



UDK: 159.9:316.624

Muhsin AMONOV,
PhD Associate Professor, Navoi Innovation University
E-mail: muhsin@gmail.com

Reviewer professor D. Mukhamedova

THE FUTURE OF IMPROVING THE PHILOSOPHICAL FEATURES OF ARTIFICIAL INTELLIGENCE (AI) AND SOCIAL NETWORKS IN THE ECOTOURISM SYSTEM

Annotation

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.

EKOTURIZM TIZIMINDA SUNIY INTELLEKT VA IJTIMOY TARMOQLARNING FALSAFIY XUSUSIYATLARINI TAKOMILLASHTIRISH

Annotatsiya

Ushbu maqolada ekoturizm tizimida ijtimoiy tarmoqlarning o'ziga xos falsafiy xususiyatlarini takomillashtirish zarurati haqida so'z boradi. Unda ekoturizm va ijtimoiy tarmoq tushunchalarining mohiyatini falsafiy asoslash, shu bilan birga, uning bugungi kunda ijtimoiy barqarorlikni ta'minlashda inson taraqqiyotining rolini oshirishga qaratilganligi ilmiy va nazariy jihatdan asoslangan.

Kalit so'zlar: Ontologiya, mazmun, ekoturizm, hisob, haydovchi, litsenziyalash, qo'riqxon, media savodxonligi, iqtisodiyot, ekologiya, geografiya.

БУДУЩЕЕ СОВЕРШЕНСТВОВАНИЯ ФИЛОСОФСКИХ ХАРАКТЕРИСТИК ИСКУССТВЕННОГО ИНТЕЛЛЕКТА И СОЦИАЛЬНЫХ СЕТЕЙ В СИСТЕМЕ ЭКОТУРИЗМА

Аннотация

В данной статье рассматривается необходимость совершенствования уникальных философских особенностей социальных сетей в системе экотуризма. В ней научно и теоретически обосновано философское обоснование сущности понятий экотуризма и социальной сети, а также тот факт, что это направлено на повышение роли человеческого развития в обеспечении социальной стабильности в наши дни.

Ключевые слова: онтология, субстанция, экотуризм, учет, водитель, лицензирование, заповедник, медиаграмотность, экономика, экология, география.

Introduction. Today, special attention is paid to the development of media literacy in our country. A philosophical analysis of the historical processes, scientific and theoretical views, and practical and conceptual foundations associated with this concept in the emergence, formation, and development of social networks can provide a sufficiently complex and systematic scientific picture of it. In this sense, the philosophical substantiation of the content and essence of this concept is distinguished by the fact that it is aimed at increasing the role of human development in ensuring social stability today. After all, the issue of ensuring security in connection with social networks, which arose at the end of the 20th and beginning of the 21 st centuries, has become one of the urgent tasks facing scientists from all over the world. In particular, social networks have further increased the relevance of studying issues aimed at meeting the needs of society. Analysis of literature on the topic. Although the research methodologies conducted by experts in the field are quite similar, it can be recognized that their goals and areas of study are different.

Literature analysis. In particular, on the issues of expanding ecotourism opportunities, sustainable development of ecotourism, and the role of ecotourism, it is worth mentioning scientists such as Mayra Sanchez Morgan, [3] I.P.Menbere, K.Miller, V.Zorin, V.A.Kvartalnov,

V.V.Khrabovchenko. Research methodology. It should be recognized that today the speed of information dissemination and delivery of social networks has become somewhat faster than that of mass media. Internet information exchange and active use of social networks are rapidly gaining popularity around the world. Such actions generally cause a lot of discussion among 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 socio-political, spiritual and educational changes taking place in society on the human psyche.

Research methodology. The development of ecotourism in Uzbekistan requires a comprehensive approach that is coordinated in all respects. It is necessary to involve all interested parties in this work. Only in this way will errors that may occur in the process of developing ecotourism be prevented and negative consequences will be avoided. Particular attention should be paid to local associations, the main activity of which is tourism. It should be noted that the establishment of ecotourism based on local associations is a new system that has not yet been fully tested in the conditions of Uzbekistan and involves local communities and organizations. There are currently no special credit schemes to support local associations. Financing for housing is carried out

through local authorities. Certain difficulties are encountered with investments in the Chatkal oasis and ecotourism regions, since financial benefits may only begin to accrue in the future. The development of local communities should be supported by the state and society. This issue, in particular, concerns land use, taxation, licensing and registration of economic activities, and border issues. Based on the current legislation, several options for the development of ecotourism can be proposed. Establishing a center for the development and support of ecological tourism (creating laws on tourism in specially protected natural areas, destinations, ecotourism regions, etc.); - creating an ecological tourism infrastructure (creating free tourist zones, laws on guaranteeing foreign investments attracted to the construction of tourist facilities, creating laws on supporting private entrepreneurship in tourism, etc.). Uzbekistan has great potential for the development of ecological tourism. Attractive mountains and rivers, picturesque landscapes, traditional lifestyles, 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 for sustainable tourism development in the republic. The field of media literacy is of great importance in further developing such processes and increasing their effective impact on the country's economy.

Analysis and results. The aggravation of environmental problems in the 21st century - climate change, biodiversity loss, water and air pollution - requires modern scientific and technological approaches. Artificial intelligence (AI) is emerging as an advanced technology that allows for in-depth analysis of ecological processes, modeling of complex systems, and optimizing decision-making.

"Ecotourism is tourism carried out in relatively undisturbed natural areas, which does not lead to the destruction of the natural environment, its deterioration, but is based on the protection and direct contribution to the use of natural areas, and on their submission to adequate and competent management". The main task of ecotourism is to establish justice between people and nature [3]. Thus, today we can observe various interpretations of the phenomenon of ecotourism. Analyzing the history of the development of ecotourism, we can observe that some definitions of ecotourism are interpreted in a more limited way, while others are interpreted in a broader sense. In particular, we can see that several types of ecotourism are currently developing. For example, one of the most developed types of ecotourism is agrotourism, which, along with traveling to nature, allows each person to get acquainted with the activities of agriculture, farmers and farms of the region, gain a certain level of knowledge about their traditional rural labor, culture, customs, national values, applied arts, national songs and dances, local traditional holidays, and also provides an opportunity to participate in the above situations. Analysis and results. One of the main factors contributing to the development of ecotourism is the combination of the interrelationships between travel to nature and its protection. Ecotourism serves as an economic incentive for environmental protection. Another advantage is that it provides an opportunity to better understand the relationship between wildlife and the various cultural values of society and to obtain more information about it. The main task is to create a mechanism for making the ecotourism sector commercially viable, environmentally sustainable, and responsibly approach culture. In our country, the development of the tourism sector has also become one of the main priorities of state policy. In this regard, the head of our state, Shavkat Mirziyoyev, draws special attention to this area, saying: "Today, the state policy pursued in this area is aimed at the comprehensive and accelerated development of regions and

their infrastructure in the future, solving urgent socio-economic tasks, increasing jobs, ensuring diversification and development of regions, increasing the incomes, living standards and quality of life of the population, and improving the investment attractiveness and image of the country. Turning tourism into a strategic sector of the economy remains a priority for us. One of the most important tasks facing the government is to increase the number of tourists visiting our country to 10 million in the coming years", [4]. This situation certainly requires the improvement of tourism infrastructure in order to provide tourists with all-round convenience. Tourism infrastructure is understood as a system of buildings, engineering and communication networks, including roads, various tourism enterprises and their activities, as well as other systems that ensure the free use of tourism resources by tourists. Among these, one can mention systems regulating the movement of highways, railways, air routes, sea and river routes, heat, electricity and telephone communications. One of the main factors contributing to the development of ecotourism is the combination of interrelationships associated with travel to nature and its protection. Ecotourism serves as an economic incentive for environmental protection. Another advantage is that it provides a better understanding and information about the relationship between wildlife and the diverse cultural values of society. The main task is to create a mechanism for the ecotourism sector to be commercially viable, environmentally sustainable, and culturally responsible. Tourism planners, tour operators, managers, marketers, and the media have used the term "ecotourism" in a much broader sense. As a result, this concept has been applied to a number of tourism products. Unfortunately, they do not logically fit into the definitions given above. "Ecotourism" The broad use of the term ecotourism has led to controversy and has led to the use of other terms, such as "sustainable tourism", "minimum impact tourism", "partnership tourism", "responsible tourism". However, none of these terms or their equivalents can clearly define the boundary between ecotourism and other types of tourism. In recent years, due to the widespread increase in environmental problems around the world, including in our country, along with the formation, strengthening and promotion of the rights of each person to a favorable natural environment, issues related to the systematic establishment and effective use of ecotourism activities are also emerging. Ecological culture is a component of human culture as a whole, reflected as a product of the material and spiritual environment [6].

Conclusion. However, today the participation of environmental public organizations in solving these problems cannot be considered satisfactory. In this sense, in order for our country to effectively use the opportunities of ecotourism and transform it into a wide public, it is necessary to effectively use the tasks of environmental public associations and non-governmental non-profit organizations in this regard. As the first President of the Republic of Uzbekistan Islam Karimov noted: "The goal of developing non-governmental and public organizations is to ensure and protect the balance of interests of society members. As an alternative force to state systems in the political and social spheres, they should contribute to the dominance of the scales of justice in life" [2]. Also, as the President of Uzbekistan Shavkat Mirziyoyev emphasized regarding the importance of non-governmental non-profit organizations today, "It is worth emphasizing that 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 unparalleled." After all, the role of ecological communities and non-governmental non-profit organizations, along with tourism organizations, in fully utilizing the internal potential of the country's ecotourism

remains unparalleled. In this sense, it is worth noting that the Program and Concept on "Prospects for the Development of Environmental Education in the Republic and Further Improvement of the System of Training, Retraining and Advanced Training of Environmental Personnel" were adopted on November 7, 2005 by a joint resolution of the Ministry of Higher and Secondary Specialized Education of the Republic of Uzbekistan, the Ministry of Public Education, and the State Committee for Nature Protection (currently the State Committee for Ecology and Environmental Protection of the Republic of Uzbekistan). This is important in ensuring the need for environmental personnel, in particular, personnel directly involved in ecotourism activities. Uzbek researcher O.H.Khamidov in one of his scientific articles states that "Ecological tourism is based on the development of an integral connection and direct communication between people and nature, and on the provision of comfort, support, energy, knowledge, and large income for organizers, as well as active

recreation while maintaining ecological and economic stability and balance" [5]. Indeed, today the development of ecotourism is one of the most urgent issues and serves as one of the most important factors ensuring the ecological and natural environment and economic stability of the country. In particular, research on issues such as the socio-economic problems of ecotourism, the impact of ecotourism on nature, the sustainable development of ecotourism, and the possibilities of ecotourism are gaining significant importance. Conclusions and suggestions. It is clear that the main goal of developing ecotourism is to educate the individual and thereby preserve the stability of the natural environment. From this perspective, in recent years, significant work has been carried out in our country to develop tourism, especially ecotourism. Since the ecological legal literacy of each individual is directly important in the development of ecotourism, today there is a need to raise the ecological legal awareness of the individual in the development of modern ecotourism.

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