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**TOURIST ECOLOGY AS A METHOD OF CREATING A COMFORTABLE AND
STABLE ENVIRONMENT FOR TRAVELERS**

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Abstract. In recent years, tourism in Karakalpakstan has been developing at a rapid pace, which requires the implementation of comprehensive measures and effective projects to increase the sector's competitiveness. One such measure is the formation of a tourist ecology, which includes a number of interconnected and important procedures.

Keywords: regional tourism, tourist ecology, formation methods and procedures.

Tourism is one of the most dynamically developing sectors of the global economy. Every year, millions of people travel around the world, seeking to relax, gain new impressions, and learn about other cultures. However, the comfort and safety of a tourist largely depend on how competently and ecologically the tourist environment is organized.

The concept of "tourist ecology" encompasses not only a person's considerate attitude towards nature but also the creation of conditions in which the traveler feels comfortable and safe, and does not encounter difficulties with daily life or informational matters.

The concept of "tourist ecology" and the modern approach to its formation are reflected in numerous scientific studies and proposals, a number of which are cited in the article's bibliography.

The modern ecology of tourism signifies the harmony between human comfort and environmental preservation. The tourism system must be well-thought-out and sustainable: the traveler receives all necessary services, while at the same time their presence does not harm the ecosystem.

The ecology of tourism is a combination of comfort, rationality, and responsibility. As noted by experts from the World Tourism Organization (UNWTO), sustainable tourism must meet the needs of tourists and the local population while preserving natural and cultural resources for future generations. It should also be mentioned that if every tourist is not satisfied with the services provided, then neither advertising nor a prestigious brand will yield results. Thus, let's systematically consider how to create a tourism ecology. We believe it is formed from a number of positions:

- informational environment and orientation,
- basic amenities as an element of ecology,
- safety and medical assistance,
- financial and service infrastructure,



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service culture and respect for the tourist,
harmony with nature.

Let's examine each of these positions:

Information Environment and Orientation. One of the most important conditions for a comfortable experience is a clear information environment. A tourist definitely needs the following:

- clear signage and route maps;
- guidebooks and mobile apps for finding attractions, cafes, pharmacies, currency exchange points, and transportation;
- multilingual signs and accessible information for foreign guests.

Of course, a lack of navigation creates stress, diminishes the travel experience, and hinders the formation of a positive image for the region.

Basic Amenities as an Element of Eco-Friendliness. The quality of the tourist environment is directly linked to the availability of basic living conditions. The following should be installed along the routes:

- clean eco-toilets;
- containers for waste sorting;
- rest areas with shade and drinking water;
- safe paths and footbridges in natural areas.

As practice shows, when a traveler is comfortable, they behave in a more orderly manner and are more considerate of the environment.

Safety and Medical Assistance. Safety is undoubtedly an integral part of tourism ecology. It is important to consider the availability of the following:

- medical points and first-aid kits;
- rescue and security services;
- accessible information about emergency phone numbers;
- insurance programs that are valid throughout the entire travel area.

Indeed, a sense of security increases tourists' confidence and helps develop a positive image of the country.

Financial and Service Infrastructure. A modern tourist expects a comfortable level of service, which includes:

- the ability to exchange currency at a clear exchange rate;
- the availability of card payments and ATMs;
- the ability to connect to free Wi-Fi.

These seemingly insignificant details shape the overall impression of a country and become an indicator of its level of civilization.

Service Culture and Respect for Tourists. The eco-friendliness of tourism is not just about infrastructure, but also the culture of human relations. The politeness, positive attitude, and professional skills of staff create a psychologically comfortable environment for the traveler. It is precisely this respect for the guest that is the most important element of the internal "ecological culture" of service.



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Harmony with Nature. Of course, it is important not to disturb the natural balance when creating favorable conditions. For this, the following are necessary:

- restricting traffic in protected areas;
- developing ecological trails and recreation areas without harming the ecosystem;
- using environmentally friendly materials in the construction of hotels and cafes;
- introducing separate waste collection and implementing energy-saving technologies.

In this way, a balance is achieved between tourist convenience and the preservation of the region's natural resources.

Thus, tourist ecology is a system of rationally organized conditions under which a person can travel comfortably without harming the environment.

Well-thought-out infrastructure, attention to detail, safety, service, and a culture of hospitality form the foundation of sustainable tourism.

Creating an ecological tourist environment is an investment not only in nature but also in the country's reputation. A tourist with good conditions is a happy tourist, and a happy tourist becomes an ambassador for the country's good name. The creation of an ecological environment for travelers is the key to the long-term sustainable development of tourism in the region. It can be considered one of the essential elements of "word-of-mouth," which is the best method of advertising.

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