



Article

The Role of Marketing Strategies in the Development of the Tourist Services Market

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Abstract: This study investigates the role of marketing strategies in developing the tourism services market in the Republic of Karakalpakstan. It aims to enhance the region's tourism potential by addressing existing challenges through modern marketing approaches, including branding, digital marketing, and SWOT analysis. The research employs methods such as analysis and synthesis, statistical and economic analysis, and comparative studies to assess the impact of targeted strategies. The findings highlight the importance of branding, infrastructure development, and innovative marketing tools in promoting tourism. Key recommendations include leveraging digital platforms, creating a distinctive regional brand, and addressing structural weaknesses to attract more tourists and boost the local economy.

Keywords: Tourism Market, Tourist Services, Marketing Strategies

1. Introduction

In the current rapidly changing situation, the global tourism market is also facing a number of problems. A lot of work is currently being done to achieve the indicators of international tourism development in 2019 (before the COVID-19 pandemic). After the pandemic, world tourism is experiencing a new trend in development. In this regard, in order to adapt to the new trend in tourism development in our republic and develop accordingly, the Development Strategy of New Uzbekistan for 2022-2026 has been developed, in which great attention is paid to the sustainable development of tourism infrastructure on a modern basis. This has been showing its results in the last 5-6 years. In 2023, 6,626.3 thousand tourists from abroad visited our country, while the export of services amounted to 2,143.5 thousand USD [1]. The sustainable development of the tourism services market in our republic and its organization based on international requirements are of great importance.

The tourism market, in which region and country it develops, contributes to the economic growth of that region or country, the development of relatively underdeveloped regions of the country, employment of the local population and an increase in their income. As a result of the widespread use of advanced technologies in the provision of services in the tourism market, major changes have been taking place in recent decades, with some countries creating special areas (regions, zones) adapted to their resources. These special

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areas are being created, especially after the pandemic, in mountainous areas, on the coasts, and in places with beautiful nature. The consumption of products and services in the tourism market has its own impact on the tourism business. Because new segments of demand are emerging in the tourism market every day, including new forms and forms of tourism.

According to statistics provided by many specialists who have conducted tourism research, the largest share of tourists is tourism during holidays and weekends (2-3 days), followed by developed tours lasting 6-7 days, and the smallest share of tourists is tours lasting 8-12 days.

Marketing is of particular importance in the organization of tourism and the formation of services, and the constant increase in demand for tourist services is primarily due to economic factors. Because as the scale of the tourism market expands, the number of service enterprises also increases. The development of the tourism market is influenced by many different types of enterprises, and as a result of their development of services depending on the duration of the tourist season, their turnover increases in connection with the increase in the number of tourists.

Literature review

Tourism marketing is the process of creating products and services for individual and group tourists and presenting them to the markets in order to obtain the necessary results (socio-economic). Since tourist services and products consist of specific material and organizational-economic components, it is necessary to coordinate the marketing of all companies involved in the production of tourist products and services.

Many scientists have conducted research on the development of the tourism services market and the use of marketing strategies in it. First, after Joseph Stadner put forward his ideas about tourism as a type of economic activity in 1884, scientists began to pay special attention to the economic aspect of tourism. Hermann Vaughan was one of the first scientists to express his opinion in this regard, saying: "Tourism is an activity that arises as a result of the arrival and temporary residence of foreigners from another country, city or region."

The aim of the study conducted by S. Starchevich and S. Konjikusich [2] was to analyze how digital technologies have affected the travel behavior of millennials and to create a profile of them to help tourism marketing managers create an effective marketing strategy.

The online-based transportation system created by the Industrial Revolution 4.0 has indirectly begun to replace traditional marketing systems in travel and transportation services, as shown in the research work conducted by N. Dawi [3].

The book "Strategic Marketing in Tourism Services" by R. H. Tsiotsou and R. E. Goldsmith [4] provides a detailed description of the use of target marketing and electronic marketing strategies in the development of the tourism services market.

Also, scientific studies on the development of the tourism services market have been published by foreign scholars: Ph. Kotler [5], G. Richard, J. Wilson [6], Brian King [7] and others. It has been thoroughly studied by scientists from CIS countries such as A. Yu. Aleksandrova [8], I. T. Balabanov [9], M. B. Birzhakov [10].

In the study of marketing in the development of the tourism services market, local scientists M.K. Pardaev [11], A.A. Eshtaev [12], Sh.J. Ergashkhodjaeva [13], D.Kh. Aslanova [14], B.N. Navruzzoda [15], B.Sh. Safarov [16], Z.D. Adilova [17] and others provided important information in their scientific works and paid attention to the issues of its development. Similarly, in recent years, a number of research scientists in the Republic of Karakalpakstan have conducted research on the improvement of tourism services in the region, including G.Kh. Utemuratova [18], M.M. Zarikeeva [19], A.U. Temirkhanov [20], B.A. Erezhepov [21], O.S. Jumanazarov [22].

The above-mentioned scientists and researchers have conducted research in various areas of tourism and have made a worthy contribution to the development of the industry. However, the lack of sufficient scientific work aimed at developing the tourism services market in the Republic of Karakalpakstan, improving its organizational and economic mechanisms, and increasing the number of tourists visiting the region led to the choice of the topic of this research work.

2. Materials and Methods

The object of the study is economic entities operating in the tourism services market of the Republic of Karakalpakstan. The article uses the methods of analysis and synthesis, abstract-logical analysis, observation, comparison, statistical and economic, and SWOT analysis.

3. Results and Discussion

To develop tourism in Karakalpakstan, the main attention should be paid to marketing research. In order to increase the quality of services by creating more jobs in the service sector for the population of the region and subsequently attract more tourists, it is necessary to develop an effective marketing strategy.

Taking into account the historical and cultural monuments and unique nature of the Republic of Karakalpakstan, it is necessary to develop high-quality services, create its image and brand precisely on the basis of marketing research. To do this, the state should allocate funds to attract qualified marketing specialists who can create branding of attractive tourist attractions and shopping centers for tourists.

In order to properly direct these allocated funds, it is necessary to conduct in-depth analyses of the tourist market from a marketing point of view and determine a marketing strategy. One of the main goals of the marketing strategy should be to focus on selling products in tourist markets (Table 1). To focus on identified target segments, it is important to analyze priority markets and determine how products and services are interconnected.

Table 1. SWOT analysis of tourism market opportunities in Karakalpakstan

Strengths	Weaknesses
increasing number of visitors to the regional tourism market; natural landscapes characteristic of the region; preservation of ancient culture and customs; emergence of mature professionals among local youth; support of local authorities in tourism development; the presence of hospitable and kind people; the wealth of unexploited tourist resources of the region; Attractiveness of the Aral Sea for tourists; the presence of many archaeological complexes, etc.	are insufficiently developed projects for tourism development; insufficient tourist accommodation facilities; a small number of entrepreneurs operating in the tourism market; the short duration of tourists' stay in the region; increasing costs due to improper use of water; inadequate marketing activities; inadequate transport connections; lack of constant monitoring of the tourism market; lack of sufficient knowledge and experience of local specialists.
Opportunities	Threats
The positive impact of the reforms being implemented in our country on the regional tourism market; the growing interest in the region's untapped tourism resources;	political and economic instability in the world; increasing international competition in tourism; the effect of climate change on seasonality; environmental pollution, water scarcity, increasing drought;

the growing demand of tourists to be in the lap of nature after the COVID-19 pandemic;
 the proximity of the regional market to the tourist centers of the Khorezm region;
 high opportunities for the development of cross-border tourism (Kazakhstan and Turkmenistan);
 the increasing attention of the government and foreign international organizations to the Aral Sea region, etc.

limited possibilities to preserve archaeological monuments in the region in their original state;
 lack of sanitary-hygiene standards in remote areas, except for large cities of the region;
 lack of proper targeting of the opportunities of the Silk Road brand in promoting the tourism market of the region, etc.

Some of the problems in the development of tourism in Karakalpakstan:

- a. The annual growth rate of hotels, guest houses and other accommodation facilities and the number of places in them, according to expert analysis, is 0.3 percent. This indicator indicates that there are restrictions on the free choice of tourists, which, in turn, negatively affects the provision of new jobs for the local population and the receipt of additional income for the population, and ultimately the creation of GRP;
- b. The slow development of infrastructure, involving local and foreign investors in the development of existing resources in the regional tourism market;
- c. Due to the lack of development of strategic marketing programs for the development of the tourism market in the region, there is almost no information on Karakalpakstan tourism and its resources in the international market;
- d. Due to the insufficient protection of historical and cultural heritage sites in the region, many tourist facilities are being destroyed by the external environment;
- e. Insufficient efforts are being made to collect the intangible cultural heritage of the Karakalpak people and pass it on to future generations;
- f. Due to the lack of regular training and internships for students studying in the field of tourism and hotel business at regional universities and employees currently working in the field, the level of service quality is not improving, etc.

In the proper organization and management of marketing in the regional tourism market, attention should be paid to the opportunities of digital marketing (Figure 1).



Figure 1. Directions for the development of the regional tourism market through digital marketing opportunities

Therefore, the following should be done in developing a regional tourism market brand:

- a. develop a branding strategy and an appropriate logo for the regional tourism market;
- b. develop a branding manual for the regional tourism market with appropriate recommendations for use in the public-private partnership sector;
- c. achieve the goal by regularly updating information on the brand of the Republic of Karakalpakstan in priority markets through international information channels through the effective use of digital marketing opportunities.

4. Conclusion

In order to fully realize the tourist potential of the Republic of Karakalpakstan, it is necessary to create high-quality tourist products that meet international requirements and provide tourists with real and memorable impressions. The development of various types of products and services in tourism is the successful application of a marketing strategy.

In order to properly organize and manage marketing in the tourism market of the Republic of Karakalpakstan, it is necessary to pay attention to the following:

- a. continuously conduct joint marketing activities based on educating stakeholders in the development of the regional tourism market about emerging market trends;
- b. in order to achieve a significant impact on the tourism potential of the region in the international market, it is necessary to adapt advertising and promotional activities to the national tourism promotion of our republic;
- c. in order to study the situation in the regional tourism market, it is necessary to conduct analytical reports on various segments of the market for more targeted marketing and exchange of contacts.

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