



## FACTORS INCREASING THE EFFICIENCY OF ENVIRONMENTAL TOURISM SERVICES IN SAMARKAND REGION

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<b>Received:</b> August 10 <sup>th</sup> 2021 <b>Accepted:</b> September 11 <sup>th</sup> 2021 <b>Published:</b> October 23 <sup>rd</sup> 2021	This article is devoted to the state and development of ecotourism in the Samarkand region. The factors that increase the efficiency of ecological tourism services in this area are also given. Based on the research carried out, proposals are presented that can help improve the quality of services provided in the ecotourism industry.
<b>Keywords:</b> Ecotourism, strategy, factors, efficiency, efficiency of ecotourism services.	

The tourism potential of our country for the development of ecotourism is very diverse and rich. Ecological tourism is a developing and promising industry in Uzbekistan, including in the Samarkand region, which can bring great economic income. The use of recreational areas of natural parks, especially in the mountains and foothills near cities, has increased rapidly over the past twenty years. Significant recreational loads in places of traditional mass recreation of the population have a significant impact on the structure of biodiversity, especially on local natural communities. There are a number of ecological tourism zones in the country that create opportunities for its development and, on this basis, the provided ecotourism services. In order to develop ecological tourism and increase the efficiency of the industry, create opportunities for attracting various categories of tourists, by the Decree of the President of the Republic of Uzbekistan Sh. Mirziyoyev, the "Strategy for the conservation of biological diversity in the Republic of Uzbekistan for the period 2019-2028 No. 484 of June 11, 2019 was approved. The document notes that for the development of ecotourism in Uzbekistan there is a unique nature, various landscapes (deserts, mountains, plateaus, rivers, lakes, waterfalls), representatives of rare and endangered species of flora and fauna, archaeological finds, paleontological remains, petroglyphs, rare geological objects. Despite this, the republic does not have a sufficiently developed infrastructure to attract tourists to natural sites. The most organized and accessible places for receiving tourists are separate protected natural territories of the republic, since such territories have a set area and borders, designated areas for tourists to visit, experience with visitors, in some - established routes, as well as workers with certain knowledge for a given territory and its features. However, in accordance with the legislation, access to state reserves, protected areas of natural parks and

biosphere reserves for ecotourism, including recreational activities, is prohibited.

According to the World Travel and Tourism Council, in 2019 the share of tourism in the country's GDP was 2.5%, and the total contribution to GDP was \$ 1.3 billion. But at the same time, the COVID-19 pandemic and its consequences greatly affected the sphere tourism (Uzbekistan planned to receive 7.5 million tourists. The pandemic canceled these plans, and the tourism result of the year was a four-fold drop in the industry's indicators and only 1.5 million people who visited the country. Moreover, 1.2 million tourists visited Uzbekistan before the quarantine was announced). In addition, this affected workers in the tourism sector. And in 2020, the number of foreign tourists visiting Uzbekistan decreased by more than 4.5 times, to 1.5 million, and the volume of tourist services fell to \$ 261 million. Therefore, we need to revitalize the tourism sector, including ecotourism. Inappropriate and overuse of natural habitats in rural areas of the Samarkand region, unregulated property relations have led to the destruction of these habitats, hampering the creation of incentives and benefits for long-term investment, restoration and improvement. The study reveals the possibility of increasing the range of services in small areas, using cluster methods in the integrated development of service entities in order to increase the benefits of visiting natural areas for recreational and recreational purposes. Optimal amounts of habitat users will be determined to balance ecological feasibility and economic efficiency, and proposals and pricing policy recommendations will be developed to ensure this volume. It is important to determine the economic value of natural habitats and to develop a mechanism for the distribution of costs for the maintenance and development of infrastructure between economic entities that directly or indirectly use it.



In the course of our research, we studied the dynamics of income from ecotourism services in the Samarkand region. At the same time, revenues from ecotourism services tended to increase from 2015 to 2019, while by 2020, revenues from general tourism almost tripled due to the negative effects of the coronavirus pandemic, and revenues from ecotourism services decreased by 30% compared to happy 2019. Ecotourism revenues peaked in 2019. This result was achieved this year as a result of the introduction of a visa-free regime in more than 70 countries, the development of tourism infrastructure and economic reforms aimed at modernizing and demonopolizing the transport sector.

The activity of any tourist enterprise in the economy, including ecotourism enterprises, is based on the interaction of three factors that determine it: personnel (labor force), means of labor and objects of labor. Using the available service tools, the business team creates and delivers an ecotourism product. In this case, the speed of product creation is important. Thus, new ecotourism products generate additional revenue for the industry and improve efficiency. In general, the efficiency of an ecotourism enterprise is a complex reflection of the end results of the use of means of production and labor over a certain period of time. The main features of an enterprise's efficiency are reflected in the general methodology for determining it, the form of which is as follows:

$$S = N / X$$

where S is efficiency, N is results, X is costs

The efficiency of an enterprise in the field of ecotourism is defined as the ratio of the results of its activities to their quality achievements (costs). Thus, the effectiveness of ecotourism is manifested as a characteristic of ecotourism activities of the influence of these processes and factors, and mainly reflects the level of achievement of the set goals.

The approach based on the natural conditions of the regions and the use of their natural advantages over other regions plays an important role in the development of the economy. The unique nature and history of Uzbekistan creates great opportunities for tourism. In particular, the development of ecotourism not only brings great economic benefits, but also strengthens the attitude of the local population towards nature conservation. In today's globalized world and the rapid growth of humankind, abundant extraction of natural resources, increased emissions of toxic gases and emissions into the atmosphere, leading to an increase in average temperatures around the world. In this context, it is important to reduce the amount of toxic emissions into the atmosphere by switching to "green" energy sources. But at the same time, the formation of harmony with nature among the

population is important for the preservation of wildlife. In this process, ecological tourism plays an important role in understanding the importance of the chain of connection with nature in human life.

Factors influencing the development of ecotourism can be divided into several groups:

- 1) social factors;
- 2) economic factors;
- 3) environmental factors.

Social factors include the standard of living, cultural attitude to nature, the level of environmental education, state policy of social support for ecotourism, the level of social protection of ecotourists, the level of historical development of ecotourism.

Economic factors include the level of income, the development of a competitive environment in the economy, the level of development of financial institutions, the level of market demand for ecotourism, the volume of investments in ecotourism, the conditions created for investors, the level of qualified personnel in ecotourism, the development of ecotourism infrastructure. economic availability of goods, etc.

Environmental factors include the ecological natural conditions of the region, favorable geographical position, diversity of flora and fauna, natural climate, solar, water resources, forests, mountains and other natural areas that attract ecotourists.

Based on the foregoing, the main directions of the effective use of factors that increase the efficiency of ecotourism services are:

1. Providing and increasing the volume of ecotourism services;
2. Improving the quality of ecotourism services;
3. Reducing the costs associated with ecological tourism;
4. Increase in profits from ecological tourism;
5. Attraction of investments in the development of ecotourism services and effective organization of their financing and lending;
6. Improving the efficiency of using funds from ecotourism facilities (permanent and circulating);
7. Defining a strategy for ecotourism services and channeling it to appropriate revenue generation;
8. Use of the tax system aimed at generating income from ecotourism services.

An in-depth study of the main directions of this effective use made it possible to draw the following conclusions

1. Обеспечение продажи услуг экотуризма - важнейший процесс, и на рынке услуг экотуризма он проявляется в двух формах:

во-первых, услуги экотуризма организуются для продажи на внутреннем рынке, исходя из состава населения республики, месторасположения и исторических традиций. Этот процесс - область, которая сегодня не была глубоко изучена экспертами и учёными в этой области.

во-вторых, расширение возможностей для экспорта услуг экотуризма в стране в связи с растущим глобальным потреблением экотуризма на внешних рынках.

Известно, что сумма денег, полученная от продажи услуг экотуризма, называется доходом от экотуризма. Валовой доход от экотуризма - это сумма, остающаяся после вычета стоимости услуг и амортизации средств инфраструктуры из объема доходов от экотуризма. Часть валового дохода от экотуризма делится на заработную плату и налог на добавленную стоимость. После того, как сумма налогов, взимаемых с экотуризма в отрасли, уплачена, остается чистая прибыль от услуг экотуризма.

2. Следует отметить, что качество услуг и их улучшение играют особую роль в повышении эффективности услуг экотуризма. Когда предоставляются услуги экотуризма, туристы довольны только качественными услугами и платят за них дороже. Качественный сервис - это, прежде всего, источник высоких доходов, что, в свою очередь, увеличивает привлекательность для экотуристов. Фактически, это повысит эффективность отрасли, позволив туристам снова посетить такое место для экотуризма.
3. Результаты исследования показывают, что наиболее важной основой для повышения эффективности услуг экотуризма является снижение чрезмерных затрат, связанных с экотуризмом. Это требует, прежде всего, глубокого изучения затрат, которые несут на каждом объекте экотуризма их элементы.

Современная экономика требует поиска внутренних возможностей для снижения таких затрат. Результаты исследования показывают, что, например,

при изучении структуры затрат на услуги, предоставляемые в качестве объекта экотуризма в пещере Хазрат Давид в Самаркандской области, было установлено, что они состоят из следующей структуры. Сегодня, согласно исследованиям, наиболее важным способом удешевления услуг экотуризма является оцифровка затрат в этой сфере.

4. Следует отметить, что основная цель экотуризма - максимально использовать эту территорию. Следовательно, в рыночной экономике прибыль можно интерпретировать как форму добавленной стоимости в этой сфере (экотуризм). Процесс формирования прибыли в сфере экотуризма учитывается по направлению каждого вида деятельности в отрасли.
5. The introduction of investment, financing and lending systems is important to improve the efficiency of ecotourism. To improve the efficiency of ecotourism services, domestic and foreign investments will be attracted to the sector, as well as a system of financing and lending will be used. Financing of services provided by ecotourism enterprises is reflected in the balance of income and expenses.

The process of lending to enterprises providing ecotourism services is manifested in two forms: short-term and long-term. At ecotourism enterprises, short-term loans (up to 1 year) are issued mainly in the absence of working capital for services. In ecotourism, long-term loans (up to 2-5 years) are received for the construction of new ecotourism infrastructure, the provision of tourist facilities. Based on the above, it should be noted that the systematic use of investments, financing and lending in ecotourism opens up new opportunities for increasing the economic efficiency of the sector and ensuring sustainable development.

6. In ecotourism, the efficiency of services is not only high income and profit, but also the efficiency of funds. Thus, according to the results of the study, although the size of the profit of the two tourism enterprises is the same, the cost of funds for their services may be different. Therefore, when assessing the effectiveness of services, the benefits obtained should be compared with the funds for the services.



7. The service strategy aimed at improving the efficiency of ecotourism services is characterized by the fact that it focuses on the provision of ecotourism services to consumers and high incomes.
8. It should be noted that the formation of a tax system aimed at generating income from services in the field of ecotourism is an important regulator for increasing the efficiency of ecotourism. Carrying out the correct tax policy in ecotourism, on the one hand, creates an opportunity for the continuous development of ecotourism based on its regulatory mechanism, on the other hand, the correct tax system regulates the cost of services in accordance with the requirements of consumers. As income increases, tax rates change as needed. As a result, the efficiency of ecotourism services will increase, and the industry will have the opportunity to develop.

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