

## **DEVELOPMENT OF ECOTOURISM IN THE MODERN WORLD**

Ecotourism is a form of tourism that involves traveling to relatively untouched natural areas with the aim of gaining an understanding of the natural and cultural-ethnographic features of the area while not disrupting the integrity of ecosystems and creating economic conditions that make nature conservation and preservation profitable for local populations [1].

The main reason for the growth of ecotourism is the increasing awareness among people of the need to preserve natural resources and biodiversity. A fascination with nature and a desire to contribute to its preservation stimulate the growth of ecotourism and its understanding as a responsible and sustainable way of traveling.

One of the main trends in the development of ecotourism is the increasing demand for travel to remote regions and environmentally clean places. Tourists are increasingly choosing trips where they can enjoy natural beauty engage in active leisure activities and learn about the culture and traditions of local people while minimizing harm to the environment.

An important aspect of the development of ecotourism is social responsibility and sustainable development. More and more tourism companies are striving to integrate principles of environmental sustainability into their activities. They organize eco-tours call for compliance with safety and nature conservation rules. And invest money in the development of local communities and infrastructure.

One of the main advantages of ecotourism — positive impact on local communities. The development of ecotourism contributes to the creation of new jobs, the development of local economies, the preservation and promotion of traditions and culture. Thanks to ecotourism tourist destinations receive additional opportunities for economic diversification, as well as financial assistance and investments for the preservation of their unique natural resources.

With the development of digital technologies the popularity of virtual ecotourism has also increased. Thanks to virtual tours and guides tourists can immerse themselves in natural landscapes and study exceptional places from the comfort of their own homes. This is not only environmentally safe but also allows for expanding the boundaries of ecotourism and making natural corners accessible to people from all over the world.

However the development of ecotourism faces some challenges. Issues such as managing tourist flows, preserving biodiversity and protecting vulnerable ecosystems require a deep understanding of ecological

processes and the involvement of all interested parties. Only interaction between tourists, businesses, local residents and government agencies will ensure sustainable development of ecotourism and the preservation of natural landscapes for future generations.

Overall the development of ecotourism in the modern world is an important step towards preserving the environment and biodiversity. It is a way of traveling that allows not only to enjoy unique natural landscapes but also to actively participate in their preservation and protection. Ecotourism contributes to the development of local communities and stimulates the economic development of tourist regions. It is important to remember the need to comply with the principles of sustainable development in order to integrate ecotourism into the global tourism industry.

### **Reference**

1. Что такое экологический туризм [Электронный ресурс] // NordUral. — Режим доступа: [https://nordural.ru/article/eco\\_tourism/](https://nordural.ru/article/eco_tourism/). — Дата доступа: 03.12.2023.