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IBI (India) = 4.260  
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

## International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2024 Issue: 02 Volume: 130

Published: 23.02.2024 <http://T-Science.org>

Issue

Article



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## THE NEED TO IMPROVE THE PHILOSOPHICAL CHARACTERISTICS OF SOCIAL NETWORKS IN THE ECOTOURISM SYSTEM

**Abstract:** This article talks about the need to improve the unique philosophical features of social networks in the ecotourism system. In it, the philosophical justification of the essence of the concepts of ecotourism and social network, at the same time, the fact that it is aimed at increasing the role of human development in ensuring social stability today is scientifically and theoretically based.

**Key words:** ontology, substance, ecotourism, account, driver, licensing, reserve, media literacy, economy, ecology, geography.

**Language:** English

**Citation:** Amonov, M. E. (2024). The need to improve the philosophical characteristics of social networks in the ecotourism system. *ISJ Theoretical & Applied Science*, 02 (130), 269-272.

**Soi:** <http://s-o-i.org/1.1/TAS-02-130-27> **Doi:**  <https://dx.doi.org/10.15863/TAS.2024.02.130.27>

**Scopus ASCC:** 3300.

### Introduction

UDC 379.659.4

Today, special attention is paid to the development of media literacy in our country. Philosophical analysis of the historical processes, scientific-theoretical views, practical-conceptual foundations related to this concept in the emergence, formation and development of social networks can provide sufficiently complex and systematic scientific ideas about it. In this sense, the philosophical justification of the essence of this concept is distinguished by the fact that, at the same time, it is aimed at increasing the role of human development in ensuring social stability today. After all, the issue of ensuring security related to social networks, which arose at the end of the 20th century and the beginning of the 21st century, has become one of the urgent tasks facing scientists from all over the world. In particular, social networks have increased the relevance of researching issues aimed at meeting the needs of society.

### LITERATURE REVIEW.

Although the research carried out by experts in the field is very close to each other, similar to each other in terms of implementation methodologies, it

can be recognized that their goals and fields of study are different. In particular, scientists such as Mayra Sanchez Morgan, [3.-P.17] I.P.Menbere, K.Miller, V.Zorin, V.A.Kvartalnov, V.V.Khrabovchenko on issues of expansion of ecotourism opportunities, sustainable development of ecotourism, role of ecotourism It is permissible to confess.

### RESEARCH METHODOLOGY.

It should be admitted that today the speed of information distribution and delivery of information networks has become somewhat faster than that of the mass media. Internet information sharing and active use of social networks are becoming increasingly popular all over the world. In general, such actions are the cause of many discussions by the general public in terms of their positive and negative characteristics. It is no secret that social networks are becoming the main tool in terms of the impact of social, political, spiritual and educational changes taking place in society on the human psyche.

The development of ecotourism in Uzbekistan requires a comprehensive approach coordinated in all aspects. It is necessary to involve all interested parties involved in this work. This is the only way to prevent mistakes that may occur during the development of ecotourism and prevent negative consequences.

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Special attention should be paid to the local association whose main activity is tourism. It should be noted that the establishment of ecotourism based on local associations is a new structure that has not yet been fully tested in the conditions of Uzbekistan, involving local communities and organizations. Currently, there are no special credit schemes to support the local association. Funding of residences is carried out through local authorities. Investments in the Chotkal oasis and ecotourism regions are facing certain difficulties, because the financial benefits can only begin to come in the future. The development of the local association should be supported by the state and society. This issue is particularly related to land use, taxation, licensing and registration of economic activities, and solving border problems. Based on the current legislation, it is possible to propose several ways of developing ecotourism. Creating a center for the development and support of ecological tourism (creating laws on the tourism of specially protected natural areas, destinations, ecotourism regions, etc.); - creation of ecological tourism infrastructure (guaranteeing foreign investments involved in the construction of free tourist areas, tourist facilities, creating laws on supporting private entrepreneurship in tourism, etc.). There are great opportunities for the development of ecological tourism in Uzbekistan. Attractive mountains and rivers, beautiful landscapes, traditional lifestyle, historical and religious centers are the most necessary factors for ecological tourism. The development of ecotourism in Uzbekistan should become an integral part of the strategy of sustainable tourism development in the republic. The field of media literacy is of great importance in the further development of such processes and in increasing their effective influence on the country's economy.

"Ecotourism is tourism that is carried out in relatively intact natural areas, which does not lead to the destruction of the natural environment and its quality, but is based on the protection and direct contribution of natural areas that can be used, subject to adequate and competent management." The main task of ecotourism is to establish justice between people and nature. [3.] So, nowadays, different interpretations of the phenomenon of ecotourism can be observed. When analyzing the history of the development of ecotourism, some definitions given to ecotourism are partial, some are relative to others. It can be observed that it is interpreted in a wider scope. In particular, we can see the development of several types of ecotourism. For example, one of the most developed types of ecotourism is agrotourism, where each person travels to the heart of nature and gets to know the activities of agriculture, farmers and farms of the region, their traditional rural work, the culture of the rural people, customs, national values, applied arts, national songs and dances, local traditional holidays, and will have the opportunity to participate in the above events.

## ANALYSIS AND RESULTS.

One of the main factors that lead to the development of ecotourism combines the interrelationships related to nature travel and its protection. Ecotourism serves as an economic incentive for environmental protection. Another advantage of this is that it provides a better understanding of the relationship between wildlife and the various cultural values of society and provides more information about it. The main task is to make the ecotourism industry commercially viable, ecologically sustainable, and to create a mechanism for a responsible approach to culture.

The development of the tourism sector in our country has become one of the main priorities of the state policy. In this regard, the head of our state, Shavkat Mirziyoyev, said: "Today's state policy in this area is in the perspective of comprehensive rapid development of regions and their infrastructure, solving urgent socio-economic tasks, increasing jobs, ensuring the diversification and development of regions, population aimed at increasing incomes, living standards and quality, and improving the country's investment attractiveness and image. Turning tourism into a strategic branch of the economy remains a priority for us. One of the most important tasks before the government is to increase the number of tourists coming to our country to 10 million in the coming years," [4.-B.173-174.] - he pays special attention to this area. This situation, of course, requires the improvement of the tourism infrastructure in order to provide all-round comfort to travelers. Tourism infrastructure means a system of buildings, engineering and communication networks, including roads, various tourism enterprises and their activities, which ensure the easy use of tourism resources by tourists, as well as other systems that provide this activity. Among these, it is possible to list the systems regulating the movement of highways, railways, airways, sea and rivers, heat, electricity and telephone communications.

One of the main factors that lead to the development of ecotourism combines the interrelationships related to nature travel and its protection. Ecotourism serves as an economic incentive for environmental protection. Another advantage of this is that it provides a better understanding of the relationship between wildlife and the various cultural values of society and provides more information about it. The main task is to make the ecotourism industry commercially viable, ecologically stable, and to create a mechanism for a responsible approach to culture. People responsible for tourism planning, tour operators, managers, marketing staff, mass media have been using the term "ecotourism" in a much broader sense. As a result, this concept was applied to a number of tourist products. Unfortunately, they logically do not fully correspond to the above definitions. The broad use of the term

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"ecotourism" has caused controversy and led to the use of other terms, such as "sustainable tourism", "minimum impact tourism", "partnership tourism", "responsible tourism". came But none of the terms or their alternatives can clearly define the boundary between ecotourism and other types of tourism.

In recent years, due to the large-scale increase of environmental problems in the whole world, including in our country, the rights of every person to a comfortable natural environment together with the formation, strengthening and improvement, the issues related to the systematic establishment of ecotourism activities and their effective use are being highlighted. Ecological culture is a component of human culture as a product of material and spiritual environment. [6.-B.249-250.] However, today the participation of environmental public organizations in solving problems in this regard cannot be considered satisfactory. In this sense, it is necessary to effectively use the functions of environmental public associations and non-governmental non-profit organizations in this regard in order to effectively use the opportunities of ecotourism in our country and transform it to the general public.

As the first President of the Republic of Uzbekistan, Islam Karimov, said: "The goal of the development of non-governmental and public organizations is to ensure and protect the balance of interests of society members. In the political and social sphere, as an alternative force to the state systems, they should contribute to ruling the balance of justice in life" [2.-B.112-113.]. Also, about the importance of non-governmental non-profit organizations today, as the President of Uzbekistan Shavkat Mirziyoyev noted, "The place and role of non-governmental non-profit organizations in the reforms we are implementing to build a free civil society and protect human rights and freedoms is special. it is worth noting". After all, the role of environmental public and non-governmental non-profit organizations, along with tourism organizations, remains incomparable in the full use of the internal opportunities of the country's ecotourism.

In this sense, the Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan, the Ministry of Public Education and the

State Committee for Nature Protection (now the State Committee for Ecology and Environmental Protection of the Republic of Uzbekistan) It is acknowledged that the Program and Concept was adopted on November 7, 2005 by the joint decision of "Prospects for the development of environmental education in the Republic and the further improvement of the system of training, retraining and professional development of environmental personnel". This is important in providing the need for environmental personnel, in particular, personnel directly engaged in ecotourism activities. Uzbek researcher O.H.Khamidov in one of his scientific articles, "Ecological tourism helps to develop the organic connection and direct communication of people with nature and to provide comfort in nature, help, energy, knowledge, and for the organizers to get a lot of income, and overall environmental and economic stability and is based on active rest while maintaining balance" [5.-B.1.], he emphasizes. After all, today the development of ecotourism is one of the urgent issues and serves as one of the most important factors ensuring the ecological natural environment and economic stability of the country.

In particular, the researches conducted on issues such as socio-economic problems of ecotourism, impact of ecotourism on nature, sustainable development of ecotourism, possibilities of ecotourism are gaining importance. Although the research carried out by experts in the field is very close to each other with the implementation methodologies, it can be recognized that their goals and fields of study are different.

## CONCLUSION/RECOMMENDATIONS.

It can be seen that the main goal of ecotourism development is to educate the individual and thereby preserve the stability of the natural environment. From this point of view, significant work has been carried out in recent years in our country to develop the potential of tourism, especially ecotourism. Due to the importance of ecological legal literacy of every person in the process of development of ecotourism, today in the development of modern ecotourism there is a need to increase the ecological legal consciousness of the individual.

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