



# FORMATION OF INTEGRAL-MARKETING MODEL OF DEVELOPMENT OF SUSTAINABLE AGRO-TOURISM

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## ABSTRACT

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*We believe that in today's market, social, and environmental conditions, a fundamentally new approach to strategic marketing management in tourism is required, taking into account not only the demand from customers, but also shaping their needs for a healthy lifestyle, in obtaining versatile knowledge, without causing damage to the environment, but vice versa - improving it. This involves the improvement of methodological approaches to the study of the tourism services market, the expansion and modernization of the marketing mix of travel agencies, as well as the development of conceptual provisions for the formation of integrative marketing models that provide not only an increase in the competitiveness of tourism organizations and investment in this business area, but also the growth of the marketing capital of the territory through the development of related partner industries, solving social problems, including the creation of new jobs, improving the environment, in other words, the co-evolution of nature and society.*

**KEY WORDS:** *agrotourism strategy, tool, rural development, integral marketing model.*

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## INTRODUCTION

From the point of view of marketing, the field of agrotourism is a dynamically developing industry with great potential, a catalyst for socio-economic, environmental and cultural development. However, the sustainable functioning of tourism organizations and their ability to fulfill their social, environmental and cultural mission is not an achieved reality, which is due to many factors. And, if in the old paradigm the competitiveness of tourism depended primarily on the range, quality of services and the level of service of a particular company, today, by the beginning of the 20s. In the 21st century, the development of the tourism sector is impossible without a wider – systemic – coverage of the problem and a methodological approach that takes into account the principles of ethics and social responsibility of business, community expectations, ecosystem processes, business, including investment, partnerships [1]. It should also take into account the change in the structure of the tourism product, in particular, under the influence of generation Z entering the market with its relatively new needs - self-preservation ("safety"), digitalization and life in 24/7 networks, social concern and the desire to change the world for the better [2].

In connection with these circumstances, an in-depth diversified marketing approach is needed, requiring the activation of not only tourism marketing, but also its other varieties and operating with the concepts and criteria of a socio-cultural and environmental plan [3]. The solution to this problem is seen in the use of integral models based on the

provisions of the concept of sustainable development and the synthesis of the latest concepts, principles and forms of marketing, especially social and ethical, territorial, "green" and relational [4].

Thus, taking into account that tourism today is not only a sphere of business, development of the natural and urban environment, reproduction of the labor force, cultural education of the population, it seems appropriate and necessary to substantiate the theoretical and methodological provisions for the development of an integral marketing model that provides a solution to a complex of interrelated tasks: increasing the competitiveness of travel companies, developing not only outbound but also inbound tourism as a factor in increasing regional socio-ecological and economic sustainability - the so-called sustainable tourism, which contributes to strengthening the economy and socio-ethical modernization of the destination and society as a whole [5]. Cutting-edge research convinces in volume, what in XXI century strategic planning agritourism should be carried out jointly with ecosystem region and countries, to the evolutionary path putting his beyond the target harmonic human development, nature and societies and applying adequate time integrative marketing technology [6]. Data provisions gave rise to for choice Topics dissertation research, his goals and tasks.

## MATERIALS AND METHODS

The purpose of the scientific study was the development of theoretical provisions and

methodological tools of tourism marketing, as well as practical recommendations for the formation of an integral marketing model for the development of sustainable tourism, which takes into account and harmonizes the socio-ecological and economic interests of the destination.

Achieving the goal of the study is ensured by solving the following research tasks: researching the specifics of tourism marketing in conjunction with the concept of "sustainable tourism", identifying the functional content of the tasks and principles of tourism marketing; from the standpoint of the requirement of sustainability, a comparative analysis of the main tools and methods of tourism marketing

with the identification of the main problems in their use in the framework of strategies for sustainable development of territories; expansion and modernization of marketing tools for tourism sustainability management based on the concepts of socio-ethical, territorial and relational marketing, as well as business partnerships.

**RESULTS AND DISCUSSION**

For clarifications roles, functions and tasks marketing on ensuring sustainable tourism It was carried out his comparison with traditional (table 1).

**Table 1 - Comparison traditional and sustainable development of agrotourism**

Aspects difference	Traditional tourism development	sustainable development tourism
<b>Characteristics</b>	rapid development	phased development
	short term development	long-term development
	without restrictions	It has restrictions and certain absorbing ability
	control processes development from outside	control processes development from within, through local population
<b>Strategies</b>	partial planning individual sectors	comprehensive and integral planning
	satisfaction requests consumers	satisfaction requests consumers and host communities, security benefits for future generations

The study of the content of the concept of "tourism marketing" revealed a methodologically important connection between tourism marketing and the concept of sustainable development as a principle of respect for the interests of territories [7], the environment and future generations, which is a key factor in achieving sustainable tourism development. From this follow the following key functions of tourism marketing [8]:

- a) Research, plan and motivate the balanced production and consumption of the tourism product, increasing the gross product of the economy of the region and the country and not contradicting social and environmental interests;
- b) Expand the tourism market, attracting the largest number of tourists to these services [9], and on this basis develop related business areas and socially significant and environmentally responsible activities;
- c) Give a real (current) and predictive assessment of the services provided and the competitiveness of travel agencies in conjunction with the development of the territory.

The specificity of agrotourism marketing lies in the fact that it is closely related to the social, environmental and other resources of the territory, contributing to the reproduction of human capital and demographic resources and significantly influencing

natural resources [10]. It is due to the peculiarities of the service market and B2C, and also follows from the main tasks of tourism and management of this area, where the significant influence of the state and foreign economic policy affects [17, 18].

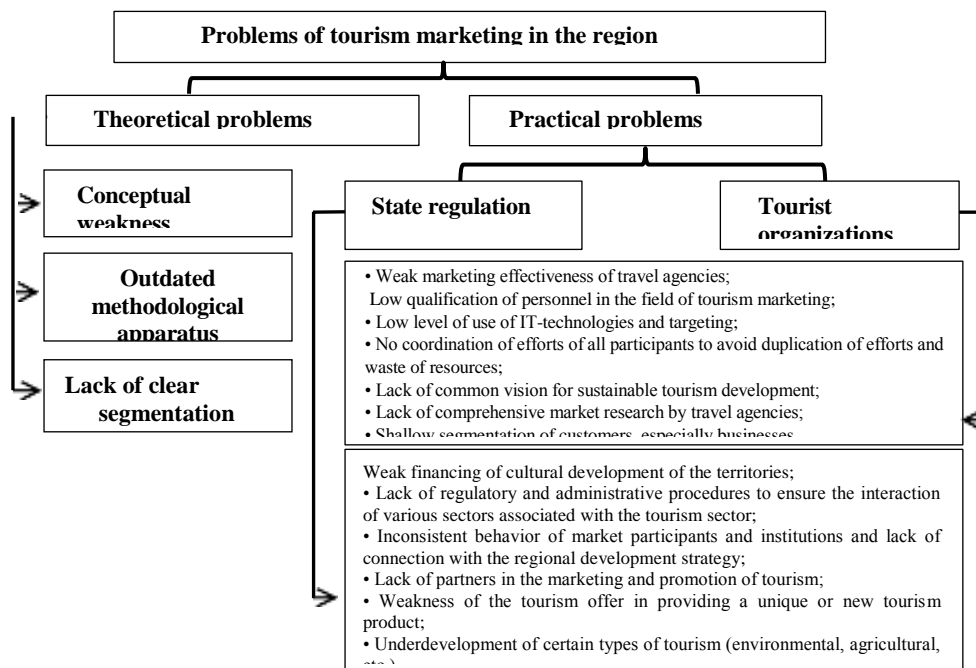
Agro-tourism marketing is capable of multiplicatively influencing the prospects for the development and improvement of the life of the local population in all its cultural, social, political and economic diversity [11, 16], which ultimately leads to the development of the local community itself and the achievement of satisfaction of the local population with the quality of life [12, 15].

Based on the essence, functions and objectives of tourism marketing, formulated his main "workers" principles which can classified as invariant:

- organization of effective multilateral communication between the producer and consumer of tourist services, as well as other participants in the socio-ecological and economic system;
- a comprehensive and scientifically based approach to the formation and satisfaction of actual and balanced demand;
- integration of the efforts of regional market participants, a system of common communications, business partnerships and promotion of the territory. AT table 2 represented results estimates quality travel services.

**Table 2. Results estimate quality services, offered by the Association of Private Tourist Organizations of Uzbekistan, %**

No. p / p	Indicators	Distribution consumer ratings, score				
		5	4	3	2	1
1	Price availability (Social significance)	27.1	43.3	24.9	4.7	-
2	Quality tourist product	28.8	41.1	21.8	8.3	-
3	System discounts and bonuses	15.8	26.9	48.2	9.1	-
4	Spectrum travel destinations	33.3	41.2	20.9	4.6	-



**Picture 2 - Problems of Argotourism marketing in region**

In the course of the study and surveys, the problems of organizing the marketing activities of travel agencies in the region were identified, which, first of all, manifested itself in the limited use of marketing tools in the process of creating and promoting tourism products and the inadequacy of the marketing apparatus to the requirements of sustainability [12, 13, 14]. Figure 2 presents the problems of tourism marketing in the region based on the results of the study.

In this regard, the author carried out an extended classification of tourist clients. organizations for their segmentation, which is complemented by such features as the possibility of integration and cooperation in other areas, possible areas of influence and contribution to sustainability, attitude towards innovation.

**CONCLUSION**

Sustainable agritourism marketing can be seen as a model for the strategic development of the

territory, which focuses on the long-term coordinated development of tourism activities with society, business and the environment, given the close relationship of tourism marketing with the concept of sustainable development, the reproduction of human capital and demographic resources, and at the same time a significant impact on natural.

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