

Organizational and Economic Bases of Formation and Development of the Market of Ecotourism Services

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Introduction

Today, the market of ecotourism services has a constant development trend in the country and its regions. According to the data, the share of the services sector in the country's GDP (35% in 2020) is 70-75% in developed countries. At the same time, the development of the ecotourism services market in the tourism sector, which accounts for 4-5% of the services sector, is one of the important economic tasks.

This process is especially important in Samarkand region, where the share of tourism services in the gross regional product is 10.6%. The Republic of Uzbekistan has sufficient natural, cultural and historical resources for the development and formation of the market of ecotourism services in its territories. At the same time, the material base for the accommodation of ecotourists includes hotels, boarding houses and other infrastructure facilities. But today, according to estimates, the spiritual and physical obsolescence of a number of infrastructure facilities and the hotel industry to develop the ecotourism services market is scientifically based. They do not meet the highest standards in the world and are not staffed with highly qualified professionals who provide services. All this requires in-depth economic analysis and drawing the necessary conclusions for the development of the market of eco-tourism services. According to the results of scientific research, it is expedient to base the development of the market of ecotourism services on the following trends.

1. Formation of new modern services on tour operators and tour agents of tour firms of national brand, which give priority to the development of separate ecotourism.
2. Strengthening the promotion of ecotourism products and the development of new types of tour packages and their delivery to customers.
3. Strengthening the attraction of foreign investment for the development of ecotourism and the establishment of joint ecotourism complexes with foreign countries.
4. Creating a competitive environment in accordance with market laws among travel agencies providing ecotourism products.
5. Providing benefits for foreign hotels and companies to enter the market of ecotourism services in the country.

The main tasks of the ecotourism services market are:

1. Meeting the consumer of ecotourism services and the segments providing it and realizing the commodity-money relationship between them.
2. Determining the cost of an ecotourism product and its consumer price.
3. Organization of economic processes between the buyer and seller of ecotourism products.
4. Search for internal reserves and opportunities for the development of ecotourism in the republic and regions.

The results of the study show that the state has created favorable conditions for the development of ecotourism in Samarkand region. The Resolution of the President of the Republic of Uzbekistan dated September 22, 2021 "On financial support of measures to further accelerate large-scale creative and landscaping work and increase the tourism potential of Samarkand region."

According to the document, the Fund for Reconstruction and Development will provide a loan of \$ 30 million to the Fund for Landscaping and Welfare of Samarkand region. It is issued for a period of 5 years, including a 2-year grace period, at a rate of 3% per annum.

The executive body responsible for the targeted and effective use of credit is the khokimiyat of Samarkand region. Expenses related to the repayment and servicing of the loan will be covered by additional sources of the local budget of Samarkand region, as well as other sources not prohibited by law.

The governor of Samarkand region was instructed to approve the address lists of projects funded by the Fund in coordination with the Cabinet of Ministers within a month.

Also, in accordance with the Presidential Decree No. PQ-3608 of March 16, 2018, the bulk of the loan to be repaid by the Fund for Reconstruction and Development to the Samarkand regional administration in 2021 was postponed to 2022.

The document was published in the National Database of Legislation and entered into force on September 22, 2021. Marketing research on the development of the regional ecotourism services market was conducted in Samarkand region, which is the object of research, and its strengths, weaknesses, opportunities and threats to the development of the ecotourism market were identified on the basis of SWOT analysis (Table 1).

Table 1 SWOT analysis of the development of the market of ecotourism services in Samarkand region

<p>Strengths:</p> <ol style="list-style-type: none"> 1. Development of normative legal acts on the development of ecotourism in the country, including in Samarkand region, and the availability of economic opportunities on this basis. 2. The ability of service providers in the market of ecotourism services to provide high quality and competitive services. 3. Creation of all conveniences for timely and convenient service to consumers (customers). 4. The development of ecotourism is included in the state program and the state has created all the conditions and conditions for its development. 5. Creation of a favorable domestic and foreign investment environment for the development of ecotourism. 6. The presence of various competitors offering services in the ecotourism services market. 	<p>Weaknesses:</p> <ol style="list-style-type: none"> 1. Lack of modern demand for ecotourism services and ecotourism infrastructure. 2. Lack of a separate law on the development of ecotourism services. 3. In ecotourism, prices do not meet customer needs. 4. Lack of digitalization of services in ecotourism and insufficient material and technical base for its development. 5. Lack of financial resources for the development of ecotourism. 6. Lack of qualified personnel to provide high quality services in ecotourism
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Eco-tourism is a strategic sector and the region has huge ecotourism reserves. 2. There is a great deal of attention paid by the state to the development of eco-tourism and services in the field. 3. The willingness of investors to invest heavily in the development of eco-tourism and the development of ecotourism infrastructure. 4. Large number of tourists traveling to ecotourism sites. 5. Ecotourism is the presence of all the necessary conditions for digitalization, which allows to improve the quality of service. 	<p>Threats</p> <ol style="list-style-type: none"> 1. High risk of damage from ecotourism services for entrepreneurs and investors. 2. Lack of in-depth study of supply and demand and competitive environment in the market of ecotourism services. 3. Lack of liability and liability provided by law for poor quality services. 4. Prices for ecotourism services and the complete safety of tourists are not guaranteed. 5. Different levels of development of the ecotourism market in the regions of the republic. And the different levels of need and number of tourists.

According to the results of the study, the main directions of development of the market of regional ecotourism services in Samarkand region are:

1. Regional ecotourism services market Improving the ecological environment, preventing environmental pollution, creating conditions for sustainable conservation of biodiversity and creating conditions for public participation in this process;
2. Based on the ecology of the area, it studies the history, customs and way of life of the local people and pays great attention to the uniqueness of nature.

3. Creating an investment climate that influences the development of eco-tourism, which allows for modern effective development.
4. formation of segments of ecotourism markets, offering promising ecotours that meet world standards.
5. Development of mechanisms for attracting tourists to ecotourism in the development of the regional market of ecotourism services in Samarkand region.

References:

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