

## Factors for Choosing a Marketing Strategy in Tourism Development

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**Abstract:** The article examines the conditions and factors for choosing a marketing strategy in the development of tourism tourism. Factors influencing the process of forming a marketing strategy in the field of tourism are systematized. Tourism is based on the processes of creating, shaping, promoting and managing sales of tourism products through a wide range of marketing features. Scientific proposals and recommendations for improving the marketing strategy in the development of tourism have been formed.

**Keywords:** tourism marketing, tourism products, tourism services, strategic marketing, operational marketing, marketing program, marketing policy.

### INTRODUCTION

At the current stage of human development, the rapid growth of socio-economic development has led to an increase in living standards and welfare, increasing urbanization, increasing the share of leisure time, radical changes in social values and personal living characteristics. These, in turn, serve as an important basis for the adaptation of the population's lifestyle to these changes, a significant increase in demand and demand for recreation and tourism. Accordingly, travel, active recreation in the bosom of nature has become an integral part of modern people's lives and an important form of health promotion and effective use of leisure time. At the same time, in the past, the main goal of tourism was to have fun without thinking about anything, but now such goals have changed radically: sluggishness was replaced by the desire for active recreation; the place of one person's active recreation was squeezed out by the desire to relax as a majority or at least two people.

Other goals of the tourist trip have also changed: solitude in the past, and now leisure; precise planning in the past, and now the free satisfaction of a desired need; in the past, the full consumption of the blessings of civilization, and now the enjoyment of nature, came to the fore. Such an interest in tourism is closely linked to the fact that it has a variety of features: it combines knowledge of the world, education and health, provides full recreation, allows you to earn a lot of money through business and service in business. Tourism is an important source of many new jobs, additional income generation, entrepreneurship and rapid economic development of the regions, rich and diverse cultural and historical,

Uzbekistan is one of the top ten countries in the world in terms of tourism and the number of historical sites. There are more than 7,000 unique historical monuments and architectural objects of great tourist value in our country. Nevertheless, the level of use of Uzbekistan's rich and diverse, huge recreational and tourism potential remains low, the existing system of tourism infrastructure, the volume, types and quality of tourism services provided do not meet modern requirements. The system of the national economy of the country, the role and weight of tourism in the export of services and services, indicators in the field of employment are significantly lagging behind. President of the Republic of Uzbekistan, decree of SH.Mirziyoyev dated December 2, 2016 "On measures to ensure the accelerated development of the tourism sector of the Republic of Uzbekistan" serves as an important basis for the transition to a new stage in the development of this sector. The decree calls for the creation of favorable economic and organizational conditions for the rapid development of tourism as a strategic sector of the economy, more complete and effective use of the huge tourism potential of the regions, radical improvement of tourism management, creation of national tourism products and their promotion in world markets. The directions for the formation of a positive image of Uzbekistan are identified, and the practical implementation of the goals and objectives set out in this decree serves to justify the relevance of the research topic.

## LITERATURE REVIEW

Research on the process of choosing a marketing strategy in the development of tourism has a special place in the research conducted by V.I.Azar. The study examines the role of sociological surveys in the study of existing problems in the strategy and priorities for improving the marketing strategy in the development of tourism services in the regions [1]. According to the research of E.I.Bogdanov, E.S. Bogomolova, V.P.Orlovskaya it is expedient to formulate a marketing strategy aimed at the development of tourism services and to coordinate the activities of small tourist areas with stable and potential opportunities in its implementation [2]. V.S.Bogolyubov, S.A.Bystrov, S.A.Bogolyubova's research analyzes the interrelationship between tourism marketing strategy and investment potential. According to the results of the analysis, trends and directions of tourism development in the region are proposed based on the assessment of organizational and economic factors, internal resources and opportunities, conditions for increasing investment activity in the field [3]. In his research, MA Bokov proposes to improve the marketing strategy of tourism enterprises through the mechanism of public-private partnership [4]. I.V.Zorin, V.A.Kvartalnov noted that their research includes several areas of tourist marketing activities, which are considered as an important tool for setting marketing goals [5]. N.I.Kabushkin in his research on the effectiveness of tourism management, It is recommended to develop a marketing strategy, form an advertising and information program, as well as to organize an information service for tourists [6]. In the research of M.B.Birjakov, V.I.Nikiforov it is noted that in the formation of the tourism industry the process of forming the entire trajectory of the transportation of tourist products, which are part of the tourist product, is directly related to marketing activities in tourism [7]. A.D. Chudnovsky's research notes the expediency of focusing on the methodological basis for the formation of a fundamentally new marketing strategy in the formation of an effective management system for the integrated development of the tourism industry in the country [8]. K.X.Abdurahmanov's research recognizes that the process of successfully resisting competition through the creation of new management models in tourism management is directly related to tourism marketing strategy [9]. In the researches of N.T.Tukhliev, T.Abdullaeva it is noted that the process of effective organization of the management system in tourism and hotel business should be carried out in direct connection with the "tourism market" [10].

The above research notes that the main condition for sustainable economic growth of a company operating in the field of tourism is market orientation, and the factors of choosing a marketing strategy in the process of systematic organization and development of the relevant strategy are not justified.

## RESEARCH METHODOLOGY

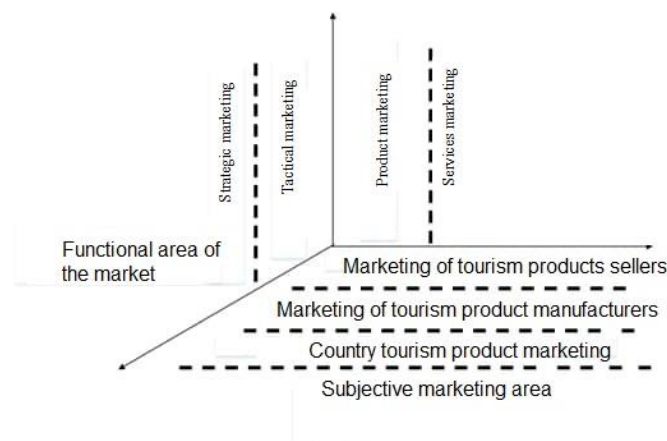
The article uses assessment methods such as abstract-logical analysis, induction vaduction, systematic analysis, social survey, statistical, economic, comparative analysis.

## ANALYSIS AND DISCUSSION OF THE RESULTS

Tourism marketing is important for every country or region. With the help of marketing, potential tourists will have information about what the relevant area can offer, and then they will want to visit that area. Market planning should be understood as an element of the overall process and its relationship to tourism product development. Market planning can be done individually or in conjunction with international and domestic tourists. In the process of comprehensive and complex planning, marketing tasks take the form of market targets in terms of the types and quantities of tourists involved. Market targets are usually set for a five-year period, and the type of tourists, the average duration of visits,

A comprehensive feature of marketing in tourism involves considering the marketing process at different levels of management of the creation, formation, promotion and sales of tourism products. The subject of the marketing process is not only commercial enterprises, but also government agencies in the field of tourism. Figure 1 shows an approach to the concept of marketing in tourism based on a three-dimensional coordinate system.

It is necessary to use strategic and tactical (operational) marketing tools at all levels of tourism product formation on a functional basis. Strategic and tactical marketing complement each other and find their clear expression within the framework of marketing policy. Operational marketing focuses on elements such as price, sales, advertising and product promotion, while strategic marketing focuses on selecting markets in which the company has a competitive advantage and meeting the overall forecast in each target market. Based on this forecast, operational marketing sets goals for developing market share, as well as the marketing budget required for it. No matter how strong an operational marketing plan is, it cannot generate demand where it is not needed and it cannot sustain a direction of activity that is disappearing.



**Figure 1. General concept of marketing in tourism**

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According to the structure of tourism, we can distinguish between marketing, marketing of goods and marketing of services. The share of trade in services and goods in tourism is 75% and 25%, respectively. Companies working in the field of tourism (travel agencies, hotels, catering establishments) should take into account the specifics of the "intangible" product when developing marketing strategies. The development of a marketing program requires not only a set of traditional marketing elements, but also the use of additional elements: the process of providing services, communication staff, and so on.

Target segments of tourists should be consistent with the concept of tourism product, tourism and expected types of tourism. These include the following types of tourism:

- ✓ general educational trips;
- ✓ vacation by the sea;
- ✓ various views of specialized nature, cultural and adventure trips;
- ✓ ethnic travels;
- ✓ Shipping by sea.

Some tourism markets may be focused on combinations of designated locations. In this case, tourists travel to several countries to visit one country. Other tourism markets may be focused on only one destination. Marketing goals in developed tourism centers may be related to changes in market types (e.g., adaptation to higher quality or specialized markets). Such targets need to be adapted to relevant changes in the tourism product related to attractions, facilities and services.

The specifics of strategic marketing in the field of tourism are defined as follows:

- ✓ due to dependence on exogenous (external) environments;
- ✓ with aspects of tourism products and services included in it;
- ✓ with the semi-structure of the object;
- ✓ with devices for the production and consumption of tourist products;
- ✓ With the complexity of the issues being addressed.

Let's look at the structure of the main factors that determine the target investments and parts of tourism marketing:

1. External factors that directly and relatively affect the tourism industry are: natural resources, political and economic situation, and changes in the socio-demographic structure of the population, living standards, gross national product, and leisure interests of the main group of the population and what they prefer. , customs, rituals, ecological condition of the oasis, etc.
2. The difference between a tourism product (and its services) is as follows: it has a general (complex) description; its parts complement each other. Due to this, the low quality of one of them has a negative impact on the overall offer itself.
3. The specificity of the production and consumption of tourism products is determined by the huge exchange of forms of satisfaction of recreational requirements. This also leads to strong competition between the tourism market entities, the tourism industry and mixed industries.
4. Tourism marketing (specific) has a specific object: tourists (consumers of the final product), intermediaries and organizations directly related to the tourism business. These organizations appear as both producers and consumers of tourism products at the same time.

5. Goals and objectives of strategic marketing are also determined by the problems and trends that characterize the state of the tourism industry. In particular, in recent years, tourism has shifted from a general, standardized and active view of service development to a specific social group and category of the population. The fundamentals of consumption are becoming more complex, the demand for tourism services is declining, the range of manufacturers of tourism services is shrinking and competition is intensifying.

The high level of competition is due to the fact that the travel agency, as usual, launches products (accommodation, catering, cultural ceremonies, etc.) prepared by other representatives of the market, the consumer can use their services without the help of intermediaries. Such trends and challenges significantly change the tasks and devices of marketing. At present, the study of demand is not considered a priority in determining the strategy of the firm. The importance of marketing is determined in the formation of a consumer who intends to relax at any time of the year and differ in a stable basis in the use of tourist services, as well as in the creation of tourist services with an innovative character. "Replacing the policy of squeezing competitors by lowering prices and" joining "methods"

## CONCLUSIONS AND SUGGESTIONS

The marketing strategy reflects the principles of achieving market goals. Such a strategy includes the following elements:

- marketing is aimed at tourists with a common nature, common interests and specific types of tourism markets;
- Advertising - should be applied depending on the main forms of information methods. For example, it may be intended for tour operators, tour operators, or both of these categories;
- Time planning or advertising - to determine the priority of information activities over specific types of markets or countries. Time planning depends on the timing of the commissioning of tourist facilities;
- The image and description of the area to be promoted. It is necessary to first create a positive image of the developing new tourist center and then move on to a certain development process;
- Any obstacles that need to be overcome. For example, a recent political instability or a natural disaster.

Choose the most appropriate one from the following options;

- opening of advertising and information offices in countries that are the main markets for tourists; establishment of contract offices in such countries;
- organization of advertising and information work directly through the main institution in their country;
- Take into account all possible contingencies. For example, the opening of a market that used to be closed to tourists. The marketing strategy should also be related to long-term or short-term goals. This creates the basis for more precise planning of long-term goals on the one hand, and short-term goals on the other.

Marketing strategies need to be reviewed frequently. When necessary, appropriate changes will be made depending on market trends and any changes in the evolution of the tourism product. Marketing at the level of the firm's management is the basis for developing its development strategy,

a guide to market formation, a tool for market research, a way to create a new type of product and service; organization of sales, type of product marketing (advertising, trade promotion, community relations), is a method of implementing pricing policy.

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