



## Means of Enhancement of Tourism

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### ABSTRACT

This article discusses reforms in the field of tourism. The tools for increasing the potential of tourism in the region are expressed in the article. Particular attention is paid to the fact that tourism is a separate field and the existence of forces in its formation. The importance of the article is measured by the clear coverage of the means of increasing the potential of tourism.

### Keywords:

Marketing, imagination, service, uniqueness, intangibility, failure, exposure, stimulate, marketing, combines

Marketing in the tourism business is a system of interrelated tools used by a tourism firm to target demand for tourism services. The variety of services that can be useful is endless and depends on the imagination and enterprise of the tourism company. It is also important for a travel company to visualize its market in quantitative terms, because without this it will be difficult to estimate the sales volume and potential profit. Tourism marketing is the continuous coordination of the offered services with the services demanded in the market, and the travel agency can offer them more profitably and more effectively than the competitors. Tourism, as one of the sectors of the service industry, has a specific characteristic of marketing, which is manifested both in the content of the main components and in the uniqueness of the implementation of marketing functions. The specific features of tourist services are as follows:

1. Intangibility of services. Services are intangible, that is, they exist only in the process of providing and consuming them.
2. Failure to save. Services are not stored, which is the result of their intangibility.
3. Exposure to seasonal fluctuations. Additional

measures are required to stimulate demand in the off-season: low prices, various additional services, various types of tourism.

4. Important static, binding to a specific place (camp, airport, because they cannot be moved to another place).

5. Inconsistency in the timing of the sale of travel services and the fact of its consumption.

<sup>1</sup>

There are more than 500 definitions of the marketing term. The basis of them is the English word "market". For this reason, marketing is often understood as the philosophy of business and management in market conditions that require directing production to meet the needs of specific consumers. Broadly speaking, tourism marketing is a socio-management process that creates and exchanges products for individual and group tourists to obtain the services they need. This process is based on concepts such as "freedom", "need", "desire", "demand", "service", "exchange", "trade" and "market".

A tourist company works in the information space, so it is necessary to

<sup>1</sup> Cooper, R. and Kleinschmidt, E. (1987). New Products: What Separates Winners from Losers?. Journal of Product Innovation Management, 4(3), pp.169- 184.

determine what information it needs and where it can be obtained based on an integrated system.

Tourism enterprise marketing information is divided into:

- a) primary;
- b) secondary.

Primary content includes information obtained directly from the first person for a specific purpose: consumer research. Secondary information that has undergone certain processing; This includes statistics, accounting and others. A marketing information system is an interrelated process designed to collect, analyze, evaluate, and disseminate timely and accurate information for use in marketing. system. A marketing system is a combination of marketing components to achieve set goals and meet target market demand. The content of an idol combines four main parts: product or service, distribution, sale, transfer and price. At the same time, the marketing system consists of a set of socio-economic elements and subjects. In most countries of the world, tourism plays an important role in the economy, stimulates the social development of regions and ensures that funds flow into the state treasury. Tourism accounts for approximately 10 percent of the world's gross national product, global investment, all jobs, and global consumer spending. The development of tourism has a stimulating effect on economic sectors such as transport, communication, trade, construction, agriculture, consumer goods production and is considered one of the promising directions of economic reconstruction. The development of modern tourism, as well as a number of external factors that are neutral and directly related to the field of recreation and leisure, help: increase awareness and knowledge of the population; increase in prosperity and free time; technological factors of population mobility (transport services and, above all, the development of aviation and road transport, the importance of which is not yet fully appreciated for the world perception of modern man). Tourism in the world economy provides more than 75 million jobs worldwide

is one of the leading job creators. Every twelfth person works in tourism. 2

The implementation of the marketing strategy is related to the selection of tools that ensure the realization of the set goals and tasks, and there are marketing elements – product, price, sales (distribution channels) and communications. 3

The following specific factors are produced in the general strategy for all the main elements:

- product strategy;
- price strategy;
- sales strategy;
- communication strategy.

To ensure the effectiveness of marketing management, it is required to develop its auxiliary systems:

- marketing system;
- marketing planning;
- organization of marketing;
- marketing control.

The technology of implementation of the marketing concept can be changed depending on its composition, the characteristics of the enterprise, the level of market capture, the set goals and tasks, and the order of some stages. But all these elements are interdependent, and if one of them does not work, the integrity of the system is lost. A number of conditions are required to use tourism marketing in Uzbekistan and ensure its effective development: 4

- providing the market with services as much as possible (the presence of a buyer's market);
- intense competition between tourist companies for customer preferences;
- for consumers to have good information about other available goods and services;
- free market relations, i.e. conducting trade markets, choosing partners, setting prices, conducting

<sup>2</sup> O Akhmadjonov, A Abdullaev, B Umarjonov, M Shamsiddinov. (2021). ISLOM MOLİYASINING XUSUSIYATLARI. *Scientific progress* 2 (8), 634-638.

<sup>3</sup> M.Amonboyev, N.Samadov, S.Sayfutdinov, N.Xalimova. Turizm marketingi. 2021. "Innovatsion rivojlanish" nashriyot uyi.

<sup>4</sup> Maddock, G., Uriarte, L., Flaim, J. and Miller, B. (2011). Brand new. 1st ed. Hoboken, NJ: John Wiley & Sons.

commercial work, etc., without administrative restrictions; • the free activity of the administration within the enterprise to determine the company's goals, strategies, management structure, and allocate funds according to the budget items.

The first three conditions determine the possibility of the marketing concept and its use. The other two are aimed at the effectiveness of the implementation of the marketing concept in the field of tourism. <sup>5</sup>

The main purpose of MIS is to provide valuable marketing information, eliminate market uncertainty and reduce the risks of entrepreneurial activity in the management decision-making process for problem areas of marketing. The goal can be considered achieved if the product obtained meets the set requirements. The product of the MIS is a set of information about the state of the firm's internal environment, the state of the micro and macro environment of the firm, which can be presented in the form of databases or marketing research reports. For the first time, a combination of marketing information collection was proposed F. Kotler. The traditional model of marketing information system of F. Kotler, assumes the presence of four elements:

- 1) the internal reporting subsystem;
- 2) subsystem of external marketing information;
- 3) the marketing research subsystem;
- 4) subsystem of information analysis.

Each task is assigned its own tasks, so the presence of each element is justified. Let us dwell more on the marketing research subsystem. The role of the marketing research subsystem is to gather the necessary information to evaluate marketing situations and make informed marketing decisions based on them.

Research in the field of advertising involves testing (preliminary test) means of attracting consumers, comparing actual and expected results. The data obtained allow us to

make decisions on activation of advertising campaigns, to search for new ways of influencing consumers, to increase interest in the products of the enterprise. The study of the internal environment of the enterprise aims to determine the real level of its competitiveness, the possibility of successful adaptation to the factors of the environment that are dynamically developing. The study of an enterprise (firm, organization) aims at analyzing the results of its economic activity; research of external and internal environment of the enterprise; research of the enterprise image; evaluation of the effectiveness of marketing activities. The object of such research is the results of marketing and production and economic activity of the enterprise; external market opportunities and threats. Within the framework of the analysis of the macroenvironment, the influence of its factors on the market processes in general and on the activity of a particular enterprise is studied. These factors determine the field of market activity of the enterprise, and therefore the purpose of the analysis is to study the possible directions of development, of course, taking into account the characteristics of the enterprise itself. The enterprise market analysis is carried out by a specific type of product or group of homogeneous products. The purpose is to study demand, its quantification (market capacity) and trends (long-term, seasonal, etc.). In doing so, the estimates should reflect both the overall market situation of specific product changes and the distribution of demand by market segments, the position of the company being analyzed (market share), and the elasticity of demand relative to prices. As a result of such studies, measures are being developed to ensure that the activities of the enterprise are fully adapted to the dynamic environmental factors; identify the weaknesses of the enterprise and what measures should be taken to reinforce those weaknesses. All marketing research in general can be divided into two main groups: fundamental and applied. Fundamental MD is the study of the basic market patterns and trends, macroeconomic indicators. The subject of such studies are

<sup>5</sup> T.A. Juravleva; ed. I.V. Xri Stoforova. - M.: "Akademiya" nashriyot markazi, 2012. 208.

consumer price indices, socio-demographic structure of the population as a whole and by region, the structure of the average consumer basket and so on. Applied MDs are studies that are conducted to meet the needs of organizations for the information that is needed to make management decisions.<sup>6</sup>

All of the listed enterprises, organizations, firms of various scales are engaged in marketing activities. It should be borne in mind that for a travel agency, restaurant, or transport company, the ultimate goals, and content of marketing are not the same. Thus, a travel agency seeks to increase its profits by meeting the needs of its clients. The national, regional, or municipal administration wants to attract as many tourists to the region as possible. The public tourism organization wants to raise its profile and show the usefulness of its professional activities. The study allows us to distinguish the following levels of marketing in the field of tourism. The first two levels are related to commercial marketing.

1. Marketing of tourism enterprises (tour operators, travel agents), which are the main link in entrepreneurial activity in the tourism sector, is a process of coordinating their capabilities and consumer demands. The result of this process is the provision of services to tourists that meet their needs, and the enterprise receives the profit necessary for its development and better satisfaction of consumer needs in the future.

2. Marketing of manufacturers of tourist services (hotels, restaurants, transport organizations, etc.) is considered as a system of a comprehensive study of needs and demand in order to organize the provision of services, maximally focused on meeting the needs of specific consumers, and ensuring the most effective forms and methods of service. The next two levels characterize the field of non-profit marketing in tourism.

3. Marketing of public tourism organizations (unions, associations, etc.), representing and protecting the collective interests of entrepreneurs in the tourism sector, is understood as activities aimed at creating, maintaining, or changing a favorable public opinion. Opinion building is essentially marketing management, shifted from the product level to the entire organization level.

4. Marketing of territories and regions – activities are undertaken with the aim of creating, maintaining, or changing customer behavior in relation to specific settlements, regions, or even countries in general.

Decisions that will have a fundamental effect on the running of one organization – as a brand new product launch – have to receive more attention. Market Research must be of value to the organization. In a free market economy, management has to make decisions in a situation fraught with many variables, uncertainties and incomplete information. The task of marketing research is to provide information for decision making purposes. Management's task is to use the marketing research information when making policy. Marketing research and decision making are m vproducts is based on new modifications and additions on products that already exist. Obviously that method is much easier than to create a brand new product from zero. Both methods can be a success. In general, is more difficult for consumers to accept a brand new product than an updated one. Having that in mind a lot of market research is being made by companies so they can reduce the risk and reinsure as much as possible the entrance of a new product into the market. DuPont and FedEx lost one hundred and three hundred fifty million dollars respectively, on two of their new products and services due to bad market research.

**Conclusions.** Thus, the main purpose of a marketing information system is to provide valuable marketing information, eliminate market uncertainty, and reduce the risks of entrepreneurial activity in the management decision-making process for problem areas of marketing. The traditional model of the

<sup>6</sup> How Artificial Intelligence Will Help Marketers in 2017? [Electronic resource]. URL: <http://www.sostav.ru/publication/kak-iskusstvennyj-intellekt-pomozhet-marketologamv-2017-25124.html/> (date of access: 12.06.2017).

marketing information system involves four elements: the internal reporting subsystem; external marketing information subsystem; the marketing research subsystem; subsystem information analysis. The role of the marketing research subsystem is to gather the necessary information. Therefore, marketing research is concerned with the systematic collection, display and analysis of data from various aspects of marketing activities. Marketing research is a function that, through information, connects marketers with markets, consumers, competitors, with all elements of the external marketing environment. Thus, they reduce the degree of uncertainty and apply to all elements of marketing that affect the marketing of a particular product in a specific market.

### Used Literature

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