

THE ECOLOGICAL TOURISM'S PHENOMENON IS CONSIDERED AS A MAINSTREAM OF CURRENT WORLD

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Abstract: The article discusses various approaches to the definition of the concept "ecological tourism". In general, there are two main approaches to the definition ecological sector of tourism. In the first case, ecotourism is called tourism, the main object of which is "wild" nature. Other scholars identify the concepts of "ecological tourism" and "sustainable" or "green tourism", which is characterized by nature management that does not lead to the degradation of resources, because part of the income from its development is used for their protection and restoration. The publication analyzes both approaches to the definition of the concept and argues their absence. The author identifies three groups of definitions of the concept "ecological tourism" in terms of content. The first group included definitions that are general and abstract and do not reflect the entire specificity of ecological tourism. The second group consisted of definitions of the concept, which display only 3 components of ecological tourism. In the third group more specific definitions were presented, but in which the authors focus on various aspects of this type of tourism. The author made an attempt to formulate his own definition of the concept of "ecotourism": this is a nature-oriented type of tourism, which is designed to harmonize the relationship between man and the environment, an important function of which is environmental education and upbringing. Its implementation requires relatively untouched natural and distinctive cultural landscapes, a sensitive and careful attitude to ecosystems, assistance in implementing environmental projects and improving the well-being of the local population

Key words: sustainable tourism, ecological tourism, environment, careful environmental management

1.Introduction

Scientific, technical and socio-economic progress has led to an accelerated tourism development. Because of this, in places massively visited by tourists, serious problems in the field of ecology, culture and social development. The uncontrolled growth of tourism, driven by the desire to make a quick profit, often leads to negative consequences - damage to the environment and local communities. This forces humanity to take care of the conservation of natural, historical and cultural values.

2.Problem Statement

It should be noted that the first steps in this direction were taken in 1992 in Rio de Janeiro at the UN Conference on Environment and Development. On the conference approved the program document "Agenda for the 21st century" ("Agenda 21") and adopted the Declaration on Environment and Development. The adoption of this document was the beginning of the introduction of a radical innovation in the tourism sector - the principle of sustainable tourism development proposed by UNWTO. This radical innovation forces tourism workers and tourists to change their views in general on tourism, on the relationship of its participants. Later, in 2004, the World Tourism Organization formulated the concept sustainable development of tourism. Achieving sustainable tourism is continuous a process that requires constant monitoring of environmental impacts, and, if necessary, appropriate warnings and/or corrective measures [8, p. 56]. Thus, largely due to the given vector active development receives such a nature-oriented type of tourism as ecological.

3.Preliminary Literature Review

In the scientific literature, the topic of ecological tourism is represented by such domestic geographers, economists, ecologists, biologists, teachers and psychologists, such as E. I. Arsenyeva, T. V. Bochkareva, V. A. Drozdov, A. S. Kuskov, E. Yu. Ledovskikh, N. V. Moraleva, I. N. Panov, T. K. Sergeeva, G. A. Sorokina, V. B. Stepanitsky, N. V. Feoktistova, V. V. Khrabovchenko, V. P. Chizhova, A. I. Eitingon. Certain issues of ecotourism are considered in scientific and educational-methodical works of O. G. Amarova, E. N. Bukhova, V. B. Pozdeev, A. V. Reznikova, G. I. Gladkevich, L. I. Egorenkova and others. Favourably distinguished by their variety of approaches to the analysis of ecotourism activities of foreign scientific schools of ecotourism. It is quite clear to distinguish 4 schools - American, Australian, German, Mexican. Concepts ecological and sustainable tourism are reflected in the works of H. Ceballos-Lascurain, E. Boo, J. Krippendorf, Epler Wood, P. Jonsson, K. Lindberg, D. Hawking, T. Whelan, I. Mose, B. Steck, P. Valentine, K-H. Rochlitz, D. Kramer, W. Strasdas, G. Wallace, K. Ziffer, P. Hasslacher, D. McLaren, D. Western, N. Ward, P. Wight and others [1, p. 186–205]. However, despite the considerable amount of research work on this issue, there is still no single universal definition concept of "ecological tourism". Currently, domestic and foreign experts cannot agree on a conceptual definition of ecotourism activities.

4. Discussions

In this regard, in this article, we will analyze the existing definitions of the concept "ecological tourism"; we will attempt to develop the author's version of the definition of this concept. In the early 80s. 20th century the first scientific studies began to appear in the press, devoted to the study of the negative consequences of the impact of tourism on nature recreational areas. There was growing criticism of "hard tourism". These publications was Europe - densely populated, industrialized,

leading in development of the travel industry. In 1980, in the West German magazine "TEO" was published an article by the German futurologist R. Jungk "How many tourists per hectare beach?" In 1981, the book by H. Weiss "Peaceful destruction of the landscape and measures for its rescue in Switzerland. The scientific development of this direction has led to the emergence of the concepts of "ecological tourism", "soft tourism", "green tourism" [7]. There is an opinion that for the first time the term "ecotourism" was used by Miller in 1978 as a designation of one of the options for the sustainable development of tourism, but there is also a statement that the concept of "ecological tourism" was for the first time was used as early as 1965 by the researcher Hetzer [21]. However, most researchers agree that this term was first mentioned Mexican environmental economist Hector Ceballos-Lascurain (Ceballos-Lascurain) in one of his works in 1983. In its original formulation, ecotourism is "these are trips to relatively untouched corners of nature to meet and explore nature, samples of wild flora and fauna, as well as cultural attractions, located in these territories" [14, p. 13–14]. In 1993, the author has revised the initial the definition. In the final formulation of the researcher ecotourism is "eco-responsible travel in relatively undisturbed natural areas in order to get to know and study nature and associated cultural attractions that contribute to the preservation environment, causing minimal damage to nature and creating social economic benefits for the local population through their active involvement in tourism process" [15]. In 1996, this definition was approved International Union for Conservation of Nature [11]. Thus, almost simultaneously in both the Old and New Worlds there were formulated the concept of tourism, compatible with ecological and social demands, i.e. responsible to nature, contributing to it protection, increasing the ecological culture of travellers, performing educational function, caring for traditional cultures and society local population. In Uzbekistan, the term "ecological tourism" appeared after the first decade of 21th century. The Ministry of ecology and the committee Tourism of the republic of Uzbekistan , when its specialists developed and implemented the

routes "Eco tour along Aral sea", "Eco tour along the valley of the Soqoq", etc. [10], which for the first time in the country were officially named "ecological tourism routes". Then under the phrase "ecological tourism" meant routes built in such a way that the presence of tourists has a minimal influence the natural environment, moreover, if possible, participated in their decision. In general, there are two main approaches to the definition of the environmental sector tourism. In the first case, ecotourism is called tourism, the main object of which is wild nature. Ecotourism as a direction of tourism activity formed in the United States of America in the 1980s. Last century in line with tourism development for naturalists within the most remote and vulnerable regions peace. Its most frequently cited definition is the following: "Ecotourism is tourism within territories not actually affected by the existence humanity. It should contribute to the conservation of nature and well-being local population" [13, p. 17–29]. In our opinion, this approach is not completely justified, because for recreation in the natural environment, environmental education and education, implementation of environmental protection measures, promotion of improvement well-being of the local population, exclusively "wild" nature is not a prerequisite.

5. Findings

Moreover, the circle of tourists capable of making the trip to such corners of the planet is significantly narrowed due to the need for special training, which does not contribute to the development of this type of tourism. Other scientists equate the concepts of "ecological tourism" and "sustainable" or "green tourism", which is characterized by the use of nature, not leading to the degradation of resources, since for their protection and restoration part of the proceeds from its development is used [12]. However, in our opinion, such terms cannot be synonymous and equate to each other for some reason: the concept of sustainable tourism provides for the integrity of the tourism industry and covers both agricultural and urbanized areas and natural

landscapes, including the idea of cultural and architectural heritage, and calls for behavioural change both within its country and in the country being visited. World Tourism Organization (WTO) identified three main requirements for the development of sustainable tourism: 1) resources the natural environment must be protected; 2) local communities should have benefits both for the economy and for improving the quality of life; 3) visitors must be provided with quality service. Based on these provisions, it is possible argue that the concept of "sustainable tourism" is much broader and more voluminous than the concept of "ecological tourism". Because of the analysis of existing definitions of environmental tourism can be divided into several groups. The first group includes definitions which, in our opinion, are general and do not fully reflect all the specifics this type of tourism (Table 1)

Table 1 - General definitions of eco-tourism

Author, year	Definitions
K. Miller's definition, 1978	This is sustainable tourism, sensitive to the environment, including the study of the natural and cultural environment and aims to improve the situation in this environment [19]
The International Organization of Ecotourism (TIES), 1990	This is a responsible journey to natural areas, preserving the environment and supporting the well-being of local residents [20]

World Wildlife Fund , 1990	it is nature tourism that contributes to the protection of nature [16]
K. Lindbergh, 1993	it is sustainable and nature-oriented tourism and recreation [18]
Marcus Endicott, 1997	These are trips with a low anthropogenic impact on the environment. environment or nature tours [10]
Advisory Council Canadian Environmental environment, 1999	is a type of tourism associated with the knowledge of nature and contributing to conservation of ecosystems while respecting the interests of the local population [10]
Y. L. Mazurov, 2004	it is an active form of recreation based on inexhaustible use of natural resources [5]
The Swiss school of ecotourism	it is a quiet or calm tourism, which should provide physical and spiritual recreation for people in direct contact with landscape, taking into account the long-term interests of local residents [4]
Ecotourism Society of the United States	these are any types of tourism and recreation in nature that do not cause damage to natural complexes, contribute to the protection of nature and improving the welfare of the local population [20]

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of tourism (Table 1) Table 1 - General definitions of eco-tourism
In the second group of definitions of ecological tourism, we included those definitions in which, as the main components, a mild effect on environment, stimulating and promoting the protection of the biosphere, economic benefit for the local population.

Author, year	Definitions
International Survival Society	Ecotourism encourages the primacy of local residents ' interests in the tourist development of the territory, protects the local flora and fauna, and provides local residents with economic incentives to preserve the environment [2, p. 92]
IUCN	A journey with responsibility to the environment through relatively undisturbed natural areas to explore and enjoy nature and cultural attractions, which contributes ⁹³ to nature conservation, has a mild impact on the environment, ensures active socio-economic participation of local residents and benefits from these activities [17]
German Ecotourism Society, 1995	A set of forms of tourism in which a conscious attempt is made to minimize the negative impact on the environment, to help finance protected natural areas, and to create sources of income for the local population [19]

Looking at the table in more details, the definitions given in Table 2 are more specific than the previous group of definitions, but they do not reflect the essence of the main motives of ecotourism, do not illustrate all its versatility and versatility

In the third group of definitions of the concept of "ecological tourism", we included those definitions in which an attempt is made to reveal the content and essence of the ecological tourism, but the emphasis is placed differently. For example, N. N. Mamaeva defines eco-tourism as "a kind of nature tourism, which, as a rule, is carried out in relatively untouched corners of nature for the purpose of ecological education, acquaintance with the traditional way of life, crafts, folklore traditions and history. The main conditions for such tourism are careful use of natural resources, ensuring the conservation of natural cultural complex and supporting the local, mostly traditional economy". By According to the author, the main goals of ecological tourism are "environmental education and acquaintance with the traditional way of life, crafts, folklore traditions and historical past" [6]. G. S. Guzhin, M. Yu. Belikov and E. V. Klimenok reflect a completely different main motive of ecological travel in their vision of eco-tourism: "a journey based on concern for the environment and the organization of trips with a limited number of participants to natural areas with possible visits to places of cultural interest in order to implement various projects for the protection and rational use of natural resources" [3]. According to the tourist terminology dictionary, eco-tourism is "a combination of travel with an environmentally sensitive attitude to nature, which allows you to combine the joy of exploring new landscapes, studying samples of flora and fauna with the opportunity to contribute to their protection. The main resource of ecotourism is protected areas – nature reserves, national and natural parks, unique and typical landscapes. Ecotourism contributes economically to the preservation of nature: protected areas attract tourists, for which jobs are created; natural resources become recreational, their use is based on compliance with environmental laws " [9]. The authors of this definition emphasize that " the main resource of ecotourism is protected areas." In our opinion, this interpretation narrows the possibilities of eco-tourism too much and is somewhat outdated.

Thus, based on the analysis of a number of definitions of domestic and foreign scientists our vision and understanding of the nature and content of eco-tourism is defined in the following wording: eco-tourism is nature-oriented type of tourism, which is designed to harmonize relations between man and the environment, an important function of which is environmental education and upbringing. Mandatory conditions for his implementation are relatively untouched natural and original cultural landscapes, sensitive and careful attitude to ecosystems, promotion of environmental projects and improving the welfare of the local population.

Conclusion

In conclusion, it should be noted that based on the analysis of the definitions of the concept of "eco-tourism", three main approaches to its interpretation were identified: The first is general definitions, where the main drawback is page the broadness of definitions and their abstractness, the second – the authors' definitions that highlight only three main components of ecotourism, and the third – definitions that fully reveal the essence of the concept, but they focus on various aspects of this type of tourism. An attempt was also made to formulate the author's own definition of the concept of "eco-tourism". Prospects for further research will be related to the study of the essence and content of professional training of specialists in eco-tourism.

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