



The role of marketing in tourism

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Abstract: *Modern marketing is not just one of the functions of a business, but its philosophy, type of thinking, way of building a business and understanding it. This is not another advertising campaign and not a means for the current stimulation of demand. Marketing in tourism is the activity of planning and developing tourist goods and services, selling, promoting goods and services.*

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INTRODUCTION

The functions of marketing in tourism can be considered at 3 levels: public, regional and individual.

From the point of view of society, tourism marketing should ensure the normal functioning of the tourism market and the appropriate tools for the activities of travel companies: the availability of loans, tax loyalty, relevant laws, etc.

At the regional level, marketing in tourism is designed to regulate tourist demand, prices, and advertising activities.

At the level of the individual consumer, marketing in tourism performs the following functions:

- formation of new needs of tourists;
- conviction about the expediency of using the services of this company;
- formation of the need for frequent use of the company's services;
- Motivation regarding the use of services on an ongoing basis.



To successfully conduct business, it is necessary not only to be able to provide quality services, but also to know who needs them, why, for what purposes. This is what marketing research is for.

But it should be noted that marketing for a long time did not find appropriate application in the field of tourism. However, the increase in competition has led to the need for the earliest possible introduction of the main elements of marketing into the practice of tourism enterprises. At the same time, tourism has certain features associated with the nature of the services provided, forms of sales, and therefore marketing in tourism has a number of features that even singled it out as a separate area of marketing as a science and academic discipline.

Tourism terminology is undergoing significant changes in accordance with the rapid pace of development and formation of both social relations and tourism, its industries and types. The interpretation of tourist terms is the subject of fierce discussions among apologists for the theory of tourism.

In order to establish the significance of tourism and more fully describe the scope of its activities, it is necessary first of all to single out the various groups of subjects that interact in tourism.

1. Tourists. These are people who experience various mental and physical needs, the nature of which determines the directions and types of participation of these people in tourism activities.

2. Organizations providing goods and services to tourists. These are entrepreneurs who see tourism as an opportunity to make a profit by providing goods and services, taking into account the demand in the tourism market.

3. Local authorities. They consider tourism as an important factor in the economy, associated with the income that local citizens can receive from this business in the form of taxes that go to the local budget.

4. Host. The local population perceives tourism primarily as a factor in employment. For this group, the result of interaction with tourists, including foreign ones, is important.

Thus, tourism can be defined as a set of phenomena and relationships that arise from the interaction of tourists, suppliers, local authorities and the local population in the process of tourism activities. Travel, tourism is a complex of related business areas. The profession closest to tourism is the distribution of tours, that is, the work of travel agencies. Airlines, car rental companies, railways, buses, hotels and restaurants are directly involved in tourism. Related types of business can also include financial structures that finance the development of the service sector, etc.



Main part.

Tourism in its main characteristics does not have any fundamental differences from other forms of economic activity. Therefore, all the essential provisions of modern marketing can be fully applied in tourism.

At the same time, tourism has a specificity that distinguishes it not only from trade in goods, but also from other forms of trade in services. Here there is both trade in services and goods (according to experts, the share of services in tourism is 75%, goods - 25%), as well as the special nature of the consumption of tourist services and goods at the place of their production, moreover, in a certain situation.

Marketing, translated from English, means research and organization of activities in the market of goods, services, securities, aimed at ensuring sales, promoting goods from producer to consumer.

Marketing in tourism is a system of continuous coordination of the offered services with the services that are in demand in the market and that the tourist enterprise is able to offer profitably and more efficiently than competitors do.

So, marketing is a system for managing the trade and production activities of a travel company in a market economy.

There are many other definitions of marketing. Let us dwell on the most acceptable definition of its main goal - to recognize, identify and evaluate the existing or hidden demand for tourist services that the travel agency can offer to the consumer, and direct its efforts to the development, production, promotion and sale of these services in order to obtain optimal profit.

Answering the question why travel agencies need marketing, let's say that their activities in the market and competition are always associated with greater or lesser financial risk, the degree of which especially increases in foreign economic activity, including in the field of tourism. In 1995-2000 many travel agencies, due to mistakes made in their work, suffered a financial collapse and were forced to stop their activities.

Speaking about the concept of marketing, such concepts as "marketing position", "marketing process" and "marketing technology" are used.

The marketing position is based on the fact that in the conditions of the market and competition, demand determines supply. Therefore, the success of an enterprise depends on its ability to offer tourism services in such quantity and quality, in such a place and at such a price, that would correspond to actual and potential demand.



Thus, the starting position of marketing is the presence of a certain market and consumer demand for travel services. There is a demand for travel services, which means that the company can actively develop a marketing strategy and plans for its implementation, and if there is no demand, then you must either look for it elsewhere.

Any marketing measure can be considered justified if it comes from a realistic assessment of actual or potential demand.

The marketing process is a series of interrelated activities that begins with market and demand identification and includes the planning, development, production, distribution, and sale of goods and services to consumers.

Marketing technology is the management methods used by an entrepreneur in the process of identifying and studying demand, planning the production and sale of tourist services and goods.

In other words, marketing is a system of interrelated techniques and measures that allow a travel agency to achieve positive results in the travel services market.

This rather lengthy definition of "tourism marketing" contains a number of ideas that we will explore in more detail.

The first point that requires attention is that marketing is not a separate action, but a system of activities. In other words, this is a sequence of actions of a tourism enterprise that must be combined to achieve its goals. Therefore, marketing is not only advertising and selling services, or simply developing services. It is a system in which all functions and activities must be combined in accordance with the concept of marketing.

This circumstance fundamentally distinguishes marketing from commercial work. If commercial work is to use all forces and means to enhance sales, then the goal of marketing is an interconnected process of production and sale of services in accordance with consumer demand.

The second point to note in our definition is that marketing does not end with one action. You can't think of it as a monotonous process, whether it's the date of the introduction of a new tourism product or the introduction of a new price. The fact is that the market is constantly in motion, in dynamics. For example, under the influence of various factors, consumer demand changes, competitors are also working to introduce new services to the market. These examples show that marketing is indeed a continuous process and the tourism enterprise must be continuously involved in it. Marketing, therefore, involves looking to the future, and not just focusing on the present.



The third point concerns agreement. It is necessary to coordinate actions within the tourist enterprise with the conditions of the external environment. If all this is considered separately, it is impossible to achieve the intended goals. The secret lies in aligning activities within the firm with information received from outside. This means that a decision must be made in order to use all the functions and tools of marketing to achieve this alignment.

The fourth idea, which is embedded in our definition, concerns understanding what the service offered by the firm actually is.

The fifth point in this definition gives the concept of what marketing does to satisfy the needs of the buyer. This refers not only to what the client is currently purchasing, but also to what he would buy under other circumstances (for example, with an increase in income). Marketing, as already noted, must be an activity of foresight. It involves predicting, or at least getting the right idea of what consumers might need the most.

Conclusion. In general, from all of the above, the concept of marketing is a focus on the needs and requirements of consumers, supported by a comprehensive effort aimed at consumer satisfaction.

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