

## THE ESSENCE AND IMPORTANCE OF THE BENCHMARKING METHOD IN THE ECO-TOURISM RESEARCH

*The genesis of the benchmarking method investigated in the article; the essence of the concept of benchmarking revealed; the features of benchmarking spread among domestic ecotourism enterprises investigated. The basic stages of the use of benchmarking by domestic ecotourism enterprises considered : planning, research, observation and collection of information, analysis, adaptation and improvement/ There are five types of benchmarking process. They need to apply by eco-tourism enterprises: internal, external competitive, external intra-industry, external inter-industry, combined inter-industry and external benchmarking. Within the overall approach to the benchmarking typology, five types of benchmarking process identified. They should use by eco-tourism enterprises in the financial research of the competitive environment, namely: internal, external competitive, external intra-industry, external inter-industry, and combined inter-industry. The use of benchmarking in marketing is possible for eco-tourism enterprises. However, it is advisable to apply this method to the following groups of enterprises: enterprises that are on the verge of bankruptcy; enterprises that function evenly in the eco-tourism market. However, in the future they foresee serious complications. Enterprises that are leaders in the market for ecotourism services. However, they are not satisfied with the financial results achieved.*

*Therefore, benchmarking is a method of reconstructing an enterprise's marketing activity. It aims at the rational restructuring of marketing processes based on the use of advanced marketing technologies. As a result, marketing activities are simplified and minimized. Accordingly, the efficiency of the financial activity of the eco-tourism enterprise is increasing. The use of benchmarking in the financial research of a competitive environment will help to improve their own financial performance; taking into account already achieved results of competitors.*

**Keywords:** benchmarking, ecotourism enterprise, competitive environment, financial research, marketing.

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