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Scientific Theoretical Basis of Tourism Services Marketing

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ABSTRACT: This article scientifically substantiates the marketing strategies of tourism management in the Republic of Uzbekistan and their influence on the development of tourism in our country today.

KEYWORDS: tourism, marketing, foreign trade, foreign tourism, marketing research, tourism services.

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Uzbekistan has great potential for the development of tourism. The international tourism routes operating in the republic are mainly historical-recreational, historical-cultural heritage objects, ecological routes that include elements of health tourism. It is important to develop other areas of tourism. In addition, most of the companies and firms providing services in the field of tourism are engaged in sending tourists from Uzbekistan to foreign countries, that is, outbound tourism. It would be appropriate to expand the activities of firms and companies in the field of tourism to allow foreign tourists to enter Uzbekistan. The main reasons for this are the further increase of the position of Uzbekistan in foreign countries, the creation of additional jobs, the inflow of foreign currencies, the increase of the share of tourism in the gross domestic product, the revenue part of the state budget, and the creation of a number of facilities. From this point of view, in the general system of strategic management of companies and firms specializing in the provision of tourism services operating in our republic, innovative and financial-investment complexes, marketing researches are of particular importance.

In this case, the task of marketing is to offer the desired product or service to customers and the market. In this sense, marketing is both an art and a science. Modern marketing is considered a "weapon" of doing business, and the following principles are widely used in it:

first, to develop products or services according to the wishes and demands of consumers;

secondly, to take into account the demand of customers who are likely to buy these products, not customers of the entire market;

thirdly, taking into account the demand of customers who are likely to buy these products, and not for business purposes.

By applying the principles of marketing in the management of the tourism industry, it is possible to deliver quality products to consumers and avoid the development of unnecessary and unpopular products. In tourism, products can be "ideas", "services" and "goods". Tourism network mainly develops services. Because they are "intangible products" marketing becomes more and more complicated. In particular, the invisible problem complicates quality control. Also, potential buyers have difficulty evaluating the quality of tourism services. If products are delivered to consumers in other sectors, buyers in this sector go to the products and services themselves. In the marketing of tourism services, the high percentage of time and money spent by consumers (tourists) on traveling has a significant impact on people's decisions about tourism. In the tourism industry, travel expenses consist of several "components". In particular, they include transportation, accommodation, meals and consumption of other services (viewing, shopping in stores). A single business enterprise cannot carry out these types of products and activities.

First of all, all this complicates the high quality of services in all areas. Secondly, in order to overcome these difficulties, it is necessary that enterprises and organizations related to tourism work together, in harmony, and that tourism opportunities in the region are delivered to customers as a single "package".

It is necessary to develop a marketing plan to ensure the commonality of all activities and goals in the tourism business. This plan serves to effectively allocate all available resources, time and money in making marketing decisions. The plan includes:

- represents the general goals and objectives of the business;
- evaluates the impact of external factors on marketing activities;
- describes the business direction, resources and capabilities of the enterprise or organization;
- represents market segmentation and identification, customer category and group;
- shows marketing goals for each segment;
- indicates marketing strategies of enterprises in different markets, marketing mix for each segment (4-P, product, price, place and load);
- implements a marketing plan;
- shows the marketing budget and expenses;
- determines the methods of evaluating the results of marketing activities and, if necessary, measures to change activities.

In tourism-developed countries, companies and firms specializing in tourism use innovative marketing strategies in order to increase their competitiveness in the market. Almost the majority of tourism enterprises operating in Uzbekistan do not use innovative marketing strategies, do not make plans for the future, and operate only using today's market data.

The policy-programs and projects implemented by the tourism company are ways of realizing the goals of its development. In the conditions of globalization, it is appropriate to distinguish the following directions aimed at the implementation of the innovative strategy for the development of the general policy of the tourism enterprise.

1. The company's policy of active action in the market.
2. Innovative development policy of the company's economy.
3. Policy to support innovations promoted by company employees.
4. Policy of innovative development of social infrastructure for company employees.

The implementation of the innovative strategy of the tourism enterprise requires the implementation of various development programs. In general, all these programs are important.

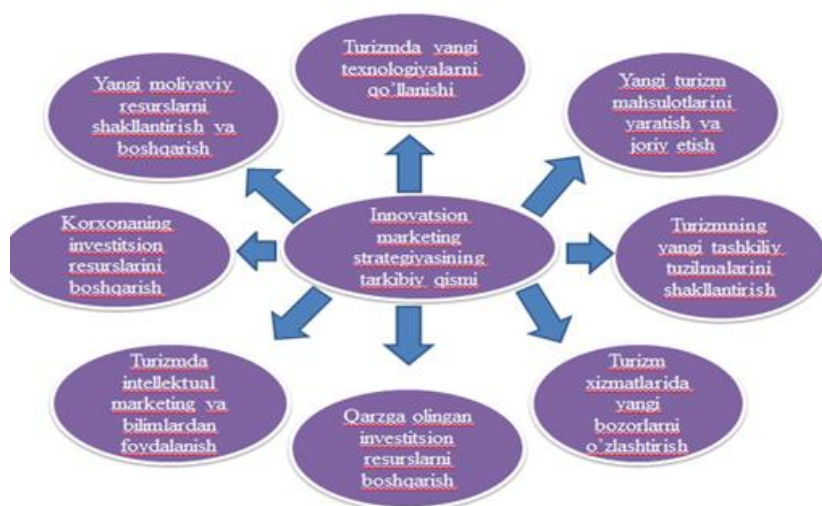
Implementation of innovative development programs is carried out by implementing a set of specific projects. The following project groups can be distinguished among them.

- Group of entertainment software projects for the development of tourism services. In this regard, it is necessary to consider issues such as expanding the types and nomenclature of tourism services provided to foreign tourists, not leaving them free time. It should not be forgotten that tourists are considered an additional source of income every remaining day in the republic.
- Investment projects aimed at increasing the level of tourism services. In investment projects, the share of the state, the share of foreign investors and the share of the private sector also contribute. Investment projects have a direct and indirect effect on the quality, level, convenience and suitability of services in tourism.
- Group of projects aimed at infrastructure development. It is known that the development of tourism infrastructure, the all-round acceptability of tourist facilities, the convenience of transport and hotel services and all services related to tourism logistics in general, and the introduction of modern information technologies are of great importance.
- A group of projects aimed at ensuring environmental safety of business objects of tourism, etc. In particular, to further strengthen the influence and potential of tourism in Uzbekistan, to increase its attractiveness, using the peaceful and beautiful places in the Fergana Valley, which attract foreign tourists, and the ecologically clean places on the slopes of the Tashkent and Jizzakh regions. , the "Great Silk Road" brand can be widely introduced.

Undoubtedly, although the listed components of the general strategy of innovative development of a company specializing in tourism are not compatible with each other, they should be developed in a comprehensive way. At this point, it will not be possible to consistently solve all or even some of the tasks of forming the relevant parts of the strategy. Therefore, it is necessary to solve them in parallel as much as possible.

In the development of companies and firms specializing in tourism, it is desirable to use the innovative marketing strategy used by them first of all. The structure of the company's innovative marketing strategy is as follows (Fig. 1).

Figure 1. Innovative marketing in a tourism company is a component of the marketing strategy.



It can be seen from this scheme that the use of new, innovative technologies, the discovery of new markets, and the creation of new products in tourism are important in the field of tourism, as in all fields. The development of the innovative complex can be carried out only in an integral connection with the financial and investment complex. The possibility of using different strategies of innovation financing

makes it necessary to develop general principles of strategic development of the specified complexes. It should not be forgotten that the main goal of the development of the innovative complex is to create conditions that will ensure the meaningful recreation and free development of the current and future generations of consumers. It is appropriate to highlight the following private goals of the tourism company.

- Creating conditions for strengthening and developing the economic potential of tourism company employees as the basis of their well-being. Supporting them materially and spiritually is an important factor.
- To increase the practical activity of the company's employees, to realize their potential, to create conditions for strengthening motivation.
- Increasing the competitiveness of national tourism enterprises in the world market.

This process is especially important during the ongoing global financial and economic crisis, in healthy competition with the leading countries occupying the world tourism market. Creating a comfortable and safe environment for current and future generations of consumers. We can see that international terrorism and extremism, growing radicalism, and local wars are an obstacle to the development of tourism.

While the global financial and economic crisis continues, one of the main tasks of the innovative strategy for managing the tourism business is to improve the quality of the provided services and ensure their competitiveness and compliance with world levels. This requires the development of proper marketing strategies in companies and firms operating in the field of tourism.

In general, solving the above urgent issues will serve to modernize the tourism network in our republic, raise its development to a new level, increase its position in the international tourism market, and increase its competitiveness in the field of tourism in the world.

In conclusion, it can be said that conducting a marketing research of the tourism complex of the Republic of Uzbekistan, development problems, and forming a marketing strategy for the sustainable development of tourism enterprises based on the approach of classification in the country allows to come to a number of generalizations.

Market reforms of the national economy, its regionalization and related inter-regional socio-economic imbalances, competition make the problem of increasing importance of strategic marketing in the activity of national reproduction systems urgent.

An important condition for the successful reorganization of the structure of the country's economy is the informational, commercial and methodological support of market entities, and the restructuring of the economy requires the creation of marketing strategies for the sustainable development of the tourist and recreational complex as a specialized field at the state level.

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