«ОСНОВНЫЕ НАПРАВЛЕНИЯ РАЗВИТИЯ ИНДУСТРИИ ТУРИЗМА В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ МИРОВОЙ ЭКОНОМИКИ»
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Ушбу мақолалар тўпламида жахон иктисодиёти глобаллашуви шароитида туризм индустрияси ривожланишининг устувор йўналишлари, Ўзбекистонда туризм соҳаси учун кадрларлар тайёрлашда эришилган ютуклар, туризм инфратузилмасини такомиллаштиришда хорижий такрибвалардан фойдаланиш, ҳамда хизмат кўрсатиш жараёнларининг сифатини ошириш масалалари ва илмий қарабла нлар акс эттирилган мақолалар баёни келтирилган.

Тўпламга олий ўқув юртларида замонавий туристмни ривожланиш тараққиёти Республикада туризм соҳасини турли йўналишларда ривожланиши ва муаммолари бўйича изланишлар олиб бораётган профессор ўқитувчилар, докторантлар, тадқиқотчилар, ваазирлик, қўмита ва турили мулкчилик шаклладаги корхона ва ташкилотларнинг етакчи мутахассислари, магистрлар ва ижодор ли талабаларнинг мақолалари киритилган.

Мақолалар тўплами профессор-ўқитувчилар, катта илмий ходимлар, мустақил тадқиқотчилар, талабалар ва амалиётчилар учун мўлжалланган.

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TOURISM MARKETING IN UZBEKISTAN

Abstract: This article defines the concept of marketing in tourism, explores the features of marketing. Also, attention is paid to Internet marketing and marketing tools.

Key words: tourism, tourism market, tourism product, marketing.

Uzbekistan is a country where representatives of various nationalities, religious denominations and cultures live. There are high mountains, hot deserts, endless lakes, wonderful valleys and gardens. Undoubtedly, the tourism and recreational potential that Uzbekistan has is huge. There are over 7 thousand objects of cultural heritage, more than 200 of which are located in four museum cities – Khiva, Bukhara, Shakhrisabz and Samarkand. All of them are included in the UNESCO World Heritage List. In addition, in the country there are 8 nature reserves, 2 natural and 1 national parks, 6 natural monuments, more than 50 water protection zones, which are also attractive tourist sites.
That is why great attention is paid to the development of tourism. In particular, by Decree of the President of the Republic of Uzbekistan No. 4861 and No.2666 dated December 2, 2016, the tourism sector was given the status of a strategic sector of the national economy. In the future, it is designed to solve such important socio-economic problems as creating new jobs, diversifying the economy and accelerating the development of regions, increasing foreign exchange earnings, improving the welfare of the population, and improving investment attractiveness and image.

As you see from the above mentioned, development of tourism is highly paid attention by government in Uzbekistan, and such situation requires developing tourism marketing here. In this article, we shortly discuss the basics of tourism marketing.

The tourism market is a complex structured entity that includes the following functional components: economic, environmental, social, legal – which penetrate into all areas of activity. The purpose of the tourism market is to identify factors that ensure customer satisfaction in tourism services. The priority tasks of the tourism market are the needs of tourists, market research, since every day there is a large selection of goods and services in order to continue its successful functioning in the market, there is a need for their promotion.

Tourism marketing is understood as a system of continuous production management, sale of a tourism product and coordination of the services offered with the services that are in demand on the market.

Modern tourism has a number of important features in terms of the characteristics of a tourism product, service and organization of production. So, the tourism industry system includes specialized enterprises, organizations and institutions: travel companies, enterprises that provide accommodation services, catering, transport enterprises and many other organizations [1]. Based on the service and organization of production of a tourism product, there are four levels of marketing use in tourism:

• Marketing of tourism enterprises – is the process of agreeing on business opportunities and consumer requests, the result of which is to provide tourists with services that satisfy their needs and make a profit for the enterprise.
• Marketing of tourism services manufacturers – a set of studies of the needs and demand of the services provided.
• Marketing of tourism organization – is an activity that is undertaken to create, maintain or change favourable public opinion.
• Marketing of territories and regions – the activity undertaken to create, maintain or change the behaviour of clients to specific settlements, regions or even countries as a whole [2].

Marketing activities include planning and product development, pricing, product distribution methods, sales promotion and promotion of goods and services [3].

Marketing tools include actions aimed at various aspects of the market, the environment of the organization, which indirectly affects it. Marketing tools may include an assessment of the level of demand for a product or service, an analysis of market conditions, and, of course, the company’s advertising policy.

The following groups of marketing tools are distinguished:
Trademark, publications, ratings, printed materials, souvenir products, room decoration.
- Corporate events, social and cultural events, relations with the press, staff.
- Company mission and values
- Advertising as an element of all marketing tools.

These marketing tools can be completely different in their purpose and application, but, as a rule, advertising is always an indispensable element. Note that all marketing tools need to interact with each other, to function together.

The main marketer in tourism is television and the Internet. Almost all travel companies use the worldwide network as a marketing tool, create their own sites and develop activities by promoting travel services. With the operation of satellite TV channels in Uzbekistan, not only the flow of Uzbek tourists abroad increased, but also the successful development of domestic destinations tourism, including the influx of foreigners into Uzbek historical cities fixed. The areas of Internet use in tourism are multifaceted and diverse. Internet resources about tourism, as well as corresponding television programs, have the property of visibility, and in terms of information content they exceed the capabilities of television, offering a variety of information about tourism facilities and services. Travel companies are actively using social media advertising to attract customers. To successfully conduct business and gain competitive advantages, the owner of tourism enterprises are looking for innovative ways to attract customers and adapt their offers to the target audience. This is an effective advertising tool that allows you to customize targeted advertising that can appear before the eyes of specific users.

Considering the specifics of tourism marketing, we note that marketing research is of great importance for a travel agency in the process of collecting and analysing information, as well as in conducting a SWOT analysis of the tourism market, developing a marketing strategy for the successful functioning of a tourism enterprise. These studies replenish the organization’s information base and make it possible to identify: problems that interfere with the favourable work of the company; causes of the difficulties of the company, as well as the availability of ways to resolve them; identification of development directions in the tourism market. Thus, tourism marketing allows you to: calculate new opportunities and analyse more effective ways of doing business.

So, during the last years, development of tourism marketing in Uzbekistan has comprehensively been supported by government. In order to radically increase the effectiveness of reforms in this direction, in January 2019, the Concept for the Development of the Tourism Sphere in Uzbekistan in 2019-2025 was approved. As part of the implementation of the concept, to create amenities for incoming foreign tourists, visa and registration processes have been radically simplified. Simplified the procedure for temporary registration of foreign citizens on the territory of the republic, which is fully translated into electronic format E-mehmon and so on. We can bring very many new things which are done in this sphere. However, there are still some problems disturbing development of tourism marketing, and which require solutions. Here, we’d like to make some recommendations on development and improvement of tourism marketing in Uzbekistan:
• first of all, we need to improve education and training sphere for growing new generation of specialists in tourism marketing. To reach this goal, Uzbekistan education and training centres should attract specialists with high knowledge and experience in international tourism marketing;

• population of Uzbekistan should be involved in development of tourism in the territory of Uzbekistan. If they are encouraged to speak up through special portals and web sites, their ideas would be vital for knowing more problems affecting negatively development of tourism;

• Uzbekistan needs special periodicals on issues of tourism marketing, and it would be excellent if there will be published special magazine just for issues of tourism marketing and so on.

In conclusion, we want to say that development of tourism marketing leads to development of active tourism industry. And, active tourism industry contributes to the integrated development of regions and their infrastructure, improving the image and investment attractiveness of the country in the international arena.

Literature:


THE ARAL SEA CANNOT BE SAVED, BUT IT IS POSSIBLE TO DEVELOP A NEW TOURIST REGION

Abstract: There are many different views on the causes of the disappearance of the Aral sea. The Aral sea, the former is unique, beautiful and one of the largest enclosed water in the world, almost during the lifetime of one generation found itself on the verge of extinction, which resulted in an unprecedented disaster and irreparable damage to the livelihoods of the populations, ecosystems and biodiversity of the Aral sea region. Despite the current environmental catastrophe, the Aral Sea tragedy provides the opportunity for a new tourist region

Key words: Central Asian, Aral sea, climatic condition, ecological situation, new tourist region.

The Aral sea is one of the largest closed inland brackish water bodies of the globe. Located in the heart of Central Asian deserts at an altitude of 53 m above sea level, the Aral sea acted giant vaporizer. From evaporated and entered the atmosphere