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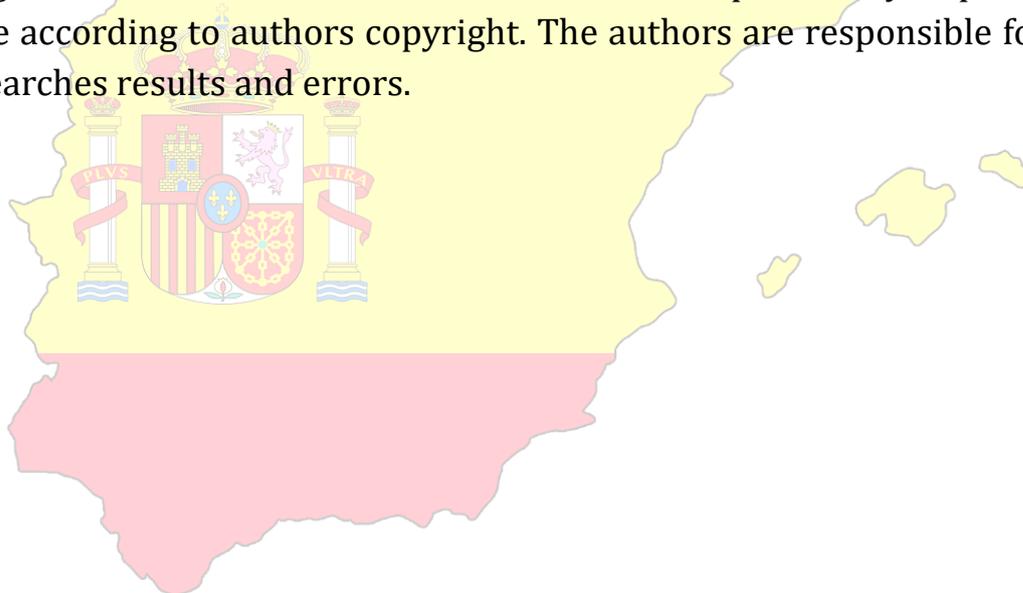


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THE IMPORTANCE OF ECOLOGICAL CULTURE AND RELIGIOUS VALUES IN THE DEVELOPMENT OF GLOBAL TOURISM

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Abstract: As countries continue to develop, the tourism sector significantly influences the development and economy of these countries. Today, ecological culture and religious values play an important role in the development of global tourism. The rapid development of modern tourism increases the pressure on nature. At the same time, the value and significance of sacred sites and pilgrimage destinations may decline if they are not properly protected. Therefore, the issue of organizing tourism activities in a sustainable manner has become increasingly important. This article substantiates that improving tourism efficiency can be achieved through environmentally responsible tourism organization, increasing tourists' ecological awareness, and protecting religious heritage sites.

Keywords: global tourism, ecological culture, pilgrimage tourism, religious values, tourism development.

Introduction. Today tourism is considered one of the most important and rapidly developing sectors of the global economy. Tourism not only brings economic benefits but also contributes significantly to strengthening cultural relations between countries, developing mutual understanding among nations, and promoting the socio-economic development of regions. In recent years, the growth of international tourist flows has led to the expansion of tourism infrastructure and the emergence of new tourism destinations. However, the rapid development of tourism has also caused certain environmental problems. The increasing number of tourists may intensify pressure on natural areas, increase the amount of waste, and lead to excessive use of natural resources. This can result in the disruption of ecological balance. Therefore, it is important to consider environmental factors in the development of modern tourism.

Ecological culture is one of the key conditions for sustainable tourism development. In essence, ecological culture reflects people's conscious and responsible attitude towards nature, preservation of natural resources, and protection of the environment. By developing ecological culture within tourism activities, it becomes possible to preserve natural areas and protect them for future generations. Religious values also play an important role in tourism development. In many parts of the world, sacred sites and religious monuments significantly contribute to the development of pilgrimage tourism, which is considered one of the important forms of tourism. Every year, millions of tourists travel to different countries to visit sacred places. Pilgrimage tourism not only satisfies religious needs but also creates opportunities to explore and apply cultural and historical heritage.



Many religious teachings emphasize the importance of protecting nature, preserving the environment, and respecting sacred territories. Therefore, the harmony between ecological culture and religious values is considered an important factor in ensuring sustainable tourism development. The purpose of this article is to analyze the importance of ecological culture and religious values in the development of global tourism and to determine their contribution to sustainable tourism development.

The research results show that ecological culture plays an important role in sustainable tourism development. In societies where ecological awareness is well developed, tourists pay greater attention to protecting nature. As a result, tourism activities cause less damage to the environment. In many countries, environmental regulations have been introduced in the development of tourism within natural areas. For example, in national parks and nature reserves, the movement of tourists is regulated according to established rules. Littering is prohibited and damage to natural objects is not allowed. Such measures help to maintain ecological balance.

Religious values also have a significant influence on tourism development. Sacred sites attract many tourists and contribute to the growth of pilgrimage tourism. These places not only have religious importance but also possess great tourism potential as historical and cultural heritage sites. The results also show that in many religious traditions, protecting nature is considered an important value. This contributes to the development of ecological culture. Considering religious values in tourism activities also positively affects the preservation of ecological balance.

Research results indicate that modern tourism is not only an activity aimed at generating economic profit but also a complex system that requires rational use of natural and cultural resources. If tourism activities are not organized according to environmental requirements, they may cause serious damage to the environment. Therefore, developing ecological culture in tourism development processes is of great importance. Ecological culture significantly encourages tourists and tourism organizations to treat nature responsibly. Following environmental rules during tourism activities helps preserve natural areas and maintain ecological balance. For example, by developing ecotourism in national parks, reserves, and other natural areas, it is possible to maintain a balance between tourism activities and nature conservation.

Religious values also appear as an important factor in tourism development. Sacred pilgrimage sites located in many countries are among the main tourist attractions. Through pilgrimage tourism, tourists not only satisfy their religious needs but also become acquainted with the historical, cultural, and spiritual heritage of the region. Therefore, religious tourism is considered an important component of tourism economies in many countries. Furthermore, many religious teachings emphasize valuing nature as a sacred blessing, protecting it, and avoiding harm to the environment. These beliefs contribute positively to the development of ecological culture. Through religious values, principles such as respect for nature,

protection of sacred areas, and preservation of ecological balance are strengthened within society. The harmony between ecological culture and religious values plays an important role in ensuring sustainable tourism development. Considering environmental factors in tourism planning and management, protecting sacred sites, and increasing tourists' ecological awareness contribute to the long-term development of tourism.

In addition, tourism organizations must comply with environmental standards. The better they meet these standards, the greater their chances of entering the global tourism market. At the same time, it is important to follow environmental requirements when developing tourism infrastructure. Such an approach increases the economic efficiency of tourism while helping preserve natural and cultural heritage.

In conclusion, ecological culture and religious values are important factors in the development of global tourism. As tourism continues to develop rapidly, pressure on natural areas is increasing. Therefore, the development of ecological culture and environmental protection have become urgent issues. It can be concluded that if tourists and tourism organizations follow environmental rules, it will be possible to use natural resources rationally and maintain ecological balance. This, in turn, contributes to the sustainable development of tourism. Religious values also positively influence tourism development. Sacred sites support the growth of pilgrimage tourism and serve as important cultural and spiritual centers for tourists. At the same time, religious values promote ideas such as protecting nature, respecting sacred territories, and preserving ecological balance. The harmony between ecological culture and religious values creates an important foundation for sustainable tourism development. In developing tourism policies, attention should be paid to environmental protection, increasing tourists' ecological awareness, and protecting religious heritage sites.

In the future, promoting ecological culture, protecting sacred sites, and developing tourism infrastructure in accordance with environmental requirements will remain important tasks. This will contribute to the long-term and sustainable development of the tourism sector.

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