Ensuring the competitiveness of the scientific approaches of ecotourism. A case of Uzbekistan

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Abstract: This article examines the ways and means of using rural tourism for the development of ecotourism. Moreover, ensuring the competitiveness of the scientific approaches of the ecotourism in Uzbekistan. Finally, Uzbekistan has been considered as a major tourism country where the state may get developments in rural areas while making the focus on eco-tourism perspective. Keywords: Ecotourism, rural tourism, natural resources, cultural resources, labor resources.

Introduction

Today, ecotourism, which is one of the promising areas of international tourism, plays a promising role in the economy of the Republic, creating new jobs and increasing the gross national product. The peculiarities of the services market, their characteristics and their acceptance by consumers determine the nature of marketing research in this area (Bulai, Eva, & Rosu, 2016; Jianzhong & Stuart, 1996; Tiberghien, 2016).

Describing the market structure of modern business management, marketing suggests the advantages and disadvantages of consumers, what they should target in organizing tourism services, providing targeted services to the product market, and, on the other hand, the targeted and effective impact on the market of services, consumer preferences (Baum & Thompson, 2007; Kovaleva, education, & 2016, n.d.; Lawson & Roychoudhury, 2016; Mukhabetov, Janguttinav, Esaidar, Myrzakulova, & Imanbekova, 2014).

Depending on the market requirements, the management of touristic enterprises will provide consumers with the necessary tourist supplies. It is not enough to rely solely on personal experience or intuition, but also have the necessary information on management decisions. Marketing research in tourism provides information on establishing and maintaining a touristic
enterprise with the market, other elements that form the core of the market, consumers, competitors, and services market (Elisseeff, 2000; Lima & Moreira, 2014; Prehistory & 1999, n.d.; Wttc, 2011).

The goal of marketing research is to create an information-analytical framework for marketing decisions and to eliminate uncertainty about it.

High level of organization of marketing research, scale, methods used in analytical and processing processes, is the starting point for determining and implementing the marketing strategy of the tourist enterprise directly. The importance of marketing research is increasing every day in identifying new opportunities and rational use of the consumer market under increasingly new services.

The experience of the major tourist companies of advanced economically advanced countries shows that the development of marketing theory and practice depends on the directions of direct marketing research and research. High-level socio-ethical marketing in the United States, Germany, Japan, France, and the UK places a priority on consumers, the welfare of the society and their social responsibility. Consolidating the interests of consumers and the general public, and improving it on the basis of modern requirements, the company's communication policy, the solution will be solved (Airey & Shackley, 1997; World Travel and Tourism Council, 2016).

**Theoretical background**

Studying the market from a marketing perspective aims to enable companies to effectively sell companies, businesses, new segments for enhancing their quality, creating new products and consuming demand, and earning a higher profit. To achieve this goal, deep marketing research is being carried out. The objective of the market for marketing research is to adapt the product and its products to the market and consumer needs.

The main purpose of marketing research is to determine the objective causes, the necessity of its occurrence, its development and its purpose, aimed at solving extreme and complex issues. It is to bring benefits to enterprises, organizations that have created it, with the balance of supply and demand adapting production to consumer needs. Tourism product creation is pinpointed to make better development in the destination. In this way, to achieve this aim, marketing should address the following key objectives (Graph 1)
Marketing research in the tourism industry places a close link between tourist companies and the market, consumers, competitors and other elements of the environment that affects their performance. Any marketing research will focus on making the management decisions accurate based on the information obtained. The main purpose of marketing research is to create an information and analytical framework for marketing decisions and reduce the uncertainty associated with it.

When conducting marketing research, the main data collection methods can be grouped into quantitative and qualitative descriptive indicators (Bobur & Alimova, 2017; Lima & Moreira, 2014; Niyazbayeva & Yessengeldina, 2016; Nurmagambetova & Agybetova, 2014).

One of the most important stages of marketing research is the development of a research plan. The resources, methods, tools, selection procedures and plans for the collection of information and information required for the research are set up. The research-based information and resources can be repeatedly used and processed in related fields (Sobirov, 2018).

Methodology

Tracking, experiment, query, and group discussion are the most widely used methods in marketing research. Each method involves effective information collection, processing, and effective use of technical tools at appropriate stages of the research. Through the method of
observation, consumers can assess their relationships in the tourism market in the current period. In
the survey mode, it is possible to evaluate the interests of a particular consumer in "new tourist
services," the demands and wishes they put on them. In the experimental mode, it is possible to
observe specific tourist services, observe the consumer situation (Hammond, 2004).

In the development of the research plan, methodological relationships must be ensured by the
interconnection, clarity, non-repetition, and periodic continuity (Graph 2).

Graph 2. Structured plan of the ecotourism content

<table>
<thead>
<tr>
<th>The structured plan should answer these questions regarding content.</th>
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<tbody>
<tr>
<td>1. What information should be collected?</td>
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<tr>
<td>2. Who collects the data?</td>
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<tr>
<td>3. What should be done?</td>
</tr>
<tr>
<td>4. What methods are used to collect data?</td>
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<tr>
<td>5. In what form and in what terms are the data presented?</td>
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<tr>
<td>6. When and where data collection is carried out.</td>
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<tr>
<td>7. What are the costs of collecting data?</td>
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</table>

The way of the tourism development has separated in main points of the development. In
this case, Uzbekistan tourism sector has pinpointed in many different targets and categories as the
whole.

Main part

Finding answers to these questions will provide a consistent, meaningful and logical link to
the research plan. In turn, reduces the occurrence of flaws and errors that may occur at subsequent
stages of the research. The data collection stage is carried out by the approved plan, as well as the
processing of technical means, as well as the specific regulation. According to the emphasis,
establishment the information is collected and how to use them effectively (Graph 3).
3. Graph. Stages of marketing research

The trends of marketing research, by its goals, are selected and the methods employed serve to fill each other for achieving the desired outcome, to identify and eradicate errors. Research tools, as well as in the form of questionnaires or technical means, are used to collect, process, and effectively utilize information in the future (Alikulova, 2014; Baum & Thompson, 2007; Getz, 2008; Hyde & Olesen, 2011).

Necessary information and information collection for marketing research is interrelated tools, methods, stages. Identifying the problem and purpose of marketing research is the most important and responsible step. In many cases, the purpose of the study is to consider the same as the problem. In fact, the solution to the existing problem must be considered as a means to achieve the goal.

The exact definition of the problem is important for the proper organization of the research. Particular attention should be paid to the fact that the problem is logical, straightforward, and focused. Otherwise, a misinterpretation would lead to a quest for research, an unclear task, and a higher cost.

The series of these issues has been clearly defined, but the solution to them requires a certain sequence and the need to collect the necessary information for future efforts. In particular, it is
necessary to get as much information as possible about travelers, learn their wishes and wishes during their first trips.

At the stage of the research plan it will determine the mobilized methods, the research tools, the composition and the sign of selection, the means of communication with the community. Usually, before starting marketing research, you will need to think deeply and evaluate the methods and means of doing it.

**Results**

Observation is the most commonly used method of obtaining the primary information. It is carried out on the basis of individual observations, evaluations, and generalizations of experts on the relevant problem. In particular, before traveling companies start working, other firms in the market need to get acquainted with business activities and learn the opinion of travelers. The questionnaire method is used to gather more information about the essence of the object being studied in the research, its intentional features. Including collecting and summarizing information about the research team, interest, values, the satisfaction of the traveling company. In other words, the survey methodology is used more frequently in the research to find out what the company's clients think about their activities (Elias, Benjamin, & Shiftan, 2015; World Travel and Tourism Council, 2016).

Experiment - is based on the identification of the factors influencing the direction in which the case is based on the desired aspiration in the desired direction in the research. In particular, the pilot can test the range of several dishes on long distances and explore the relationship between travelers, individually prepared meals for the traveler's meals, or organize customized meals and canteen food.

An Experimental Study can result in more cost-sharing and a full and realistic outcome on the wish or the tested marketing event. In this regard, the experiment is more likely to be tested for some methods and techniques for technical improvement of product quality, promotion and sales.

**Conclusion**

The group discussion method is based on a team-based discussion, debate, and general recommendations developed by leading experts on a complex and up-to-date topic. In particular, a discussion of different types of traveling by type of travel company can be made; this group includes history, logistics specialists, hotels, accountants, marketing researchers, and others. Usually, this group is made up of 6 to 10 people, based on the study of the views and opinions of each group
member on the subject of the problem. A written description of the research in a group discussion mode, video footage, and reconsideration.

As research tools, the questionnaire (questionnaire) is used in technical equipment (magnetic tape, video camera, computer programs, etc.). It is early to determine which method of research these weapons are appropriate and effective results. Hence, all these points allow for a faster, less cost-effective way of generating research tools.

References


