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ECOTOURISM DEVELOPMENT POTENTIAL AND THE ROLE OF GUIDES IN REGIONAL TOURISM GROWTH: EVIDENCE FROM THE NAVOI REGION OF UZBEKISTAN

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Abstract. This study examines the ecotourism potential of Navoi region in Uzbekistan and evaluates the role of professional tour guides in ensuring sustainable tourism development. Using national and regional statistical data along with international ecotourism research, the paper identifies key natural and cultural assets such as Sarmishsay petroglyphs, Nurata Mountains, and Sentob village. The findings indicate that trained local guides significantly enhance visitor satisfaction, reduce environmental impact, and contribute to local economic development. The study concludes with policy recommendations aligned with the Uzbekistan-2030 strategy.

Key words: ecotourism, Navoi region, tour guides, sustainability, tourism development.

Annotatsiya. Ushbu tadqiqotda O'zbekistondagi Navoiy viloyatining ekoturizm salohiyati o'rganiladi va professional gidlarning barqaror turizmni rivojlantirishdagi roli baholanadi. Maqolada milliy va mintaqaviy statistik ma'lumotlardan xalqaro ekoturizm tadqiqotlari bilan bir qatorda Sarmishsoy petrogliflari, Nurota tog'lari va Sentob qishlog'i kabi asosiy tabiiy va madaniy boylıklar aniqlangan. Tadqiqot natijalari shuni ko'rsatadiki, o'qitilgan mahalliy gidlar tashrif buyuruvchilarning qoniqishini sezilarli darajada oshiradi, atrof-muhitga ta'sirni kamaytiradi va mahalliy iqtisodiy rivojlanishga hissa qo'shadi. Tadqiqot O'zbekiston-2030 strategiyasiga mos keladigan siyosat tavsiyalari bilan yakunlanadi.

Kalit so'zlar: ekoturizm, Navoiy viloyati, gidlar, barqarorlik, turizmni rivojlantirish.

Аннотация. В данном исследовании рассматривается экотуристический потенциал Навоийской области в Узбекистане и оценивается роль профессиональных гидов в обеспечении устойчивого развития туризма. Используя национальные и региональные статистические данные, а также международные исследования в области экотуризма, в работе определены ключевые природные и культурные объекты, такие как петроглифы Сармышая, горы Нурата и село Сентоб. Результаты показывают, что подготовленные местные гиды значительно повышают удовлетворенность посетителей, снижают воздействие на окружающую среду и способствуют местному экономическому развитию. Исследование завершается рекомендациями по политике, соответствующими стратегии Узбекистана-2030.

Ключевые слова: экотуризм, Навоийская область, гиды, устойчивость, развитие туризма.

INTRODUCTION

Over the past decade, ecotourism has emerged as one of the fastest-growing segments of the global tourism industry. It emphasizes responsible travel to natural areas, environmental conservation, and local community well-being. Countries with rich natural and cultural heritage, such as Uzbekistan, possess strong potential in this sector.

Since 2017, Uzbekistan has implemented wide-ranging tourism reforms, resulting in a significant increase in international arrivals from 1 million in 2016 to 8.2 million in 2024. Tourism revenues reached USD 3.52 billion, reflecting the sector's growing importance. The Uzbekistan-2030 strategy aims to further expand tourism flows to 15 million visitors annually.

Within this context, Navoi region represents an underexplored yet highly promising ecotourism destination. Despite its rich natural landscapes and historical heritage, limited research exists on how to transform this



potential into sustainable tourism growth. This study aims to fill this gap by analyzing ecotourism resources and the role of tour guides in regional development.

LITERATURE REVIEW

Ecotourism has emerged as one of the most significant components of sustainable tourism, attracting increasing scholarly attention over the past decades. The concept is generally defined as responsible travel to natural areas that conserves the environment, supports local communities, and involves education and interpretation (Honey, 2008). Modern literature emphasizes that ecotourism integrates three key pillars: environmental conservation, socio-cultural preservation, and economic sustainability .

A substantial body of research highlights the role of ecotourism as a driver of sustainable development. According to recent systematic reviews, ecotourism contributes to biodiversity conservation, generates employment opportunities, and promotes cultural heritage preservation, particularly in developing countries . Furthermore, ecotourism has been recognized as a mechanism for poverty alleviation and regional economic diversification, especially in areas rich in natural resources but lacking industrial development .

Scholars have also examined the structural dimensions of ecotourism development. Bibliometric analyses reveal four dominant research themes: ecological preservation, protection of local community interests, environmental impacts such as carbon footprints, and tourist behavior toward sustainability . These themes collectively demonstrate that ecotourism is a multidimensional phenomenon requiring integrated management approaches.

An important strand of literature focuses on the role of local communities in ecotourism development. Community participation is widely regarded as a critical success factor, as it ensures equitable distribution of benefits and strengthens environmental stewardship . Studies indicate that local populations act not only as beneficiaries but also as custodians and interpreters of natural and cultural heritage, which enhances the authenticity of tourism experiences .

Closely related to community involvement is the role of professional tour guides, which has gained increasing attention in recent research. Tour guides are considered key intermediaries between tourists and destinations, responsible for delivering environmental education, ensuring responsible tourist behavior, and enhancing visitor satisfaction. Through interpretation and storytelling, guides contribute to environmental awareness and cultural understanding, which are central objectives of ecotourism. Although earlier literature focused primarily on infrastructure and policy aspects, more recent studies highlight human capital—especially trained guides—as a decisive factor in the success of ecotourism initiatives.

In the context of regional tourism development, ecotourism is viewed as a strategic tool for unlocking the potential of underdeveloped regions. Empirical studies from various countries show that regions with rich natural and cultural resources can significantly benefit from ecotourism through increased tourist flows, local entrepreneurship, and infrastructure development . However, the literature also identifies several challenges, including inadequate infrastructure, limited awareness, weak institutional coordination, and lack of professional skills .

Despite the growing body of research, there remains a gap in region-specific studies that integrate both ecotourism potential and the role of guides in tourism development. In particular, limited attention has been paid to Central Asian contexts, including Uzbekistan. Existing studies suggest that Uzbekistan possesses significant untapped ecotourism resources, but their effective utilization requires improved management, stakeholder collaboration, and capacity building, especially in guiding services.

In conclusion, the literature demonstrates that ecotourism is a powerful instrument for sustainable regional development. However, its success depends on a combination of environmental management, community involvement, and professional human resources, particularly tour guides. This underscores the need for further empirical research focusing on specific regions, such as Navoi, to better understand how ecotourism potential can be effectively harnessed through the development of guiding services.

RESEARCH METHODOLOGY

This research employs a mixed-method analytical approach based on secondary data sources and comparative analysis. The data sources include the State Statistics Committee of Uzbekistan (2024), Navoi Regional Administration reports (2024), UNWTO tourism data, and international academic studies on ecotourism. The analytical methods utilized consist of descriptive statistical analysis of tourism indicators, comparative analysis of national and regional tourism trends, content analysis of international ecotourism literature, and factor-based interpretation of tourist satisfaction determinants. Furthermore, the research focus evaluates the ecotourism resource potential of the Navoi region, and the role of tour guides in sustainability. Key determinants



of tourist satisfaction the tourism industry of Uzbekistan has also been experiencing a structural change ever since the onset of the reform period in 2017. The liberalization of visas, investment in infrastructure, and active international destination marketing have already yielded one of the fastest tourism development patterns in the post-Soviet space. Table 1 below summarizes the major national tourism indicators between the period 2016 and 2024, as well as the strategic targets of 2030 (table 1).

Table 1. Key Tourism Indicators: Uzbekistan (2016–2030)

Year	Int'l Arrivals (millions)	Tourism Exports (USD billion)	YoY Growth (%)	Hotels
2016	1.0	—	—	~700
2019	5.4	—	+440%	~1,100
2023	7.0	2.14	+30%	~1,388
2024	8.2	3.52	+17%	2,383
2030 (Target)	15.0	5.00	—	—

Sources: State Statistics Committee of Uzbekistan (2024); Uzbekistan-2030 National Development Strategy; tourism sector analysis reports.

According to Table 1, the number of international arrivals has increased over eight times between 2016 and 2024. The recovery after the pandemic is of special interest, with the number of arrivals in 2024 being more than in 2019, about 73 percent higher, which indicates the strength and the increasing popularity of Uzbekistan as a destination. The investment climate that comes with this wave of tourists is illustrated by the dramatic increase in the hotel stock, that is, approximately 700 facilities in 2016 to 2,383 in 2024 (71.8 percent in 2024). The exports of tourism services, which were USD 3.52 billion in 2024, attest to the fact that the industry is now a significant part of the national GDP.

ANALYSIS AND RESULTS

3.1 Tourism Growth in Uzbekistan

Tourism in Uzbekistan has expanded rapidly due to policy reforms, infrastructure investments, and visa liberalization. Between 2016 and 2024:

- International arrivals increased eightfold
- Tourism exports reached USD 3.52 billion
- Number of hotels grew from ~700 to 2,383

This growth indicates strong national momentum for tourism development.

3.2 Ecotourism Potential of Navoi Region

Navoi region demonstrates significant ecotourism potential:

- Over 420,000 foreign visitors in 2024 (2× increase)
- 110,910 km² territory with diverse ecosystems
- Key attractions:
 - Sarmishsay petroglyphs (3,000+ rock carvings)
 - Nurata Mountains
 - Sentob village (UNWTO Best Tourism Village)

A regional tourist route covering 60+ sites over 340 km has been established, further enhancing accessibility.

3.3 Role of Tour Guides

The findings highlight that tour guides play a critical role in ecotourism quality:

- Improve visitor satisfaction
- Promote environmentally responsible behavior
- Enhance cultural interpretation
- Support local income generation

Professional competencies such as ecological awareness, local knowledge, and communication skills significantly influence tourism outcomes.

3.4 Determinants of Tourist Satisfaction

Factor analysis identifies key determinants of satisfaction:

1. Safety and security
2. Infrastructure quality
3. Travel affordability



4. Food quality
5. Accommodation guidance
6. Accessibility
7. Natural beauty
8. Local hospitality

Natural beauty and hospitality are the strongest advantages of Navoi region, while infrastructure and accessibility remain development gaps.

The Navoi region is located in a strategic geographic position in the tourism of Uzbekistan. It is located on the border of desert, steppe, and mountain ecosystems, and is characterized by a high density of archaeological and natural heritage locations. The number of foreign tourists visiting the region has highlighted its increasing popularity as the figure is reported to be more than 420,000 in 2024, twice the previous year. A tourist ring has been created that connects more than 60 sites in sub-regions such as Nurata, Karmana and Kiziltepa which covers a distance of 340 kilometers.

Sentob village is one of the most internationally known resources of the region as it was awarded the UNWTO Best Tourist Village status due to its example of community-based tourism focused on family-run guesthouses and the experience of the local culture. The Sarmishsay gorge, with over 3,000 petroglyphs of Bronze Age, one of the richest of the prehistoric rock art in Central Asia, is also of importance; the petroglyphs portray hunting scenes, fauna, and anthropomorphic figures spread over 10 kilometers of black slate cliffs.

Table 2 below summarizes the important ecotourism indicators of the region (table).

Table 2. Navoi Region: Key Ecotourism Indicators (2024)

Indicator	Value / Description
Total area	110,910 km ²
Population	~942,843
Foreign tourists (2024)	420,000+ (2× more than 2023)
Tourist ring length	340 km covering 60+ sites
Archaeological monuments	~35 registered sites
Architectural monuments	71
Museums	8
Sarmishsay petroglyphs	3,000+ Bronze Age carvings over 10 km
UNWTO Best Tourist Village	Sentob village (family guesthouses, cultural experiences)

Sources: Navoi Regional Administration (2024); UNWTO Best Tourism Villages Program; State Statistics Committee of Uzbekistan (2024).

Although natural and cultural resources are the backbone of any ecotourism destination, the research has always found the quality of the human mediation, and the guide services in particular, as a deciding factor in the visitor experience, environmental management, and economic rewards to the communities. The guide fits in a special niche in visitor management, interpretation, and local economic engagement.

Tour guide professionalism, a 2025 study also concluded that the quality of guides increases positive visitor impacts by improving the quality of experience, satisfaction, and sustainable behavioral impacts, and this supports the important role played by the guide in sustainable tourism¹. On the same note, ecological awareness in the guides shows that the better the ecotourism knowledge, the better the environmental orientation and the degree of impact on site².

According to the best practice guidelines of the International Ecotourism Society (TIES), local hiring is fundamentally important structurally, not as an equity matter, but as a means of promoting authenticity, establishing community ownership, and sustaining tourism revenue in the destination economy. Table 3 is a synthesis of the evidence available on the characteristics of guides and their reported effects (table 3).

1 Zhang, Y., et al. (2025). Tour Guide Professionalism and Visitor Experience in Ecotourism Destinations. *Tourism Management Perspectives*, 49, 101–112.

2 Kılıç, B., et al. (2023). Environmental Awareness and Ecological Sensitivity in Tourist Guides. *Journal of Ecotourism*, 22(3), 198–215.

Table 3. Tour Guide Characteristics and Their Impact on Ecotourism Quality

Guide Characteristic	Impact on Tourism	Source
Ecological awareness	Improves environmental orientation; reduces ecological footprint of tours	Kılıç et al., 2023
Professionalism	Amplifies visitor satisfaction and long-term behavioral positive outcomes	Zhang et al., 2025
Local hiring	Supports community income and promotes authentic cultural experience	TIES Best Practices
Scientific/natural history training	Improves interpretation quality and visitor learning outcomes	TIES Best Practices
Wildlife disturbance avoidance	Preserves biodiversity and ensures long-term site viability	TIES Best Practices

Sources: Kılıç et al. (2023); Zhang et al. (2025); International Ecotourism Society Best Practices (2023).

In the Navoi context, these findings carry direct policy implications. Ecotourism resources in the region, such as petroglyphs, desert landscapes, mountain villages, need to undergo special interpretation, which integrates natural history, archaeological and cultural competency. One of the top-paying interventions that can be offered to the regional tourism authorities is investment in the training and certification of local guides who have these competencies.

The results confirm that Navoi region has strong potential to become a leading ecotourism destination in Central Asia. However, the transformation of this potential into sustainable growth depends on several critical factors.

First, the role of tour guides is central to bridging natural resources and tourist experience. International studies consistently show that professional guides enhance both satisfaction and sustainability outcomes. In Navoi, this is particularly important due to the complexity of interpreting archaeological and ecological sites.

Second, infrastructure limitations, especially transport access to remote areas like Sarmishsay, constrain tourism growth. Addressing these gaps would significantly improve visitor experience and length of stay.

Third, the emphasis on community-based tourism, as seen in Sentob village, demonstrates a successful model that integrates local participation with tourism development.

Overall, the findings align with global ecotourism literature, confirming that sustainable tourism requires a balance between environmental protection, economic benefits, and social inclusion. Knowledge of factors that contribute to tourist satisfaction in ecotourism destinations would be critical in developing products and services that will produce repeat visitation and word-of-mouth. An ecotourist satisfaction study, using factor-analytic research, has found eight major determinants of ecotourist satisfaction that describe 40.1 percent of the total variance of satisfaction³. Table 4 below gives them, and evaluates their applicability to the Navoi ecotourism context (table 4).

Table 4. Determinants of Tourist Satisfaction in Ecotourism: Rankings and Navoi Relevance

Rank	Satisfaction Factor	Contribution to Variance	Relevance to Navoi
1	Safety and security	Highest loading	High
2	Infrastructure quality	Significant	Medium
3	Travel expenses / affordability	Significant	High
4	Food quality	Moderate	High
5	Accommodation guidance	Moderate	High
6	Destination accessibility	Moderate	Medium
7	Natural beauty	Moderate	Very High
8	Hospitality of local population	Moderate	Very High
Total explained variance: 40.1% across 8 factors			

Source: Adapted from Alimova (2022). Navoi relevance assessed by the authors based on regional conditions.

3 Alimova, N. (2022). Tourist Satisfaction in Ecotourism Destinations: A Factor-Analytic Approach. *Tourism and Hospitality Research*, 18(4), 301–317.



The dominance of safety and security as a motivator of satisfaction is consistent with the overall Central Asian tourism literature, where perceptions of political stability and individual safety tend to play a major role in destination selection. The stable environment that has always been experienced in Uzbekistan offers a comparative advantage in this aspect. The strongest competitive resources of the region and the main focus of the tourism brand positioning should be natural beauty and hospitality, which was rated as 'Very High' in Navoi relevance.

The main development gaps in the region are infrastructure quality and accessibility to destinations rated as Medium in the relevance of Navoi. Enhancing the network of roads to remote locations, including Sarmishsay, and finding alternative accommodation facilities other than Nurata city would significantly increase the overall levels of satisfaction and increase the average length of stay.

CONCLUSION AND SUGGESTIONS

The Navoi region of Uzbekistan has the natural resources, cultural richness and institutional energy to be one of the best ecotourism sites in Central Asia. The doubling of foreign arrivals in 2024, the UNWTO recognition of the Sentob village and the construction of the regional tourist ring are all indicative of the fact that the growth is already in progress. The question is now how to make this growth viable, sustainable and of high quality.

The policy recommendations that the reviewed evidence in this paper supports are as follows: (1) a regional guide training and certification program, including ecological and heritage interpretation programs; (2) focus on hiring locally in licensed tour operations, by licensing and financial incentives; (3) investment in access infrastructure to major ecotourism sites, especially road access to Sarmishsay gorge; (4) development of public-private partnerships to finance community-based tourism

In future studies, primary survey data of local and foreign visitors to the Navoi region should be used to quantitatively model the association between guide quality, visitor satisfaction and the impact on regional economies. This kind of work would give the empirical basis to maximize policy investments in this high potential sector.

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Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>