

MARKETING ASPECTS OF ECOTOURISM DEVELOPMENT
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Abstract: *the article considers the marketing aspects of ecotourism development. A country or region that wants to enter the global tourism market will be very difficult to deal with forms of price competition. It will be difficult for small participants or low-income participants to offset their costs in this price market. As a result, the role of new tourism product opportunities will increase. It can be argued that the main important qualities are regional natural, cultural and environmental aspects.*

Keywords: *ecotourism, region, trends in the development of ecotourism, the direction of ecotourism, ecotourism profile*

МАРКЕТИНГОВЫЕ АСПЕКТЫ РАЗВИТИЯ ЭКОТУРИЗМА
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Аннотация: *в статье рассматриваются маркетинговые аспекты развития экотуризма. Стране или региону, который хочет выйти на мировой туристический рынок, будет очень сложно бороться с формами ценовой конкуренции. Маленьким участникам или участникам с низким доходом будет трудно компенсировать свои затраты на этом ценовом рынке. В результате роль новых возможностей туристического продукта возрастет. Можно утверждать, что основными важными качествами являются региональные природные, культурные и экологические аспекты.*

Ключевые слова: *экотуризм, регион, тенденции развития экотуризма, направление экотуризма, профиль экотуризма.*

Ecotourism development trends can be summarized in the form of regionalization. The socio-economic results of regionalization are the opposite of the negative effects of global tourism. Global tourism has had major negative, damaging effects in many regional ecosystems.

In the creation of effective ecotourism the leading position is the marketing specificity of the eco-tourist. It is known that the marketing profile of the consumer of tourism products is determined using the psychological and motivational aspects of behavior when choosing a tour. Based on this, travel agencies determine the 5P marketing strategy (product, price, location, promotion, people).

For eco tourists interested in the culture of the local population there is an opportunity to visit ancient ruins, museums and there are opportunities for organizing meetings with representatives of the local population. More than 10% of experienced eco tourists believe that the qualification of a guide is the most important in motivating a trip. Some experienced eco tourists complained about the lack of information about the history and culture of the place they visited.

Experienced eco tourists prefer tours with many active, entertaining elements (trekking, hiking or horseback riding, rafting, canyoning, etc.), especially water tours. When choosing a place and facilities, 40% of eco-tourists prefer rural houses, 27% stay in ward camps, 21% in comfortable hotels and 33% said they simply prefer to sleep in simple hotels. According to the Canadian Tourism Service, more than 41% of tourists stay in a cottage or village hut, while more than 40% prefer overnight stays in campgrounds or in short-term beds.

In Uzbekistan there are great opportunities for the development of ecotourism. It is necessary to use these opportunities effectively. To do this, you first need to determine the marketing profile of tourists visiting our country. Based on the analysis, it is possible to identify the weaknesses of ecotourism, and determine the direction in order to eliminate and improve them:

1. Despite the rich environmental resources of our country, it is necessary to create a national ecotourism site, which reflects the full suitability of ecotourism. Because it is difficult to imagine any industry without a global network during advanced technologies.

2. Uzbekistan does not have its own ecotourism brand. It is known that the service industry is abstract, so their brand is important in the development.

3. Uzbekistan should become an active participant in environmental events as well as an organizer.

4. In our country, as in most countries, ecotourism statistics are not kept. Facts about ecotourism provide a foundation for development and help overcome gaps.

5. To date, not one of the ecotourism destinations in Uzbekistan has conducted marketing research, surveys and analysis. Many developed countries, in order to identify the shortcomings of the current market and the prospects of ecotourism, conduct market research and monitor the current state.

6. Ecotourism provides a great advantage in the industry for certain tools, equipment, hunting rifles and car rental. In some destinations of Uzbekistan (Bukhara, Kashkadarya region of the State Forest Hunt), such rentals have not been created.

7. In our country, ecotours and eco guides of a high level and knowledge are required. To train qualified personnel in the field of ecotourism, it is necessary to open ecotourism in higher and secondary specialized educational institutions, as well as teach students harmless knowledge of tourism services and skills.

8. For the development of rural areas that have ecotourism potential, it is necessary to provide the necessary infrastructure and tourism professionals.

9. Uzbekistan has natural resources, beautiful landscapes, a rich world of flora and fauna. In order to increase the reserve (in SURKHON, the house is Hisar district, Baday- darkness, Kyzylkum Zarafshan, Chotkol, Zaamin, Kitab) "Jeyran Eco-Center" and in accordance with international standards, it is necessary to attract foreign investment to open the material and technical base.

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