

Tourism Potential of Kyrgyzstan and Contribution of Ethics to It's Tourism Growth

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Abstract : In this article, besides the current tourism potential of Kyrgyzstan, the factors that may affect the tourism potential of Kyrgyzstan were discussed. Kyrgyzstan is a unique country that can offer quite different alternatives for tourism with its unique nature, lakes, mountains, history, and rich culture. Despite having so many alternatives, today, Kyrgyzstan cannot use this unique wealth as it should. This article tried to deal with matters that can increase the tourism potential of Kyrgyzstan. In addition, the contribution of ethical rules to the tourism potential of Kyrgyzstan was discussed. A detailed literature review was carried out on the tourism industry and tourism potential of Kyrgyzstan. After the literature review, a survey was conducted with the businesses and employees of touristic businesses in the Issyk Kul region of Kyrgyzstan in order to determine the factors that might improve the tourism potential and the effect of ethical rules on the tourism of Kyrgyzstan. 100 people participated in the survey. According to the results of the survey, the participants of the survey think that the culture, touristic richness, and unique nature of Kyrgyzstan are not promoted effectively. Participants think that Kyrgyzstan's tourism capacity will increase with the effective implementation of ethical rules as well as the effective promotion of Kyrgyzstan's cultural and natural wealth. According to the results of the survey, participants think that the tourism sector in Kyrgyzstan will develop rapidly if the ethical rules are followed as much as possible from the first moment that the tourists who come to the country set foot in the country. Participants predict that ethical rules have a tremendous impact on Kyrgyzstan tourism. It has been revealed that there is no systematic approach to ethical rules.

Keywords : tourism, ethics, growth, economy

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