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Certification of Services in the Managerial System of Ecotourism Development

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Abstract:

The relevance of the study is determined by the fact that eco-tourism today is nothing more than a set of proposals on the tourism market, which is an important component of the country's tourist complex, but does not always meet international requirements for the provision of tourist services. The novelty of the research lies in the formation of requirements for certification of services in the country's eco-tourism as the basis for compliance of the proposed services with international requirements. The article provides a comparative analysis of all proposed criteria for the evaluation of tourism services. The authors adapt the proposed assessment of the ecological tourist complex. Solutions are proposed for determining the conformity of the service being provided on the Russian market to international standards, which will make it possible to introduce categories of services and the possibility of providing them. The authors claim that this will contribute to economic incentives for the analyzed industry. The practical significance of the study is determined by the possibility of forming supply in the tourist services market in the international community. The application of the obtained developments will form a competitive offer in the domestic market, since it is the attraction of foreign tourists and the correlation with the international standards of the service provided that will form the opportunity for the development of the industry.

Keywords: ecotourism; certification; compliance; standard; market.

JEL Classification: Z30, Z32, Z33.

Introduction

The tourism industry is an integral part of the international market and has long been among the top three most profitable (Oonowska 2016). As of the beginning of 2019, 61 countries in the world had at least one, and some countries, and more standards in the field of tourism services that are voluntary (Cole 2015). However, it should be noted that, although Russia approved at the state level standardization and certification of tourist services on a voluntary basis, the process of certification of ecological tourism was not considered in any of the documents, which indicates the need to introduce these documents through the specifics of ecotourism services (Belitskaya 2018).

Before exploring the features of certification, it is first necessary to pay attention to considering the difference between standardization and certification of tourist services in general, since, understanding the details of these processes, it will be possible to draw an analogy with the criteria for certification of ecotourism (Rieger 2013). Certification is a process during which the conformity of a tourist service with the rules and regulations established

by the state is confirmed (Middleton 2013). Standardization is one of the methods of state regulation of tourism activities, the purpose of which is to protect the rights and interests of tourists and bona fide producers of the tourist product (Chen 2015).

Most regulatory regulations are standards that provide exactly the harmonization of the object of standardization with the requirements established for objects of this kind (Hunter 2002). By comparison, certification is a process that establishes compliance of a service with established standards by issuing a permit to issue a certificate mark or a certificate of conformity (Bosak 2016). From this it becomes clear that the process of certification and standardization are interrelated, while in Russia in the field of eco-tourism this process is not coordinated, although the country adheres to most international standards of tourist services. Therefore, there is an urgent issue of developing certification of ecotourism services.

1. Literature Review

Back in 2005, the International Organization for Standardization (ISO) established the technical committee for standardization ISO / TS 228 "Tourism and related services" (Zhang 2014). The creation of ISO / TS 228 was accompanied by different views on its feasibility (Vrondou 2019, Asan *et al.* 2016). Russia is also included in this committee, although, at the present stage, most of the provisions are still in development, including items that are related to eco-tourism and the responsible attitude of enterprises to the environment. Moreover, these standards only partially correspond to the modern realities of tourism, as they have an international character, and as you know, in our country a number of already adopted standards are applied indirectly without any changes due to the specific features of the domestic economy (Gribust 2018). First, the difference between legislative acts (Katircioglu 2018). Secondly, the difference in mentality and others. Thus, there is a need to optimize the certification process according to modern Russian realities (Zuo 2013, Batyrova *et al.* 2018).

Certification is a voluntary procedure that evaluates, verifies and gives a written guarantee that an object, product, process or service conforms to certain standards (Wang 2013). The commission awards a certificate or certificate of conformity to those that meet or exceed the basic standards indicated (van den Bergh 2000). However, due to the fact that certificates of this nature have not yet been developed in Russia, it is advisable to analyze the international experience of certification of ecotourism services in order to have a basis for further research and development of domestic certificates (Mikayilov 2019, Akhmetshin *et al.* 2018).

In the world there is an opinion that certification of this kind should be held with state support. So, the data collected for the organization of the UNWTO was analyzed and analysis showed that 20 of the 59 certification schemes passed through the system of state bodies, 18 of which passed either with financial or marketing support of government programs or supported by experts in this field (Duffield 1984). The state bodies involved in the certification process are, as a rule, the ministries of environmental protection or its subordinate authorities, tourist associations and in a smaller number there are cases of eco-certification by standardization institutions (Chen 2013). Government support is crucial for such certification, especially at the current stage of development, when the population is wary of initiatives that are not coordinated at the state level (Qureshi 2019). Some enterprises actually achieved their goal in creating an eco-friendly tourism product (Blanco 2011). The problem is that the other representatives of tourist enterprises mistakenly claim that they meet the main criteria for certification of tourist services, although it did not pass. There is also a third group of enterprises that are not at all concerned about environmental issues in the tourism sector.

2. Materials and Methods

For the study used mainly the method of compliance. In connection with it, the standardization method was used, which defined the regulations and criteria for issuing certification in the field of eco-tourism. In this regard, the main method of research was the method of certification. Certificates are issued after evaluating tourism activities whose goal is to achieve concrete results in the field of nature conservation, the long-term development of local communities, and the value of natural resources and local culture. Relying on foreign public and private sources, it is necessary to take into account the fact that in Russia the effect of introducing certification may be quite different (Zhuravleva *et al.* 2018).

Nevertheless, the analysis of the experience of foreign countries can be a significant impetus for the development of certification of ecotourism services. Moreover, in Russia it is necessary to introduce certificates, rather than standards, because certification provides an opportunity to demonstrate the quality level of an ecotourism enterprise, create a unified service level network (for example, in European countries, environmental tourists consume only certified ecotourism services) and also to highlight ecotourism enterprises among others, which will give an opportunity to gain advantages in a competitive environment.

3. Results and Discussion

One way of rewarding enterprises that truly meet the criteria is to issue certificates. The certification process can both demonstrate the best examples to enterprises and impose penalties, even if the enterprise itself has not yet received certification. Certification is not an end in itself. It is one of several tools for motivating enterprises to improve their environmental, social and economic efficiency. Moreover, there are a number of other reasons why it is important to carry out certification (Figure 1).

Figure 1. Benefits of introducing certification of ecotourism services



The situation remains relevant when organizations would like to receive certificates of conformity, but they do not understand the basic processes and stages of certification. It should be added that certification sets standards and contributes to the distinction between real ecotourism and a sustainable tourism enterprise from others. This helps to highlight the competitive advantages of ecotourism certification and emphasize the importance of compliance with eco-certification criteria. Taking into account foreign experience, it was revealed that many companies that have already passed certification consider that one of the biggest advantages in the certification process was their training in elements of sustainable development in the field of activity and focusing their attention on the changes that need to be made. In addition, in tourism enterprises, for example, the costs of water, electricity and fossil fuels have sharply decreased, while the quality of service has not decreased. However, certification of ecotourism services enables the state government to control enterprises that misinform the public about their attitude to the environment. Also, by demanding economic benefits from tourism enterprises for the local population, poverty can be reduced, especially in rural areas.

Of course, it can be considered that the introduction of the certification process in Russia is an expedient step towards increasing the potential of ecological tourism in the global market of tourist services. Now in the world

there are many certifications of tourism services, among which are eco-certified. For example, Green Globe Certification is based on ISO standards and is used to verify the sustainable development indicators of tourism enterprises and their supply chain partners. Another example is the Blue Flag certificate, which is awarded based on the environmental characteristics of beaches and marinas. About 3,850 beaches and marinas in 46 countries in Europe, South Africa, Morocco, Tunisia, New Zealand, Brazil, Canada and the Caribbean were awarded this certificate.

The Global Sustainable Tourism Development Council (GSTC), which organizes and maintains the existing eco-certificates for tourism services, in 2012 published a list of recognized criteria for businesses that are trying to obtain these certificates. This list contains more than 60 participants, among which, unfortunately, there are no organizations from Russia. Despite this fact, it is necessary to consider in more detail the already existing types of certificates for further development and implementation of eco-certification. It should be noted that the Council for the Global Development of Sustainable Tourism (GSTC) modifies the list of criteria in accordance with the realities of our time. So, in December 2014, the recommended list of global criteria for sustainable tourism development was promulgated, and indicators of the effective use of these criteria were proposed. This allowed us to identify 16 ecotourism certificates that meet individual criteria from this list. In addition, it is necessary to pay attention to the criteria that are most often used in the process of eco-certification of tourism services (Table 1).

Therefore, this makes it possible to conclude that, firstly, all personnel must undergo training, as well as periodically undergo advanced training in the field of solving environmental problems, social, cultural, economic quality of life, health and safety. Secondly, customer satisfaction should be adjusted in accordance with the signs of eco-tourism. Thirdly, the marketing policy of a tourism enterprise should contain only reliable information regarding products and services. Fourthly, when planning, designing, building, reconstructing and operating a tourism enterprise, it is necessary to take into account the requirements of laws related to the protected environment. Also, it is necessary to respect the natural and cultural environment of the heritage and to use eco-materials that will not harm nature. Fifth, it is necessary to take into account the requirement that emphasizes that local residents have equal opportunities to get a job, including in senior positions.

In addition to the above, a tourism enterprise should help local small businesses and adhere to established principles or codes of conduct when visiting culturally or historically important sites in order to minimize the negative impact of the tourist and maximize the pleasure level of tourist destinations. At the same time, it is necessary to save natural resources by purchasing local and ecological products and materials, as well as reducing energy consumption. The tourist enterprise should support the preservation of flora and fauna, minimize air pollution, and in the case of taking measures to reconstruct nature, use only native species to avoid the introduction of alien species.

In this regard, the level of quality of providing ecotourism services will increase significantly. In addition, tourists prefer certified companies, as a guarantor of the fact that the services correspond to the international level. For Russia, the issue of providing high-quality services is becoming more relevant in the future, since at the present stage of economic development, the level of unscrupulous entrepreneurs is growing. It is worth adding that other criteria that play an equally important role in our country must also be taken into account. First, the coordination of all permits, not only at the local level, but also at the state level. Secondly, respect for the legal rights of employees. Thus, wages remain important, which should be at least equal to the subsistence minimum. Thirdly, tourism activities should not adversely affect not only the environment of the area, but also not interfere with access to land and water, passage to transport and housing of the local population.

At the same time, in the majority of certificates, only measures to minimize air pollution, etc., are taken into account, but in our country the question of minimizing water and soil pollution arises. Fifth, it is necessary to take into account the influence during the interaction with wildlife.

Table 1. Certification criteria of the Council for the global development of sustainable tourism, which are most often found in eco-certification of tourism services

Code	Criterion	Examples of certificates that adhere to the criterion
A 3	All staff periodically receive guidance and learn responsibility regarding environmental issues, social, cultural, economic quality of life, health and safety.	Discover Eco-Romania (Romania); Green Globe 21 (world); TUI Umwelt Champion, Germany
A 4	Customer satisfaction, which is measured and adjusted in accordance with the signs of ecotourism	Discover Eco-Romania (Romania); Green Globe 21 (world); Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)

Code	Criterion	Examples of certificates that adhere to the criterion
A 5	Promotional materials are accurate and complete with respect to the organization and its products and services.	Discover Eco-Romania (Romania); Green Globe 21 (world)
A 6	Planning, design, construction, reconstruction, operation and disassembly of buildings and infrastructure (by specifics)	Discover Eco – Romania; Green Globe 21 (CVT); Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
B 2	Local residents have equal opportunities to get a job, including in leadership positions. All employees equally undergo regular training.	Discover Eco-Romania (Romania); Green Globe 21 (CVT); TUI Umwelt Champion, Germany
B 3	Local goods and services are acquired and offered by the organization, adhering to the principles of fair trade.	Discover Eco-Romania (Romania); Green Globe 21 (world); Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
B 4	The organization helps local small businesses to develop and sell products and services that are based on the nature, history and culture (including food, crafts, arts, agricultural products, etc.) of the region	Green Globe 21 (world); Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
C 1	Establish principles or codes of conduct when visiting culturally or historically important sites, in order to minimize the negative impact of the visitor and maximize satisfaction	Discover Eco-Romania (Romania); Green Globe 21 (world)
C 2	Historical and archaeological artifacts are not sold or shown, except as required by local international law.	Discover Eco-Romania (Romania); Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
C 3	The organization contributes to the protection and preservation of local historical, archaeological, culturally and spiritually important objects, and does not prevent access to them by local residents	Green Tourism Business Scheme (UK); Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
C 4	The organization uses in its activities elements of local art, architecture, cultural heritage, such as design, decoration, food, while respecting the intellectual property rights of local residents	Discover Eco-Romania (Romania); Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
D 1.1	Saving resources in the form of buying local and environmental products and materials, including building materials, capital goods, food, beverages and consumables	Discover Eco-Romania (Romania); TUI Umwelt Champion, Germany; Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy);
D 1.3	Saving resources in the form of reducing energy consumption by measuring, indicating sources, and, as a result, introducing measures to reduce overall electricity consumption, as well as encouraging the use of renewable energy sources	Discover Eco-Romania (Romania); Green Globe 21 (world); TUI Umwelt Champion, Germany; Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
D 2.1	Reducing pollution by greenhouse gas emissions from all sources that are controlled by the organization. Also measures are taken to minimize their impact.	TUI Umwelt Champion, Germany; European Ecolabel for tourist accommodation services and camp site services (Europe)
D 2.6.e	Reducing pollution by reducing interventions	Discover Eco-Romania (Romania); Green Globe 21 (world); TUI Umwelt Champion, Germany; Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
D 2.6.f	Reducing pollution from noise, light, wastewater, minimizing soil erosion, the use of ozone-depleting compounds, as well as air, water and soil pollution	Discover Eco-Romania (Romania); Green Globe 21 (world); TUI Umwelt Champion, Germany; Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
D 3.3	Conservation of biodiversity, ecosystems and landscapes through the use of measures by the enterprise to avoid the introduction of alien species. Only native plant species are used for landscaping and restoration.	Discover Eco-Romania (Romania); TUI Umwelt Champion, Germany; Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)
D 3.4	Preserving biodiversity, ecosystems and landscapes by supporting the enterprise's biodiversity conservation, including on the territory of the nature reserve fund	Discover Eco-Romania (Romania); Green Globe 21 (world); TUI Umwelt Champion, Germany; Strutture ricettive consigliate per l'impegno in difesa dell'ambiente (Italy)

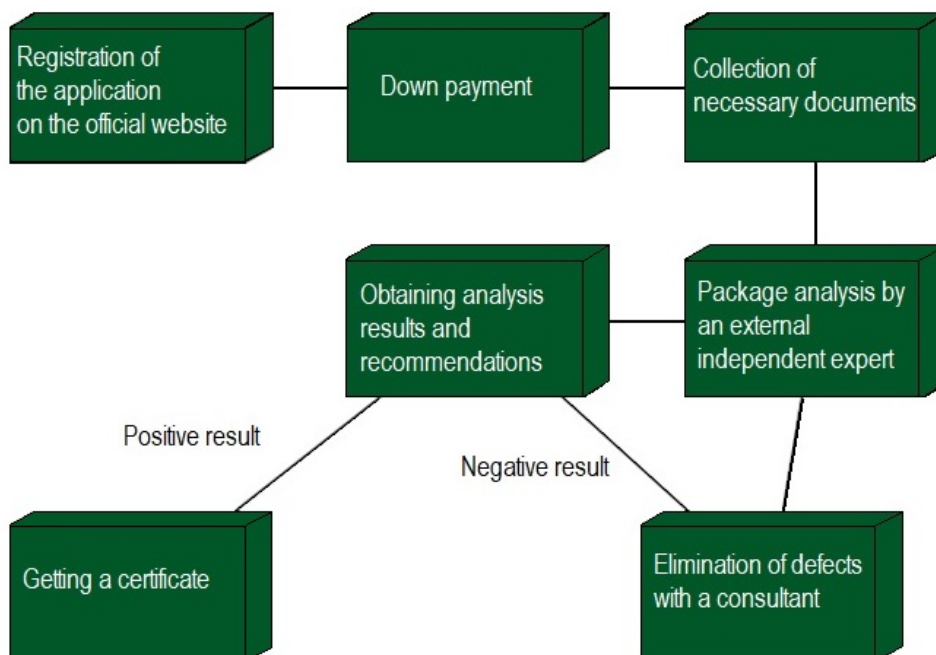
If necessary, to compensate for the shortcomings due to the contribution to conservation activities, as well as for planting and restoration of flora use only native plant species. Thus, the process of certification of ecotourism services has a very different character, which should be examined in more detail. Nevertheless, we will dwell in more detail on successful events introducing certification of ecotourism services in the world. Let's give some examples. For example, the Costa Rican Tourism Board is initiating certification for sustainable tourism (CST) companies that position themselves as an environmental enterprise. This certification is free and voluntary. The CST classification contains a scale, which consists of five steps, to assess the level of compliance with the criteria for sustainable development of tourism (Table 2). At present, 61 tour operators in Costa Rica have passed this certification.

Table 2. Levels of compliance of business entities according to the CST classification

Stage	Levels of minimum percentage of compliance for all major areas of tourist activity
0	< 20 %
1	20 % – 39 %
2	40 % – 59 %
3	60 % – 79 %
4	80 % – 94 %
5	> 94 %

According to certification, tour operators must meet 108 assessment requirements that are associated with their activities, and after further verification, companies award the appropriate level of certification. Such certification is voluntary and is free of charge. In Australia, for example, there is a universal certification for various tourist services, which has different degrees. According to their instructions, certification for the provision of environmental tourism services is on the second level out of three. More than 450 certified travel companies already have this experience throughout Australia. According to this certification, only an enterprise can receive a certificate of this level that fulfills a number of primary rules. Consequently, the company must provide tourist services in the territory of the natural reserve fund. These services should be aimed at the optimal use of the natural resources of the tourist destination. At the same time, a tourism enterprise should use nature conservation methods and help local people and communities. If an enterprise wishes to receive a certificate, it needs to go through a number of stages (Figure 2).

Figure 2. The eco-certification process for tourism services in Australia



The tourist enterprise should pay special attention to the stage during which the necessary set of documents is collected, including: a business plan, a marketing plan, an operating plan and an environmental protection plan.

Passing certification is paid according to the size of the fee, which depends on the cash turnover of the tourist enterprise (Table 3).

Table 3. Annual fee for eco-certification of tourist services, USD

Money circulation of a tourist enterprise	First installment		Annual fee	
	Amount	% of annual turnover	Amount	% of annual turnover
< 250 000	395	0-0,16 %	510	0-0,02%
250 001 – 1 000 000	455	0,18%-0,05%	730	0,03%-0,07%
1 000 001 – 5 000 000	575	0,06%-0,012%	1 025	0,1%-0,021%
5 000 001 – 10 000 000	695	0,013%-0,007%	1 225	0,024%-0,012%
> 10 000 001	925	≤0,009%	1 360	≤0,014%

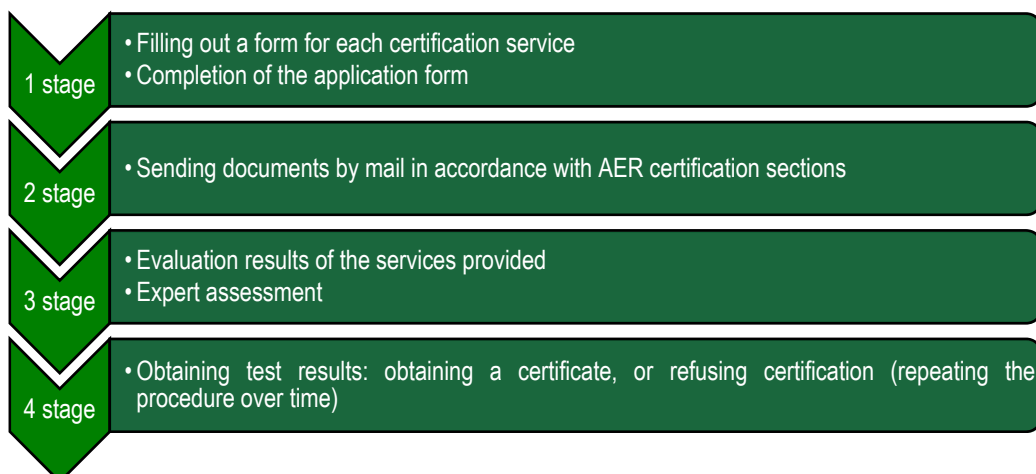
After the travel company has passed the verification of all documents and paid the first installment, the organization that maintains the certification sends the certificate and marketing materials with the results. Every year, enterprises need to pay a fee and send a completed annual declaration that the company still adheres to the established rules. The company is audited once every three years. Moreover, after filling out the form, you need to pay your fee, only after that the company will be presented with all the conditions that must be met to obtain a certificate.

The Australian example of certification of ecotourism services cannot be used in Russia, because now the companies that provide ecotourism services are simply not able to pay a fee to receive a certificate. In addition, the factor of distrust to the organization that conducts certification, due to the fact that it does not have state coordination, is affected. However, the evaluation criteria used in the aforementioned certification are not publicly available (Salvo *et al.* 2018). In this case, most enterprises refuse to pay for a certificate to which they still may not correspond. Under such conditions in Russia, the process of certification of ecotourism services should have a public background and be free or correspond to the real level of the economy. Romania has an Ecotourism certification system. According to this certification, the compliance of the ecotourism services of the enterprise with those developed and agreed upon by government agencies, tour operators, local communities and other enterprises is established. Certification is a set of criteria that have been established by the Ecotourism Association in Romania (AER). These criteria are divided into two groups:

- main criteria: they represent the basic standards that must be fulfilled for product certification in order to obtain a temporary classification from the point of view of ecotourism;
- additional criteria: they are the norms that set the classification of the product in terms of ecotourism.

In addition to fulfilling the main criteria, 50% of additional criteria are also fulfilled, which leads to the certification of products for compliance with the principles of ecotourism. The certification goes through five stages, which are shown in Figure 3.

Figure 3. The process of eco-certification of tourism services in Romania



Some additional clarifications should be provided about the last three steps. At the second stage, after receiving the information, the certification department transmits the information to the evaluating authority, which determines the number of days required to evaluate each type of service, the number of researchers and the fee for the assessment. Later on, at the third stage, on the appointed dates, the appraiser arrives at the site. He checks all the information provided within 10 days for compliance with the subjective assessment of the enterprise with

objective assessments of the expert. After checking the information provided, at the next meeting of the certification department, the results of the assessment will be reviewed.

Due to the verification, three results are possible:

- awarding the eco-certification logo for three years if all the main criteria were met, plus at least 50% of the additional ones;
- temporary awarding of the eco-certification logo for a year and a half if all the main criteria were met, but less than 50% of the additional ones;
- refusal in eco-certification if the services do not meet the requirements established in the evaluation criteria.

Specially to note that at each of the stages, the tourist enterprise must clearly go through all the instructions in order to successfully obtain the eco-certification logo. This procedure is not free and includes the following costs:

- appraiser transportation costs - 25 EUR/trip;
- accommodation costs - 25 EUR/night;
- labor costs of the appraiser - 50 EUR/day of assessment;
- administrative costs - 30 EUR/estimated service.

For Russia, this mechanism cannot be fully utilized, because, as in the situation of eco-certification of tourism services in Australia, ecotourism enterprises do not always have enough funds to carry out such certification. Moreover, the high price of payment will entail a rise in price of tourist services. The advantage of eco-certification in Romania is that enterprises wishing to be certified have the opportunity to revise the criteria in advance, which need to be met. However, if the subjective assessment of the enterprise does not correspond to the objective assessment of the expert, then the enterprise has the opportunity to submit the following application for eco-certification only after six months. In addition, money that has been paid for expenses is not refundable. In turn, in Australia there is a special consultant who helps to obtain eco-certification in case of a negative expert opinion.

Another example of the successful implementation of eco-certification of tourist services is the international organization RainforestAlliance. She conducts eco-certification of tourism services in the Americas. On the basis of this organization, the Verification Standard 2.0 standard was developed, in the case of passing which enterprises are awarded with a certificate of conformity. This standard was created after conducting experimental research for five years. It contains sections, which are presented in Table 4.

Table 4. The structure of the standard ecotourism services Verification Standard 2.0

Standard Section	Conditions of sections of the standard
Business area	Sustainable Business Planning
	Security Management
	Service Supply Management
	Quality control
	Marketing management
	Staff education
	Personnel Management
Socio-cultural sphere	Ecological food
	The development of local culture
	Respect for local cultures and nations
	Preservation of historical and cultural heritage
Ecological sphere	Creating conditions for labor
	Protection of natural areas
	Rational use of water resources
	Pollution reduction
	Rational use of energy
	Biodiversity protection
	Integrated solid waste management
Understanding climate change	

The above-mentioned structure of the certification standard Verification Standard 2.0 allows you to conclude that it was developed in the form of a template according to which certification is conducted in the United States. All these conditions operate through compliance with criteria and indicators, which may vary depending on the tourism sector (accommodation, tour operator, restaurant or public enterprise). That is, these criteria are mandatory for each tourist industry, but the developers clarify that the indicators can be supplemented depending on the service that is being certified. However, some additional notes need to be made. First, the conditions of the sections

have a different level of importance during certification. An example would be the conditions of “understanding climate change” and “protection of natural territories”, which make it possible to conclude that the protection of natural territories plays a primary role in ecological tourism. In turn, an understanding of climate change is equally important, but at the micro level this problem does not matter so much. Secondly, the majority of sections contain other divisions; therefore, it would be more logical to reduce their number, together with the addition of refinement criteria (Rosa *et al.* 2018). For example, such a condition as “planning for sustainable business development” implies all the conditions that were specified in the “Business scope” section. From this it becomes clear that this certification standard should be refined with the addition of clarifying aspects in order to more effectively use it in practice, compared to other types of certification of ecotourism services. However, it is necessary to elaborate more on the criteria that could be used in Russia.

1. First, it is necessary to take into account that the criteria should be universal both for tour operators, accommodation facilities, and for other participants in the provision of ecotourism services.
2. Secondly, we must take into account the specifics of Russian legislation in order not to have contradictions.
3. Thirdly, it is necessary not to forget about the current state of the economy when calculating certification payments. In this case, the question of the development and implementation of specific criteria for evaluating an enterprise that provides ecotourism services remains relevant.

Now, unfortunately, the majority of domestic enterprises do not see any sense in the use of ecotourism. However, it should be noted that global trends indicate that the growth rate of ecotourists is increasing by 4–5% every year. At the same time, ecotourists prefer certified companies that not only provide travel services, but also protect nature. Ecotourists around the world not only bring financial benefits, but also carefully treat the environment. In this case, domestic enterprises should more responsibly treat eco-tourism as an alternative to mass, which does not require a lot of investment, and its popularity is growing every year.

Conclusion

Thus, many of the problems that organizations face during eco-certification were explained by the fact that they do not have enough credibility with tourism enterprises. So, in most discussions we are talking about the creation of regional eco-certification, the introduction of these processes at the state level, with the subsequent development to world standards. The importance of the state, as the main body for eco-certification, has a very specific goal: to ensure transparency, which is aimed at helping to solve the lack of trust of both enterprises in certification bodies, consumers and enterprises. Of particular note is the importance of the analyzed positive experience of foreign countries, which made it possible to highlight certain aspects.

In accordance with the types of certification of ecotourism services considered, it can be argued that certification should take place in several stages, have state support and a low level of monetary contribution, as well as meet the basic features of eco-tourism. Therefore, the question arises of the further development of certification of ecotourism services at the state level, but for this it is necessary to determine the level of potential of eco-tourism in Russia in accordance with the criteria for certification of ecotourism services.

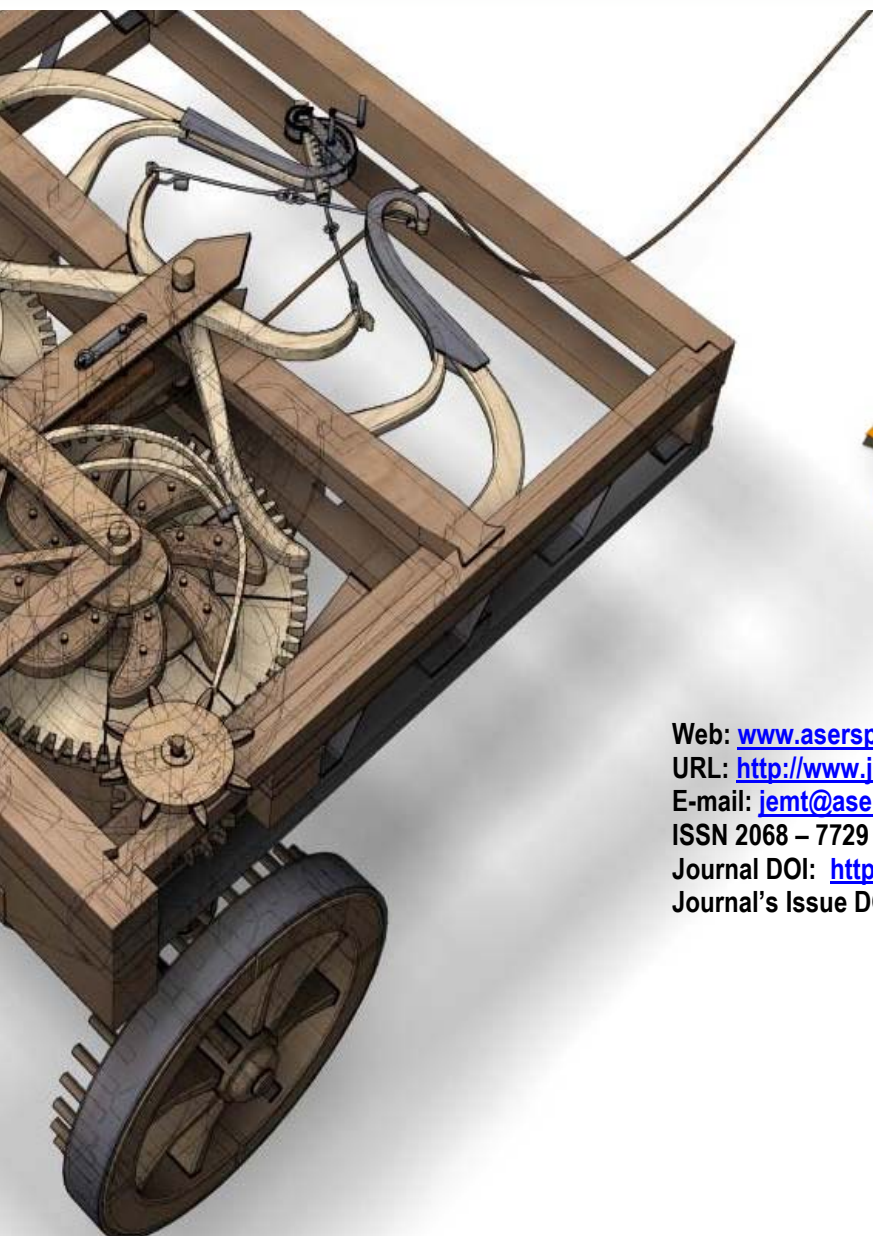
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