
Open Access Article

EFFECTIVE DIRECTIONS OF MARKETING RESEARCH IN THE FORMATION OF A NEW ECOTOURISM PRODUCT

Makhmudova A.

PhD, Associate Professor of the Department of Tourism of Samarkand Institute of Economics and Service. Uzbekistan. Samarkand.

Abstract - This article presents the effective directions of marketing research in the formation of a new ecotourism product. At the same time, in the course of this research, the ecological principle of ecotours and tourist routes offered in the tourism market was clarified. On the example of the Samarkand region, the opportunities for the development of vacationers from the point of view of ecotourism were studied. At present, according to the social surveys regarding the choice of the types of tourism, the situation has been determined and relevant suggestions and recommendations have been developed.

Keywords - Marketing Research, Ecotourism, Cultural Monuments, Price, Demand, Supply, Tourist Resource, Potential, Area, Architecture, Historical, Ecological, Natural Monuments, Natural Plants, Consumer, Ecotourism Product, Tourist Service, Market.

I. INTRODUCTION

Uzbekistan occupies a significant place in Central Asia in terms of its tourist resource potential. There are more than seven thousand architectural, historical, ecological and natural monuments created in different periods in the territory of the republic.

Ecotourism is a developing and promising industry in Uzbekistan, and it is capable of bringing great economic income.

The use of recreational areas of natural parks, especially in the mountains and in cities near the mountains, has grown rapidly in the last 20 years. An increase in recreational load in places where people traditionally have mass recreation has a serious impact on the biological diversity structure of local natural flora and fauna.

Analyses show that the number of eco-resorts and eco-hotels has increased, consumer interest in eco-friendly products is increasing, and revolutionary changes are taking place in the field of nature-based tourism¹.

Due to this, our government and the State Committee for Tourism Development have taken a number of decisions to further develop the potential of tourism, create favorable conditions for introducing tourists to unique historical, cultural and architectural heritage sites, and develop agrotourism, ethnotourism, and ecotourism in rural areas.

¹ Ecological tourism on the way to Russia. Principles, recommendations, Russian and foreign experience [Eco-tourism on the way to Russia. Principles, best practices, Russian and foreign experience]/ compl . E. Ju . Ledovskih , N.V. Moraleva , A.V. Drozdov . Tula: Griff and K. 2002. 284 p

Received: August, 18, 2022 / Revised: September, 11, 2022 / Accepted: 28, September, 2022 / Published: 20, October, 2022

About the authors : Makhmudova A.

Email:

In particular, based on the [decision](#) of the Cabinet of Ministers No. 828, in 2019-2022, in the development of the tourism industry in Samarkand region , ecotourism complexes, catering outlets, etc. development of ecotourism by creating [decision](#) of the Cabinet of Ministers No. 198, HYPERLINK "javascript:scrollText()" the following plan of measures for the establishment of new tourism destinations in Kashkadarya region was developed in 2019.

According to it , ethnotourism is being organized in the villages of Gilan and Kol, agrotourism in the villages of Varganza and Hazrat Bashir, and ecotourism in the villages of Sarchashma and Suvtushar. Establishment of ecological recreation centers in the village of Tatar and ecological recreation centers around the waterfall in the village of Suvtushar was decided on direct ecotourism .

Opening of new ecotourism destinations, effectively using the unique nature of our country and beautiful recreation areas, is the demand of the times. With the active involvement of world brands in the field of tourism, we need to pay special attention to the development of pilgrimage tourism, ecological, educational, ethnographic, gastronomic tourism and other branches of this field.

II. LITERATURE REVIEW

The following scholars have considered effective directions of marketing research in the formation of a new ecotourism product in their research: Sadibekova B., Makhmudova A., Abdukhamidov S., Mukhamadiev A. [1], Makhmudova A. [2], [8], Abdukhamidov S.A. [3], Tukhliev I.S., Abdukhamidov S.A. [4], Tukhliev I.S., Abdukhamidov S.A., Muhamadiev A.N. [5], Amriddinova R.S., Abdukhamidov S.A. [6], Amriddinova R.S., Evadullaev T.S. [7].

III. RESEARCH METHODOLOGY

The methodological basis of the research was formed as a result of the study of theoretical and practical information, legislation and other legal documents, literary sources and publications. The research is based on the connections between theory and practice, but also made extensive use of methods such as analysis, comparison, and synthesis.

IV. ANALYSIS AND RESULTS

The analysis of foreign citizens who visited the Republic of Uzbekistan according to their purpose is as follows: the largest part is the purpose of visiting relatives (73.2%). The smallest share is transit purposes - 9.1%, tourist purposes - 7.1%, permanent residence - 1.2%, service - 0.9%, treatment - 0.8%, commercial - 0.8%, work - 0.6%, study - 0.2% and others - 6.1%.

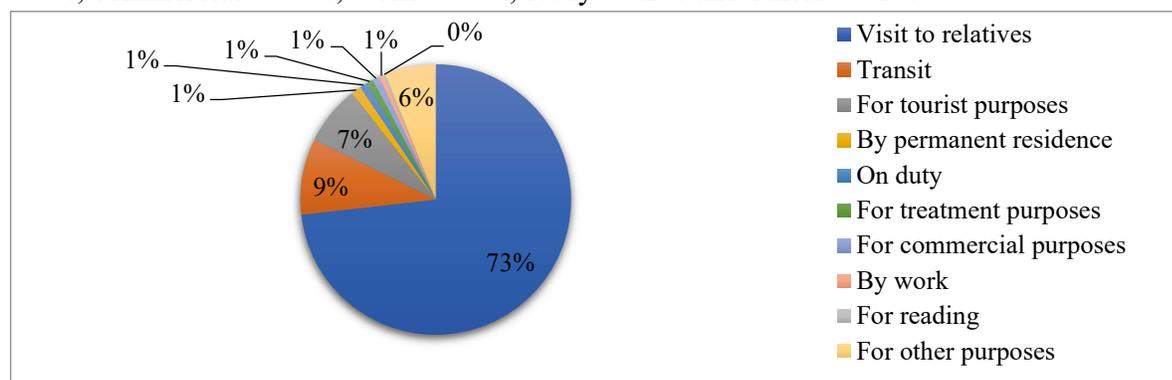


Figure 1. The number of foreign citizens who visited the Republic of Uzbekistan in 2019 according to their goals, %.

Uzbekistan is one of the countries with rich natural and cultural monuments and attractive for world ecotourism. However, despite the international trends and prospects for the development of this direction of tourism, Uzbekistan has not been able to bring national ecotourism to the level of competitiveness.

Regrettably, the total share of foreign citizens who visited Uzbekistan for tourist purposes is very small - 7.1%, and it is known that only 450.3 thousand people visited Uzbekistan for tourist purposes out of a total of 6433.0 thousand foreign citizens who visited in 2019.

According to the analyzes conducted by Professor O. Khamidov, the number of foreign citizens who visited directly for the purpose of ecotourism is 30% of those who came for the purposes of tourism. So, in 2019, the number of tourists who came directly for the purpose of ecotourism is 135 thousand people. This indicator (135,000 people) for Uzbekistan, which has the potential of natural and ecotourism resources, does not meet the actual requirements of the development of tourism in the republic.

Table 1

The total number of services provided by tourist companies and organizations in the regions of the Republic of Uzbekistan in 2014-2018 *

Regions	2014	2015	2016	2017	2018	2014-2018 total
By republic	1524375	1608342	1764275	2176486	2643165	9716643
Republic of Karakalpakstan	32201	32713	40119	41585	49230	195848
Andijan	37710	38526	40769	39795	57631	214431
Bukhara	129935	117603	122124	148193	196103	713958
Jizzakh	69765	60792	64718	48719	49674	293668
Kashkadarya	51615	64918	82859	84914	89674	373980
Navoi	43844	60948	64869	69184	60325	299170
Namangan	37584	38876	51690	59638	56086	243874
Samarkand	143403	148869	167413	197636	254401	911722
Surkhandarya	42127	47423	55018	56259	79413	280240
Sirdarya	5881	9495	11130	11184	18366	56056
Tashkent	65315	88617	100219	102054	92782	448987
Ferghana	48093	45717	47340	62493	74126	277769
Khorezm	177898	177263	194829	396520	458180	1404690
Tashkent sh .	639004	676582	721178	858312	1107174	4002250
* total serviced number was determined by adding the number of one-day visitors (tourists) served by tourist firms and organizations to the number of those accommodated in hotels and similar accommodations.						

In order to carry out this research, a questionnaire was developed by the author (Appendix 1), and questions related to the study of domestic tourism development in Samarkand region were included in the questionnaire. Several options for answers to each question of the survey were proposed, they were created taking into account the certain subjectivity of opinions, and adapted to provide the opportunity to correctly assess the tourism and recreational demand of the residents of the region.

In the course of the research, the ecological principle of ecotours and tourist routes offered on the tourism market was clarified. On the example of the Samarkand region, the possibilities of development of vacationers from the point of view of ecotourism were studied. Currently, according to social surveys regarding the choice of tourism types, the following situation was determined (Table 2).

Based on the analysis of the choice of types of tourism and the trend of the tourist market, it was possible to make the following conclusions:

- 56% of the population or most of them prefer to rest at home;
- 21% of city residents prefer to relax in suburbs and country yards;
- on average, 19% of respondents want to relax on an ecotourism trip;
- 15% of tourists prefer to go to natural areas and mountains;
- 7% of tourists prefer to visit rural areas.

Table 2

Distribution of answers to the question "Where do you like to spend your holidays?" (in the form of % of the number of respondents who answered)

Choice of answers	Residents of the city of Kattakurgan	Residents of the city of Samarkand	Province residents of districts _
At home	60.2	56.2	51.0
On the outskirts of the city, in the backyard	21.6	21.4	29.3
Total in ecotourism	18.2	22.4	18.7
Including _			
in the mountains	12.0	15.4	4.1
in rural areas	6.2	7.0	7.3

Source: Author development as a result of research.

The analysis of the tourism market of Uzbekistan also shows that the share of ecotourism in the structure of general services is 18%. At the same time, while this figure is higher than the average of 29% in the world, ecotourism remains the main source of income for countries such as Kenya and Costa Rica ².

Today, we can include the following factors in the successful implementation of a new product in the ecotourism market:

- conducting marketing research that provides reliable and complete information about consumer preferences;

²Principles of new tourism. URL: www.tourbook.ru (Accessed 08/03/2018).

- timely release of the new eco-tourism product to the tourist services market (opportunity to take its place in the market);
- adaptability of eco-products to market requirements;
- the uniqueness and excellence of the eco-product, the ability to fully satisfy the needs of a specific target group;
- availability of favorable competition and business environment.

One of the factors that play an important role in the formation of a new ecotourism product is the price. As one of the elements of the marketing complex, the price takes an active part in the development of the marketing policy. In marketing, price is very important because it has a direct impact on the resulting economic indicators. In this case, profit (F) is defined as follows.

$$F = (N * S) - X$$

N – price ;

S - volume of sold products ;

X - total costs .

As can be seen from the formula, the price has an active influence on the final financial indicators, such as the volume of product sales, market share, and return on investment. As a rule, in the short term, enterprises sell their products at high prices and try to adhere to a flexible pricing policy, not profit-seeking.

Price occupies an important place in the complex of marketing research. Price acts as a regulator and regulates demand. There are several pricing studies that are used in pricing a new product. We offer the following formula for calculating the price of an ecotourism product :

$$H = T + C + P - Ch + \frac{K}{T} + E$$

N - the price of a tour package for one tourist ;

T - the cost of services, goods and products included in the tour package of the tour operator ;

C - value of indirect taxes (VAT) for certain types of services ;

P - tour operator profit ;

Ch – price discounts offered by the tour operator to tourists for specific types of services ;

K - commission payment (reward) of travel agents engaged in the sale of tour packages, additional premiums or discounts on the price of the tour package ;

T - the number of tourists in the group ;

E - the number of people following the group (escort) .

The tourist route and program of the new tour package on the theme "**Journey to the Heart of the Miraculous Nature" in the direction of Samarkand - Kashkadarya** was developed by the author . This tour package is intended not only for foreign tourists visiting our country, but also for domestic tourists, and the charming corners of Samarkand and Kashkadarya regions in our country have been selected as the main tourist objects. Also, in the tour package, the process of making goat-poopkari folk house and Kukhna Samarkand bread is included as an animation program.

At the same time, the tour package includes the services of modern and national-style hotels located in the regions, the latest models of vehicles, catering establishments that offer delicious Uzbek national dishes during excursions organized by tourists around Uzbekistan. The prices of the main services

included in this tour package are detailed in Appendix 4, based on formula calculations . Table 3 shows the calculation of the new tour package on the theme "Journey to the wonderful nature" .

According to the table, the total cost of the new tourist package for 8 tourists for 4 days is 1963\$. As a result of adding the travel agency's profit of 15% - \$294, the travel agent's commission fee of 3% - \$59, the total amount for 8 tourists was \$2316. The cost of the new tour package was \$289 per tourist, and surveys of tourists visiting from Turkey showed that the price was positive.

Table 3

Calculation of the new tourist package "Journey to the wonderful nature".

No	Days	Services provided				Amount	Travel agent commission 3 %
		Placement service	Feeding service	Excursion service	Transportation service		
1	Day 1	\$240	\$175	\$54	\$50	\$519	\$16
2	Day 2	\$280	\$170	\$30	\$100	\$580	\$17
3	Day 3	\$280	\$164	\$58	\$50	\$552	\$17
4	Day 4	-	\$72	\$46	\$194	\$312	\$9
Total		\$800	\$581	\$188	\$394	\$1,963	\$59

A component of the future development of ecotourism in Uzbekistan is the perfect development of tourist routes and their registration in the relevant official structures.

In this place, the Law of the Republic of Uzbekistan "On Tourism" " Rights and obligations of tour operators and travel agents" In Article 29 (2019y), the tour operator is obliged to provide complete information to tourists and excursionists about the organization of the tour, their rights and obligations , the duration and direction of the tour, the terms of service, the type of transport service, the safety of the tourist, the excursionist, and their belongings. it is indicated that they have the right to change the measures to ensure the protection of property according to the consent and desire of the tourist and excursionist.

Similar requirements are included in the decision of the Cabinet of Ministers dated January 8, 2018 No. 13 "On some issues of regulation of staying in protected natural areas" ³. But our tour operators do not fully comply with these requirements and obligations, unfortunately, their ecotourist itineraries prepared for natural and ecological places have not been officially registered and approved.

Also, in our country, there are no qualified marketers for ecotourism, instructors with the qualifications to provide quick service on routes, certified experts or guides for the development of ecological routes. In this regard, there is a need for qualified botanists, zoologists, landscape specialists , and ethnographers . In addition, there is a shortage of special guide- guides or route instructors who

³ [https:// lex . en /2018](https://lex.en/2018) - The official website of the legislation of the Republic of Uzbekistan. Decision of the Cabinet of Ministers "On some issues of regulation of stay in protected natural areas". January 9, 2018, No. 13

cooperate with the plants , beautiful landscape, waterfalls , springs, caves, fast-flowing mountain streams and wild animals while walking along the ecotourism routes . These itineraries must be scientifically developed on the basis of a well-planned program from the beginning to the end according to the time criteria and must be suitable for the physical capabilities of the tourists. Because the life cycle of plants and animals has a seasonal nature, it requires to be clearly foreseen in the routes.

V. CONCLUSION/RECOMMENDATIONS

Ecotourism routes should be developed with a clear consideration of the maximum acceptable rate of each area and not to have an excessive impact on the environment. Therefore, for this purpose, it is necessary to accurately calculate how many tourists will be attracted and at what time of the year they will be attracted. Only in this way it will be possible to implement "ecotourism" without harming the nature.

As a result of marketing research, it is necessary to expand the possibilities of using specially protected natural areas, national and natural parks for the development of incoming and internal tourism, and to assess the potential of ecotourism and recreation tourism resources in their regions, to develop ecotourism products that meet modern international standards.

In order to implement the activities of ecotourism organized in Uzbekistan, to improve its regulatory legal framework and to train qualified personnel who will perform these tasks in the field of ecotourism, we recommend to establish a new educational direction "Ecology and Recreational Tourism" among the existing tourism educational directions of institutes and universities that train specialists in tourism education.

REFERENCES

- [1] Sadibekova B., Makhmudova A., Abdukhamidov S., Mukhamadiev A. (2021). The main forms of pilgrimage tourism. *Central Asian Journal Of Innovations On Tourism Management And Finance* , 2 (2), p. 84-88;
- [2] Makhmudova A. (2018). Ensuring the competitiveness of the scientific approaches of ecotourism a case of Uzbekistan. *South Asian Journal of Marketing & Management Research* , 8 (11), p. 33-41;
- [3] Abdukhamidov S.A. (2019). DISTINCTIVE FEATURES OF REGIONAL TOURISM DEVELOPMENT. *Theoretical & Applied Science*, (4), p. 337-341;
- [4] Tukhliev I.S., Abdukhamidov S.A. (2021). STRATEGIC PLANNING PROCESSES IN REGIONAL TOURISM IN THE DIGITAL ECONOMY. *CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE*, 2(5), p. 22-27;
- [5] Tukhliev I.S., Abdukhamidov S.A., Muhamadiev A.N. (2020). Features of the use of digital technology in the development of geographic information systems in tourism. *Journal of Advanced Research in Dynamical and Control Systems*, 12(7 Special Issue), p. 2206-2208;
- [6] Amriddinova R.S., Abdukhamidov S.A. (2021). Factors for Determining the Specialization of the Regions of the Republic of Uzbekistan in Tourism and the Assessment of Tourist Attractiveness. *CENTRAL ASIAN JOURNAL OF INNOVATIONS ON TOURISM MANAGEMENT AND FINANCE*, 2(10), p.51-55;

-
- [7] Amriddinova R.S., Evadullaev T.S. (2022). CONTENT AND ESSENCE OF THE CONCEPT OF PILGRIMAGE TOURISM. *Web of Scientist : International Scientific Research Journal* , 3 (02), p. 821-828;
- [8] Makhmudova A. P. (2017). Factors for increasing the competitiveness of agro-industrial products. In *Innovative development of modern science: problems, laws, perspectives* (pp. 123-125).