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## **МАРКЕТИНГ СТОИМОСТИ ЛЕСНЫХ РЕСУРСОВ**

*Основанием в определении экономической доступности древесных ресурсов является их маркетинговая экономическая оценка.*

### **MARKETING OF FOREST RESOURCE COST**

*Basis in determination of economic accessibility of wood resources is their marketing economic estimation.*

The natural parameters of forest resources which are subject to an economic estimation as installations of real estate, are observed taking into account factors of their ecologic-economic and transport & technology accessibility in the presence of a market demand in wood products. Unlike mineral resources, forest resources are renewed. That is means that forest resources can be reproduced infinitely and at skilful conducting forest exploitation [1]. From positions of real possibilities of a forest working in region the bulk of operational resources remains economically inaccessible owing to lack of roads, low productivity of boggy standing timbers and low concentration of wood yield on 1 hectare, etc.

Classification of the major factors influencing cost of forest resources is introduced on fig. 1. In the resulted classification it is not necessary to attach significance of sequence of factors as their weight in various situations has the different significance, and the order, does not specify sequence in its decrease. Dialectic complementarities of forms of developing process of factors are self-evident actually. Institutional and investment factors were not researched by the author, as they, on the one hand are obvious, and with another - the extent of their concrete agency on forming of cost of forest resources is always various. As usual it is considered that the most complete parameter characterizing in the concentrated aspect resource potential of forests, introduce *wood resources which are determined by taxation parameters*.

The resource potential of territory at normalized a conducting method of cutting works is withdrawn on magnitude of ecologically admissible volume of cut down trees, basically executed the reproductive functions. Norm decrease of a stock of wood in the course of cabin occurs on the restricted square of territories the operational and protective forests.

Stable forest exploitation demands the new concept of management of a forest natural & economical complex (NEC) which activity without reproduction of forests cannot be effective. The author proves necessity and three basic concepts reflecting the certain approach to understanding of factors of evolution NEC on forested territories in the conditions of new economy are formulated [2]. Assay values of evolution of forest NEC, preconditions and methods of the decision of problems of forest exploitation are resulted at development of boreal blocks on Ural territories.

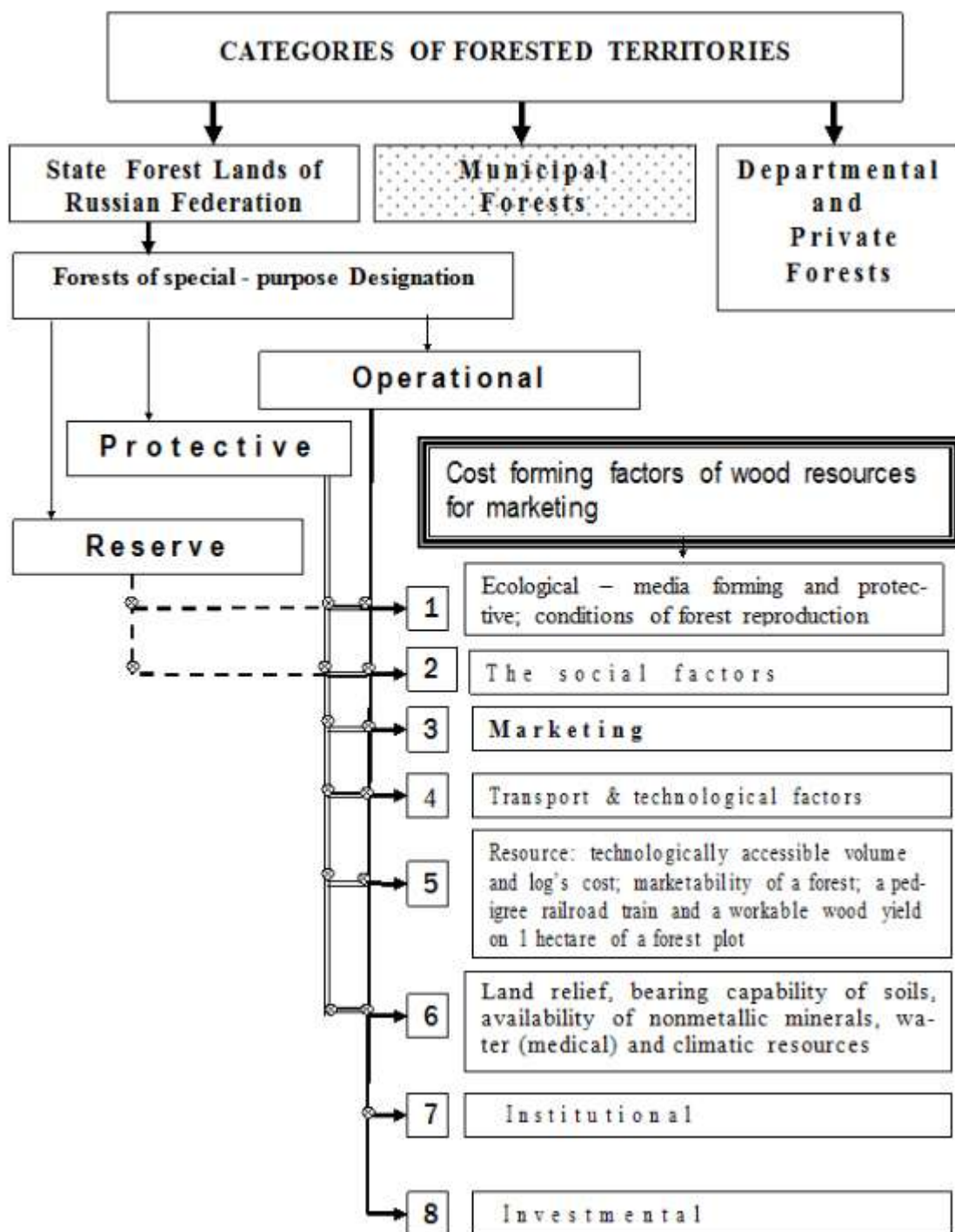


Fig. 1 - Classification of the factors influencing on the forest resources cost marketing

#### Reference

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2. Preshkin, H.A., Vlasova E.Ja. Conception of management of forest natural-economic complexes / News of Ural State Economics University. - Yekaterinburg: Publishing house UrSEU, 2009, № 2 (24).