

ECOTOURISM IN DEVELOPMENT MOBILE APPLICATION IMPORTANCE AND ADVANTAGES

Egamberdiyeva Rukhshana Sherzodovna

Student at the Uzbek-Finnish Pedagogical Institute

Umrzakova Shoirra Sharif kizi

Student at the Uzbek-Finnish Pedagogical Institute

Scientific advisor: Mirzaliyev Sindor Rajabovich

Teacher of the Department of Geography, Uzbek -Finnish Pedagogical Institute

Abstract: This article analyzes the role of mobile applications in ecotourism development and their advantages. Digital technologies provide ecological stability, improve tourism experience, and enhance local population well-being. The study examines the practical application of mobile apps in ecotourism, showing promising future directions.

Keywords: ecotourism, mobile application, digital technology, sustainable development, environmental tourism, navigation, interactive experience.

In the 21st century, the tourism field is developing at an intense pace. Traditional tourism forms are being replaced by ecotourism, which is environmentally friendly and focuses on nature and cultural heritage. The use of digital technologies, particularly mobile applications, is increasing in ecotourism, leading to new motivations and experiences.

Mobile applications play a crucial role in all stages of tourism – from planning to travel. They provide important information and services, making ecotourism more accessible and enjoyable. The article analyzes the importance of mobile applications in ecotourism development and future opportunities.

Ecotourism is responsible travel to and enjoyment of nature with an emphasis on understanding. Its main principles are:

- Natural environment preservation
- Local culture and traditions respect
- Local population economic interests
- Educational and cultural importance

Ecotourism aims to form stable relationships between humans and nature, reduce environmental damage, and protect biological diversity. It plays an important role in sustainable development.

We know that in recent years, smartphones and mobile applications have become an integral part of our lives. These applications provide various services, including navigation and information. The article discusses the importance of mobile applications in ecotourism and how they can be used to enhance the experience.

about it everyone information from the trip before to know every bias problem to solve reason will be. Such mobile applications tourism in the field following functions does:

- ✓ Directions mapping;
- ✓ Offline to the information entrance opportunity;
- ✓ Local services and objects about information;
- ✓ Interactive guides and AR technologies;
- ✓ Tourism safety about warnings, etc.

In ecotourism mobile applications one how much to the advantage has considered, they;

➤ Ecological to the information entrance. In this applications using tourists in the area biological diversity, animal and plant world about in detail information they get.

➤ Routes and directions about for information has in being special applications through national parks, reserves and other natural regions along walk possible was directions is determined.

➤ Offline work in mode possibility to users additional convenience creates. Internet network there is not been applications in the regions as well navigation and information functions complete takes.

➤ Local population with communication to do opportunity availability. Local manuals, guides and service show points with fast connection opportunity gives.

➤ Ecological monitoring data to take opportunity creation. In this air quality, temperature, wild animals movement and other ecological situations about information gives.

Current at the time above information with enriched one how much mobile applications there is are, they are various information gives. Now of these some about information giving Let's go.

iNaturalist. This app to users plants and animals to identify them photo to take and scientific society with sharing opportunity Ecotourists this through own experiences documents and biological to monitoring contribution Addictive.

AllTrails. Miscellaneous walk directions about information giver application is, users can use it the route in advance planning, maps offline download to receive and safe walk strategy working output possible.

EcoTour App. This application ecological clean routes selection, local products and from services use, and tourism of activity to the environment the impact to evaluate service does.

These applications all of them in itself accumulated and additional information with enriched mobile application is being done. Then everyone information in one to take opportunity there is This is user for much convenience creates.

Ecotourism stable to develop service doer important industry is it digital technologies with only when combined further effective to the results Mobile applications through tourists nature with deeper acquaintance, safety provide and ecological the effect reduce to the possibility has Therefore, ecotourism in development mobile applications strategic tool as wide implementation to be necessary.

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