



WAYS TO INCREASE THE EFFECTIVENESS OF GREEN MARKETING IN THE DEVELOPMENT OF ECO-TOURISM PRACTICE

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Article history:	Abstract:
Received: September 14 th 2023 Accepted: October 16 th 2023 Published: November 20 th 2023	In this article, green marketing in ecotourism refers to the promotion of sustainable tourism methods with minimal environmental impact while providing tourists with an authentic experience that allows them to communicate with nature. The theoretical foundations of the effectiveness of green marketing in the development of ecotourism practice are analyzed.

Keywords: Ecotourism, marketing, green marketing, ecotourist, green marketing strategies.

INTRODUCTION. In ecotourism, green marketing refers to the promotion of sustainable tourism practices with minimal environmental impact, providing tourists with an authentic experience that allows them to communicate with nature. By promoting sustainable tourism practices and encouraging responsible travel, green marketing in eco-tourism helps protect the environment and ecosystems from the harmful effects of tourism while supporting the economy and local communities. Green marketing is crucial for the development of eco-tourism, as green marketing is an industry that is considered an important part of modern marketing. [1] and it promotes the development of sustainable tourism methods that do not harm the environment.

Eco-tourism is aimed at preserving the environment, ecosystems and cultural heritage sites, providing tourists with an authentic experience. For this reason, green marketing is crucial for the development of sustainable tourism activities that minimize the negative impact of tourism on the environment. This includes promoting environmentally friendly transportation opportunities, reducing emissions, using renewable energy sources and supporting local communities.

LITERATURE ANALYSIS, research on the role of Green Marketing in the development of ecotourism practice was mainly carried out by foreign scientists Madhumita Nayak[1], Alina-Seracela alukulesei[2], Daniel Avram[2], puiu nistoreanu[2], Sui He[3]. Alina-Cerasela aluculesei[2], Daniel Avram[2], Puiu Nistorean [2] believe that attention to sustainable development is the key to the modern tourism industry. Green marketing was constantly on the agenda of local authorities, and also began to be of interest to the scientific community, but very little was addressed to it in Eastern European countries, especially when studying tourism. Sui He [3] believes that environmental

improvement and green development have now become a new concept and a new norm of society. Ecotourism is a new form of tourism and a way of tourism development that can not only meet the multifaceted needs of tourists in ecology, culture and tourism, but also give an impetus to the development of the region's economy.

DISCUSSION AND RESULTS, the green marketing strategy in ecotourism includes the promotion of sustainable tourism methods that reduce the negative impact on the environment by providing tourists with an authentic experience. Some key elements of the strategy:

1. *Education and Awareness: Green marketing in eco-tourism requires educating and raising awareness of tourists, tour operators and local communities about sustainable tourism methods. This can be achieved through workshops, seminars and other marketing campaigns that promote environmental protection.*

2. *Promoting sustainable tourism practices: The marketing strategy should focus on promoting environmentally friendly transportation opportunities, reducing emissions, using renewable energy sources and supporting local communities to minimize the negative impact of tourism on the environment.*

3. *Authentic Experiences: A green marketing strategy should support the creation of authentic experiences for tourists who focus on the environment, local cultures and heritage sites. In this way, tourists can stay connected to the environment and strive to maintain sustainable tourism practices.*

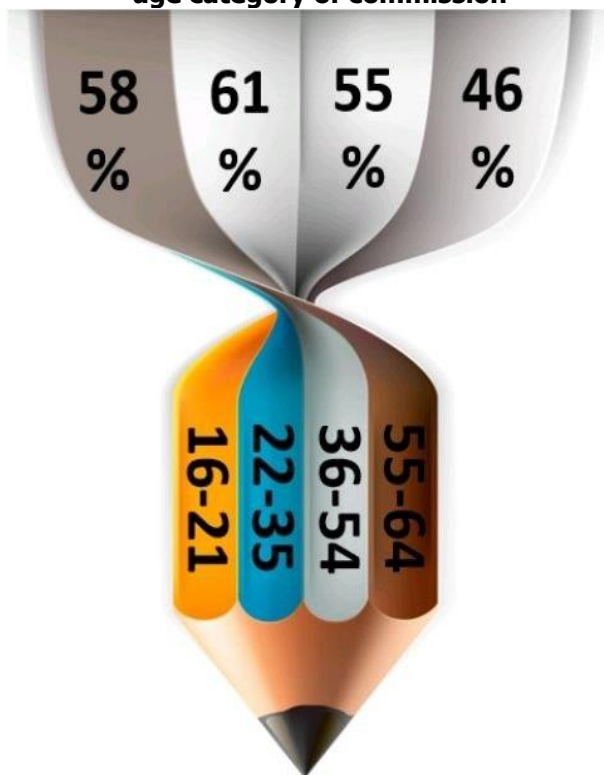
4. *Cooperation: Cooperation with local authorities and organizations focused on environmental protection is an important part of the marketing strategy. This partnership promotes sustainable tourism practices and supports conservation efforts.*



5. *Use of green certificates: A green marketing strategy should also include the use of green certificates and environmental labels to help distinguish eco-friendly tourism products and services from conventional ones.*

The use of these certificates can positively influence consumers' purchasing decisions and promote sustainable tourism.

Involvement of ecotourists in Ecotourism through green marketing age category of commission



(Fig.1 age category of attracting ecotourists through green marketing in ecotourism based on data from the GlobalWebIndex website) green marketing based on data from the GlobalWebIndex website is today one of the most important factors in attracting ecotourists to Ecotourism. Based on data from the GlobalWebIndex website, we see that 58% of ecotourists aged 16 to 21, 61% of ecotourists aged 22 to 35, 55% of ecotourists aged 36 to 54 and ecotourists aged 55 to 64 can be attracted to ecotourism through strategies green marketing (see Figure 1). In general, 55% of all tourists are attracted to eco-tourism through green marketing strategies. Another important factor hindering the development of eco-tourism in Uzbekistan is that we can show that it is the strategies of green marketing that are not used in attracting potential customers of eco-tourism in our country. Because, according to Marcel Merr and Maria Ham, "green

marketing is an important condition for ecotourism activities, and since they are interconnected, green, marketing and ecotourism interact." [4]

Ecotourism and green marketing are closely linked, as both are aimed at promoting sustainable practices and reducing the impact of tourism on the environment. Eco-tourism means environmentally responsible and socially conscious travel, while green marketing means promoting environmentally friendly products, services and methods for consumers. Green marketing is an important component of eco-tourism as it helps promote sustainable practices and attract environmentally conscious tourists.

By promoting sustainable practices such as renewable energy, water conservation, and emissions reduction, green marketing can help minimize the environmental impact of tourism. This, in turn, contributes to the development of eco-tourism, encouraging responsible travel and helping to preserve natural resources and ecosystems.

IN SHORT, the link between ecotourism and green marketing is crucial to promote sustainable tourism practices, reduce the environmental impact of tourism and enhance the brand image of ecotourism providers. Working together, ecotourism and green marketing help support responsible travel and contribute to the conservation of natural resources and ecosystems. In addition, green marketing helps to enhance the brand image of eco-tourism providers, demonstrating a commitment to sustainable development and responsible travel. This can attract new customers and retain existing ones, thereby supporting the growth of eco-tourism.

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