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Annotation. The following areas of ecotourism can be used to improve the health of students: recreational ecotourism, educational, sightseeing, sports, combined, etc. Carrying out a number of organizational measures (training of competent specialists in the field of physical recreation, development of various ecological tours of sports and recreation orientation and will contribute to the intensification of ecotourism development.

Keywords. Ecotourism, students, health improvement, students.

In recent years, the use of tourism to improve the health of the younger generation has become increasingly relevant. One of the promising areas of tourism activity is ecotourism, which can be considered as a necessary component of all types and forms of recreational activities of the population. Traveling to the world of nature contributes to the improvement of the population, stimulates and satisfies the desire to communicate with nature, fosters love for it, and promotes the formation of environmental activities. The use of natural resources to strengthen the health of students, active recreation and recreation in the bosom of nature generally contribute to the harmonious development of personality. In the development of ecological tourism in order to improve the health of the younger generation, it is of particular importance.

Uzbekistan has rich natural resources for the development of ecotourism. These are extensive natural complexes, including monuments and historical tourism, where the oldest eastern cities are located: Samarkand, Bukhara, Khiva, architecture, diverse flora and fauna, natural healing resources, hunting and fishing grounds, picturesque landscapes with conditions for organizing hiking, horseback riding, cycling, water hiking, recreation and recreation in the natural environment.

One of the promising areas of tourism activity is the involvement of a network of specially protected natural territories of the republic in ecotourism.

The organization and holding of sports and recreation events is of great interest in terms of improving the health of the younger generation during ecotours. Conversations with students of the Faculty of Healthy Lifestyle of the Kokand State Pedagogical Institute, their own experience in the field of tourism and recreation, analysis of the literature allowed us to identify the main areas of tourism activity that, within the framework of ecotourism, can be used to improve the health of students: recreational tourism, rehabilitation, educational, tourist-educational, sightseeing, scientific, combined sports and others.

The analysis of documents and literature on the research problem, our own observations allowed us to conclude that in order to intensify the development of ecotourism in order to improve the health of young people, it is necessary to carry out a number of activities, the main of which are:

- training of competent organizers (guides and group guides) who know the issues of valeology, ecology, physical culture, biology, history and culture of their region;
- well-established infrastructure that provides a familiar and full-fledged vacation for tourists in nature, especially foreign ones;
- competent marketing, contributing to the promotion of travel products on the world market;
- good advertising that allows you to get acquainted with the natural and cultural attractions of the Republic of Uzbekistan and choose a suitable eco-tour, which makes it possible to combine wellness and sports activities;

- increasing the number and quality of ecotours designed for different categories of tourists, time duration and interests.

The development of ecotourism in order to improve the health of students is a promising direction in the Republic. For this purpose, the following areas of tourist activity can be used within the framework of ecotourism: sports, educational, tourist-educational, sightseeing tourism.

Carrying out a number of organizational measures, the main of which are the training of competent specialists in the field of physical recreation; the development of a variety of environmental tours of a sports and wellness orientation, designed to meet the demand of a large number of consumers; good advertising and for the development of ecotourism.

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