoh tashrif buyurdi.

Tadqiqot jarayonida Orolbo'yi mintaqasida turizm biznesi bilan shug'ullanuvchi sub'ektlar o'rtasida anketa so'rovnomalari o'tkazilgan. Aksariyat respondentlarning fikriga ko'ra, Orolbo'yi mintaqasida ekologik turizm atrof-muhitni himoya qilishda, turistlarga har xil ekstremal sarguzashtlarni taklif qilishda hamda turizm biznesiga foyda keltirishini bildirganlar. Orolbo'yi mintaqasida turizm biznesida ekoturizmning asosiy atributlari sifatida tabiiy va madaniy o'ziga xoslikni, ekologik ta'lim va atrof-muhitni himoya qilishni yaxshi tushunishini bildirganlar.

⁹ O'zbekiston Respublikasi turizm qo'mitasi ma'lumotlari asosida muallif tomonidan ishlab chiqilgan.

Tadqiqotlarimiz jarayonida Orolbo‘yi mintaqasida ekologik turizmni rivojlantirishning SWOT tahlili amalga oshirildi (3-jadval).

3-jadval

Orolbo‘yi mintaqasida ekoturizmni rivojlantirishning SWOT tahlili ¹⁰

Kuchli tomonlar		Kuchsiz tomonlar	
1	Atrofdagi mashhur yo‘nalishlarning mavjudligi - Samarqand, Buxoro, Xiva, Nukus	1	Markaziy Osiyoda turizmning mintaqaviy integratsiyasining yo‘qligi
2	Ustyurt va Amudaryo deltasida ekstremal turizmni rivojlantirish imkoniyati	2	Turizm infratuzilmasi va tegishli xizmatlar sifatining pastligi.
3	Ovchilik, agroturizm, gastronomik, diniy va rekreatsion imkoniyatlar, boy flora va fauna.	3	Orolbo‘yi hududining O‘zbekistonning qolgan qismlari bilan turistik yo‘nalishda hamkorlik va integratsiyasining sustligi.
4	Qadimiy qal’alar (Qadimiy Xorazm oltin halqasi) va Saviskiy nomidagi san’at muzeyining mavjudligi.	4	Orolbo‘yi ekoturizm destinatsiyalari uchun marketing targ‘iboti pastligi sababli sayyohlar tur paketlarni uchinchi qo‘ldan sotib olishi va narx balandligi.
5	“O‘zbekiston – Xavfsiz sayohatni KAFOLATLAYDI” davlat dasturi	5	Malakali turoperatorlar, sayyohlik agentliklari va gidlarning yetishmasligi
6	Qoraqalpog‘istondagi turizm korxonalarida katta iqtisodiy rag‘batlantirish paketlariga ega	6	Ekoturizm yo‘nalishlarida klaster yondashuvini qo‘llab-quvvatlash uchun qonunchilik va davlat tomonidan qo‘llab-quvvatlanmaganligi.
Imkoniyatlar		Tahdidlar	
1	Sayyohlarning Orolbo‘yi mintaqasiga qiziqishlarini oshishi	1	Iqlim o‘zgarishi va uning salbiy oqibatlari
2	Cho‘l turizmini rivojlantirish istiqbollari	2	Qishloq joylarida yuqori migratsiya darajasi
3	80 dan ortiq davlat fuqarolarining vizasiz kelish imkoniyati	3	Markaziy Osiyoda yangi ekoturizm yo‘nalishlari o‘rtasidagi raqobat
4	Turizmni rivojlantirishga qaratilgan davlat dasturlari	4	Turizmda mavsumiylikning ahamiyati
5	Ekoturizmni rivojlantirish konsepsiyasining mavjudligi	5	Ekstremal ob-havo sharoiti, suvning sho‘rlanishi va havoning ifloslanishi
6	Pandemiyadan so‘ng, sayyohlarning tabiatni ko‘rishga qiziqishi	6	Global maydonda siyosiy beqarorlik

¹⁰Muallif tomonidan ishlab chiqilgan

Mintaqada ekologik turizmni rivojlantirishning kuchli tomonlariga mavjud tabiiy va madaniy meros ob'ektlari Orolbo'yining o'ziga xos tabiiy iqlim sharoiti, flora va faunasi hamda mintaqada yoshi uch ming yildan ziyod bo'lgan arxeologik qal'alarni kiritish mumkin. Orolbo'yi mintaqasida ekologik turizmni rivojlantirishning kuchsiz tomonlariga mavjud infratuzilmaning talab darajasida emasligi, mintaqa turistik korxonalarining bozor talablari darajasida faoliyat ko'rsatmasligi, taklif qilinayotgan turistik mahsulotlarning yetarli darajada diversifikatsiyalanmaganligi bilan tavsiflanadi.

Shuningdek, mintaqada ekoturizmni rivojlantirish imkoniyatlari sifatida viza rejimining erkinlashuvi, mintaqada turizmni maqsadli rivojlantirishga qaratilgan dasturlarni qabul qilinishi, transport infratuzilmasini rivojlanishi hamda "O'zbekistonda ekologik turizmni rivojlantirish" Konsepsiyasini qabul qilinganligi bilan izohlash mumkin. Iqlim o'zgarishi, qishloq hududlarida migratsiya darajasining oshishi, mavsumiylik va ekologik vaziyatning keskinlashuvi Orolbo'yi mintaqasida ekoturizmni rivojlanishiga tahdidlar sifatida baholandi.

Tahlil natijalariga muvofiq, Orolbo'yi mintaqasi ekoturizmi uchun marketing targ'iboti pastligi sababli sayyohlar tur paketlarni uchinchi qo'ldan sotib olishi va narx balandligi sohaning kuchsiz tomonlari sifatida qolmoqda. Shu nuqtai nazardan olib qaraganda, Qoraqalpog'iston Respublikasiga tashrif buyuruvchi sayyohlarning u yerda qolish muddatlarini uzaytirish maqsadida 1 kundan 4 kungacha bo'lgan tur paketlar ishlab chiqish hamda turizm sohasining sub'ektlari tomonidan taqdim etiladigan "Cash back" chegirmalarni o'z ichiga olgan hamyonbop turpaketlar ishlab chiqish bo'yicha takliflar ishlab chiqildi.

Ushbu SWOT natijalari asosida ishlab chiqilgan taklif va tavsiyalari Orolbo'yi mintaqasi hisoblangan Qoraqalpog'iston Respublikasi va Xorazm viloyatida 2022-2026-yillarda turizmni rivojlantirishning maqsadli dasturlarini amalga oshirishda muhim ahamiyat kasb etadi. Aynan ushbu dasturlarda mintaqada ekologik turizmni rivojlantirish bo'yicha keng ko'lamli vazifalar belgilangan bo'lib, xususan, yangi ekoturistik marshurtlarni ishlab chiqish, Xorazm milliy tabiat bog'i hamda Quyi Amudaryo davlat biosfera davlat rezervatlarida yangi ekologik turizm zonalarini barpo qilib, mintaqaga tashrif buyurayotgan mahalliy va xorijiy sayyohlar oqimini ko'paytirishdan iborat hisoblanadi.

Shuningdek, tadqiqot jarayonida, Orolbo'yi mintaqasining turli hududlarida turistlarga qulayliklar yaratish uchun maqsadli ekoturizm marshurtlari xaritasini ishlab chiqish va hududning turli nuqtalarida 50 ming nafar turistlarni qabul qilish imkonini beradigan ekolagerlar va ekomarsrutlar ishlab chiqish maqsadga muvofiqligi asoslangan.

Dissertatsiyaning **"Orolbo'yi mintaqasida ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmlarini takomillashtirish yo'nalishlari"** deb nomlangan uchinchi bobida Orolbo'yi mintaqasida ekologik turizmni rivojlantirishning yangi yo'nalishlari, Dougnut iqtisodiy modelining Orolbo'yi

mintaqasiga tadbqiq qilinishi va ekoturizm klasterlarini shakllantirish yo‘llari ochib berilgan.

Tadqiqotlarimiz jarayonida, Orolbo‘yi mintaqasida ekoturizmni targ‘ib qilish maqsadida “Ecotourism and Nature Based Tourism in Uzbekistan” elektron platformasining dasturiy paketi yaratilgan. Mazkur elektron platforma keng jamoatchilikka mo‘ljallangan bo‘lib, undan mahalliy va xorij turoperatorlari, soha mutaxassislari, oliy ta’lim muassalari talabalariga mo‘ljallangan. Shuningdek, mazkur platforma Orolbo‘yi mintaqasidagi ekoturizm imkoniyatlarini, ekoturistik marshrutlarni mahalliy va xalqaro bozorlarda reklama qilishda muhim ahamiyat kasb etadi.

Shuningdek, tadqiqot jarayonida, Orolbo‘yi mintaqasiga xorijiy va mahalliy sayyohlar oqimi hamda sayohat kunlarini ko‘paytirish maqsadida, “Khiva-Aralkum” kompleks ekoturistik marshruti ishlab chiqildi. “Khiva-Aralkum” turistik marshruti boshqa turistik marshrutlardan farqli jihati, uning iqtisodiy jihatdan samaradorligi aniqlandi. Ushbu marshrutning iqtisodiy samaradorligi sayyohlarning sayohatdan qoniqishi, xursandligi bilan proporsional bog‘liqdir. Tur paketda 11 ta ekoturistik destinatsiya qamrab olingan bo‘lib, sayyohlarga cho‘l hayotining barcha jihatlarini tasavvur qilishga imkon beradi. Ushbu kompleks ekoturistik marshrutini amaliyotda qo‘llanilishi natijasida, Orolbo‘yi mintaqasida turistlarning qolish muddatlarini 1 kundan 2 kunga oshiradi. Mazkur ekoturistik marshrut 1100 km masofani o‘z ichiga olib, o‘z tarkibiga jami 11 ta turistik ob‘ektlarni qamrab oladi (4-jadval).

4-jadval

“Khiva-Aralkum” tur marshrutining iqtisodiy tahlili¹¹

AQSH dollarida

	Ko‘rsatkichlar	Turistlar soni, kishi				
		1	2	3	4	5
I.Kirim:						
1.1	Tur paket sotuv narxi (kishi boshiga)	590	299	199	159	129
	<i>Umumiy kirim</i>	590	598	597	636	645
II. Xarajatlar:						
2.1	Transport (4x4 mashina, 1000 km yo‘l)	300	300	300	300	300
2.2	Gid-ekskursavod mehnat haqi	100	100	100	100	100
2.3	Yurtada qolish narxi	10	20	30	40	50
2.4	Oziq-ovqat, suv	10	20	30	40	50
	<i>Umumiy xarajatlar</i>	420	440	460	480	500
	foyda (= Kirim - Xarajatlar)	170	158	137	156	145
	daromad solig‘i (4%)	6.8	6.32	5.48	6.24	5.8
	Sof foyda	163	152	132	150	139

¹¹ Muallif tomonidan ishlab chiqilgan.

Yuqoridagi xarajatlar va kirim summasi sayyoh soniga bog‘liq bo‘lib, asosiy katta xarajat yo‘ltanlamas mashina (4x4) transport xarajatlariga ketadi. Ikki kunlik sayohat davomida, ushbu mashina 1 000 kilometrdan ortiq masofani bosib o‘tadi. Gid-ekskursavod va yurta xarajatlari ham tur paketda inobatga olingan. Natijada, sof foyda mahsulot narxining taxminan 20-25% tashkil qiladi.

Bugungi kunda mintaqada turizmni rivojlantirishda klasterli yondashuvlardan foydalanish muhim ahamiyat kasb etadi. Turistik klasterlarning rivojlanishi turizm sohasini rejalashtirishning muhim yo‘nalishlaridan biri hisoblanadi. O‘zbekiston Respublikaning “Turizm to‘g‘risida”gi qonunida “Turizm klasteri- kompleks turistik xizmatlar hamda sayyohning talablarini qanoatlantirish uchun zarur bo‘lgan boshqa qo‘shimcha xizmatlar ko‘rsatuvchi mustaqil tashkilotlar hamda yakka tartibdagi tadbirkorlar majmui¹²” – deb talqin qilinadi. Turizm klaster tuzilishi jihatidan quyidagi xususiyatlarga ega: nisbatan yaxshi tushunilgan hududiy birlikka ulanishi; a‘zolar o‘rtasida yaqin hamkorlik va doimiy muloqotlar mavjudligi; hamkorlikda ishlovchi, bir-biriga ishonch bildirgan ishtirokchilarning ishtiroki (tabiatni muhofaza qilish, atrof-muhitni muhofaza qilish, turizm, infratuzilma sohalarida); umumiy maqsadlarga erishish uchun klaster a‘zolari hamkorligi; klasterlashuvning quyi darajalari bo‘yicha o‘zini-o‘zi boshqarish va tashkil etish.

Tadqiqot jarayonida Orolbo‘yi mintaqasi hisoblangan Qoraqalpog‘iston Respublikasi va Xorazm viloyatida turizm klasterlarini rivojlantirish uchun asos bo‘ladigan to‘rtta kichik turistik zonalarini (KTZ) tashkil etish maqsadga muvofiqligi asoslandi. Ular quyidagilardan iborat:

1. KTZ (kichik turistik zona) doirasida turistlar Ellikqal’a tumanidagi Amudaryo sohilida joylashgan arxeologik va tabiat turizmini rivojlantirish uchun yuqori salohiyatga ega Aqchako‘l ko‘liga borishlari mumkin. Bundan tashqari, Aqchako‘l, boshqa tabiiy suv havzalari va to‘qaylarning rekreatsion resurslari, foydali qazilmalari yuqori bo‘lgan manbalardan foydalangan holda yangi turistik marshrutlarni yaratish imkoniyati mavjud. Ellikqal’a tumani Nukus xalqaro aeroportidan 140 km uzoqlikda joylashgan bo‘lsada, Urganch xalqaro aeroportiga yaqin masofa (50 km), u yerda sayyohlar asosan Xivaga tashrif buyurishadi. Taklif etilayotgan Ellikqal’a KTZda sayohatchilar Orolbo‘yi mintaqasining Ayazqal’a, Tuproqqal’a, Qizilqal’a, Guldursun qal’a, Janbas qal’a, Anka qal’a kabi qadimiy arxeologik ob’ektlariga tashrif buyurish imkoniyatiga ega bo‘ladilar;

2. Ikkinchi KTZ (kichik turistik zona)ni Beruniy tumanida, Quyi Amudaryo davlat biosfera rezervati (Baday To‘qay) yaqinida joylashgan Oltinsoy qishlog‘ida, yo‘qolib ketish xavfi ostida turgan o‘simlik, baliq, qush va hayvonlar yashaydigan qishlog‘ida joylashtirish taklif etiladi. Bu zona ekoturizmni, ziyorat turizmini rivojlantirishga ham yo‘naltiriladi;

3. Uchinchi KTZ ekologik va ekstremal turizmni rivojlantirish istiqbollari katta bo‘lgan Mo‘ynoq tumanida joylashtiriladi. Mo‘ynoqdagi asosiy sayyohlik manzili bo‘lib, quruqlikdagi eski baliq ovlash kemalari va qayiqlar yig‘ilib qolgan “Kemalar qabristoni”dir. Orol dengiz qirg‘oqlari tomon sayohatchilar borar ekan Orolqumda

¹² <https://lex.uz/docs/-4428097>

ekilgan saksovul plantatsiyalari, Sudocho'ga ko'lidagi oqqushlar va pushti flamingolarga duch kelishadi. Mo'ynoq tabiatning sezgir va injiqligini his qilishni istagan sayyohlarni o'ziga jalb etadi. Shuning uchun, ekoturizm imkoniyatlarini kengaytirish, turli madaniy va dam olish tadbirlarini o'tkazish bo'yicha kompleks chora-tadbirlarni amalga oshirish zarurdir.

4. To'rtinchi – markaziy KTZ (kichik turistik zona) Nukus shahrida, “Nukus” xalqaro aeroportidan uncha uzoq bo'lmagan hududda tashkil etish taklif etiladi. Ushbu zona boshqa KTZlariga munosib sayohat xizmatlarini taqdim etadi. Ma'lumki, Qoraqalpog'iston poytaxti Nukus shahri janubda temir yo'l orqali Xorazm viloyatining markazi Urganch shahri bilan bog'langan, u esa o'z navbatida Buxoro viloyati bilan bog'langan. Shimolda Beyneu va undan keyin Qozog'istonning Oqtau shahri bilan aloqalar mavjud bo'lib, bu qo'shni davlatning viloyat markazlariga sayohat qilishni osonlashtiradi. Xalqaro yo'lovchilarning kelishi uchun temir yo'l vaqt nuqtai nazaridan juda uzoqdir. Shuning uchun, Qoraqalpog'iston Respublikasida havo qatnoviga alohida e'tibor berilmoqda. “Nukus” xalqaro aeroportida milliy va xalqaro reyslarni qabul qilish va ularga xizmat ko'rsatish uchun barcha shart-sharoit mavjud. Hozirda Toshkent, Qozog'istonning Aqtau, Rossiyaning Moskva shaharlari bilan muntazam aviaqatnovlar yo'lga qo'yilgan.

Tadqiqot jarayonida Orolbo'yi mintaqasida tadbirkorlik sub'ektlarini ekoturizm faoliyatiga jalb qilishning omillari ekonometrik tahlil qilindi. Tahlilni amalga oshirish maqsadida tadbirkorlik sub'ektlari o'rtasida anketa so'rovnomalari o'tkazildi. So'rovnomada jami 86 nafar respondent ishtirok etgan bo'lib, ular Orolbo'yi mintaqasida turizm sohasida faoliyat ko'rsatayotgan tadbirkorlik sub'ektlar hisoblanadi. So'rovnomada ekoturizm faoliyatiga jalb qiluvchi omillar sifatida quyidagilar belgilandi:

Y(natijaviy omil) – ekoturizm faoliyatini olib borayotgan tadbirkorlik sub'ektlari soni, ta'sir qiluvchi omillar- xorijiy sayyohlar oqimi (X_1) , past foizli kredit liniyalari- (X_2) , davlat tomonidan qo'llab-quvvatlash (X_3) , kadrlar salohiyatini oshirish- (X_4) , tashqi bozorlarga reklama qilish (X_5) , transport vositalari soni (X_6) , Yevropa shaharlari bilan to'g'ridan-to'g'ri xorijiy avia reyslar soni (X_7) va nisbiy xatolik – (e_{ie}) .

Ekonometrik tahlillar natijasida 2 xil gipoteza tanlab olindi:

$H_0 - X_1, X_2, X_3, X_4, X_5, X_6, X_7$ omillarning Y ga ta'siri statistik ahamiyatga ega emas;

$H_1 - X_1, X_2, X_3, X_4, X_5, X_6, X_7$ omillarning Y ga ta'siri statistik ahamiyatga ega.

Statistik ma'lumotlar STATA dasturi yordamida tahlil qilindi. Quyidagi jadvalda erksiz o'zgaruvchi bo'lgan turizm faoliyatidagi tadbirkorlik sub'ektlari bo'lsa, o'zgaruvchilar sifatida faoliyatga ta'sir qiluvchi yuqorida ko'rsatilgan yettita omil tanlab olingan (5-jadval).

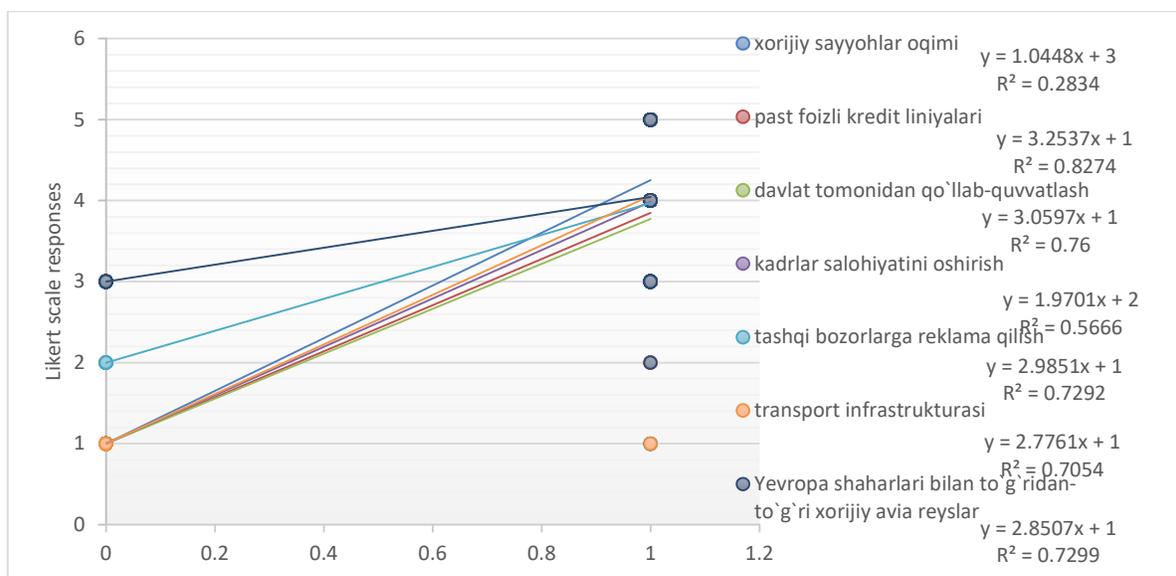
So'rovnoma natijaviy ko'rsatkichlarining statistik tahlili ¹³

Regressiya statistikasi	
Multiple R	0.937595976
R Square	0.879086215
Adjusted R Square	0.868234977
Standard xatolik	0.1514801
Kuzatuvlar	86

ANOVA

	df	SS	MS	F	Significance F
Regressiya	7	13.01252036	1.85893148	81.01253365	3.83682E-33
Qoldiq	78	1.789805218	0.022946221		
Jami	85	14.80232558			

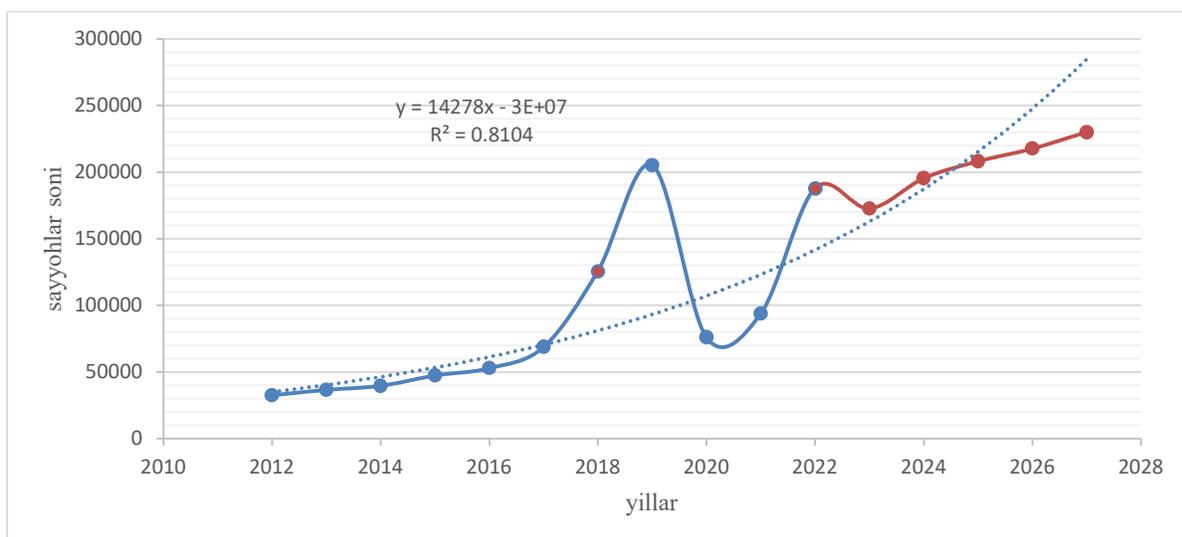
So'rovnoma natijalarining statistik tahlili shuni ko'rsatadiki, xorijiy sayyohlar oqimini oshishi mavjud tur firmalar uchun iqtisodiy stimulyer vazifasini bajaradi va quyidagicha bog'liqlikni kuzatish mumkin (3-rasm).

3-rasm. Ekoturizm va unga ta'sir qiluvchi omillarning bog'liqligi ¹⁴

Tahlillar ko'rsatishicha, Orolbo'yi mintaqasiga tashrif buyuruvchilar sayyohlarning oshishi sohani tubdan isloh qilish bilab bog'liqdir. Xorijiy reklama, bank kredit liniyalari, kadrlar malakasi, transport tuzilmasi sohani rivojlantiruvchi asosiy omillar qatoriga kiradi. Olingan natijalar asosida, mintaqaga 2027-yilgacha keladigan xorijiy sayyohlar sonini prognoz qilish mumkin (4-rasm).

¹³Muallifning so'rovnoma natijalariga ko'ra STATA dasturidagi tahlil natijalari

¹⁴ Muallifning so'rovnoma natijalariga ko'ra STATA dasturidagi tahlil natijalari



4-rasm. Orolbo‘yi mintaqasiga tashrif buyuradigan xorijiy sayyohlar ¹⁵

Prognoz natijasiga ko‘ra, 2027-yilga kelib Orolbo‘yi mintaqasiga tashrif buyuruvchi xorijiy sayyohlarning soni 230 000 kishidan oshadi va bu ko‘rsatkich 2021-yilga nisbatan uch barobar ko‘pdir. Taklif qilingan chiqizli trend sayyohlar oqimining o‘sish tendensiyasini ko‘rsatadi.

¹⁵ Muallifning so‘rovnoma natijalariga ko‘ra STATA dasturidagi tahlil natijalari

XULOSA

Orolbo‘yi mintaqasida ekoturizmini rivojlantirish mexanizmlarini takomillashtirish bo‘yicha olib borilgan tadqiqotlar natijasida quyidagi xulosa va amaliy tavsiyalar ishlab chiqildi:

1. “Ekologik turizm” - bu biologik xilma-xillikni qo‘llab-quvvatlovchi, tabiatni va uning yo‘nalishlarini saqlashga qaratilgan ijtimoiy mas‘uliyatli va ekologik ahamiyatga ega turizm turi hisoblanadi. Turizmning bu turi qishloq aholisining iqtisodiy imkoniyatlarini mustahkamlab, Orolbo‘yi mintaqasining chekka hududlarida daromad olish imkoniyatini yaratadi;

2. Xorijiy mamlakatlarning ekoturizmini rivojlantirish bo‘yicha ilg‘or tajribalari tahlil qilinganda bir qancha muhim jihatlarni ajratib ko‘rsatish mumkin. Bolgariyada ekologik turizmini rivojlantirish 1990-yillardan boshlangan bo‘lib, uning namunasi keyinchalik butun Yevropa Ittifoqi mamlakatlariga tadbiiq qilingan. Keniya, Nepal davlatlari ekoturizm zonalariga oylik va haftalik cheklovlarni joriy qilgan. AQShning Mono ko‘li ekoturizm oqilona rejalashtirish bilan daromadlarini o‘n baravar ko‘payishini ta‘minladi. Yuqorida qayd etilgan ilg‘or xorijiy tajribalardan kelib chiqib, Orolbo‘yi mintaqasidagi mahalliy sayyohlik sub‘ektlariga ekologik sertifikatlashtirishni joriy qilish tavsiya etilgan. Bu esa, o‘z navbatida, tadbirkorlik sub‘ektlarini global ekoturizm bozorida raqobatbardoshligini oshirishga xizmat qiladi;

3. O‘zbekistonda turizmga oid me‘yoriy-huquqiy hujjatlarni modernizatsiya qilish bo‘yicha ulkan islohotlar amalga oshirilmoqda. 80 dan ortiq mamlakatlarga vizasiz rejim joriy qilinganligi turizm sohasidagi to‘siqlarni yumshatilayotganligiga yaqqol misoldir. Xorijiy avia yo‘nalishlar uchun O‘zbekistondagi aeroportlarda “ochiq osmon” rejimi joriy qilinganligi sayyohlik operatorlari uchun rag‘batlantiruvchi vosita hisoblanadi. Orolbo‘yida tabiat va uning biologik xilma-xilligini asrash, hududdagi salbiy ekologik o‘zgarishlarni yumshatish, suv va cho‘l sharoitida o‘simlik va hayvonot dunyosini saqlash, chekka hududlarni ijtimoiy-iqtisodiy rivojlantirish orqali sayyohlik imkoniyatlarini maksimal darajada oshirishga ustuvor yo‘nalish sifatida e‘tibor qaratilmoqda;

4. Tadqiqot jarayonida o‘tkazilgan SWOT-tahlil natijalari asosida Qoraqalpog‘iston Respublikasi va Xorazm viloyatida ekoturizm yanada rivojlantirish bo‘yicha takliflar ishlab chiqildi. Frankfurt-Urganch, Milan-Urganch, Parij-Urganch, Istanbul-Urganch xalqaro charter va muntazam avia qatnovlar Urganch xalqaro aeroportining marketing faoliyatini samarali yo‘lga qo‘yish va uning xalqaro turizm bozorida mustahkam o‘rin egallashini ta‘minlaydi. Urganch xalqaro aeroportini O‘zbekistonning g‘arbiy darvozasi sifatida gavdalantirish mamlakatimizning g‘arbiy qismida turizmning mavsumiy ta‘sirini kamaytirish imkonini beradi.

5. Orolbo‘yi mintaqasida yangi ekoturizm turpakatlari uchun inklyuziv yondashuv qo‘llash maqsadga muvofiq hisoblanadi. Qoraqalpog‘istonning O‘zbekiston Respublikasining qolgan qismidan farq qiladigan o‘ziga xos jihatlarni mavjud ekoturizm paketlariga integratsiya qilish mumkin. Boy madaniy meros, arxeologik va me‘morchilik yodgorliklar, mohir hunarmandchilik, folklor, jonli xalq sayllari, maftunkor marosim va urf-odatlar va samimiy mehmondo‘stlik hududning

noyob jihatlarini ifodalaydi. Taklif qilinayotgan turpaket 10 ta yo‘nalishni qamrab olganligini hisobga olinsa, ularning aksariyati amalda mavjud sayyohlik agentliklari tomonidan to‘liq qamrab olinmagan.

6. Orolbo‘yi mintaqasida ekoturizmning yetarli darajada rivojlanmaganligi bilan bog‘liq muammolarning aksariyatini “aqli brending” strategiyasi yordamida hal qilish mumkin. Chunki, asosiy element bo‘lgan brend va logotip allaqachon yaratilgan. “Travel to Aral Sea” yoki “Orol dengiziga sayohat qiling” targ‘ibotini xorijiy ko‘rgazmalarda keng foydalanish mintaqaga sayyohlar oqimini ko‘paytiradi. Ushbu brenddan turizm sohasining barcha bozor ishtirokchilari unumli foydalanishi, mahalliy jamiyatning iqtisodiy o‘rishiga ijobiy ta’sir ko‘rsatadi;

7. Orolbo‘yi mintaqasida ekoturizmni rivojlantirish uchun to‘rtta klaster zonasi tashkil qilish taklif qilingan: Beruniy, Mo‘ynoq, Nukus, Ellikqal’a. Ushbu klaster kompleksi samarali faoliyat ko‘rsatishi uchun manfaatdor tomonlar yaqindan hamkorlik qilishi, turizm sohasining davlat, nodavlat va xususiy sektor vakillarining imkoniyatini birlashtirishi, salohiyatini uyg‘unlashtirishi lozim. Pandemiyadan keyingi davrda narx muhim element hisoblanib, mazkur klaster mintaqaga qo‘shni davlatlar (Turkiya, Ozarbayjon, Gruziya, Qirg‘iziston) vakillari bilan raqobatlasha oladigan darajada bo‘lishi kerak. Buning uchun, Nukus klaster zonasi ma’muriy va logistika imkoniyatlaridan samarali foydalanishi zarur;

8. Xorijiy sayyohlar oqimini oshishi mavjud tur firmalar uchun iqtisodiy stimulyazifasini bajarish bilan bir qatorda turizm sohasiga aloqador barcha yo‘nalishlarni isloh qilish zaruriyatini vujudga keltiradi. Xorijiy reklama, bank kredit liniyalari, kadrlar malakasi, transport infrastrukturasi sohani rivojlantiruvchi asosiy omillar qatoriga kiradi. Statistika tahlil shuni ko‘rsatadiki, mintaqaga 2027-yilgacha keladigan xorijiy sayyohlar sonini 230 000 ga yetadi.

9. Orolbo‘yi mintaqasida ekoturizm ommalashayotgan yo‘nalish bo‘lib, pandemiyadan keyingi sharoitda istiqbolli hisoblanadi. Xorijiy tajriba shuni ko‘rsatadiki, ekologik turizmga oid qonunchilik va yo‘riqnomalar birinchi navbatda mahalliy aholi uchun sharoitning barqaror rivojlanishiga yo‘naltirilishi kerak. Shu bilan birga, mahalliy aholining yangi ekoturizm paketlarini ishlab chiqish, loyihalash, shakllantirishdagi ishtirokini ta’minlash muhim ahamiyatga ega.

Yuqorida keltirilgan ilmiy taklif va amaliy tavsiyalar Orolbo‘yi mintaqasida ekoturizmni rivojlantirishning tashkiliy-iqtisodiy mexanizmini takomillashtirishga xizmat qiladi.

**SCIENTIFIC COUNCIL ON AWARDING THE SCIENTIFIC DEGREES
DSc.33/01.02.2022.I.145.01 AT “SILK ROAD” INTERNATIONAL
UNIVERSITY OF TOURISM AND CULTURAL HERITAGE**

URGENCH STATE UNIVERSITY

SAIDMAMATOV OLIMJON AMINBOY OGLI

**IMPROVING THE ORGANIZATIONAL AND ECONOMIC MECHANISMS
FOR ECOTOURISM DEVELOPMENT IN
ARAL SEA REGION**

08.00.17- Tourism and hotel activities

**ABSTRACT of Dissertation
of Doctor of Philosophy (PhD) in Economic Sciences**

Samarkand - 2024

The theme of the dissertation of the Doctor of Philosophy (PhD) was registered in the Supreme Attestation Commission under the Ministry of Higher Education, Science and Innovation of the Republic of Uzbekistan by the number B2022.2.PhD/Iqt2382.

The dissertation was completed at Urganch State University.

The abstract of the dissertation is posted in three languages (Uzbek, Russian, English (resume)) on the website of the Scientific Council (www.univ-silkroad.uz) and on the Information and Education portal "Zionet" (www.zionet.uz).

Research advisor:

Matyakubov Umidjon Rahimovich
Doctor of Economics, Associate professor

Official opponents :

Akhmedov Ikram Akramovich
doctor of economic sciences, professor

Ibragimov Nutfillo Salimovich
doctor of economic sciences , professor

Leading organization:

Karakalpak State University named after Berdaq

The defense of the thesis will take place on 13 of April 2024 year at 10:30 hours at the meeting of the scientific council on awarding the scientific degrees under the number of DSc.33/01.02.2022.I.145.01 at "Silk Road" International University of Tourism and Cultural Heritage. Address: 140104, Samarkand city, Republic of Uzbekistan, 140104, 17, University boulevard. Tel .: (998 66) 240-67-68, e-mail: info@univ-silkroad.uz.

The Doctor of Philosophy (PhD) Dissertation can be viewed at the Information Resource Center of the International University of Tourism and Cultural Heritage "Silk Road" (registered with the number 10). Address: 140104, Samarkand city, University Avenue, 17. Phone: (998-90) 213-89-07; fax: (998-66) 240-67-68; e-mail: dept@univ-silkroad.uz

The abstract of the dissertation was distributed on " ____ " _____, 2024.

(Register report No.10 dated " ____ " _____, 2024).

A.A.Eshtaev

Chairman of the Scientific Council
for awarding scientific degrees,
doctor of economics, professor

Kh.I.Turdibekov

Scientific secretary of the Scientific
Council for awarding scientific
degrees, PhD in Economics,
Associate professor

B.Sh.Safarov

Chairman of the scientific Seminar
under the Scientific Council for
awarding scientific degrees, doctor of
economics, professor

INTRODUCTION (abstract of PhD thesis)

Relevance and necessity of the dissertation topic. One of the main tasks of the world community is to ensure economic growth that allows solving social problems without harming the environment in the conditions of sustainable development. As a result of climate change, biodiversity loss, and changing public attitudes toward the environmental impact of tourism, more and more tourists are choosing ecotourism as an environmentally friendly way to travel.

One of the main trends in the development of the green economy in the world is the rapid development of the ecological tourism sector . According to the data of the World Tourism Organization, more than 770 million people traveled for the purpose of using ecotourism services in 2022. This indicator is 7% more than in 2021 ¹⁶. The share of ecotourism in the world tourism market has maintained positive growth trends despite the negative impact of global restrictions during the pandemic. Also, the development of ecological tourism in the regions of the world remains an urgent problem where the ecological situation is difficult.

In the world, researchers aimed at solving the existing scientific problems in the direction of improving the organizational and economic mechanisms of the ecological tourism, applying the experiences of leading countries, and effectively using the available opportunities are being conducted. In particular, development of new routes in ecotourism directions, determination of their touristic recreational value, formation of effective clusters of ecotourism as one of the priority tasks require conducting scientific research using modern approaches.

The medium-term priorities for the development of the tourism industry are defined in the Development Strategy for the period of 2022-2026 for the establishment of a new Uzbekistan and the sustainable development of the country. In order to achieve this goal, the Republic of Karakalpakstan and Khorezm region, which is considered an Aral Sea region, have opportunities to attract investment in the tourism sector, create new jobs and reduce poverty through the development of ecotourism. It is important to adopt a separate program to make ecotourism the main driving force of the region ¹⁷. Therefore, effective use of the existing tourism potential, organization of new ecotourism destinations that meet international requirements based on world experience, development of infrastructures related to ecotourism, promotion of the potential of the ecotourism in foreign tourism markets, scientific research on the strategic development of the sector is one of the urgent issues.

This dissertation aids in the execution of the objectives outlined in the following state documents: Decree No. PF-4861 of the President of the Republic of Uzbekistan dated December 2, 2016 “On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan”; Decree No. PF-5326 of the President of the Republic of Uzbekistan issued on February 3, 2018 to implement

¹⁶ Source: The whole world tourism organization (WTTC) official web page <https://www.unwto.org/taxonomy/term/347>

¹⁷ Source: Decree of the President of the Republic of Uzbekistan dated January 28, 2022 "On the Development Strategy of New Uzbekistan for 2022-2026" No. PF-60 <https://lex.uz/docs/5841063>

“Additional organizational measures to foster a favorable environment for the growth of Uzbekistan's tourism potential”; Resolution No. PP-2731 of the President of the Republic of Uzbekistan dated January 18, 2017 and Decree No.37 of the Cabinet of Ministers of Uzbekistan on January 16, Decisions of PQ-21 dated January 12, 2024 "On measures for rapid development of ecological tourism in the Republic of Uzbekistan", 2019 that both concern the State Program of Development of the Aral Sea Region for 2017-2021 and the measures of complex socio-economic development of the Muynak district of the Republic of Karakalpakstan, respectively. Additionally, other normative legal acts are in effect.

Correspondence of the research to the priorities of the development of science and technology of the Republic of Uzbekistan. The study was conducted in accordance with the Republic of Uzbekistan's priorities for the advancement of science and technology on "Spiritual, moral and cultural development of a democratic and legal society, the formation of an innovative economy."

The degree to which the problem has been studied. Theoretical, methodological and organizational issues of ecotourism development are studied by foreign scholars, such as E.Boo, H.Lascrain, B.Adriana, A.Alonso, A.Ogle, A.Aminian, H.Ayala, B.Bramwell, B.Lane, R.Butler. In particular, B. Adriana conducted research on the development of ecotourism, environmental impact management of tourism, A. Alonso and A. Ogle, the impact of tourism and the hotel industry on environmental sustainability, B. Bramwell and B. Lane, R. Butler on sustainable tourism development, J. Cooker on developing countries employment in tourism, E. Matteus studied the current development practices of ecotourism¹⁸.

Also, the problems of tourism and ecotourism M.Birjakov, A.Durovich, N.Kabushkin, V.Kvartalnov, V.Senin, T.Khristov, A.Chudnovsky. It has been studied by scientists from CIS countries such as V.Drozдов, V.E.Boreyko, E.A.Djandjugazova, N.V.Moraleva¹⁹.

¹⁸ J. Day , Handbook of Ecotourism. 2021, Routledge, <https://doi.org/10.4324/9781003001768> ; Boo, E., Ecotourism: The Potentials and Pitfalls. Volumes 1 - 2. World Wildlife Fund. Washington, 1990.; Lascrain, H., Integrating Biodiversity into the Tourism Sector: Best Practice Guidelines. 2001.; Adriana B. Environmental supply chain management in tourism: The case of large tour operators. Journal of Cleaner Production, 17, 2009. -P. 1385-1392.; Alonso, AD, Ogle, A. Tourism and hospitality small and medium enterprises and environmental sustainability. Management Research Review, 33 , 2010. -P. 818-826.; Aminian, A. Environmental performance measurement of tourism accommodations in the pilgrimage urban areas: The case of the Holy City of Mashhad. Procedia – Social and Behavioral Sciences, 35 , 2012. -P. 514-522.; Ayala, H. Ecoresort: A 'Green' master plan for the international resort industry. International Journal of Hospitality Management, 14 , 1995. -P. 351-374.; Bramwell, B., Lane, B. Towards innovation in sustainable tourism research? Journal of Sustainable Tourism, 20 (1), 2012. -P. 1-7.; Butler, RW Tourism and the environment: A geographical perspective. Tourism Geographies: An International Journal of Tourism Space, Place and Environment, 2, 2000. – P. 337–358.; Cukier, J. Tourism employment issues in developing countries: Examples from Indonesia. In R. Sharpley, D. J. Telfer (Eds.), Tourism and development, concepts and issues . 2002. -P. 165–201.; Matthews EJ . Ecotourism: Are current practices delivering desired outcomes? A comparative case study analysis . April 30, 2002. Blacksburg, Virginia

¹⁹ Биржаков М. Введение в туризм. СПб: «Герда», 2008. –С. 576.; Дурович А. Организация туризма. –СПб: Питер, 2009. –С. 320.; Кабушкин Н. Менеджмент туризма. Минск: Новое знание, 2002. –С. 407.; Квартальнов В. Туризм: Учебник. – М.: ФИС, 2003. – С.320 .; Сенин В. Организация международного туризма. –М.: ФИС, 2004. –С. 379.; Христов Т. Религиозный туризм: уч.пос.-3-е изд., –М.: «Академия», 2007. –С. 288.; Чудновский А. Управление индустрией туризма России в современных условиях: уч.пос. –М.: КНОРУС, 2007. –С. 416.; Дроздов А.В. Как развивать туризм в национальных парках России. Рекомендации по выявлению, оценке и продвижению на рынок туристских ресурсов и туристского продукта национальных парков. –М.: ЭкоЦентр «Заповедники», 2000. Р.67-78; Бореико В.Е. Дорога к заповеднику (Природоохранная пропаганда и экопросвещение в заповедных объектах). –М.: ЭкоЦентр «Заповедники», 1996. С.340; Джанджуазова Е.

Theoretical and methodological issues of tourism development in Uzbekistan are deeply studied by K.H.Abdurahmonov, M.R.Boltaboev, M.E.Pulatov, N.T.Tukhliev, M.K.Pardaev, I.S.Tukhliev, M.M.Mukhammedov, K.Usmanova, A.N.Norchaev, O.H.Khamidov, U.R.Matyakubov, S.S.Ruziev, N.E.Ibadullaev and others²⁰.

However, despite the fact that the issues of development of the field of ecological tourism in our country are widely covered in the researches of the above-mentioned scientists, the issues related to the improvement of the organizational and economic mechanisms of the development of ecotourism in the Aral Sea region, where the situation of environmental crisis has arisen, have not been analyzed in depth.

Research as per plans of the higher education institution where the dissertation is being carried out. This dissertation study corresponds to the plan of research works of Urganch State University on the topic "Fundamentals of comprehensive development of the region in the conditions of modernization of the economy" and to the project No. PZ-201709202 "Effective use of the tourist potential of Khorezm region and the city of Khiva and development of a strategy for its further development".

The aim of the study is to identify significant areas and potential for the organizational and economic development of ecotourism in the Aral Sea region of Uzbekistan. This is accomplished by developing scientific and useful proposals and recommendations.

The tasks of the research are as follows:

to reveal the theoretical foundations of the concept of "regional ecotourism" and the socio-economic significance and tasks of ecotourism;

study of international experiences of ecological tourism development and analysis of its application in the conditions of Uzbekistan;

Research of organizational and economic mechanisms of ecotourism development in Uzbekistan;

Экотуризм: причина популярности и пути развития. «Академические вести», 1996. С.124-147; Moraleva, N., Ledovskikh, E., Sheftel, B. Ecotourism in Russian Nature Reserves: Possibilities, Problems, Perspectives. In: Report of the International Expert Workshop «Case Studies on Sustainable Tourism and Biological Diversity». German Federal Agency for Nature Conservation. 2000. P.450

²⁰ Тухлиев Н., Абдуллаева Т. Менеджмент и организация бизнеса в туризме Узбекистана. -Т.: Гос. Науч. Изд. "O'zbekiston milliy ensiklopediyasi", 2006. -С.386; Hoshimov M. O'zbekiston ekologik turizmi. Monografiya. Samarqand: "Zarafshon" nashriyoti DK, 2009. – B.220. Tuxliev I. Turizm asoslari. Samarqand, SamISI. 2010. B.271, B.Safarov Milliy turistik xizmatlar bozorini innovatsion rivojlantirishning metodologik-uslubiy asoslarini takomillashtirish. i.f.d. diss. avtoref. - Samarqand, 2016. B.71; Hamidov O. O'zbekistonda ekologik turizmni rivojlantirishni boshqarish mexanizmini takomillashtirish. i.f.d. diss. avtoref. - Samarqand, 2017. B.68; Eshtaev A.A. Globallashuv sharoitida turizm industriasini boshqarishning marketing strategiyasi (O'zbekiston Respublikasi turizm tarmog'i misolida). DSc. dissertatsiya avtoreferati – Samarqand. 2019. B.71; Alieva M.T. Iqtisodiyotni erkinlashtirish sharoitida turizm xizmatlari sohasini boshqarishning iqtisodiy jihatlari (O'zbekiston Respublikasi misolida). DSc. dissertatsiya avtoreferati – Samarqand. 2019. B.71; Mirzaev A.T. O'zbekistonda turistik-rekreatsiya faoliyatini boshqarish metodologiyasini takomillashtirish. DSc. dissertatsiya avtoreferati – Toshkent, 2021. B.68; Norchaev A.N. Zamonaviy turizm infratuzilmasining shakllanish va rivojlanish tendensiyalari. DSc. dissertatsiya avtoreferati – Toshkent, 2021. B.78; Alimov A. Qoraqalpog'iston Respublikasida ekologik turizmni rivojlantirishning asosiy yo'nalishlari va istiqbollari // iqtisodiyot fanlari bo'yicha falsafa doktori (PhD) dissertatsiyasi avtoreferati. Samarqand SamISI, 2018. B.54.; Qodirov A.A. Ekologik turizmni rivojlantirishning tashkiliy-iqtisodiy jihatlari // iqtisodiyot fanlari bo'yicha falsafa doktori (PhD) dissertatsiyasi avtoreferati. Samarqand. "Ipak yo'li" turizm va madaniy meros xalqaro universiteti, 2022. B.57.

improvement of economic evaluation methods of ecotourism objects, development of evaluation system adapted to local conditions;

Analysis of the problems of ecotourism development in the Aral Sea region;

to learn about the problems and obstacles in the development of ecotourism from business entities operating in the field;

Development of new ecological tourism routes in the Aral Sea region;

To reveal the specific features of cluster approaches in the development of ecotourism of the Aral Sea region;

Forecasting the dynamics of foreign tourists visiting the Aral Sea region.

Research objects are tourism entities operating in the Aral Sea region.

The subject of research is a set of socio-economic relations related to the mechanisms of ecotourism development in the Aral Sea region.

Logical analysis, comparative analysis, induction and deduction, systematic analysis, expert evaluation method, statistical analysis, social survey, SWOT analysis, statistical grouping methods were used as research methods .

The scientific novelty of the research is as follows:

It is based on the feasibility of developing a map of targeted ecotourism routes to create amenities for tourists in different areas of the Aral Sea region and developing ecocamps and ecoroutes that will allow receiving 50,000 tourists at different points of the region;

In order to diversify tourist services in the city of Nukus, it has been proven appropriate to organize cluster activities specialized in tourism based on the expansion of services such as cultural, MICE tourism, gastro tourism, hotel, SPA, fitness, catering, sale of tourist products;

To develop tour packages from 1 to 4 days in order to extend the stay of tourists visiting the Republic of Karakalpakstan and to develop affordable tour packages that include "Cash beck" discounts provided by the entities of the tourism industry. suggestions are based;

on the basis of the development of ecotourism, the increase in the number of foreign tourists visiting the Aral Sea region has been proven, based on practical recommendations on the application of forecast indicators of the number of foreign tourists visiting the Aral Sea region until 2027.

The practical result of the research is as follows:

-proposals and recommendations were developed for improving the mechanisms of effective organization of ecotourism in the Aral Sea region using advanced international experiences of ecotourism development;

- Proposals for the organization of clusters for the development of ecotourism in the Aral Sea region have been developed;

- objects covering the rich nature, cultural heritage and historical-archeological complexes at the local and international level and to increase the flow of foreign and local tourists;

- In order to develop ecological tourism in the Aral Sea region, a cooperation map (stakeholder mapping) has been proposed to strengthen mutual cooperation between enterprises and organizations interested in tourism;

- Based on the development of ecotourism in the Aral Sea region, the economic model of the Donut (Doughnut) has been developed, which ensures the sustainable development of the regenerative (self-regenerating) economy and the active working environment between the interested enterprises and organizations of the tourism sector.

- The software package of the electronic platform "Ecotourism and Nature Based Tourism in Uzbekistan" has been created to promote ecotourism in the Aral Sea region.

Reliability of research results. The appropriateness of the methodological approach and methods used in the research is based on the official sources of the information base, including the Tourism Committee under the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan, the statistical office of the Statistics Agency under the Republic of Uzbekistan. It is explained by the fact that the information was obtained from the sources of tourism departments of the Republic of Karakalpakstan and Khorezm region, and the relevant conclusions and proposals were tested in practice, and the results obtained were approved by the competent state structures.

Scientific and practical significance of research results. The scientific significance of the research results is that the scientific-practical recommendations and proposals developed on the effective use of the ecotourism potential and organizational-economic factors in the region will increase the flow of foreign and domestic tourists to the Aral Sea region, the role of tourism in socio-economic development, the socio-economic development of the region. is determined by the possibility of use in the development of a complex set of measures aimed at the development of development programs.

Implementation of research results.

On the basis of the scientific conclusions obtained on the improvement of the organizational and economic mechanism of the development of ecotourism in the Aral Sea region:

Proposals to develop a map of targeted ecotourism routes to create amenities for tourists in different areas of the Aral Sea region and to organize ecocamps and ecoroutes that will allow receiving 50 thousand tourists at different points of the region, according to the Decree of the President of the Republic of Uzbekistan dated April 26, 2023 "Measures for the development of tourism in the Republic of Karakalpakstan" (Reference number 02-12-17-2014 dated December 12, 2023 of the Tourism Committee under the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan). As a result of the implementation of the proposal, it was possible to increase the number of tourists visiting ecotourism facilities in the Aral Sea region by 35%;

In order to diversify tourist services in the city of Nukus, the volume of services provided to ecotourists on the basis of the establishment of cluster activities

specialized in tourism based on the expansion of services such as cultural, MICE tourism, gastro tourism, hotel, SPA, fitness, general catering, sale of tourist products by business entities. Proposals to take measures to increase -included in the plan of measures for the development of tourism in the Republic of Karakalpakstan in Resolution No. 135 (Reference number 02-12-17-2014 dated December 12, 2023 of the Tourism Committee under the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan). As a result of the implementation of this proposal, the possibility of doubling the volume of services provided to ecotourists in the region has been demonstrated;

To develop tour packages from 1 to 4 days in order to extend the stay of tourists visiting the Republic of Karakalpakstan and to develop affordable tour packages that include "Cash beck" discounts provided by the entities of the tourism industry. proposals PQ-135 of the decision of the President of the Republic of Uzbekistan dated April 26, 2023 "On additional measures to rapidly develop the tourism potential of the Republic and further increase the number of local and foreign tourists" in the Republic of Karakalpakstan included in the plan of measures for the development of tourism (Reference No. 02-12-17-2014 dated December 12, 2023 of the Tourism Committee under the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan) . The use of scientific results served to increase the income level of ecotourism entities by 22%;

On the basis of the development of ecotourism, practical recommendations on the application of forecast indicators of the number of foreign tourists visiting the Aral Sea region until 2027 have been developed by the Tourism Committee of the Republic of Uzbekistan. In 2023-2025, as a result of the consistent study of the tourism potential of the regions, it was included in the program and "Roadmaps" 02-12-17-2014 dated December 12, 2023 and Certificate of official registration of the program created for electronic calculators No. DGU24118 dated April 13, 2023). As a result, the increase in the number of foreign tourists visiting the region as a result of the development of the ecotourism potential of the Aral Sea region has been proven.

Approval of research results . The results of the research were discussed at 2 international and 2 national scientific-practical conferences.

Publication of research results. A total of 18 scientific works were published on the topic of the dissertation, of which 5 articles were published in scientific publications recommended for publication of the main scientific results of doctoral dissertations of the Higher Attestation Commission of the Republic of Uzbekistan, including 3 republican and 2 foreign scientific journals.

Dissertation volume and structure. The dissertation consists of an introduction, three chapters, a conclusion, a list of references and appendices. The total volume of the work is 105 pages.

THE MAIN CONTENT OF THE DISSERTATION

Introduction, the relevance and necessity of the dissertation topic is based, the purpose and tasks, the object and subject of the research are described, the compatibility with the priority directions of the development of science and technology of the republic is shown, the scientific innovation and practical results of the research are described, the reliability of the research results, scientific and the practical importance is revealed, the implementation of the research results into practice and information on the structure of the Dissertation are presented.

The first chapter of the dissertation is called "**Theoretical and methodological basis of ecotourism development in the Aral Sea region**", and it contains the theoretical foundations of the concept of "ecotourism" and the priority directions for the development of ecological tourism in the region, advanced foreign experience, environmental protection in Uzbekistan the mechanisms of tourism direction development are researched.

When we take a global look to the development of tourism industry in the last 50 years, it can be found out that the industry developed rapidly from almost zero level. Diversification appeared from passport control until bringing drones to the site visits. Respectfully, research on this direction has expanded both from theoretically and practically. Tourism has evolved into the main economic sector of many nations, contributing a sizeable portion of the GDP. Approximately 7% of global exports and 10% of global GDP are attributed to the tourist industry. In global experience, tourism is well known for the minimal resource intensive industry in the world next to the Information technology and artificial intelligence industries.

Based on the terminological analysis of the concept of "ecological tourism", "Ecotourism is a tourist activity that ensures socially responsible and ecologically sustainable development, the preservation and protection of natural and cultural heritage, a trip to nature based on synergistic relations between biodiversity and the local population. It is recognized as a profitable and innovative direction of tourism. In the dissertation, the trends that led to the emergence of the concept of ecotourism are based on the existing scientific and theoretical sources on the development of ecotourism, its practice, and an improved concept of ecotourism is proposed. Based on the existing experience in foreign and national scientific literature, the main principles of the development of ecological tourism, in particular, the minimization of negative consequences in the ecological, socio-cultural direction, maintaining an ecologically stable environment, environmental education and training, obtaining income from tourist activities by the local population and they highlight principles such as promoting nature conservation, contributing to the sustainable development of tourist destinations, and economic efficiency, as well as their different characteristics.

Taking into account the potential, conditions and characteristics of ecological, natural and climatic resources in the Aral Sea region, the introduction of specific criteria for the development of ecotourism in the region, the formation of a special organizational structure that regulates ecotourism, with conditions specific to the

region or close to it it is necessary to apply the experiences of countries with developed ecotourism.

As a solution to the above-mentioned problems, in the research process, developing a strategy for the development of ecological tourism in the region based on modern innovative approaches, determining the growth factors of the ecotourism industry in the region, digital economy for the ecotourism industry, organizational-economic mechanisms of ecotourism development specific to the Aral Sea region aimed at implementation of blockchain technologies, implementation of financial mechanisms supporting ecological tourism business were proposed (Fig. 2).

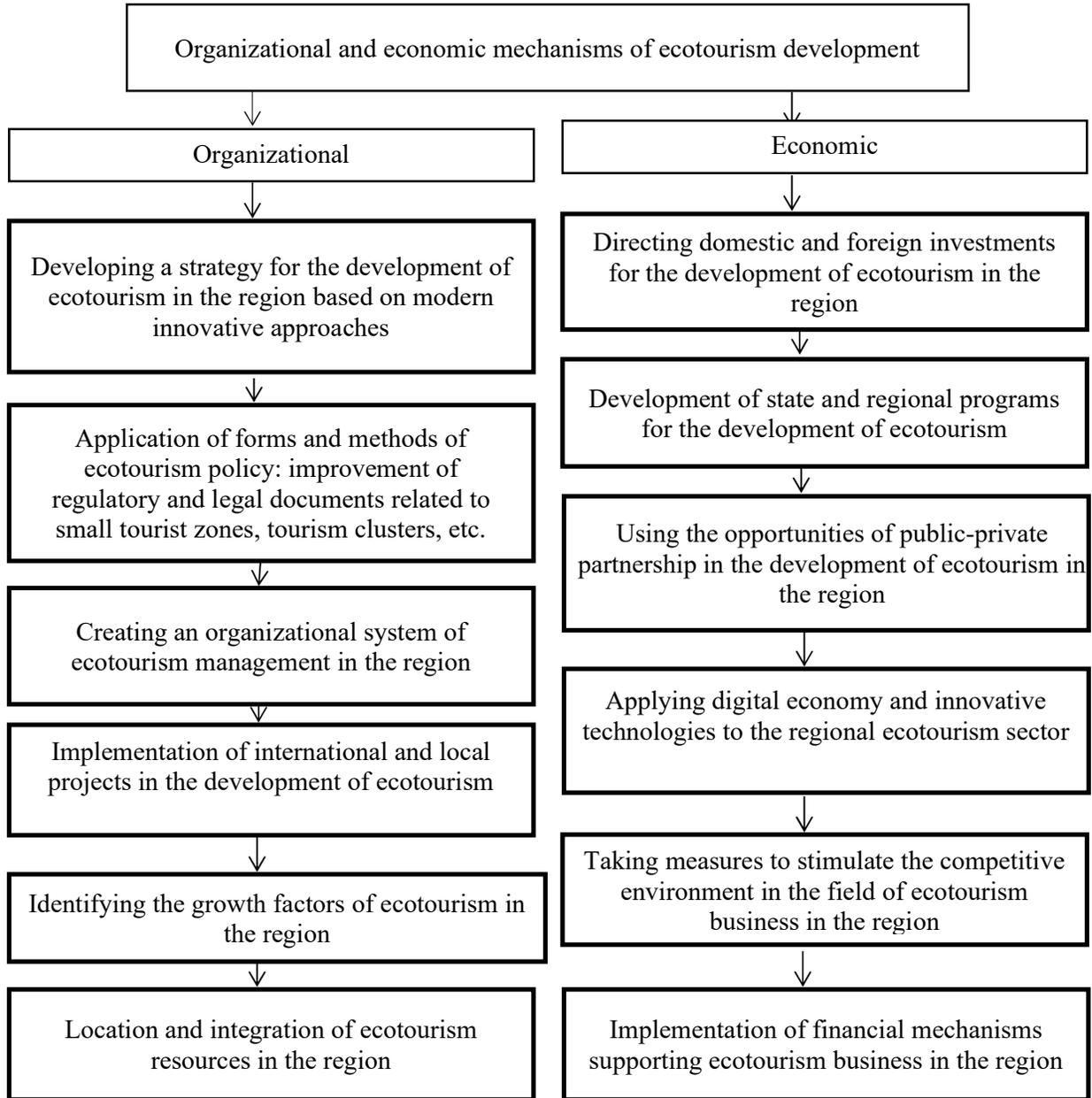


Figure 2. Organizational and economic mechanisms of ecotourism development in the Aral Sea region²¹

²¹Table information is prepared by the author based on foreign and domestic literature.

As a result of the effective implementation of the organizational and economic mechanisms of the development of the tourism sector in the Aral Sea region, cultural, MICE tourism, gastro tourism, hotel, SPA, fitness, catering, Proposals to take measures to double the volume of services provided to ecotourists on the basis of the establishment of cluster activities specialized in tourism based on the expansion of services such as the sale of tourist products. Strengthening organizational and economic aspects of ecotourism development in Aral Sea region would firstly create strong and competitive infrastructure, competitive business environment, increase customer satisfaction among local and foreign travellers, increase tax revenue to the local authorities, create employment opportunities, especially among women and young generation.

In the research work, the Ustyurt Plateau, Jiltirbas, Sudochoye natural reservoirs, Sarikamish lake, Saigachi state reserve, Sudochoye state ornithological reserve are distinguished by their high potential for developing ecotourism. The development of ecotourism in these regions is considered as a secondary or, so to speak, a tertiary direction of the economy at the national and regional level. It was found that there are problems such as the imperfection of the legislation on the development of ecotourism, especially the tax policy, the visa system, land use rules, and the lack of a concrete development plan and strategy for the development of ecotourism on the basis of nature reserves that still meet world standards.

It is desirable to take into account the costs of traveling to the area where the environment and its resources are used in ecological settlements. "Contingent valuation" method is an important complex method for estimating the total value of the leisure and resource amenities among other widely used value methods. In the study , it was proposed to use the method of "Contingent valuation" in the evaluation of natural tourist places in the Aral Sea region. This method is one of the most accurate and appropriate ways to determine the recreational value (price) of non-market goods in desert conditions. The main hypothesis in the method of "contingent valuation" is that the value of a place involves determining how much visitors are willing to pay to use the place.

According to the results of a survey of tourists who visited the Aral Sea and ecotourism destinations in the region , each tourist offered the following prices based on the conditions and affordability of the existing ecotourism destination (Table 1).

Table 1**Selected ecotourism destinations in 2022 in the Aral Sea regions and suggested ticket prices for tourists to them²²**

N	Ecotourism destination	Located address, district	Area (ha)	Distance from Nukus (km)	Specialized service types	Offered entry ticket price, sum
1.	Aral Sea shore	Muynak	500 475	320	Swimming and beach	70,000
2.	Lake Sudochie	Qo`ng`irot	50 395	200	Watching Flamingos	50,000
3.	Ustyurt canyons	Qo`ng`irot	1 578	260	Watching the canyons	40,000
4.	Akchakol lake	Ellikkala	1 613	132	Fishing	35,000
5.	Badau Tugai nature reserve	Amudarya	2 262	90	flora and fauna	30,000
6.	Sultan Uvays mountain ranges	Beruniy	31 255	114	discovering mountain range	25,000

Using this formula, the average entrance fee price for 1 person per facility was determined , and the results are shown in Figure 1 below .

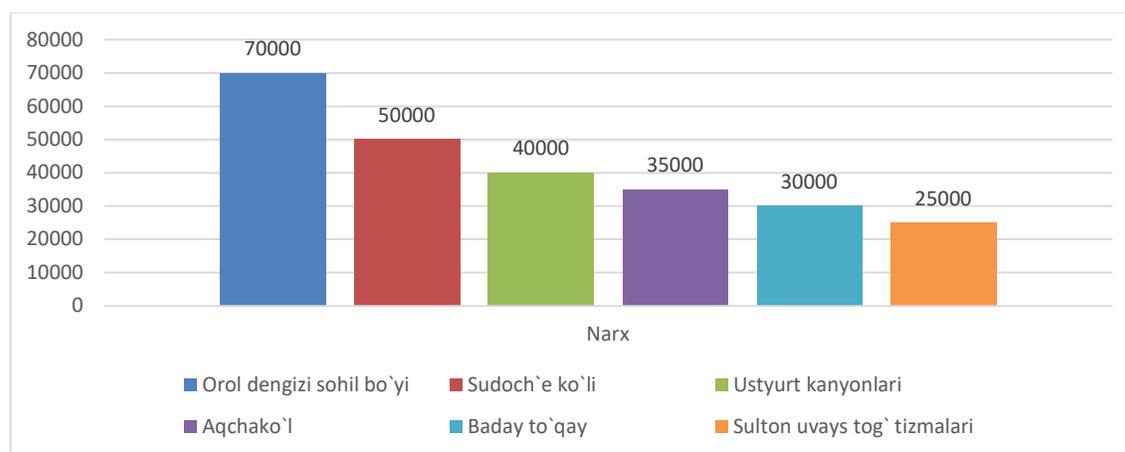


Figure 1. Average fee for ecotourism facilities per person (soums) ²³.

In the course of the research, it was determined that the organizational and economic aspects of the development of ecotourism in the Aral Sea region, where the ecological situation of our country is in crisis and has a high tourist potential, should be thoroughly researched.

Chapter "Analysis of the state of development of ecological tourism in the Aral Sea region and the organizational and economic factors affecting it", the analysis of socio-economic indicators of tourism development in the Aral Sea region, the main directions of the development of ecological tourism in the sustainable

²²Selected by the author

²³Designed and calculated by the author

development of the region, SWOT analysis of tourism development was carried out. Conclusions are given for this chapter.

In recent years, as a result of the reforms implemented in the field of tourism in our country, the flow of foreign tourists visiting the Aral Sea region is increasing year by year. In particular, 63,400 tourists visited Khorezm region in 2015, of which 40,600 were foreign tourists and 22,800 were local tourists. In 2019, a total of 2,646,597 tourists visited, including 420,828 foreign tourists and 2,225,769 domestic tourists. We can see that in 2019, compared to 2015, the number of foreign visitors to Khorezm region increased by 11 times, and the number of local visitors increased by 184 times.

However, the number of foreign and domestic tourists visiting the region in 2020 has decreased sharply due to the impact of the COVID-19 pandemic. In 2021, the total number of tourists who visited the region was 1,297,542, of which the number of foreign tourists was 39,805 and the number of local tourists was 1,257,737. By 2022, 137,462 foreign tourists and 1,488,483 domestic tourists visited the region (Table 2).

Table 2

**Visited guests to the Aral Sea region in 2015-2022
dynamics of changes in the number of tourists ²⁴**

Years	Foreign tourists (Khorezm region)	Local tourists (Khorezm region)	Total	Previous per year relatively change	Foreign tourists (Karakal-Pakistan Res.)	Local tourists (Karakal-Pakistan Res.)	Total	Previous per year relative change
2016	46 614	708 229	754 843	+112%	6 271	7 064	14 335	+118%
2017	60 600	1 100 000	1 160 600	+153%	8 246	7 439	15,785	+110%
2018	123 210	530 455	1 653 665	+140%	82 046	347,000	429 046	+270%
2019	420 828	2 225 769	2 646 597	+160%	100 411	551,000	651 411	+151%
2020	23,050	337 450	500 360	- 87%	3 000	40 000	43,000	- 94%
2021	39,805	1 257 737	1 2 97 542	+360%	24 032	284 584	308 616	+716%
2022	137 462	1 488 483	1 625 945	+125%	50 391	600 849	651 240	+211%

According to the results of the social survey, a total of 11,500 tourists visited the Republic of Karakalpakstan in 2015, of which 5,100 were foreign tourists and 6,400 were local tourists. In 2019, a total of 46,386 tourists visited, including 21,399 foreign tourists and 24,987 domestic tourists. During the last 5 years, as a result of the development of the tourism infrastructure, i.e. the opening of new tourist destinations, the increase in the number of hotels and similar accommodation facilities, the number of foreign tourists who visited the Republic of Karakalpakstan in 2019 compared to 2015 was almost 4, We can see that the flow of local tourists has increased by 2 times and almost 4 times. In 2020, due to the impact of the COVID-19 pandemic, the number of foreign tourists visiting the Republic of Karakalpakstan was 30,000 and domestic tourists were 40,000. In 2021, 24,032 foreign tourists and 284,584 local tourists visited Karakalpakstan. By 2022, 50,391 foreign tourists and 600,849 local tourists visited Karakalpakstan.

²⁴The information in the table was prepared based on the information of the Ministry of Tourism and Sports of the Republic of Uzbekistan.

Also, according to the majority of respondents, ecotourism in the Aral Sea region is beneficial for protecting the environment, offering tourists various extreme adventures, and benefiting the tourism business. The main attributes of ecotourism in the tourism business in the Aral Sea region are those who have expressed a good understanding of natural and cultural identity, environmental education and environmental protection. In the course of our research, a SWOT analysis of the development of ecological tourism in the Aral Sea region was carried out. The strengths of the development of ecological tourism in the region include the existing natural and cultural heritage sites, unique natural climatic conditions, flora and fauna of the Aral Sea, and archeological forts in the region, which are more than three thousand years old . Weaknesses of the development of ecological tourism in the island region are characterized by the fact that the existing infrastructure is not up to the level of demand, the region's tourist enterprises do not operate at the level of market requirements, and the offered tourist products are not sufficiently diversified.

Also, it can be explained that the liberalization of the visa regime, the adoption of programs aimed at the targeted development of tourism in the region, the development of transport infrastructure, and the adoption of the Concept of "Development of ecological tourism in Uzbekistan" are also opportunities for the development of ecotourism in the region. Climate change, increase in the level of migration in rural areas, seasonality and aggravation of the ecological situation were assessed as threats to the development of ecotourism in the Aral Sea region (Table 3). From these SWOT results, the Republic of Karakalpakstan and Khorezm region, which are considered to be the Aral Sea region, are of great importance in the implementation of targeted programs of tourism development in 2022-2026. It is in these programs that large-scale tasks for the development of ecotourism in the region are defined, in particular, the development of new ecotourism routes, the establishment of new ecotourism zones in the Khorezm National Nature Park and the Lower Amudarya state biosphere reserve, and visits to the region is to increase the flow of local and foreign tourists.

Table 3

SWOT analysis of ecotourism development in the Aral Sea region ²⁵

Strengthes		Weaknesses	
1	Surrounded by popular destinations - Samarkand , Bukhara , Khiva , Nukus	1	Absence of regional tourism integration in Central Asia
2	Extreme tourism can be developed around Ustyurt plateau and Amudarya river	2	Low quality of touristic services
3	Opportunities for Hunting , agrotourism , gastronomic, religious and recreational tourism with rich flora and fauna	3	Poor cooperation level of tourism between Aral Sea region and other parts of Uzbekistan

²⁵Table information is prepared by the author based on foreign and domestic literature.

4	Fortresses of ancient Khorezm and Savitsky museum are located nearby	4	Tourists buy tour packages from “third parties” due to the poor level of marketing
5	"Uzbekistan - safe tourism Guaranteed” state program in action	5	Lack of qualified tour operators, tourism agencies and guides
6	Tourism companies in Karakalpakstan have high economic subsidy by state	6	Lack of legislative and state support to support the cluster approach in ecotourism
	Opportunities		Threats
1	Interest of tourists to visit Aral Sea is increasing	1	Climate change and its negative consequences in Aral Sea region
2	Desert tourism development prospects	2	High migration level in remote areas
3	More than 80 country citizens without a visa can arrive to Uzbekistan	3	Rising competition in Central Asia among ecotourism directions
4	State programs directed to develop tourism	4	Seasonality effect of tourism
5	Presence of the concept to develop ecotourism	5	Extreme weather conditions, water salinity and air contamination
6	After the pandemic, visitors have interest to see the nature	6	Political instability in the global arena

Also, in the research process, the feasibility of developing a map of targeted ecotourism routes to create convenience for tourists in different regions of the Aral Sea region, and developing ecocamps and ecoroutes that will allow receiving 50,000 tourists at different points of the region is based on feasibility. The results of this SWOT-analysis can be used in the adoption of regional and state programs for the development of tourism in the Aral Sea region, in the formulation of the strategy for the development of ecological tourism, and in the development of measures to attract foreign investments. Conclusions are given for this chapter.

Chapter of the dissertation, entitled "**Directions for improving the organizational and economic mechanisms of ecotourism development in the Aral Sea region**", new directions for the development of ecological tourism in the Aral Sea region, the application of the Doughnut economic model to the Aral Sea region, and the formation of ecotourism clusters ways are revealed.

Findings outlines how well Uzbekistan's tourism industry comprehends the key components of ecotourism. The sample demonstrates high level of awareness, with the dominant characteristics being honesty, environmental education, and local society benefits. Less emphasis is placed on having fun and unwinding, which shows that tourism enterprises comprehend the need of promoting and developing ecotourism. It elaborates the internal content and context of ecotourism. Survey

participants raised the response that safety is vital foremost next to the natural authenticity. They also highlighted that the service should economically benefit to local community. Adventure element is must do exercise to have unforgettable experience and well-grounded memories from the destinations being visited. Some respondents shared that there might be possible shortage of government support and assisting mechanisms to educate, train the local travel agencies, tour operators and market participants in general.

Poor transport accessibility caused by limited access to international and domestic air and highways, as well as the lack of proper infrastructure in the country, has led the country's tourism sector to focus around traditional destinations: Nukus (Savitsky Museum), Muynak (ship graveyard) and arranged tours to the Aral Sea with an overnight stay in a yurt camp, as well as a visit to the fortresses on the border with Khorezm.

In general, this action increases the positive image of the country in international arena. In these geopolitically unstable environment, especially in Central Asia, self employment and income earning opportunities are essential that decreases dependence on natural resources. Indeed, environmental situation is harsh in Aral Sea region that decreases business competitiveness for local and foreign investors to become engaged in ecotourism business in the Republic of Karakalpakstan and Khorezm region.

In the course of our research, in order to increase the flow of foreign and local tourists and travel days to the Aral Sea region, a complex ecotourism route "Khiva-Aralkum" was developed. As a result of the implementation of this complex ecotourist route, the length of stay of tourists in the Aral Sea region will increase from 1 day to 2 days. This ecotourist route covers a distance of 1100 km and includes a total of 11 tourist objects. The economic efficiency of this route is proportionally related to the satisfaction and happiness of tourists (Table 4).

Table 4

"Khiva-Aralkum" tour route economic analysis²⁶

figures are in USD

№	Indicators	Tourists the number				
		1	2	3	4	5
I. Income :						
1.1	Tour package sale price (person per head)	590	299	199	159	129
	<i>General enter</i>	590	598	597	636	645
II. Costs :						
2.1	Transport (4x4 car , 1000 km road)	300	300	300	300	300
2.2	Tour guide work right	100	100	100	100	100
2.3	In the country to stay cost	10	20	30	40	50
2.4	Food , water	10	20	30	40	50
	<i>General expenses</i>	420	440	460	480	500
	Profit (= Supply - Costs)	170	158	137	156	145
	income tax (4%)	6.8	6.32	5.48	6.24	5.8
	Net profit	163	152	132	150	139

²⁶ Source: The table data is prepared by the author based on the account books of the tourism market.

The above costs and enter amount a tourist to the number dependent be the main one big cost not on the road car (4x4) to transport costs goes two days travel during, this car from 1,000 kilometers more than the distance pressing he tasted. Tour guide and the country costs are also included in the package in consideration received. As a result, net benefit product of the price increases by 20-25 %.

Today, the use of cluster approaches in the development of tourism in the region is of great importance. The development of tourist clusters is one of the important areas of tourism planning. In the Law of the Republic of Uzbekistan "On Tourism" it is interpreted as "Tourism cluster - a set of independent organizations and individual entrepreneurs providing comprehensive tourist services and other additional services necessary to satisfy the needs of tourists"²⁷. Tourism has the following features in terms of cluster structure: connection to a relatively well-understood territorial unit; existence of close cooperation and constant communication between members; participation of participants working in cooperation and trusting each other (in the fields of nature protection, environmental protection, tourism, infrastructure); cooperation of cluster members to achieve common goals ; self-management and organization on lower levels of clustering.

In the course of the research, the feasibility of establishing four small tourist zones (STZ) that will serve as a basis for the development of tourism clusters in the Republic of Karakalpakstan and Khorezm region, which is considered the Aral Sea region, was justified. They consist of:

1. Within the STZ (small tourist zone), tourists can go to Aqchakol lake, which has a high potential for the development of archaeological and nature tourism, located on the Amudarya coast of Ellikkal district. In addition, there is an opportunity to create new tourist routes using recreational resources of Aqchakol, other natural water bodies and forests , resources with high mineral resources. Although Ellikkal district is 140 km from Nukus International Airport, it is close to Urganch International Airport (50 km), where tourists mainly visit Khiva. In the proposed Ellikkal STZ, travelers will have the opportunity to visit the ancient archaeological sites of the Aral Sea region, such as Ayazkala, Tuproqkala, Kyzylkala, Guldursun Castle , Janbas Castle , Anka Castle;

2. The second STZ (small tourist zone) was established in the village of Oltinsoy, located near the Lower Amudarya State Biosphere Reserve (Baday Tuqai) in Beruniy district, a village inhabited by endangered plants, fish, birds and animals. It is offered to be placed in this zone will also be directed to the development of ecotourism and pilgrimage tourism;

3. The third STZ will be located in Moynaq district, which has great prospects for the development of ecological and extreme tourism. The main tourist attraction in Moynaq is the "Ship Graveyard", where old fishing vessels and boats are collected on land. As travelers make their way to the shores of the island, they encounter saxophone plantations planted in Aralkum, swans and pink flamingos in Lake Sudoche. Moynok attracts tourists who want to feel the sensitivity and capriciousness

²⁷ Source: <https://lex.uz/docs/-4428097>

of nature. Therefore, it is necessary to implement comprehensive measures to expand the possibilities of ecotourism, to hold various cultural and recreational activities.

4. It is proposed to establish the fourth - central STZ (small tourist zone) in the city of Nukus, not far from the international airport "Nukus". This zone provides travel services worthy of other STZs. It is known that Nukus, the capital of Karakalpakstan, is connected by railway to Urganch, the center of Khorezm region, which in turn is connected to Bukhara region. In the north, there are connections with Beineu and then Oktau, Kazakhstan, which makes it easy to travel to the regional centers of the neighboring country.

In this section of the dissertation research, the factors of attracting business entities to ecotourism activities in the Aral Sea region were analyzed econometrically. A social survey was conducted to carry out the analysis. 86 respondents took part in the survey, they are business entities engaged in business activities in the Aral Sea region. In the survey, the following factors were identified as factors that attract ecotourism activities:

Y - ecotourism activities take going entrepreneurship subjects;

X₁ – flow of foreign tourists;

X₂ - low interest credit lines;

X₃ - state support;

X₄ - increase the potential of personnel;

X₅ - advertising to foreign markets;

X₆ - transport infrastructure;

X₇ - direct foreign flights with European cities;

ye_{ie} – relative error;

H₀ – X₁, X₂, X₃, X₄, X₅, X₆, X₇ the influence of the factors is not Y statistically significant.

H₁ – X₁, X₂, X₃, X₄, X₅, X₆, X₇ the influence of factors is Y statistically significant

Statistical data were analyzed using STATA software. In the following table, in the case of business entities in tourism activity, which is an involuntary variable, the above seven factors influencing the activity were selected as variables (Table 5).

Table 5

Statistical analysis of the questionnaire 's general indicators²⁸

<i>Regression statistics</i>	
Multiple R	0.937595976
R Square	0.879086215
Adjusted R Square	0.868234977
Standard error	0.1514801
Observations	86

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	7	13.01252036	1.85893148	81.01253365	3.83682E-33
The rest	78	1.789805218	0.022946221		
Total	85	14.80232558			

²⁸Results of STATA analysis based on the author's survey results

The statistical analysis of the results of the survey shows that the increase in the flow of foreign tourists serves as an economic stimulus for existing tour companies, and the following relationship can be observed (Figure 3).

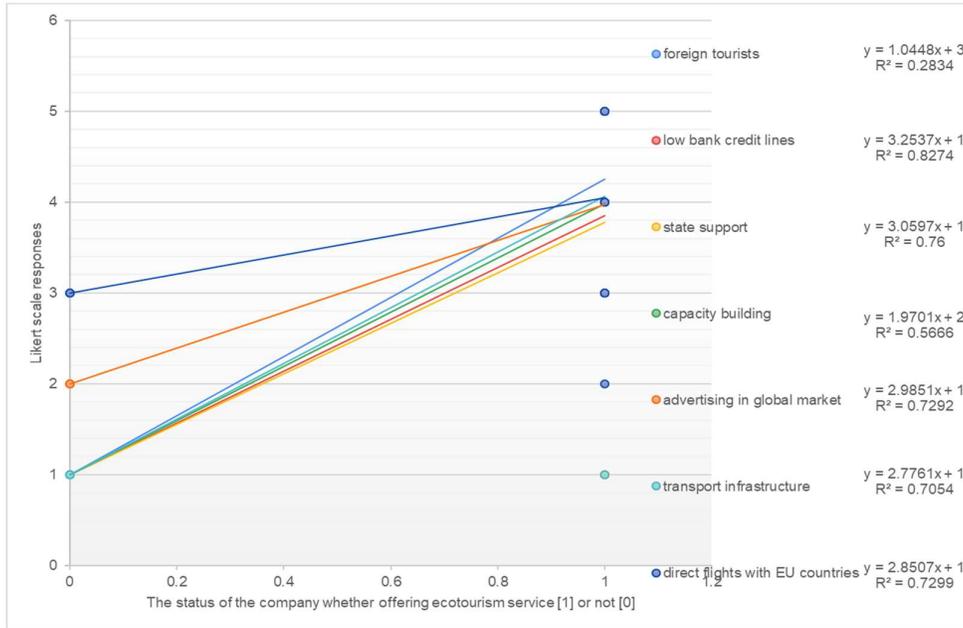


Figure 3. Ecotourism and the relationship of factors affecting it²⁹

According to the analysis, the increase in the number of tourists visiting the Aral Sea region is due to the radical reform of the sector. Foreign advertising, bank credit lines, personnel qualification, transport structure are among the main factors that develop the industry. Based on the obtained results, it is possible to forecast the number of foreign tourists coming to the region until 2027 (Figure 4).

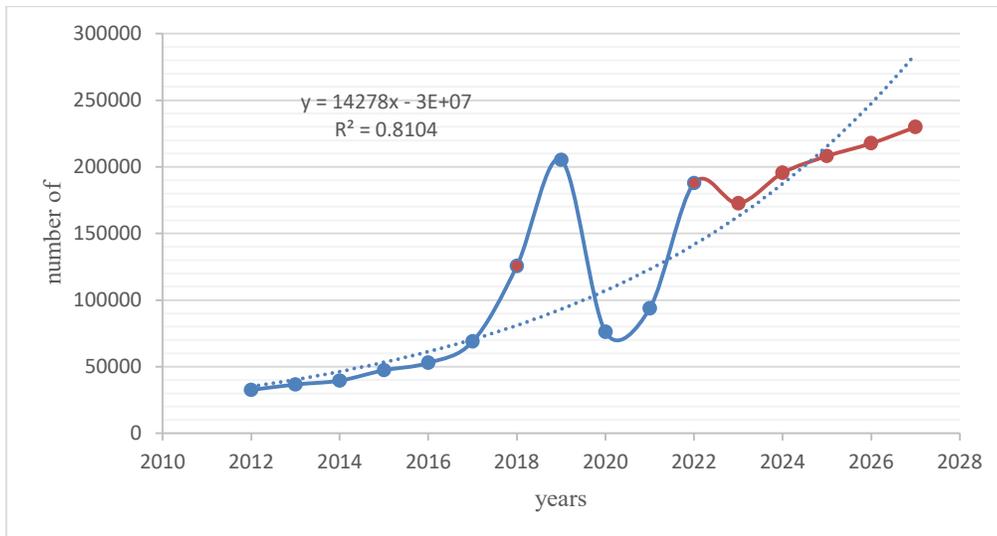


Figure 4 . Foreign tourists visiting the Aral Sea region³⁰

²⁹Results of STATA analysis based on the author's survey results

³⁰Results of STATA analysis based on the author's survey results

According to the forecast, by 2027, the number of foreign tourists visiting the Aral Sea region will exceed 230,000, and this figure is three times more than in 2021. The proposed output trend shows an increasing trend in the flow of tourists.

CONCLUSION

The following conclusions and practical recommendations were developed as a result of research on improving the mechanisms of ecotourism development in the Aral Sea region:

1. "Ecological tourism" is a type of socially responsible and ecologically significant tourism that supports biological diversity, preserves nature and its destinations. This type of tourism strengthens the economic opportunities of the rural population and creates an opportunity to earn income in remote areas of the Aral Sea region;

2. When analyzing the best practices of foreign countries in the development of ecotourism, several important aspects can be distinguished. The development of ecotourism in Bulgaria began in the 1990s, and its model was later applied to all EU countries. The countries of Kenya and Nepal have introduced monthly and weekly restrictions on ecotourism zones. USA's Mono Lake has achieved a tenfold increase in its income in ecotourism with smart planning. Based on the above-mentioned advanced foreign experiences, it is recommended to introduce environmental certification to local tourism entities in the Aral Sea region. This, in turn, serves to increase the competitiveness of business entities in the global ecotourism market ;

3. Huge reforms are being carried out in Uzbekistan on the modernization of regulatory and legal documents related to tourism. The introduction of a visa-free regime for more than 80 countries is a clear example of the easing of barriers in the field of tourism. The introduction of the "open sky" regime at airports in Uzbekistan for foreign air routes is an incentive for tourism operators. Preservation of nature and its biological diversity on the island coast, mitigation of negative environmental changes in the area, preservation of flora and fauna in water and desert conditions, and maximizing tourism opportunities through socio-economic development of remote areas attention is drawn as;

4. Based on the results of the SWOT analysis conducted during the research, suggestions for the further development of ecotourism in the Republic of Karakalpakstan and Khorezm region were developed. Frankfurt-Urganch, Milan-Urganch, Paris-Urganch, Istanbul-Urganch international charter and regular flights ensure the effective marketing of Urganch International Airport and its strong position in the international tourism market. Embodying Urganch International Airport as the western gate of Uzbekistan allows to reduce the seasonal impact of tourism in the western part of our country.

5. It is appropriate to use an inclusive approach for new ecotourism tour packages in the Aral Sea region. The unique aspects of Karakalpakstan that differ from the rest of the Republic of Uzbekistan can be integrated into existing ecotourism packages. Rich cultural heritage, archeological and architectural monuments, skilled crafts, folklore, lively folk dances, fascinating rituals and traditions and warm hospitality represent the unique aspects of the region. Taking into account that the offered tour package covers 10 destinations, most of them are practically not fully covered by existing travel agencies.

6. Most of the problems related to the insufficient development of ecotourism in the Aral Sea region can be solved with the help of "smart branding" strategy. Because the brand and logo, which are the main elements, have already been created. Wide use of "Travel to Aral Sea" promotion at foreign exhibitions will increase the flow of tourists to the region. Effective use of this brand by all market participants of the tourism sector has a positive effect on the economic growth of the local society;

7. Four cluster zones were proposed for the development of ecotourism in the Aral Sea region: Beruniy, Moynaq, Nukus, Ellikkala. In order for this cluster complex to function effectively, the interested parties should cooperate closely, combine the opportunities of representatives of the state, non-state and private sectors of the tourism sector, and harmonize their potential. In the post-pandemic period, the price is considered an important element, and this cluster should be able to compete with the representatives of the countries neighboring the region (Turkey, Azerbaijan, Georgia, Kyrgyzstan). For this, the Nukus cluster zone needs to effectively use administrative and logistical capabilities;

8. The increase in the flow of foreign tourists creates the need to reform all directions related to the tourism sector, as well as acting as an economic stimulus for existing tour companies. Foreign advertising, bank credit lines, personnel qualifications, transport infrastructure are among the main factors that develop the industry. Statistical analysis shows that the number of foreign tourists coming to the region by 2027 will reach 230,000.

9. Ecotourism is a popular trend in the Aral Sea region and is considered promising in the post-pandemic environment. Foreign experience shows that legislation and guidelines on eco-tourism should be focused primarily on the sustainable development of conditions for the local population. At the same time, it is important to ensure the participation of the local population in the development, design, and formation of new ecotourism packages.

The above-mentioned scientific proposal and practical recommendations serve to improve the organizational and economic mechanism of ecotourism development in the Aral Sea region.

**НАУЧНЫЙ СОВЕТ ПО ПРИСУЖДЕНИЮ УЧЕНЫХ СТЕПЕНЕЙ
DSc.33/01.02.2022.I.145.01 ПРИ МЕЖДУНАРОДНОМ УНИВЕРСИТЕТЕ
ТУРИЗМА И КУЛЬТУРНОГО НАСЛЕДИЯ «ШЁЛКОВЫЙ ПУТ»**

УРГЕНЧСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ

САИДМАМАТОВ ОЛИМЖОН АМИНБОЙ УГЛИ

**СОВЕРШЕНСТВОВАНИЕ ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКИХ
МЕХАНИЗМОВ РАЗВИТИЯ ЭКОТУРИЗМА В РЕГИОНЕ ПРИАРАЛЬЯ**

АВТОРЕФЕРАТ

диссертации доктора философии (PhD) по экономическим наукам

Самарканд – 2024

Тема диссертации доктора философии (PhD) зарегистрирована Высшей аттестационной комиссией при министерстве высшего образования, науки и инноваций Республики Узбекистан за номером B2022.2.PhD/Iqt2382.

Диссертация выполнена в Ургенчском государственном университете.

Автореферат диссертации размещён на трех языках (узбекском, английском и русском (резюме)) на веб странице научного совета (www.univ-silkroad.uz) и информационном образовательном портале «ZiyoNet» (www.ziyo.net).

Научный руководитель:

Матякубов Умиджон Рахимович

доктор экономических наук, доцент

Официальные оппоненты:

Ахмедов Икром Акрамович

доктор экономических наук, профессор

Ибрагимов Нутфилло Салимович

доктор экономических наук, профессор

Ведущая организация:

Каракалпакский государственный

университет имени Бердака

Защита диссертации состоится 13 апреля 2024 г. в 10:30 часов на заседании научного совета по присуждению учёных степеней DSc.33/01.02.2022.I.145.01 при Международном университете туризма и культурного наследия «Шёлковый путь». Адрес: 140104, г. Самарканд, Университетский бульвар, 17. Тел: (998 90) 213-89-07; Факс:(998 66) 240-67-68, e-mail: science-dept@univ-silkroad.uz, info@univ-silkroad.uz

С диссертацией доктора философии (PhD) по экономическим наукам можно ознакомиться в Информационно-ресурсном центре Международного университета туризма и культурного наследия «Шёлковый путь» (зарегистрировано за № 10). Адрес: 140104, г. Самарканд, Университетский бульвар, 17. Тел.: (99866) 240-67-68; Факс: (66) 240-67-68; e-mail: info@univ-silkroad.uz

Автореферат диссертации разослан «__» _____ 2024 года.

(реестр протокола рассылки № 10 от «__» _____ 2024 года).

А.А.Эштаев

Председатель научного совета по
присуждению ученых степеней,
д.э.н., профессор

Х.И.Турдибеков

Ученый секретарь научного совета
по присуждению ученых степеней,
к.э.н., доцент

Б.Ш.Сафаров

Председатель научного семинара при
научном совете по присуждению
ученых степеней, д.э.н., профессор

ВВЕДЕНИЕ (аннотация диссертации доктора философии (PhD))

Цель исследования состоит в разработке предложений и рекомендаций по совершенствованию организационно-экономических механизмов развития экотуризма в регионе Приаралья.

Задачи исследования заключаются в следующем:

раскрыть теоретические основы понятия «региональной экотуризм», социально-экономическое значение и задачи экотуризма;

изучить международный опыт развития экологического туризма и проанализировать вопросы его применения в условиях Узбекистана;

исследовать организационно-экономических механизмов развития экотуризма в регионы;

совершенствовать методов экономической оценки объектов экотуризма, разработка системы оценки, адаптированной к местным условиям;

разработать новые маршруты экологического туризма в регионе Приаралья;

выявить особенности кластерных подходов в развитии экотуризма в регионе Приаралья;

разработать предложения по развитию экотуризма в регионе на основе прогнозирования динамики количества иностранных туристов, посещающих регион Приаралья.

Объектом исследования являются туристические субъекты, осуществляющие свою деятельность в регионе Приаралья.

Предметом исследования является совокупность социально-экономических отношений, связанных с развитием экотуризма в регионе Приаралья.

Научная новизна исследования заключается в следующем:

обоснована необходимость разработки карт целевых маршрутов экотуризма для создания удобств туристам в различных регионах Приаралья, а также разработки эколагерей и экомаршрутов, которые позволят принять 50 тысяч туристов в различных точках региона;

доказаны предложения по диверсификации туристических услуг в городе Нукусе на основе организации кластерной деятельности экологического туризма путем расширения таких услуг, как культурный, МІСЕ-туризм, гастротуризм, гостиничный, СПА, фитнес, общее питание, продажа туристических услуг;

обоснованы предложения по разработатке доступных турпакетов субъектами туристической отрасли длительностью от 1 до 4 дней в целях продления пребывания туристов, посещающих Республику Каракалпакстан, включающие скидки «Кэшбэк»;

разработаны прогнозные показатели количества посещающих иностранных туристов с учетом экотуристического потенциала регион Приаралья до 2027 года.

Внедрение результатов исследования. На основе полученных научных выводов по совершенствованию организационно-экономических механизмов развития экотуризма в регионе Приаралья:

Обоснованы предложения по разработке карт целевых маршрутов экотуризма для создания удобств туристам в различных регионах Приаралья, а также разработки эколагерей и экомаршрутов, которые позволят принять 50 тысяч туристов в различных точках региона, которые включены в план мер по развитию туризма в Республике Каракалпакстан реализуемые в 2023 году, утвержденного Постановлением Президента Республики Узбекистан «О дополнительных мерах по ускоренному развитию туристского потенциала республики, а также дальнейшему увеличению количества местных и иностранных туристов» от 26.04.2023 г. № ПП-135 (справка №02-12-17-2014 Комитета по туризму при Министерстве экологии, охраны окружающей среды и изменения климата Республики Узбекистан от 12 декабря 2023 года). В результате реализации предложения удалось увеличить количество туристов, посещающих объекты экотуризма в регионе Приаралья на 35%;

Доказаны предложения по диверсификации туристических услуг в городе Нукусе на основе организации кластерной деятельности экологического туризма путем расширения таких услуг, как культурный, МІСЕ-туризм, гастротуризм, гостиничный, СПА, фитнес, общее питание, продажа туристических услуг, которые включены в план мер по развитию туризма в Республике Каракалпакстан, реализуемые в 2023 году, утвержденного Постановлением Президента Республики Узбекистан «О дополнительных мерах по ускоренному развитию туристского потенциала республики, а также дальнейшему увеличению количества местных и иностранных туристов» от 26.04.2023 г. № ПП-135 (справка №02-12-17-2014 Комитета по туризму при Министерстве экологии, охраны окружающей среды и изменения климата Республики Узбекистан от 12 декабря 2023 года). В результате реализации данного предложения получена возможность удвоить объёма услуг, оказываемых экотуристам региона;

Обоснованы предложения по разработатке доступных турпакетов субъектами туристической отрасли лительностью от 1 до 4 дней в целях продления пребывания туристов, посещающих Республику Каракалпакстан, включающие скидки «Кэшбэк», которые включены в план мер по развитию туризма в Республике Каракалпакстан, реализуемые в 2023 году, утвержденного Постановлением Президента Республики Узбекистан «О дополнительных мерах по ускоренному развитию туристского потенциала республики, а также дальнейшему увеличению количества местных и иностранных туристов» от 26.04.2023 г. № ПП-135 (справка №02-12-17-2014 Комитета по туризму при Министерстве экологии, охраны окружающей среды и изменения климата Республики Узбекистан от 12 декабря 2023 года), использование данных научных результатов позволило повысить уровень доходов субъектов экотуризма на 22%;

разработаны прогнозные показатели количества посещающих иностранных туристов с учетом развития экотуристического потенциала регион

Приаралья до 2027 года, которые включены в план мер по развитию туризма в Республике Каракалпакстан, реализуемые в 2023 году, утвержденного Постановлением Президента Республики Узбекистан «О дополнительных мерах по ускоренному развитию туристского потенциала республики, а также дальнейшему увеличению количества местных и иностранных туристов» от 26.04.2023 г. № ПП-135 (справка №02-12-17-2014 Комитета по туризму при Министерстве экологии, охраны окружающей среды и изменения климата Республики Узбекистан от 12 декабря 2023 года). В результате доказано увеличение количества иностранных туристов, посещающих регион, в результате развития экотуристского потенциала региона Приаралья.

Объем и структура диссертации. Диссертация состоит из введения, трех глав, заключения, списка использованной литературы и приложений. Общий объем работы составляет 105 страниц.

E'LON QILINGAN ISHLAR RO'YXATI
LIST OF PUBLICATIONS
СПИСОК ОПУБЛИКОВАННЫХ РАБОТ

I BO'LIM (PART I; I ЧАСТЬ)

1. Saidmamatov O.A. Sustainable ecotourism development in the Aral Sea region of Uzbekistan: TOWS analysis // Xorazm Ma'mun Akademiyasi axborotnomasi: ilmiy jurnal. – Xiva.:2022. - №6 /2 / 90. B.26-28. (08.00.00; №21)

2. Saidmamatov O.A. Prospects and challenges for Ecotourism Development in the Aral Sea Region of Uzbekistan // Journal of Economy and Entrepreneurship – Moscow.: 2022. P. 488-494. (08.00.00; № 29)

3. Saidmamatov O.A. The role of the cluster approach for ecotourism development in Aral Sea region of Uzbekistan // Iqtisodiyot va turizm xalqaro ilmiy va innovatsion jurnali – Buxoro.:2022. - №1(3). B.28-35. (OAK 315/5-sonli xulosasi 30.04.2022 y.)

4. Saidmamatov O.A. Impact of COVID-19 on the tourism industry of Aral Sea region of Uzbekistan // Iqtisodiyot va innovatsion texnologiyalar ilmiy elektron jurnali – Toshkent.:2022. - №3. B.105-114. (08.00.00; №10)

5. Saidmamatov O.A. Further development of ecotourism in Aral Sea region of Uzbekistan: opportunities and challenges // Journal of Management Value and Ethics, G.: 2023. – Vol.13, No.2. P.145-147. (08.00.00; № 6)

6. Saidmamatov O.A. “Ecotourism in Aral Sea region of Uzbekistan: problems and opportunities” // Madaniyatlararo muloqot va turizm mavzusida xalqaro ilmiy onlayn konferensiya. Toshkent, 2022 yil, 233-237 bet.

7. Saidmamatov O.A. “Sustainable ecotourism development in the Aral Sea region of Uzbekistan: TOWS analysis” // Uchinchi Renessansda ilmiy amaliy tadqiqotlarning dolzarb muammolari ilmiy amaliy onlayn konferensiyasi. – Urganch: 2022. B.115-119.

8. Saidmamatov O.A. “Employing ecotourism opportunities for sustainability in the Aral Sea region: prospects and challenges” // Mintaqani innovatsion va investitsion rivojlantirishni ekonometrik modellashtirish mavzusidagi respublika miqyosidagi ilmiy amaliy konferensiya. – Urganch: 2022. B.79-82.

9. Saidmamatov O.A. “Ecotourism for sustainable development: Case study from Uzbekistan” // O'zbekistonda ishbilarmonlik (MICE) turizmini yanada rivojlantirishning ustuvor yo'nalishlari mavzusidagi xalqaro ilmiy-amaliy konferensiya. – Urganch: 2022. B.217-221.

II BO'LIM (PART II; II ЧАСТЬ)

10. J.Y.Jeong, M.Karimov, Y.Sobirov, O.Saidmamatov, P.Marty. Evaluating Culturalization Strategies for Sustainable Tourism Development in Uzbekistan // Sustainability – Basel: 2023 – Vol. 15, Issue 9. P.7727 (Scopus)

11. O.Saidmamatov, N.Tetreault, D.Bekjanov, E.Khodjanizayov, E.Ibadullaev, Y.Sobirov, LR. Adrianto. The Nexus between Agriculture, Water, Energy and Environmental Degradation in Central Asia—Empirical Evidence Using Panel Data Models // Energies – Basel:2023 – Vol.16 Issue 7. P.3206. (Scopus)

12. O.Saidmamatov, U.Matyakubov, E.Khodjaniyazov, J.Day, P.Marty, J.Zhao. The impact of Central Asian tourists' risk perception on their travel intentions during the COVID-19 // *Turyzm/Tourism – Lodz:2022 – Vol.31, Issue 2, P.133-154.* (Scopus);

13. O.Saidmamatov, U.Matyakubov, J.Day, P.Marty, E.Khodjaniyazov, E.Ibadullaev, D.Bekjanov, M.Matniyozov, B.Matyusupov. Impact of COVID-19 on the Tourism Industry of Uzbekistan and State Support during the Pandemic // *Advances in Hospitality and Leisure – Bingley:2022 -Vol.17, Issue 3, P.163-174.*

14. O.Saidmamatov, U.Matyakubov, E.Khodjaniyazov, J.Day, E.Ibadullaev, S.Chuponov, D.Bekjanov, M.Matniyozov, B.Matyusupov. TOWS analysis for sustainable ecotourism development and state support during the pandemic: The Aral Sea region of Uzbekistan. // *Turyzm/Tourism – Lodz:2021- Vol.31, Issue 1, P.47-56.*

15. O.Saidmamatov, I.Rudenko, U.Baier, E.Khodjaniyazov. Challenges and Solutions for Biogas Production from Agriculture Waste in the Aral Sea Basin // *Processes – Basel: 2021 – Vol.9, P.199* (Scopus)

16. O.Saidmamatov, I.Rudenko, U.Matyakubov, V.Filimonau, T.Luthe, J.Day. Employing ecotourism opportunities for sustainability in the Aral Sea region: prospects and challenges // *Sustainability – Basel: 2020 – Vol.12, Issue. 21* (Scopus).

17. O.Saidmamatov, I.Rudenko, S.Pfister, J.Koziel. A Nexus Framework for Promoting Regional Integration in Central Asia // *Water – Basel:2020 – Vol.,12, Issue. 7.*(Scopus)

18. O.Saidmamatov, T.Romano, T.Luthe, C.Adler, Mountain Resilience: A systematic literature review and paths to the future // *Mountain Research and Development Mountain Research and Development – Basel: 2022. Vol.42, Issue 2. P.23-36* (Scopus)

19. O.Saidmamatov, U.Matyakubov. «Ecotourism and Nature Based Tourism in Uzbekistan» elektron platformasining dasturiy paketi // Elektron hisoblash mashinalari uchun yaratilgan dasturning rasmiy ro'yxatdan o'tkazilganligi to'g'risidagi Guvohnoma № DGU 24118, 25.03.2023, Toshkent.

Dissertatsiya avtoreferati “Khwarezm publication” nashriyotida tahrir qilindi.

Bosishga ruxsat etildi: 09.03.2024-yil.
Bichimi 60x84^{1/16}, “Times New Roman”
garniturada raqamli bosma usulida bosildi.
Shartli bosma tabog‘i 3,5. Adadi: 100. Buyurtma: № 4
“Khwarezm travel” bosmaxonasida chop etildi
220502, Xorazm, Urganch tumani, Zargarlar mahallasi,
Marvarid ko‘cha 7-yo‘lak 4-uy

