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Development of Ecologization of Tourism: Experience of Foreign Countries

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Annotation: The article considers the experience of countries that have significant natural potential and pursue an active policy for planning, regulating, supporting, promoting and monitoring ecotourism. The methods of formal-logical, comparative and institutional analysis were used during the research. It is shown that the experience accumulated by different countries in the development of ecotourism testifies both to the specifics of each of the countries and to general approaches harmonized with international recommendations and tasks to create conditions for sustainable development of tourism. Systematic approaches and innovative solutions that exist in different countries can be recommended in the “right decision” format, as they demonstrate how ecotourism can contribute to the achievement of sustainable development goals.

Key words: : ecological tourism (ecotourism), specially protected natural area, international experience, business practice, certification.

Introduction

Ecotourism (ecotourism) is growing by 25–30% per year [8] and has significant potential for further development. Numerous definitions of ecotourism contain such key characteristics as responsible travel, observation and study of nature and traditional culture; preservation of the environment; obtaining new knowledge; improving the welfare of the local population. The variety of existing approaches shows an unrelenting interest in the study of various aspects of eco-tourism. The concept of ecotourism is considered one of the acceptable and sustainable approaches to the conservation and development of ecosystems [12], a powerful tool for biodiversity conservation, support for local peoples and their culture, and sustainable development [11, p. 9].

A number of authors assign ecotourism a crucial role in the fight against poverty and hunger in low-income countries, especially in Africa [10]. At the same time, discussions continue about the possibility / impossibility of achieving the “best form” of tourism, consistent with the principles of the global concept of sustainable development [6]. It is believed that there are not so many successful examples of ecotourism development in the world. The experience of achieving best practices is most common in countries where certain specific principles of ecotourism are being introduced [8; eleven; 13].

We have considered the experience of countries that not only have significant resource potential, but also pursue an active policy for planning, regulating, supporting, promoting and monitoring ecotourism, based on international recommendations for the sustainable development of ecotourism. And this experience can be interesting and useful for any territories and countries that seek to create the ground for the development of ecotourism, ensuring the promotion of the entire tourism industry to higher standards of sustainability.

Materials and methods The basis for the development of ecotourism in each country are the unique natural resources and specially protected natural areas (SPNA), biodiversity, natural sites included in the UNESCO World Heritage List. Researchers estimate that the world's terrestrial protected areas host more eight billion recreational visitors per year [7]. Countries with significant natural resources include countries that rank in the top 10 positions in the cross-

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country Travel and Tourism Competitiveness Index in terms of number of natural World Heritage Sites, total number of known species of mammals, birds and amphibians, share of protected areas (%) from the entire land area.

In total, in 2021 there were 25 such countries (see table), among which five (Brazil, Venezuela, India, China, Mexico) occupy a leading position in two indicators at once, which gives them the opportunity to focus on ecotourism with benefits from its development.

Table 1.
List of leading countries in terms of availability and diversity of natural resources

Country	Number of Natural World Heritage Sites	Total number of known species	The ratio of protected areas to total land area
Australia	+		
Bulgaria			+
Bolivia		+	
Brazil	+	+	
Butane			+
UK	+		
Venezuela		+	+
Germany			+
Hong Kong			+
Zambia			+
India	+	+	
Indonesia		+	
Canada	+		
China	+	+	
Colombia		+	
Congo	+		
Mexico	+	+	
Namibia			+
Nicaragua			+
Peru		+	
Russia	+		
Slovenia			+
US	+		
Croatia			+
Ecuador		+	

Source: The Travel & Tourism Competitiveness Report 2021: Growth Paving the way for a more sustainable and inclusive future. World Economic Forum, 2021
http://www3.weforum.org/docs/WEF_TTCR_2021_web_0401.pdf.

At the same time, ecotourism is also developing dynamically in territories that have unique characteristics of the natural environment and culture in each individual place of visit. Changes in tourist behavior and the desire for new authentic experiences create fertile ground for the development of ecotourism, offering a variety of experiences for the most demanding tourists.

Existing ecotourism business practices cover tourism enterprises (tour operator/hotel); tourist routes; protected areas; local settlements; regional and interregional specialized programs, etc. [8].

According to the authors, the experience of countries as having progressive results in the development of ecotourism is of particular scientific and practical interest (for the purposes of our study: Australia, Germany, Canada, Costa Rica, USA, France, Japan) and cultivating ecotourism with promising prospects (Kenya, China, Malaysia, Mongolia, Norway, Russia). In this context, the research materials of the ecotourism market, carried out by the experts of the UN World Tourism Organization [8; 13; 15], scientific publications and Internet sources.

Without dwelling in detail on the national platform of ecotourism of each country, but considering it in full, the authors studied and summarized the key areas for the development and implementation of ecotourism policy in terms of legislation, national programs, certification system, state business support; creation of infrastructure, training and education, development of cooperation in the field of ecotourism.

The study used the formal-logical method, methods of comparative and institutional analysis.

Results and discussion.

In the development and implementation of ecotourism policy, all countries rely on international principles and take into account strategic objectives ecotourism recommended by the UN and the International Ecotourism Union. In most countries, there is no specific legislation regulating and supporting activities in the field of ecotourism.

An example of legal support for the development of agro-ecotourism is illustrated by the Republic of Belarus, where ecotourism is rapidly developing on the basis of agricultural estates in accordance with Presidential Decree No. 372 of 02.06.2006.

“On measures for the development of agro-ecotourism in the Republic of Belarus”. In

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some countries, the current legislative and regulatory framework in the field of tourism regulation is supported by a number of laws aimed at protecting natural heritage in the interests of developing ecotourism. Thus, in Malaysia, various measures have been taken to protect the natural environment and resources in the form of laws such as "On the Protection of Wildlife" (1972); "On the Marine Parks of Malaysia" (1994), etc.

Solving the tasks of improving the ecotourism product and assisting the private sector and local communities in developing the potential of ecotourism and its promotion in Malaysia are provided for in the National Ecotourism Plan for 2016-2020. [9].

In order to use ecotourism resources in protected areas or natural sites included in the UNESCO World Heritage List, countries legally establish special rules for the preparation and conduct of tours in them. Companies that operate in protected areas comply with the norms established by environmental legislation.

The specificity of Kenya's ecotourism policy deserves special attention, due to the need to solve a two-pronged task, on the one hand, the conservation of representatives of the Kenyan Big Five (lion, elephant, cheetah, rhinoceros, buffalo), on the other hand, the creation of conditions for the sustainable development of ecotourism. After many years of poaching, the wildlife of Kenya has suffered noticeably and needed special protection, therefore, since January 2018, the development of tourism and wildlife in Kenya has been the responsibility of one authority - the Ministry of Tourism and Wildlife.

The country has a National program for the long-term development of tourism (Kenya National Tourism Blueprint 2030), according to which the African safari is one of the two main tourist products in Kenya.

To maintain and develop it, measures are envisaged in all national parks of the country to develop and promote a tourism product through strengthening existing and developing new opportunities (photo tours, conducting scientific research, attracting cinema), attracting public and private investments in the formation of tourism infrastructure, working with the local population, training professional personnel.

In Uzbekistan, ecological tourism is one of the priority types of tourism. The main vector of ecotourism policy is aimed at the development of educational tourism, which, according to the Concept development of protected areas in Uzbekistan is defined as one of the special types of ecological tourism in protected areas of federal significance. It is assumed that the measures for the creation and development of infrastructure for ecological tourism in PAs, provided for in the national project "Ecology"[1], will allow by 2024 to increase the number of visitors to PAs by 2.2 times compared to 2018, reaching a value of 7.9 million visitors. Along with this, the experience of the Uzbek regions demonstrates very good prospects for the development of various eco-tourism programs [4].

Almost all countries use international and national certification systems for ecotourism enterprises. Australia's positive experience in the national ecotourism certification program is the basis for the formation of an international ecotourism standard within the framework of the Green Globe sustainable tourism certification program.

Mongolia has a standard for environmentally friendly housing and holiday homes within national parks (MNS 6426:2013) in relation to the national dwelling of the Mongols - a felt yurt (ger). A felt yurt is an environmentally friendly and economical type of housing, easy to transport, quickly installed almost anywhere and is widely used to accommodate tourists.

The values promoted by ecotourism are highly respected in Norway. In 2014, the Norwegian Tourist Board reported on the active development of ecotourism in the country. The country's ecotourism market is dominated by responsible travel agencies that care about their customers, the environment and the local community of which they are a part. Most tourist sites in Norway have environmental certificates, most of which belong to Ecotourism Norway and Green travel [3].

In Uzbekistan, which has unlimited opportunities for the development of ecotourism, the procedure for voluntary certification of ecotourism services has just been launched.

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In order to speed up this process, it is important to develop procedures for assigning and applying conformity marks to inform consumers about the compliance of the certification object with the requirements of the voluntary certification system and national standards; organization of training seminars on preparation for certification procedures for tourism services; informing the public about the objects and types of ecotourism activities, as well as packages of ecotourism services that have certificates of conformity [4]. Leading ecotourism countries have made significant progress in developing the necessary infrastructure for ecotourism using modern technologies in the field of energy consumption, water consumption and waste management, conservation of biological diversity and effective management of cultural heritage. It is believed that these directions determine the vector of future ecotourism development, since ecotourism has long ceased to mean ascetic recreation, many of tomorrow's eco-resorts will be luxury havens, as ecotourism concepts are built into comfortable resorts around the world [2, p. 417].

From these positions, the most interesting experience is Costa Rica, a pioneer country in the field of ecotourism. Along with small eco-resorts that provide high-quality, environmentally friendly vacations through waste recycling, energy saving, etc., a new model of comfortable ecotourism is being realized through the creation of an environmentally friendly, culturally receptive and authentic target resort Cacique on an area of 260 hectares.

Recognizing the richest resource potential and historical traditions of the development of ecotourism in the United States, we focus our attention on the development of the national trail system in this country, which includes 11 national trails (National Scenic Trails), 19 historical trails and a large number of trails at the state level [14]. In accordance with the U.S. National Trail System Act (1968), trails have important when creating conditions for recreation and protection of the territory, for limiting soil erosion in rural areas or buffering wetlands and wildlife habitats along waterways. The country has standards for the design, construction and maintenance of trails.

The experience of creating national trails in the USA and other countries that are leaders in eco-tourism (Australia, Germany, Canada, USA, Japan, etc.) indicates its appointment as the initial infrastructure for staying in natural areas.

Such infrastructure includes the trail bed and its engineering support, equipped ways of moving with bridges, crossings over obstacles, descents to the water, railings and curbs, markings and information boards along the canvas; equipped places stops with fire pits, tent sites, sheds, shelters, disposal sites litter, information and visiting points and terminals [5]. According to the authors, this experience requires further study due to the increased interest in the creation of national trails in Uzbekistan, primarily in the context of the development of ecotourism.

In each country, non-profit organizations have been created and are actively operating, which unite participants in ecological tourism (local communities, ecotourism enterprises, public and environmental organizations), and deal with issues coordination of ecotourism activities on the territory of the state, development of ecotourism policy, activation of the environmental movement for the protection and conservation of natural areas, training programs, promotion of ecotours.

Thus, in Germany, which is considered a recognized world leader in the development of ecotourism, the non-profit organization Ecotourism in Europe (Ökologischer Tourismus in

Europa) takes an active part in the promotion of sustainable tourism, carries out jointly with other organizations projects at home and abroad for the development of sustainable tourism in regions, for example, in nature reserves and mountainous regions.

In Kenya, the Ministry of Tourism and Wildlife of Kenya is actively cooperating with the Ecotourism Kenya Association in the development of ecotourism. Founded in 1996, the association is Africa's leader in voluntary tourism certification. Its activities are aimed at the formation of sustainable development of "green tourism", the preservation of the natural and cultural features of the country through the development of tourism, the involvement of ethnic communities in the formation of responsible tourism environment, raising industry quality standards, supporting wildlife conservation initiatives, coordinating and interacting with interested organizations.

The National Ecotourism Society of Mongolia (MNETS) operates in Mongolia as a socially

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oriented non-governmental organization. As a member of the Ecotourism Society (The Ecotourism Society), MNETS actively cooperates with similar international organizations, participates in the implementation scientifically based projects to study the impact of tourism on the environment in order to promote the development of sustainable tourism in Mongolia, actively interacts with government organizations and interested organizations to form ecotourism "networks" in the protected areas of Mongolia as a tool for protecting the environment. In promotional activities, MNETS attaches great importance to the dissemination of the truth information about ecotourism resources in Mongolia around the world through preparation of review materials on environmental protection and nature management, on the interests of the local population and possible ways to solve their social problems.

In Japan, the main non-profit ecotourism organizations are the Japan Eco-Tourism Association and the Japan Eco-Tourism Center. Local issues of ecotourism are handled by the "Councils for the Development of Ecological Tourism", which in Japan has 35 territorial organizations, such as the Shirakami Ecotourism Development Council.

Members of the Councils are representatives of local governments, tourism companies and representatives of various public non-profit organizations. All Ecotourism Development Councils are involved in the development of new ecotourism; attraction of new subjects for joint work on the development of ecotourism; conducting research activities and advertising campaigns to attract domestic and foreign tourists, as well as measures to protect environmental objects; learning local guides; registration and submission applications for financing the activities of the Councils.

Many countries have adopted a variety of economic and social measures to encourage cooperation between local communities and tour operators for sustainable tourism, including ecotourism.

Thus, in Mongolia, measures to support ecotourism are the provision of land plots for rent in the territory of protected areas, preferential taxation. Significant experience in creating conditions and mechanisms for state support of tourism organizations has been accumulated in Uzbekistan, which is due to the creation in the country of an institutional system to support entrepreneurship. It should be noted that in 2018, state support for entrepreneurial activities related to the development of ecotourism was carried out in 12 regions of Uzbekistan, including measures of state support for ecotourism activities in protected areas and in areas adjacent to protected areas, as well as entrepreneurs providing ecotourism services [4].

State support for the development of ecotourism in France includes training programs for local residents interested in the development of these types of services. In Japan support is provided in the form allocation of funds for environmental advertising of ecotourism objects; taking administrative measures against violators of environmental law and regulating access tourists to protected natural and cultural and historical zones; allocation of grants for the development of ecotourism at the request of the Ecotourism Development Councils.

Most countries adhere to one of the most important principles of ecotourism, which is to support the conservation of natural areas through obtaining economic and social benefits to the local community, as well as by raising the awareness of both local residents and tourists about the need to preserve natural and cultural values. Other

In other words, ecotourism should bring benefit to the local community, natural ecosystems and tourists.

In this context, in China, when organizing river tours along sections of rivers with a unique biological and cultural value, the preservation of untouched river channels and the promotion of the development of local communities along the rivers are ensured [8, p. 48]. As consultants are attended by representatives of local communities who advise both employees and participants on the trip how to behave in the places they visit. Local camps, hiking trails, photography practice, as well as the style and duration of visits to villages are regulated according to the recommendations of local residents.

The concepts of ecotourism in many countries contain an educational component,

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primarily through the implementation of training programs for local residents interested in the development of ecotourism. Through education and engaging in practical activities is carried out influencing behavior change and educating environmental responsibility of local businesses, communities and visitors.

Conclusion.

The experience accumulated by different countries in the development of ecotourism indicates country specifics and common approaches in the formation and implementation of ecotourism policy, harmonized with international recommendations and tasks to create conditions for sustainable tourism development in transition towards a green economy. Different countries are developing different approaches, concepts, models and tools according to their national situations and priorities. As part of the ongoing discussion about the possibility / impossibility of achieving a "better form" of tourism, consistent with the principles of the global concept of sustainable development, specific examples from different countries demonstrate how ecotourism can help achieve goals sustainable development.

Systematic approaches and advanced solutions existing in countries can be recommended in the format of the "right decision" in order to prevent undesirable results of uncontrolled tourism development and effectively use the ecotourism potential of various countries supporting and promoting ecotourism.

According to the authors, in the context of the increasing role and importance of tourism as one of the key sectors in ensuring the transition to a "green" economy, constant study, identification and dissemination of successful ecotourism practices is required. In that context, the priorities for further research are largely focus on topics such as:

- increasing the role of ecotourism in the expansion of specially protected areas;
- increasing environmental responsibility; ecologization of activities related to the creation and promotion of an ecotourism product;
- implementation of partnership mechanisms and involvement of public tourism organizations in the process of certification, regulation and monitoring development of ecotourism.

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