IN THE DEVELOPMENT OF MODERN ECOTOURISM, IT IS NECESSARY TO RAISE THE ECOLOGICAL LEGAL CONSCIOUSNESS OF THE INDIVIDUAL

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Annotation: *In this article, in the development of modern ecotourism, views on the need to raise the individual's ecological legal consciousness are analyzed from a scientific and theoretical point of view.*

Key words: *development, progress, economy, collaboration, creativity, transformation.*

The interaction between society and nature is one of the problems that people have been thinking about for a long time. Man has solved this problem at every historical stage of his development within the limits of his strength, capabilities and knowledge. This problem is becoming more important in the conditions of modern science and technology development. Together with the development of science and technology, it leads to the disturbance of the balance of relations between man and nature.

At present, the technical progress of the society is taking the nature to the brink of destruction, the environment is being polluted, thereby worsening its natural conditions and becoming an obstacle for development. Man is increasingly affecting the appearance of the Earth with his activities. This effect is evoking a counter-reaction of nature: its influence on people is increasing, becoming more and more noticeable and often uncomfortable. Unfortunately, despite the fact that man is the owner of high intelligence and the formation of the noosphere, he is playing the main role in the emergence of such a crisis global ecological situation. Two laws can be observed in the change in the "nature-society" system, namely:

1. Society's anthropotechnogenic influence on nature is increasing more and more.
2. The tendency of society's dependence on the artificial natural environment is accelerating. In this case, the first law gives rise to the second law. From this point of view, changing nature, influencing it is not only a way to satisfy our needs, but is the most real source of learning the laws of nature. The rate of re-transformation of the environment around us is increasing without a word during social production. However, along with the expansion of the scope of human activity, the danger of its impact on the natural environment is also increasing.

Today's highly technical society is faced with the need to work in harmony with nature. Failure to understand or deny this creates a problem that is so dangerous to humanity that it can lead to the downfall of humanity. In today's scientific and technical development, it is not necessary to subjugate nature, to dominate it arrogantly, but to cooperate with it rationally. It is desirable that man and nature live in practical and creative unity without suffocating each other.

In addition, rational use of natural resources is a vital necessity for humanity, and only this way can make man the real master of the earth. Advances in science and technology have given man powerful tools to influence nature. However, it is necessary to learn to use these technical and technological tools wisely and to foresee the consequences of human influence on nature. Otherwise, if we look at the modern civilization

in terms of the environmental problems that are intensifying and becoming globalized as a result of the development of science, technology and technology, it is obvious that they do not correspond to the interests of human civilization, that is, “man won not over nature”, but the technology created by him. As a result, man is alienated from nature - the basis of his existence.

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