INDICATORS FOR ASSESSING THE ECONOMIC EFFICIENCY OF HOTELS IN ECOTOURISM DESTINATIONS

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Annotatsiya. Tadqiqot ekoturistik destinatsiyalarda mehmonxonalarning iqtisodiy samaradorligini baholash uchun o'n ikkita ko'rsatkichdan iborat tizimni taklif etadi. Ko'rsatkichlar to'rt blokka guruhlangan: bozor natijalari, rentabellik, ekoturizmga xos qiymat va mahalliy iqtisodiy bog'liqlik. Tizim O'zbekistonning tog'li hududlari kabi destinatsiyalarda boshqaruv va solishtirma tahlil uchun foydalidir.

Kalit so'zlar: ekoturizm, mehmonxona, iqtisodiy samaradorlik, samaradorlik ko'rsatkichlari, mahalliy iqtisodiy bog'liqlik.

Аннотация. В работе предлагается система из двенадцати показателей для оценки экономической эффективности гостиниц в экотуристических дестинациях. Показатели сгруппированы в четыре блока: рыночные результаты, рентабельность, ценность экотуризма и местные экономические связи. Система полезна для управления и сравнительного анализа в дестинациях, подобных горным регионам Узбекистана.

Ключевые слова: экотуризм, гостиница, экономическая эффективность, показатели эффективности, местные экономические связи.

Abstract. The study proposes a system of twelve indicators for assessing the economic efficiency of hotels in ecotourism destinations. The indicators are grouped into four blocks: market performance, profitability, ecotourism value and local economic linkage. The system supports management and benchmarking in destinations such as the mountain regions of Uzbekistan.

Keywords: ecotourism, hotel, economic efficiency, performance indicators, local economic linkage.

1. INTRODUCTION

Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people (Honey, 2008; Fennell, 2020). Hotels are central to this system: they host visitors, employ local residents and channel visitor spending into the destination. Uzbekistan's mountain regions, such as Zomin District with its National Nature Park, have considerable ecotourism potential, but development is constrained by infrastructure, accessibility and cost factors.

Hotels in such destinations face strong seasonality, small scale, remote locations and investment in environmental technologies. Conventional indicators do not capture these conditions: a hotel with high occupancy may still be inefficient if its season is short, its resource costs are high or its income leaves the region. This study aims to propose an indicator system for the economic efficiency of ecotourism hotels, and to define calculation methods and interpretation rules.

2. LITERATURE REVIEW

Hotel performance is traditionally measured by occupancy, average daily rate (ADR), revenue per available room (RevPAR) and gross operating profit per available room (GOPPAR), based on the uniform system of accounts for the lodging industry (Hotel Association of New York City, 2014).

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Phillips (1999) and Sainaghi, Phillips and Corti (2013) argue that performance should be assessed through several perspectives rather than financial ratios alone. Reviews of hotel sustainability research (Kim, Barber & Kim, 2019) show a broad but fragmented field, and Rahman, Reynolds and Svaren (2012) show that many resource-saving practices can be adopted at low cost.

Sustainable tourism studies stress that benefits should remain in the destination (Hall, 2019; Honey, 2008; Weaver, 2006), and international criteria for accommodation (Global Sustainable Tourism Council, n.d.) include local employment and purchasing. However, these requirements are rarely expressed as measurable economic indicators. Therefore, conventional indicators, environmental practices and community benefits have not been integrated into one system for ecotourism hotels.

Scientific Novelty

The novelty lies in an integrated four-block system that adds seasonality, resource cost, eco-premium and local income retention to conventional indicators, with rules for reading them together.

3. METHODS

This conceptual and analytical study is based on secondary sources: academic literature, sustainability criteria and hotel accounting practice. Candidate indicators were identified through content analysis and screened by four criteria: relevance to ecotourism destinations, measurability with data available to small hotels, comparability between hotels and over time, and clarity of calculation. The selected indicators were then classified into blocks and supplemented with calculation methods.

4. RESULTS

Twelve indicators in four blocks were selected (Table 1). The first block describes demand and price, adding a seasonality measure. The second evaluates profit and resource costs, including the payback period of green investment. The third shows whether the hotel converts its environmental profile into income, and the fourth measures how much income stays in the destination.

Table 1. Economic efficiency indicators for ecotourism hotels

Block	Indicator	Calculation
Market performance	**Occupancy rate**	Rooms sold / rooms available × 100
	RevPAR	Room revenue / rooms available (= occupancy × ADR)
	Seasonality index	Coefficient of variation of monthly occupancy
Profitability	**GOPPAR**	Gross operating profit / rooms available
	Resource cost ratio	(Energy + water + waste costs) / total revenue × 100
	Payback period	Green investment / annual net savings
Ecotourism value	**Eco-premium**	(ADR of eco-profiled hotel – ADR of comparable hotel) / ADR of comparable hotel × 100
	Ecotourism services share	Revenue from guided tours and activities / total revenue × 100
	Repeat-guest rate	Repeat guests / total guests × 100
Local linkage	**Local procurement share**	Purchases from local suppliers / total purchases × 100

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Block	Indicator	Calculation
	Local employment share	Local employees / total employees × 100
	Local income retention	(Local wages + purchases + taxes and fees) / total revenue × 100

The indicators must be read together. A hotel with high RevPAR but high seasonality, high resource costs and low local income retention is profitable in the short term but neither stable nor locally beneficial. Comparison with similar hotels and multi-year averages reduce seasonal distortion.

5. DISCUSSION

Economic efficiency in ecotourism destinations means profitability, stability and local benefit at the same time. The payback period, resource cost ratio and eco-premium show whether environmental investment also improves financial results. The main limitations are the conceptual character of the study and the data needs of some indicators, since small family hotels may not record energy, water or local purchases separately. The proposed assessment sequence is: Data collection → Indicator calculation → Benchmarking → Integrated interpretation → Management decisions.

6. CONCLUSION

The study proposed twelve indicators that combine conventional hotel performance measures with seasonality, resource cost, eco-premium and local linkage. The system suits the conditions of ecotourism destinations, including mountain regions of Uzbekistan, and requires empirical testing. Practical recommendations:

1. to introduce uniform accounting in hotels so that indicators can be calculated regularly;
2. to monitor seasonality and develop products that extend the season;
3. to record resource costs separately and calculate payback before green investment;
4. to report local procurement and employment shares annually.

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