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## МЕТОДИЧЕСКИЕ СТРАТЕГИИ ДЛЯ ПРОДВИЖЕНИЯ ЭКОТУРИЗМА В ГОРОДЕ ОШ, КЫРГЫЗСТАН

**Сулайманова Г. Ж., Тажиматова М. Б., Ош (Кыргызстан)**

**Аннотация.** В данной статье рассматриваются эффективные методические стратегии для повышения осведомленности об экотуризме школьников в городе Ош, Кыргызстан. Исследование подчеркивает роль образования в формировании у учащихся понимания экологической устойчивости, сохранения культурного наследия и ответственных методов туризма. Для повышения вовлеченности учащихся и экологической осведомленности рассматриваются различные подходы к обучению, включая интерактивные занятия, проектное обучение и цифровые ресурсы. В статье показано, как образовательные стратегии могут способствовать формированию позитивного отношения к экотуризму и поощрять устойчивые практики среди учащихся. Результаты исследования показывают, что интеграция тем экотуризма в образование может способствовать как охране окружающей среды, так и развитию местного туризма в городе Ош, Кыргызстан.

**Ключевые слова:** экотуризм, методические стратегии, экологическая осведомленность, устойчивый туризм, город Ош, Кыргызстан, образование

## TEACHING STRATEGIES FOR PROMOTING ECOTOURISM IN OSH CITY KYRGYZSTAN

**Sulaimanova G. J., Tajimatova M. B., Osh (Kyrgyzstan)**

**Abstract.** *This article examines effective teaching strategies for promoting ecotourism awareness among school students in Osh City Kyrgyzstan. The study emphasizes the role of education in developing students' understanding of environmental sustainability, cultural heritage preservation, and responsible tourism practices. Different teaching approaches, including interactive activities, project-based learning, and digital resources, are explored to increase student engagement and environmental awareness. The article highlights how educational strategies can contribute to developing positive attitudes toward ecotourism and encourage sustainable practices among learners. The findings suggest that integrating ecotourism topics into education can support both environmental protection and local tourism development in Osh City Kyrgyzstan.*

**Keywords:** *ecotourism, teaching strategies, environmental awareness, sustainable tourism, Osh City Kyrgyzstan, education*

**Introduction.** Ecotourism is supposed to make efficient, responsible and sustainable use of tourism resources at the destination. The aims of ecotourism can be accomplished by encouraging the appropriate activities, enhancing eco-tourist experiences, and managing tourism resources in a sustainable manner. Teaching and learning methods play a crucial role in promoting sustainability in tourism education. Ecotourism has become an important component of sustainable tourism worldwide. It promotes environmental conservation, cultural preservation, and responsible travel practices. Osh City, one of the oldest cities in Central Asia, possesses significant natural and cultural attractions that can support ecotourism development. However, the successful promotion of ecotourism depends largely on public awareness and environmental education. Educational institutions play a significant role in shaping students' attitudes toward nature conservation and sustainable tourism. Despite the growing interest in ecotourism, limited attention has been paid to teaching strategies that can effectively promote ecotourism awareness among school students in Osh City. The aim of this study is to identify and evaluate teaching strategies that enhance students' understanding of ecotourism and encourage environmentally responsible behavior.

### **Research Questions**

What is the current level of students' awareness of ecotourism?

Which teaching strategies are most effective in promoting ecotourism awareness?

How do students perceive ecotourism after participating in educational activities?

The term “tourism” is used to describe people who visit different locations for various reasons. It’s a huge industry that influences the economies of many countries throughout the world and has become an integral part of the daily lives of millions of people. Domestic and international travel are just two examples of tourism, but there are many others as well. There are many various motivations for taking a vacation, from seeking rest and relaxation to exploring new cultures and gaining new knowledge or even bettering one’s health. Tourism allows people to escape their regular lives and see the world.

The concept of ecotourism gained widespread recognition in the late 20th century as a response to the growing demand for tourism that integrates nature conservation with community-based resource management [6]. In academic literature, ecotourism is regarded as a sustainable mechanism for balancing environmental, economic, and cultural objectives [3].

The ecotourism definition by the Global Ecotourism Network (GEN): “Ecotourism is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and creates knowledge and understanding through interpretation and education of all involved (visitors, staff and the visited)”[4]. (Also called “nature tourism”, the objective of ecotourism is to minimize the impact brought about by tourism on the environment. The idea is to focus on uniting conservation, communities and sustainable development through the means of travel [11].

**Ecotourism lies on several key principles, including the following:**

**Conservation and preservation:** Conservation and preservation of natural places are at the core of ecotourism. This means actively backing and taking part in projects that protect biodiversity, preserve ecosystems, and slow down the damage to the environment.

**Education:** Beyond the typical tourist experience, ecotourism aims to teach people about the environment and raise awareness of the need to protect it. Ecotourists learn about local ecosystems, develop their appreciation for nature, and become advocates for conservation thanks to informative programs, guided tours, and hands-on experiences.

**Community engagement:** Ecotourism aims to positively impact these communities by offering economic opportunities, promoting local businesses, valuing their cultural traditions, and fostering their involvement in decision-making processes [8].

**Ecotourism in Kyrgyzstan**

Nestled between the magnificent Tien-Shan and Pamir-Alay Mountains, Kyrgyzstan is blessed with a stunning variety of landscapes and ecosystems including lofty mountain peaks and glaciers, alpine pastures and lakes, flower-covered valleys and rivers, arid canyons and semi-deserts. Moreover, Kyrgyzstan boasts a rich historical and cultural heritage encompassing Asian nomadic traditions and many ancient civilizations along the Silk Road [10].

From its very beginnings, one of the main goals of the Kyrgyz Community Based Tourism Association (KCBTA) “Hospitality Kyrgyzstan” has been developing and promoting a wholesome and sustainable ecotourism model. That means tourism where the actions of tourists towards the regions visited are nature and ecosystem friendly. In order to popularize ecotourism and more careful treatment of the environment, the KCBTA has developed an Ecological Code, or an Ecotourism Organizations’ Codes of Conduct. Now the document is an integral part of any agreements on cooperation signed between the KCBTA and partner organizations [8].

**Statistics.** The tourist flow is growing every year; if in 2024 Kyrgyzstan was visited by about 8.6 million people, then in the first half of 2025 almost 5 million tourists. More than 95% of tourists are from neighboring countries Central Asia and Russia, as well as from China, India, Turkey, and Europe. The share of tourism in GDP for the specified period reached 4.3%. By 2030, the Tourism Department intends to increase this indicator to 7%, and increase the tourist flow by 10% every year. Work is underway to make tourism year-round (not only summer), improve infrastructure, service, develop ecological, cultural, and mountain tourism. According to recent tourism statistics, the Osh region attracted approximately 156,000 tourists in 2024, with visitor numbers exceeding 300,000 in 2025, demonstrating the growing tourism potential of Osh and the increasing importance of sustainable and ecotourism-oriented educational strategies [12].

Osh is the oldest city in Kyrgyzstan and one of the oldest in Central Asia, with a continuously inhabited history spanning over 3,000 years as a vital Silk Road trading hub. At its heart stands Sulayman-Too, a sacred mountain and UNESCO World Heritage Site that has drawn Islamic pilgrims for centuries the only site of its kind in the country. The city's bazaar is legendary: a sprawling, chaotic, and deeply authentic Central Asian market that has operated in some form for millennia. The blend of Kyrgyz, Uzbek, Tajik, and other cultures creates an atmosphere entirely distinct from Bishkek the food is spicier, the light is warmer, and the Silk Road heritage is tangible. Osh is now positioned as a strategic gateway: southward to the Alay Valley, the Pamir Highway, and Tajikistan (via the new KG-TJ tourism agreement); and westward to Batken and the expanding Kyrgyz Nomad Trail, which will soon

link Osh to the national trail network. The Silk Road Festival in June and year-round food culture make it a destination, not just a transit point [13].

Education plays a central role in shaping the transformation of individuals and societies towards sustainability. Education for sustainable development is an educational vision to balance human and economic well-being with cultural traditions and reverence for the Earth's natural resources [7]. It applies the results of sustainability science to educational practices, guiding the choices of learning objectives, teaching content, and teaching and learning methods [1]. Sustainability is integrated into the tourism and hospitality management programs in many universities around the world to address the need for sustainable tourism development.

**Methods.** This study employed a mixed-methods research design combining quantitative and qualitative approaches. The participants included 120 secondary school students and 15 teachers from schools named after S.M. Kirov, Y.A. Gagarin, A. Navoi in Osh City, Kyrgyzstan.

Data were collected through:

Student questionnaires;

Semi-structured teacher interviews;

Classroom observations;

Analysis of educational materials.

Several teaching strategies were implemented over an eight-week period, including:

Project-based learning-Snow Leopard as a national and cultural heritage of Kyrgyzstan

Educational excursions to Sulayman-Too Mountain in Osh city;

Interactive discussions on principles of ecotourism;

Role-playing activities;

Multimedia presentations on ecotourism.

Quantitative data were analyzed using descriptive statistics, while qualitative data were examined through thematic analysis.

## **Results**

The results indicated a significant increase in students' knowledge of ecotourism following the intervention. Before the program, only 35% of students could accurately define ecotourism, whereas after the program, the percentage increased to 82%.

Project-based learning and educational excursions were identified as the most engaging activities by students. Teacher interviews revealed that experiential learning activities increased student motivation and participation.

## **Discussion**

It is a widespread agreement that sustainable tourism can be accomplished with the help of education [5]. Kiryakova-Dineva et al. [9] and Cinque [2] have stated that soft skills are also known and distinguished as transversal skills including emotional intelligence in addition to basic and/or life skills. Examples of soft skills are communication and personal skills. It was demonstrated while organizing educational excursions. Students introduced in the English language Sulayman-Too Mountain as guides to foreign tourists and communicate with them.

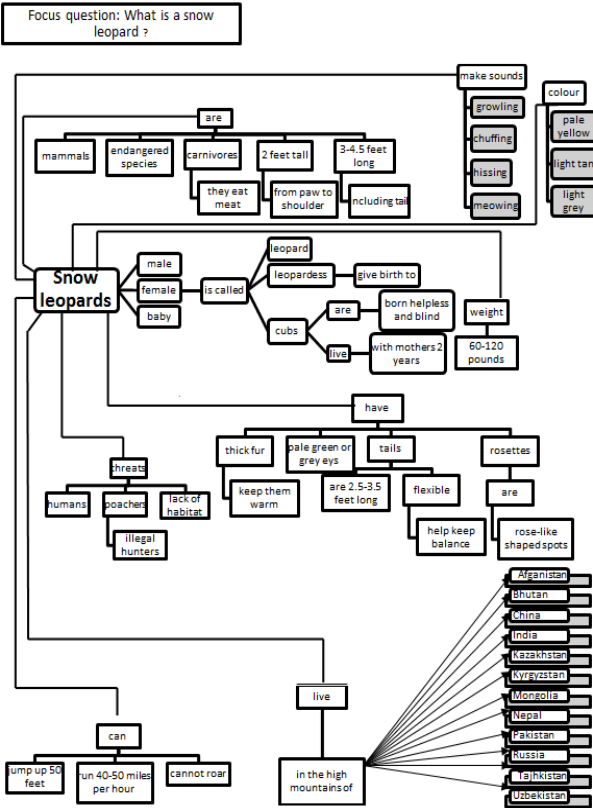


Figure 1 –PBL Students’ concept mapping on Snow Leopards

Table 1. Students’ Ecotourism Awareness Before and After the Program

| Indicator                      | Before (%) | After (%) |
|--------------------------------|------------|-----------|
| Understanding of ecotourism    | 35         | 82        |
| Awareness of local attractions | 48         | 87        |
| Environmental responsibility   | 42         | 85        |

The findings suggest that active and experiential teaching strategies are highly effective in promoting ecotourism awareness among school students. The positive impact of project-based learning and educational excursions supports previous research emphasizing the value of experiential education in environmental learning.

The increase in environmental responsibility among participants demonstrates the potential of school-based ecotourism education to contribute to sustainable tourism development in Osh City. These results indicate that integrating ecotourism topics into school curricula can foster environmentally conscious attitudes and behaviors.

However, the study was limited to three schools and a relatively small sample size. Future research should include a larger number of educational institutions and examine the long-term effects of ecotourism education programs.

## Conclusion

This study demonstrated that interactive and experiential teaching strategies significantly improve students' awareness of ecotourism in Osh City. Project-based learning, educational excursions, and multimedia activities proved particularly effective in enhancing environmental knowledge and responsible attitudes. Integrating ecotourism education into school programs can contribute to sustainable tourism development and environmental conservation in Kyrgyzstan.

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## ЭТНОКУЛЬТУРНЫЕ ОСОБЕННОСТИ ЭМОЦИОНАЛЬНОЙ ФРАЗЕОЛОГИИ В УСЛОВИЯХ ЦИФРОВИЗАЦИИ КОММУНИКАЦИИ

**Султонова О. Т., Душанбе (Таджикистан)**

**Аннотация.** В статье рассматриваются этнокультурные особенности эмоциональной фразеологии в условиях цифровизации современной коммуникации. Актуальность исследования обусловлена активной трансформацией способов выражения эмоций в интернет-дискурсе и необходимостью сохранения национально-культурной специфики фразеологических единиц в новых медиаформатах. Цель работы заключается в выявлении особенностей репрезентации эмоций во фразеологических системах таджикского, русского и английского языков, а также в определении тенденций их функционирования в цифровой среде. Материалом исследования