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Increasing The Efficiency Of Modern Management Of Marketing In Ecological Tourism Services

Anvar Norimovich Rakhimov

Associate Professor, Head Of Department Of “Business And Innovation Management” Karshi Engineering-Economics Institute, Uzbekistan

Baxora Zokirovna Zokirova

2-Year Master’s Student, Department Of “Business And Innovation Management” Karshi Engineering-Economics Institute, Uzbekistan

ABSTRACT

The socio-economic development of the current state of the tourism industry in the context of the pandemic of our country has been analyzed on the basis of trend models and forecast options have been developed, taking into account the changing trends over the years. Conclusions and recommendations for improving the efficiency of modern management of eco-tourism services are given.

KEYWORDS

Tourism, Eco-Tourism, Tourism Services, Tourism Industry, Digital Economy, Marketing, Management Efficiency, Trend, Trend Models And Forecasting.

INTRODUCTION

Particular attention is paid to modern research on the restoration of the current state of tourism in the world in the context of pandemics in socio-economic development. Improving its competitiveness in the digital economy in the context of attracting new opportunities for the effective use of the potential of the tourist area is one of the most pressing issues today.

Industry trends laid the foundation for comprehensive reforms aimed at developing tourism as a strategic sector of the national economy of Uzbekistan with high tourism potential, and in 2019, 6.7 million tourist trips to the Republic of Uzbekistan, and 6.7 million tourist trips to the Republic of Uzbekistan in 2019, creating a favorable institutional and socio-economic environment that has provided an average annual growth rate of 40%

over the past three years. The global impact of the pandemic in 2020 has led to an economic crisis in the global tourism industry, as well as a sharp competitive environment in the industry's subsequent development trends. Today, "support for tourism and related industries, the preservation of hundreds of thousands of jobs and skilled workers, the maintenance of their incomes, as well as the accelerated rehabilitation of the tourism sector as the sanitary and epidemiological situation in the country improves".

THE MAIN FINDINGS AND RESULTS

Post of the President of the Republic of Uzbekistan from January 5, 2019 № PF-5611 "On additional measures for the accelerated development of tourism in the Republic of Uzbekistan", Decree No. PF-6002 of May 28, 2020 "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic", Approved by the Decree No. PF-6003 of June 2, 2020 "On improving the position of the Republic of Uzbekistan in international rankings and indices and the introduction of a new mechanism for systematic work with them in government agencies and organizations". The

implementation of the Resolution of the World Economic Forum "On measures to reflect the position of the Republic of Uzbekistan in the Global Competitiveness Index" and other regulations in this area will, to a certain extent, contribute to the further development of tourism.

According to the World Tourism Organization, in 2019, "49% of international tourist visits came from France, Spain, the United States, China, Italy, Turkey, Mexico, Germany, Thailand and the United Kingdom"², and other tourist destinations with tourist potential are competing fiercely for the rest of the international tourism market.

Scientific and theoretical significance of modern marketing services in eco-tourism, theoretical and practical issues of its development, as well as the competitiveness of the tourist area, theoretical and methodological areas of its assessment and improvement V.I. Azar, I.T. Balabanov, A.Yu. Alexandrova, V.S. Bogolyubov, M.B. Birjakov, A.B. Zdorov, V.A. Kvartalnov, It has been considered in the scientific works of scientists such as Ritchie J.B., Crouch G.I., Dwyer L., Kim C.³

¹ Decree of the President of the Republic of Uzbekistan No. PF-6002 of May 28, 2020 "On urgent measures to support the tourism sector to reduce the negative impact of the coronavirus pandemic" // <https://lex.uz/ru/>

² Global Economic Impact & Trends 2020, p. 3 // <http://www.unwto.org>.

³ Azar V.I. Economics and organization of tourism. - M.: Economics, 2003. - 322 p.; Aleksandrova A.Yu. International tourism. - M.: Aspekt Press, 2002. - 346 p.; Bogolyubov B.C. Economy tourism: ucheb. posobie dlya stud. vyssh. ucheb. zavedeniy. - M.: «Academy», 2005. - 192 p.; Birjakov M.B. Introduction to tourism: ed. 9-e, pererab. and dop. SPb.: Izdatelskiy dom «Gerda», 2007. - 576 p.;

Balabanov I.T., Balabanov A.I. Ekonomika turizma: uchebnoe posobie. - M.: Finansy i statistika, 2003. - 176 p.; Dmitriev M.N., Zabaeva M.N. Ekonomika i predprinimatelstvo v sotsialno-kulturnom servise i turizme: uchebnik. M.: UNITI - DANA, 2006. - 310 p.; Zdorov A.B. Economy tourism. Textbook. - M.: Finance and Statistics, 2005. - 272 p.; Ritchie J.B., Crouch G.I. A Model of Destination Competitiveness and Sustainability / Wang Y., Pizam A. (eds.) // Tourism Destination Marketing and Management: Theories and applications. - 2011. - P. 326-339.; Dwyer L., Kim C. Destination competitiveness: Determinants and indicators // Current issues in Tourism. - 2003. - Vol. 6 - No. 5. - P. 369-414.

Regional approaches to the development of modern marketing services in eco-tourism in our country, issues of increasing the tourist area and its competitiveness B.N.Navruz-Zoda, N.S.Ibragimov, M.K.Pardaev, I.S.Tukhliiev, M.M.Muhammedov, B.H.Turaev, O.H.Khamidov, Economists such as M.T.Alimova.⁴

The scientific research of the above-mentioned scientists has its place and importance in the scientific work done in this direction. However, each problem requires a unique solution for a specific time and place.

Speaking of the use of the ecological system in the management of the development of tourism services in our country, we envisage the creation of an interactive map of the country and its ecological system, including a single database of available tourist resources of tourist regions, including their tourist potential.

At the same time, Uzbekistan should have open access to tourism services and its services should be constantly updated. This situation is an effective tool for managing tourist flows and leads to the development of tourism and

recreational potential of some regions of Uzbekistan. The regional environmental portal can serve as a source of fast, complete and reliable information about the tourist and recreational potential of the region. This will effectively solve many problems in tourism management, increase competitiveness and increase the flow of foreign tourists.

The key concept of regional eco-tourism is to create convenient, reliable, and effective services to manage the region's tourism potential.⁵

- Distribution of territorial objects on the basis of ecological maps, taking into account the natural and climatic conditions of the region;
- Identification, classification and certification of historical monuments in the regions, while maintaining good condition;
- Placement of historical monuments and hotel facilities in the regions on an electronic map;
- Proper organization of advertising services in the development of tourism services in the regions.

⁴ Navruz-zoda B.N., Ibragimov N.S., Navruz-zoda Z.B., Navruz-zoda Sh.B. Tourist Area Competitiveness Monograph. Bukhara: "Sadriddin Salim Bukhari" Durdon Publishing House, 2017 - 156 p.; Tuxliiev I.S., Qudratov G'.X., Pardaev M.Q. Tourism planning. Textbook. -T.: "Economy and Finance" Publishing House, 2010. - 238 p.; Muxammedov M.M. and others. Theoretical foundations of the development of the service sector and tourism. // Monograph. Zarafshan Publishing House. 2017.-300 p.; Turaev B.X. Organizational and ekonomicheskies mechanisms of regional tourism. -T.: «Fan», 2009.-154 p.; Xamidov O.X. Vybor konkurentnoy strategii predpriyatiya na rynke turistichekix uslug Uzbekistana: diss... kand.

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⁵ X.S.Muxitdinov, A.N.Rakhimov, Sh.X.Muxitdinov. The forecast for the development of the public services sector. Solid State Technology, December 2020, Vol 63, № 6 (2020) //http://solidstatetechnology.us/index.php/JSST/article/view/8013.

Assessment of the state of tourism used in the formation of tourism in the regions of the country, is the basis for determining the prospects for its development, including the natural climate and historical monuments. Both of the above groups play an important role in the development of the tourism business. But the resource potential of each region differs in terms of quantity and quality of resources.

In the comprehensive assessment of the geographical tourism potential of our country by international experts, it was found that it is

at a high level and the tourist areas are very attractive for foreign and domestic tourists. Therefore, it is expedient to use the mechanism of public-private partnership in the formation of the marketing budget, aimed at bringing Uzbekistan to the world tourism market.

This will reduce the level of uncertainty in the information system on the sources of development of ecotourism in the regions, will more effectively promote regional tourism products, will form a positive tourist image of the region.

Table 1

Number of hotels and visitors in the territory of the Republic of Uzbekistan⁶

Years	Number of hotels and similar accommodation facilities (facilities)	Number of tourism companies and organizations, units	number of places, unit	accommodated visitors, thousand people
2005	239	258	17152	577,2
2006	241	286	16985	621,9
2007	261	399	17545	764,9
2008	279	346	16284	822,5
2009	309	324	17268	841
2010	434	313	22600	946,8
2011	500	332	25526	1122,1
2012	483	358	26835	1189,6

⁶ Reference of the Statistics committee of Uzbekistan. stat.uz.

2013	541	336	29059	1216,4
2014	613	343	32969	1271,9
2015	661	398	34898	1325,2
2016	750	433	37795	1513,1
2017	816	449	39833	1714,2
2018	916	502	40788	2125,9
2019	1051	517	46671	2193,4
2020	1151	258	50408	702,8

If we analyze the number of hotels and visitors in the regions of the Republic of Uzbekistan on the basis of trends in 2005-2020, the number of hotels and similar accommodation facilities (facilities) in 2020 increased by 4.82 times compared to 2005 and by 1.1 times compared to 2019. The number of tourism firms and organizations in 2019 increased by 2 times compared to 2005, but due to COVID-19 disease, 2020 decreased by 0.5 times

compared to 2019, which is the same result as in 2005. The total number of seats in hotels and similar accommodation facilities (facilities) increased by 2.94 times in 2020 compared to 2005, and by 1.08 times compared to 2019. The number of visitors in our country increased by 3.8 times in 2019 compared to 2005, and by 2020, due to pandemic conditions, this figure is 1.23, ie the number of visitors in 2020 decreased by 68% compared to 2019.

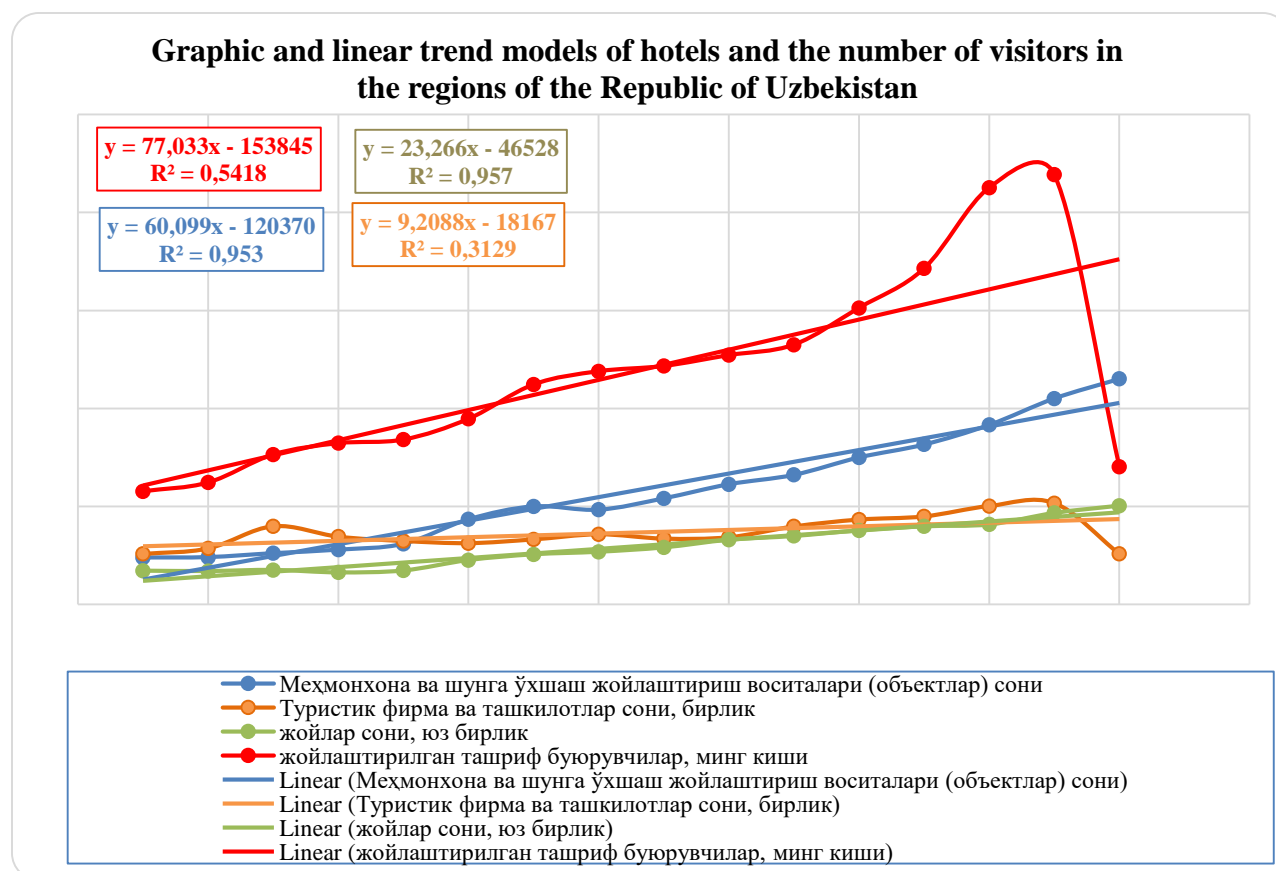


Figure 1. Graphic and linear trend models of hotels and the number of visitors in the regions of the Republic of Uzbekistan⁷

In our country, as shown in Figure 1, forecast options have been developed based on trend models based on trends in the number of

tourist firms and organizations, hotels and similar accommodation facilities (facilities) and the number of beds and the number of visitors (Table 2).

Table 2

Number of hotels and visitors in the territory of the Republic of Uzbekistan⁸

Number of hotels and visitors in the territory of the Republic of UzbekistanYears	Number of hotels and similar accommodation facilities (facilities)	Number of tourism companies and organizations, units	number of places, unit	accommodated visitors, thousand people

⁷ Developed by the authors.

⁸ Developed by the authors.

2021	1090,079	443,9848	492,586	1838,693
2022	1150,178	453,1936	515,852	1915,726
2023	1210,277	462,4024	539,118	1992,759
2024	1270,376	471,6112	562,384	2069,792
2025	1330,475	480,82	585,65	2146,825

As you can see in Figure 2, the number of hotels and visitors in the regions of the Republic of Uzbekistan is projected to change during 2020-2021.

Accordingly, the number of hotels and similar accommodation facilities (facilities) will increase by 1.16 times compared to 2020 by 2025, the number of tourism firms and organizations will increase by 1.86 times compared to 2020, the total number of hotel and similar accommodation facilities (facilities) The number of places is projected to increase by 1.16 times by 2020 by 2025, and the number of visitors to our country by 3.25 times by 2025 compared to 2020.

CONCLUSIONS AND SUGGESTIONS

Study of the specific scientific and methodological basis of the management system of marketing activities in the field of ecotourism services in the digital economy and pandemic, It is necessary to determine the main directions of activities in this area, to create an effective management system in the industry, as

well as to form a management activity and structure, to develop a mechanism for effective management of tourism services.

Based on the state of ecological and historical monuments of the regions, increasing the effectiveness of management mechanisms in the development of tourism services, effective organization of organizational and economic mechanisms of tourism services should be considered as a key direction in ensuring economic development.

The organizational and economic mechanism for the development of marketing activities in the field of ecotourism services includes management entities, management functions, management facilities, communication system, management methods, management goals and objectives, and requires them to operate in an effective system. All elements of the organizational and economic mechanism are inextricably linked, and their complementarity is the main criterion for their effective functioning in the market.

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