



Functions of marketing in tourism

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Abstract: *Establishing contacts with clients aims to convince them that the proposed place of rest and the services, attractions and expected benefits that exist there are fully consistent with what the clients themselves want to receive.*

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INTRODUCTION

Development involves designing innovations that can provide new marketing opportunities. In turn, such innovations should meet the needs and preferences of potential customers.

Monitoring involves the analysis of the results of activities to promote services to the market and check whether these results reflect the truly full and successful use of the opportunities available in the tourism sector.

However, marketing is expanding its functions, placing special emphasis on relationships with consumers. Long-term customer relationships are much cheaper than the marketing costs needed to increase consumer interest in the new client's firm. Also Durovich A.P. identifies several functions of marketing, based on a systematic approach to determining its essence.

Marketing as an economic process is considered as any activity aimed at promoting goods from the one who produces them (manufacturer) to the one who needs them (consumer). From this point of view, marketing provides contact between the producer and the consumer, improves the efficiency of their exchanges. As a consequence, it is a goal-setting start of production, a means of minimizing the discrepancy between supply and demand. The need for it is the higher, the more producers of homogeneous goods are on the market. Such markets are called competitive. It is a developed market environment that is a necessary prerequisite for the effective functioning of marketing.



Marketing as an economic function is considered as a specific function of the enterprise, which is designed to answer the following questions:

- . what products to offer to the market?
- . to whom?
- . when and under what conditions?
- . How to organize bringing goods to consumers?

Initially, marketing was considered as one of the numerous and equal functions of the enterprise, then as an economic function that dominates the others, and, finally, as an integrating economic function.

The integrating function of marketing is to prevent conflicts that may arise between departments and specialists due to differences in views both on the place of the enterprise in the existing economic system and on the priority of activities that ensure success in achieving the goals. This is not about dividing economic functions into main and secondary ones, but about subordinating them to the general idea of anticipating, identifying and satisfying the needs emerging in the market.

Marketing as an economic concept is a way of thinking, the starting point of which is the demand for goods. Any decisions taken at all levels are subject to his satisfaction. In accordance with this, all activities of the enterprise should be carried out with constant consideration of the state of the market and be based on an accurate knowledge of the needs and requirements of potential buyers, their assessment and consideration of possible changes in the future.

Marketing as an economic concept involves, on the one hand, a thorough, comprehensive and systematic study of the needs, tastes and preferences of consumers, focusing on their production, ensuring the targeting of goods offered to the market. On the other hand, it provides for a purposeful and active influence on the market, on the formation of needs and consumer preferences.

Thus, we can say that the main functions of marketing include:

- . determination of needs, requests and requirements of buyers;
- . developing and offering to the market goods that are necessary for buyers and are able to satisfy their needs;
- . setting prices that are acceptable to buyers and provide sufficient profit to the seller;
- . the choice of the most profitable and convenient ways of bringing the goods to consumers;



. substantiation and use of methods and means of active influence on the market in order to create demand and stimulate sales.

Main part.

Modern travel marketing means more than developing good services, pricing them at an attractive price, and approaching them to target market consumers.

The travel company must also have continuous communication with existing and potential clients. Therefore, each travel company inevitably begins to play the role of a source of communication and a generator of various means of promoting information about services to the markets

Modern tourism firms manage a complex system of marketing communications. The firm has a communication relationship with its intermediaries, consumers and various members of the public.

Advertising is the most significant element of the communication complex. It has a great potential impact on all other elements of this complex (it can attract large masses of people) and is the most expensive.

Playing a major role in the entire communication system, advertising simultaneously informs about the company and its product, convinces potential buyers to choose this company and its product, increases the confidence of existing customers in their choice, etc.

According to Western experts, in the tourism business, advertising is required to perform the following important tasks:

1. With its help, any component of the service must have a tangible form, so that the potential consumer understands what exactly is being offered to him.
2. It must promise a benefit or a solution to a problem.
3. It should indicate the differences between the company's product and the product of its competitors.
4. It must have a positive impact on those employees of the company who must fulfill the promises made to customers.
5. It must be capitalized through oral distribution.

Functions of advertising in tourism:

1. Advertising of tourist places and services to still unknown consumers;
2. Creation of a specific idea of a product completely unfamiliar to the consumer and geographically distant from him;



3. Accelerating and simplifying the search for the client when determining the type, place, form of tourism.

4. Impact on the masses in order to overcome seasonal deviations and fluctuations in the demand for tourism products;

5. The direction of consumer decisions in the sphere of the use of free time.

Advertising is the most expensive element of the marketing communications mix. The final result of the advertising enterprise, the return on investment and the receipt of the effect that the enterprise expects depends on how correctly the goals of advertising are determined, the means of its distribution are chosen, advertising messages are developed taking into account the target audience and much more. Therefore, in order for the efforts and costs to bring the desired result, a systematic and integrated approach to the implementation of advertising activities is necessary. In this regard, the advertising activity of the enterprise should have the features of a holistic logical process with the allocation of a number of stages.

In the tourism business, as well as in other areas, the importance of such elements of the communication complex as public relations and publicity has recently increased. Some tourist companies spend half of the funds allocated for advertising purposes on them. The reason for this lies in the fact that public relations is a powerful tool and can sometimes have more impact on a potential client than advertising.

According to foreign experts, effective public relations is a management tool with which the organization presents its product in the media from the best side. However, the difference between public relations and publicity lies in the fact that the latter only composes information (this information can represent the organization both for the better and for the worse) intended specifically for the media. With regard to public relations, with its help, the organization exercises a kind of control over publicity and ensures that only a positive opinion is created about its product.

Conclusion. Thus, public relations is a powerful marketing tool that can determine the success of an organization, improve its credibility, create a new market, help fight competitors, introduce a new product to the market, show brand loyalty, improve the effectiveness of other communication elements, etc. Sales promotion as an element of a complex of communications is a system of incentive measures and techniques designed to enhance the response of the target audience to various events within the marketing strategy of a tourism enterprise in general and its communication strategy in particular.

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