

WAYS TO IMPROVE MARKETING ACTIVITIES IN THE TOURISM SECTOR

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Abstract

The article highlights ways to improve the efficiency of marketing in the tourism sector.

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In the global sustainable development agenda adopted by the UN in 2015, tourism is one of the main industries contributing to the sustainable development of countries. In particular, tourism creates new jobs, increases a country's gross domestic product (GDP), increases trade and exports, and helps preserve the world's cultural diversity.

According to the World Tourism Organization (UNWTO), annual income from the tourism sector accounts for about 7% of global exports and 10% of global GDP. Spanning 400 industries, tourism is the only industry that has experienced sustained growth worldwide in recent years, generating more than \$1.5 trillion in annual revenue.

Comprehensive measures to develop tourism in the Republic of Uzbekistan as one of the strategic industries that ensure the diversification of the national economy, the rapid development of regions, the creation of new jobs, increasing incomes and living standards of the population, as well as increasing the investment attractiveness of the country is carried out in stages.

State policy in the field of tourism is that the tourism sector should take the lead in the comprehensive and rapid development of regions and their infrastructure, solve current socio-economic problems, increase the number of jobs, ensure diversification and development of regions, and increase income. Population, level and quality of life, as well as the country are aimed at increasing investment attractiveness and image.

The concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025 is to increase the effectiveness of ongoing reforms, create favorable economic conditions and factors, identify priority goals and objectives for the rapid development of the tourism sector, increase its role and share in the economy, aimed at diversifying services and improving their quality, as well as improving tourism infrastructure.

The goals of development of the tourism sector are to transform tourism into a strategic sector of the national economy, diversify and improve the quality of tourism services, achieve targets for improving tourism infrastructure, including attracting foreign investment and effective advertising, and marketing, tourism, cultural heritage and museology. Further improvement of the system of continuous education in accordance with international standards in the field of education, establishment of the process of training highly qualified competitive personnel in accordance with modern labor market requirements, integration of science, education and production are pressing issues.

The effective use of existing resources and opportunities of the rich natural, cultural and historical heritage of Uzbekistan, the introduction of innovative ideas and technologies, and the active attraction of investments serve to create favorable economic, organizational and legal conditions for the further development of the tourism sector.

At the same time, taking into account the fact that tourism is gradually becoming a strategic sector of the country's economy, it is necessary to fully utilize the potential of the regions in the field of tourism, develop the service sector, and create a positive image of the republic as an attractive tourism center on the Great Silk Road. There is an objective need to train competent, highly qualified and competitive personnel in the global tourism industry market.

It is aimed at expanding the sphere of tourism services and developing its infrastructure in the Republic of Uzbekistan, developing the tourism industry, expanding the volume of services in the field, creating new jobs, increasing income, living standards and quality of the population. and increasing the investment attractiveness and prestige of the country. - Events are held.

International cooperation in the field of tourism activities, primarily to expand cooperation with the United Nations World Tourism Organization (UNWTO), influential international and national tourism organizations of foreign countries - active participants in the regional and world markets of tourism services, a universal international regulatory body in the field of tourism of Uzbekistan to ensure participation in conventions and agreements, the introduction of international and interstate standards and norms into the practice of tourism activities, the creation of tourism industry facilities - hotels and similar accommodation facilities, public catering facilities, transport in all regions of the republic that meet modern world standards, the needs and requirements of tourists - fast development of logistics structures, information centers, cultural and sports institutions, rapid construction and reconstruction of automobile transport and engineering communications infrastructure, roadside infrastructure in the main areas of tourism, foreign investors for these purposes, development of competitive tourism products and services, taking into account trends in the development of international tourism and use of modern marketing tools, development of a strategy for their promotion in the domestic and international tourism markets, organization of a favorable tourism information environment and development, implementation of extensive advertising and information activities, opening of tourist information centers in the regions of the country and tourism offices abroad, active use of the Internet, for tourism network of our country in the field of tourism by holding the annual Tashkent International Tourism Fair, especially in the field of management and marketing, radical improvement of the system of high-quality training of qualified personnel, training of guides (tour leaders), regular retraining and advanced training of employees of tourism entities. The adoption of regulatory documents to support the industry and diversify types of tourism in our country serves to increase the attractiveness of Uzbekistan in the international arena.

At a meeting of the video selector, held under the chairmanship of the President of the Republic of Uzbekistan on March 29, 2023, in connection with the discussion of issues of increasing the tourism potential of our country, a number of urgent tasks were set. related to tourism marketing, including 100 billion sou to attract tourists through marketing and advertising, development of the "Visiting Card of Uzbekistan" and updating the tourism brand, broadcasting of the "Visiting Card of Uzbekistan" on foreign TV channels, USA, China, Arab countries, Japan, Korea, France, Germany, Tasks for placing

information about the “Tourism Brand of Uzbekistan” on the screens of busy streets in large cities in countries such as the UK, Malaysia, Russia, Kazakhstan, as well as increasing advertising about Uzbekistan on Internet platforms with billions of subscribers.

As goals for the development of the tourism sector, turning tourism into a strategic sector of the national economy, diversifying and improving the quality of tourism services, achieving targets for improving tourism infrastructure, including attracting foreign investment and conducting effective advertising and marketing activities, are pressing issues.

Effective use of existing resources and opportunities of the rich nature, flora and fauna of Uzbekistan, climate, historical sites, traditions, values, cultural heritage, introduction of innovative ideas and technologies, active attraction of investments, favors the further development of the tourism industry and serves to create organizational and legal conditions.

“Marketing is a qualitative and quantitative assessment of the unmet needs and demands of an enterprise, their size and potential usefulness, identifying the most suitable target markets for a given situation, creating products, services and programs suitable for these markets, focusing all services on “The customer is the functional a department that responds to a goal and directs it to achieve its goals,” writes Philip Kotler, founder of marketing.

The formation and development of tourism as an industry is characterized by a system of certain economic indicators that reflect the quantitative volume of sales of tourism services and their quality, as well as economic indicators of production and service activities of tourism business entities.

The system of tourism development indicators includes:

- volume of tourist flow;
- condition and development of the material and technical base;
- indicators of financial and economic activities of a travel company;
- Indicators of international tourism development.

Indicators characterizing the state and development of international tourism are highlighted. These include:

- the number of tourists visiting foreign countries (determined by the number of crossings of the state border);
- number of tour days for foreign tourists;
- Total monetary expenditures of tourists during their trips abroad.

At the same time, tourism has a unique feature that distinguishes it not only from trade in goods, but also from other forms of trade in services. There is trade in both services and goods (according to experts, the share of services in tourism is 75%, goods – 25%).

In addition to the general characteristics of services, the tourism product has its own characteristics:

- a set of services and goods, characterized by a complex system of relationships between various components (material and intangible components);
- wide interchangeability (interchangeability) and complementarity;
- demand for tourism services is extremely elastic in terms of income and prices;
- the consumer travels a distance separating him from the service and the place of consumption, and not vice versa;

- the tourism product depends on variables such as space and time, and is characterized by seasonal fluctuations in demand;
- the supply of tourism services is characterized by inflexible production;
- a tourism product is created through the efforts of many enterprises, each of which has its own working methods, specific needs and different commercial goals;
- high quality of tourist services cannot be achieved even if there are small defects, since tourist service consists of these very little things and small details;
- assessment of the quality of tourism services is very subjective: consumer assessment is greatly influenced by persons who are not directly related to the purchased set of services (for example, local residents, members of a tourist group);
- The quality of tourism services is influenced by external factors of force majeure (weather, natural conditions, tourism policy, and international events).

These specific characteristics of the tourism product have a significant impact on the understanding and implementation of the concept of tourism marketing.

Marketing in tourism is a management system and organization of new, more effective types of tourist and excursion services for the development of the activities of tourism companies, their production and sale for profit, based on improving the quality of tourism products and taking into account the processes occurring in the global tourism market.

The formation of a market for tourism services, the need to develop a national tourism complex, and the commercialization of tourism activities have led to the need to introduce marketing principles into the practice of tourism enterprises. The logic of the development of market relations in the field of tourism leads to the study and segmentation of the tourism market, qualitative and quantitative assessment of effective demand for tourism services, the formulation of problems such as tourism placement and the solution of product positioning in the market, the use of communication tools and sales promotion.

For the effective development of marketing in tourism, the following conditions are necessary:

- Free market relations, that is. the ability to choose trade markets, business partners, set prices, conduct commercial negotiations;
- free activity of the administration within the framework of a tourism enterprise to determine goals, company strategy, management structure, distribution of funds according to budget items; - saturation of the market with tourist services, the presence of a buyer's market;
- Strong competition between travel agencies.

The main goal of tourism marketing is to organize the provision of services that are maximally aimed at meeting the needs of a certain segment of consumers, and to provide the most effective forms and methods of providing services.

For different areas of activity, the following levels of marketing use in tourism are distinguished:

- marketing of tourism enterprises, which is the main element of entrepreneurial activity in the field of tourism;
- marketing of tourism service providers, the purpose of which is to organize the provision of services that are maximally focused on meeting the needs of specific consumers and providing the most effective forms and methods of providing services;
- Marketing of regions and regions - activities carried out with the aim of creating and maintaining the image of a country or region attractive for tourism. Such activities are carried out by controlling and coordinating bodies in the field of tourism at the city, regional and republican levels.

Based on an analysis of the current situation, tourism enterprises decide on the need to reorient their activities and select new market segments. National tourism can and should become one of these segments under certain conditions. New supply creates demand. In the theory and practice of marketing, special tools have been developed to redirect demand, adapting the activities of enterprises to changing market conditions. The concept of marketing plays a decisive role in connection with the need to develop a tourism cluster. Marketing allows travel companies that apply its concepts and technologies to survive in the market.

All tourism enterprises are involved in marketing to one degree or another, but the main link in the implementation of the marketing concept in this area is providing tourists with international and domestic transportation, a package of necessary services, as well as other intermediary services. Operations.

The main goal of tourism marketing is to provide services in a place and time convenient for the consumer. Maintenance should bring services as close as possible to the needs of a specific consumer through additional services, creating offices, changing work schedules, providing quality service, etc.

The main objectives of tourism marketing are:

- Communicating with clients, convincing them that the places offered for tourist trips and the services, attractions and other benefits available there fully correspond to the wishes and desires of the clients;
- Develop proposals to provide new marketing opportunities for a tourism product that should meet the needs and preferences of potential customers;
- Promoting tourism products or services on the market and checking their compliance with existing opportunities in the field of tourism, monitoring and analyzing the results of activities to analyze marketing and advertising costs and income received.

The implementation of these functions includes the following activities:

- market research and analysis of customer needs;
- analyze the marketing environment of travel companies and study the possibilities of adapting to changes in its factors;
- marketing research and segmentation of the tourism market;
- development of a tourism product suitable for the selected segment;
- determine the optimal price, reflecting the nature of the product and the demand for it;
- choosing ways and means of selling products;
- Implementation of communication policy.
- Development of strategies and marketing plans for travel agencies.

The basic principles of tourism marketing are:

- dependence of the production of tourism services on the priority of the interests and needs of clients;
- maximum adaptation of tourism services to consumer requirements, taking into account market analysis and long-term perspective;
- Impact on the market, consumer demand through the use of appropriate marketing tools.
- The tourism marketing concept consists of:

- the company's activities are constantly carried out taking into account the market situation, based on maximum satisfaction of the needs of tourists by protecting the environment and strengthening the well-being of consumers;
- marketing is a two-way process that allows not only to study the tourism market, that is, demand, tastes and requirements of consumers, but also to form consumer preferences and actively influence the market;
- the use of marketing in its activities allows a travel company to become a competitive organization and play a dominant role in the market;
- the implementation of the marketing concept is carried out in several stages: analysis of market opportunities, identification of a promising target market, selection of a marketing strategy, development of a marketing mix and auxiliary marketing systems;
- There are secondary and primary methods for obtaining information about the development of the tourism market. The tourism industry market and consumers are studied using statistical data and questionnaires.

Consequently, marketing ensures not only the effective satisfaction of market needs, but also the success of the enterprise in competition. Marketing, which originated in the production sector, has not found proper application in the tourism sector for a long time. However, increased competition and the commercialization of tourism activities have created the need for the rapid introduction of the basic elements of marketing into the practice of a tourism enterprise. At the same time, tourism has certain features related to the nature of the services provided, forms of sales, etc. To truly use marketing as a reliable tool for achieving success in the market, tourism business professionals must master its methodology and the ability to apply it in specific situations. All travel companies try to apply marketing in their activities, study the demand and supply of specific tourism services, set prices for a new project, advertise their services, etc. Marketing acts as a compass that allows the company to more safely conduct its activities towards its intended goal.

Tourism belongs to the service sector and is one of the largest and most dynamic sectors of the economy. The high pace of its development and large volumes of foreign exchange earnings actively influence various sectors of the economy, which contributes to the formation of the tourism industry.

In conclusion, we note that in modern market conditions, a tourism company is engaged in marketing tourism services, since this helps to better identify shortcomings in its activities, set realistic goals and achieve the development goals specified in the objective function. Profit, increasing the volume and quality of tourism services, creating a professional image of a travel company, identifying features and advantages in the provision of tourism services to the consumer population are the main results of strengthening marketing activities. Achieving the goals of a travel company, determined as a result of appropriate marketing, is achieved through the development of technology for providing tourism services to the population, organizing the sale of goods - tourism services in the consumer market, and implementing marketing activities.

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