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**AUCTION FOR ACCESS PLACES RESERVATION IN RESERVES:
EXPERIMENTAL RESEARCH**

The paper is devoted to construction of effective mechanism of interaction between reserves and tour operators which allows to involve new firms and to create new touristic products for potential clients. The existing scheme of distribution discourages entrants and doesn't allow to realize the potential of ecological and educational tourism. The proposed mechanism based on auction for access places reservation solves the problem of inefficiency. At the same time irrational behavior of agents can eliminate social gains from auction. The pilot series of experiments carried out both with students-economists and representatives of the reserve and touristic companies could estimate the inefficiency and the speed of participants training.

Keywords: reserves, tourism, mechanism design, auctions, experimental economics.