



The role of marketing in tourism

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Abstract: *A real tool that contributes to the intensification and increase of the competitiveness of tourism activities is tourism marketing, which refers to the planning of tourism goods and services, their pricing, implementation and promotion to the market in order to make a profit based on meeting the specific needs of tourists.*

Keywords: *marketing, tourism, market, services, competition.*

INTRODUCTION

The formation of the tourist services market, 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 formulation and solution of such problems as the study and segmentation of the tourism market, the qualitative and quantitative assessment of the effective demand for tourism services, the positioning of the tourism product in the market, the use of communication tools and sales promotion.

Tourism marketing

The prerequisites for the effective development of marketing in tourism are the following conditions:

- free market relations, i.e. the ability to choose sales markets, business partners, set prices, conduct commercial negotiations;
- free activity of the administration within the tourist enterprise to determine the goals of the company, strategies, management structures, distribution of funds according to budget items;



- saturation of the market with tourist services, the existence of a buyers' market;
- intense competition between travel agencies.

These conditions are typical for the tourism market as a whole. However, it should be noted that there are significant differences in the level of development of individual market segments. Today it is legitimate to talk about the saturation of the market with outbound tourism services, i.e. wide offer of foreign tours. Travel agencies offering foreign trips operate today in conditions of economic independence and fierce competition.

Based on the analysis of the current situation, tourism enterprises will come to a decision about the need to reorient their activities, the choice of new market segments. One of these segments can and under certain conditions should be national tourism. New offers create demand. In the theory and practice of marketing, special tools have been developed that allow reorienting demand, adapting the activities of enterprises to changing market conditions. In connection with the need to develop the tourism cluster, the concept of marketing will play a decisive role. Marketing will allow tourism firms that have applied its concept and technology in practice to survive in the market.

The main goal of tourism marketing is to organize the provision of services that are maximally focused on meeting the demand of a particular segment of consumers and providing the most effective forms and methods of service .

The ultimate goals of the activities of enterprises and organizations in the field of tourism can be different: attracting as many tourists as possible to the region, gaining market share, increasing profits, etc. However, the achievement of these goals in market conditions is impossible without knowledge of the methods and advantages of marketing, which serve as the philosophy of modern business.

In accordance with various areas of activity, the following levels of use of marketing in the field of tourism are distinguished:

- marketing of tourist enterprises, which are the main link in business activities 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 service;



- marketing of territories and regions - an activity undertaken to create and maintain the image of a country or region that is attractive for tourism. Such activities are carried out by regulatory and coordinating bodies in tourism at the municipal, regional and national levels.

To some extent, all enterprises in the field of tourism are engaged in marketing, however, the main link in the implementation of the concept of marketing in this area are travel agencies that provide tourists with international and domestic transportation, the necessary package of services, as well as performing other intermediary operations.

The main objective of tourism marketing is to provide services at a convenient place and time for the consumer. Maintenance should bring services as close as possible to the needs of a particular consumer by creating additional services, offices, changing the work schedule, due to high-quality service, etc.

Main part. The noted tasks determine the main functions and activities of marketing in the field of tourism. The main functions of tourism marketing are:

1. Establishing contacts with customers, convincing them that the proposed places of tourist trips and the services existing there, attractions and other benefits fully correspond to the preferences and desires of customers.

2. Development of proposals to provide new marketing opportunities for the tourism product, which must meet the needs and preferences of potential customers.

3. Control-analysis of the results of activities to promote a tourist product or service on the market and check their compliance with existing opportunities in the field of tourism, analysis of marketing and advertising costs and income received.

The implementation of these functions involves the following activities:

- market research and analysis of customer needs;
- analysis of the marketing environment of travel agencies and the study of the possibilities of adaptation to changes in its factors;
- marketing research and segmentation of the tourist market;
- development of a tourist product corresponding to the chosen segment;
- determination of the optimal price, reflecting the nature of the product and the demand for it;
- choice of ways and methods of marketing products;
- implementation of the communication policy.



- development of strategies and marketing plans for travel agencies. The main principles of marketing in tourism are:

- dependence of the production of tourist services on the priority of the interests and needs of customers;

- market analysis and maximum adaptation of travel services to the requirements of consumers, taking into account the long-term perspective;

- impact on the market, on consumer demand through the use of appropriate tools in marketing.

The application of these principles in the practice of developing the national tourist complex seems to be quite reasonable.

The need to use marketing arose with the advent of competition in the tourism services market, in this case, the provision of services comes from the real needs and needs of consumers.

Conclusion. Marketing is a system of interrelated techniques and measures that allow a travel agency to achieve positive results in the travel services market. Marketing in tourism is a system for managing and organizing the activities of travel companies to develop new, more efficient types of tourist and excursion services, their production and marketing in order to make a profit based on improving the quality of the tourist product.

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