

WISSENSCHAFTLICHE UND THEORETISCHE GRUNDLAGEN DES MARKETINGS IM TOURISTISCHEN BEREICH

Allayorov R., Doktorand am Samarkand Institute of Economics and Service. Usbekistan. E: rallmail_uz@mail.ru

Zusammenfassung - Dieser Artikel behandelt die wissenschaftlichen und theoretischen Grundlagen des Marketingeinsatzes im touristischen Bereich. Der Artikel stellt die theoretischen Aspekte des Marketings im Tourismusbereich vor. Darüber hinaus werden die wissenschaftlichen Aspekte der Marketingentwicklung im Tourismusbereich umfassend dargestellt. Die Analyseergebnisse wurden unter Berücksichtigung der Analyse bestehender Prozesse und Ereignisse gewonnen.

Schlüsselwörter - Tourismus, Tourismusmanagement, Tourismusbereich, Tourismusmarketing, Wettbewerbsfähigkeit, Marketing, Regionalmarketing, Touristisches Produkt, Touristische Aktivitäten, Tourismusindustrie, Touristenströme, Statistische Forschung, Marketingforschung, Effizienz, Markt, Faktor, statisch, dynamisch, regionaler Markt, Regionalbudget, Privattourismus, Umfangreich, Intensiv, Nationales Tourismusmarketing.

SCIENTIFIC AND THEORETICAL FUNDAMENTALS OF MARKETING IN THE TOURIST AREA

Allayorov R., Doctoral student of Samarkand Institute of Economics and Service. Uzbekistan. E: rallmail_uz@mail.ru

Abstract - This article covers the scientific and theoretical basis of the use of marketing in the tourist area. The article presents the theoretical aspects of marketing in the field of tourism. In addition, the scientific aspects of the development of marketing in the field of tourism are widely presented. Analytical results were obtained taking into account the analysis of existing processes and events.

Keywords - Tourism, Tourism Management, Tourist Area, Tourism Marketing, Competitiveness, Marketing, Regional Marketing, Tourist Product, Tourist Activities, Tourism Industry, Tourist Flow, Statistical Research, Marketing Research, Efficiency, Market, Factor, Static, Dynamic, Regional Market, Regional Budget, Private Tourism, Extensive, Intensive, National Tourism Marketing.

I. INTRODUCTION

Tourism is one of the priorities of the economy, the development of which is aimed at creating new jobs, growth of entrepreneurial and investment activity, development of service and hospitality infrastructure, environmental cleanliness, population growth. living standards and international cooperation in the Republic of Uzbekistan. A number of structural units of the republic have developed tourism development programs related to solving the most important problems of socio-economic development in the regions. Samarkand region is one of these regions. The favorable geopolitical position of the region, the diversity and unique natural-recreational and cultural-historical potential of the region allow the formation of a world-class tourist and recreational complex with the most developed infrastructure of services and hospitality. Tourism development is one of the priorities of the region's socio-economic strategy.

Therefore, the creation of effective tourism management systems in Samarkand region at the regional level is one of the urgent problems in the development of regional tourism. They will help to identify and eliminate shortcomings in the regional tourism infrastructure, simplify the appearance and attractiveness of tourist areas, as well as the local tourism market. One of the important functions in regional tourism management is regional tourism marketing.

II. LITERATURE REVIEW

The following scholars have considered the scientific and theoretical basis of marketing activities in the field of tourism in their research: Boltabaev M.R. [1], Kotova N. A. [2], Durovich A. [3], Tukhliev N. [4], [5], [6], [7], Tukhliev I.S. [8], [9], [10], Hayitboyev R. [11], Mamatqulov X.M. [12], R.A. Allayorov [13], [14], [15].

III. RESEARCH METHODOLOGY

In this research, we used of methods of logical analysis and synthesis, grouping, comparative and structural analysis, abstraction, factor analysis, induction and deduction.

IV. ANALYSIS AND RESULTS

Regional tourism is a complex system of interactions and relationships of different actors of the tourism market, their interaction at different levels. Of course, such a system is influenced by various factors and processes that take place both inside and outside the tourist area. At present, three main factors have a significant impact on the successful development of tourism at the regional level:

- Market factor - the interaction of regional, national and world markets through the liberalization of foreign trade and the removal of protectionist restrictions within the World Trade Organization;

- Competitive factor - increased competition in all of the above markets, especially priceless competition - competition in the field of quality of tourist products and the implementation of various types of innovative projects;

- Factor of production - the gradual transition from Fordism to post-Fordism as a method of organizing the production of tourist products, which implies the replacement of mass production of tourist products with individual (small-scale) production, vertical organization of labor. - horizontal, low individual responsibility - with the participation of employees in the process of creating a tourist product.

In addition to the above three main factors that directly affect the success of tourism development in a particular tourist area, the presence and impact of many other, often homogeneous ones should be taken into account when implementing tourism management at the regional level. Various criteria or classification criteria can be used to analyze and evaluate them. One of the options for classifying the factors influencing the development of regional tourism is shown in Figure 1.

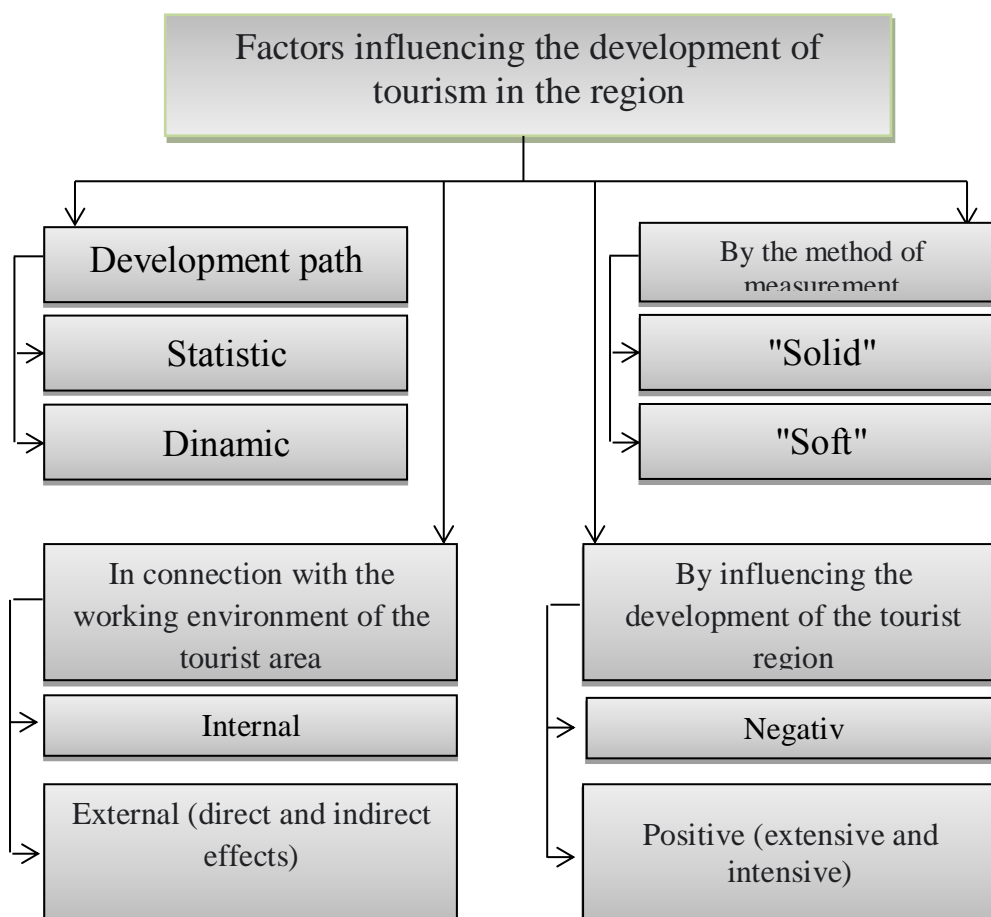


Figure 1. Factors influencing the development of tourism in the region

According to the method of development, all the factors affecting regional tourism can be divided into two major groups: static and dynamic. Static factors include a set of natural and climatic factors that are of constant importance and adapted to the tourist needs of the local population. Natural, climatic and geographical factors of the region include beautiful and rich nature, climate, surface, underground resources (healing springs, caves, etc.). The cultural and historical factors of the region (history, culture, architecture and other monuments) can also be attributed mainly to static factors. The group of dynamic factors includes demographic, socio-economic, material-technical and political factors, which can have different values and change their importance in time and space.

Depending on the working environment of the tourist area, it is possible to distinguish between internal and external factors for the surrounding area, which interact with each other and directly and indirectly affect the development of regional tourism. Regional market and regional budget, development strategy and material and technical base of the region (housing, transport, catering, retail, recreation, etc.). In addition, the internal factors of tourism development in the region include the factors that characterize the activity of the regional tourism market:

- Processes of supply, demand and distribution of regional tourism products;
- The role of market segmentation is growing due to the growing complexity of tourism needs and the emergence of mixed forms of tourism;
- Increasing the importance of coordinating activities in the field of tourism and accelerating the process of globalization (the disappearance of national and regional benefits, the adequacy of the regional economy due to the standardization of consumer needs and requirements, products or services);
- training (increasing the number of workers in tourism, developing the professional and qualification structure, increasing the importance of vocational training, improving the organization of labor, etc.);
- The role of the private tourism business is growing (a limited number of large operators and small travel companies (travel agencies) create a limited number of market conditions).

External environmental factors of the tourist area have a direct and indirect impact on the development of regional tourism. External suppliers of goods and services, external consumers, competitive regions, financial

institutions and transport enterprises have a direct impact on the success of tourism development in the region. The following groups of factors indirectly affect the development of regional tourism:

- general economic factors (income level of the population, foreign economic activity of states, integration processes and globalization of the world economy);

- general political factors (stable political situation in the tourist area, the type of international relations with the countries supplying tourists, the state of the country's trade and balance of payments, the international situation);

- Scientific and technical factors (the level of scientific and technical development, the application of its achievements in the practice of tourism, the rational use of material resources and modern technologies);

- Demographic factors (age of the region's population, increase in the number of single people, childless couples in the region, increase in the level of education and culture, aesthetic needs of the population).

According to the method of influencing the performance and development of the tourist area, there is a group of positive (extensive and intensive) as well as negative (limiting) factors. Positive extensive factors include an increase in the number of workers, an increase in material resources involved in economic turnover and the construction of new tourist infrastructure. Implementation of scientific and technological progress, enhancing corporate culture, improving the culture and quality of tourist services, rational use of available resources in the region, staff development based on technology and computerization of the regions and technical improvement of the material base will be positive intensive factors. The development of the tourist area includes crises, political and financial instability, unemployment and strikes, rising prices and declining consumption, unfavorable environmental situation, increasing tourist formalities and bankruptcy of tourism firms, among others.

According to the measurement method, there are two major groups influencing the development of a tourist area: "hard" and "soft" factors. Rigid factors include production resources (land, human resources, capital), production and marketing (infrastructure, population structure and consumption), as well as quantitative factors focused on government-defined taxes, subsidies and support programs. These factors include the cost of energy and third-party services, wage levels (including social payments) and related labor resources, transport status, communication and costs, availability of technology, communications and know-how, proximity. markets and purchasing power of the population., territorial location and infrastructure equipment. "Soft" factors belong to the

categories that are difficult to quantify (the level of development of the social environment of the tourist area, the "growth" of the economy), which includes the stability of the political situation, the territorial structure of the economy. The quality of the education system and vocational training, the presence of research organizations in the region, the attitude of key players in the region (enterprises, politicians, trade unions, local governments) to the economy, living standards (quality of housing, cultural and recreational opportunities and etc.).

Thus, we can say that the development of tourism at the level of individual regions is significantly influenced by various factors. One of the main tasks of the regional tourism management system is to take into account, control and adapt them to the needs of the tourist area. The solution to this problem can only be achieved under the influence of integrated management on the tourism infrastructure of the region and the participants of the regional tourism market in a number of areas. One of the key areas of regional tourism development management is tourism area marketing, which is part of national tourism marketing and includes domestic, inbound and outbound tourism marketing.

Tourist area marketing can be understood as an activity carried out in order to purposefully create, maintain or change a certain image of the area and the behavior of entities outside this area [13]. This includes identifying or creating unique features of the region and affecting all participants in the regional tourism market:

- for entrepreneurs in the field of tourism - by creating a trade market, providing the necessary conditions for the activities and skills of the workforce;
- for tourists - by providing information about the climatic conditions of the region, attractions and recreational opportunities;
- for investors - to ensure the proper functioning of procedures for the sale and purchase of property and land, the profitability and security of investments, the ability to export profits outside the territory, etc.

The main objectives of tourism marketing:

- Increasing the competitiveness of tourism organizations and organizations related to tourism in the region;
- Strengthening the level of identification of the population with the area of permanent residence;
- Attracting consumers and producers of tourist goods and services to the region;
- Creating a positive image of the region in the tourism market, a high level of popularity.

The choice of the direction of marketing activities in the tourist area depends on a number of factors, but the most common points of application of marketing activities in the management of the tourist area are:

1. Creating and maintaining a favorable image of the tourist area among potential tourists and all parties interested in the development of regional tourism. This includes marketing in the region (advertising in regional and national media), public relations (organizing presentations of the tourist area, participation in specialized tourism exhibitions and forums), trade promotion (offering discounts to regional tourists). active use of tools is necessary. the product, production and distribution brand is also an important means of creating and maintaining a comfortable image of the tourist area itself and the tourism product it offers. There are currently three main types of brands: functional brands, image brands, and experience brands [15].

Functional brands are purchased to meet the functional needs of food, safety, health, mobility - the main consumer associations are related to physical characteristics and the brand of key features. Such brands offer high performance or a high level of economy. The formation and promotion of functional brands requires attention to resources, product, or price status, and is mainly used by the unique tourist areas of the recreation plan. Image brands are created by a unique set of associations and are used in cases where the products are not very different or it is difficult to assess their quality. Brand images are symbolic by communicating public affiliation or achievements. The difference between empirical brands is that they pay attention to the consumer's feelings when interacting with the brand. To use them, it is necessary to create a sequence of experiences in consumers and expand the boundaries of their emotional saturation. The comparative characteristics of all types of brands are given in Table 1.

Table 1.

Brand matrix

Brand type	Fundamentals of differentiation	Accent marketing	Customer needs and participation	Challenges management
Functional	High performance or high level of economy	Product, price and location	Physiological and safety requirements: relatively low participation	Maintaining the foundation of preference
Fig	Required shape	Communicati	Social and	Balancing the

	(image)	on	Respect Needs: Moderate and High Level of Participation	brand with the need to adapt to a dynamic environment
Empirical	Unique, attractive	Service delivery (places and people)	Self-awareness needs: moderate to high levels of participation	Risk of consumer saturation

2. Development and definition of a promising concept for the development of regional tourism based on the study of the volume and characteristics of tourist flows in the region and the main tourist benefits to the regional tourism product on the basis of integrated marketing. The main stages of complex marketing tourism research at the regional level are shown in Figure 2.

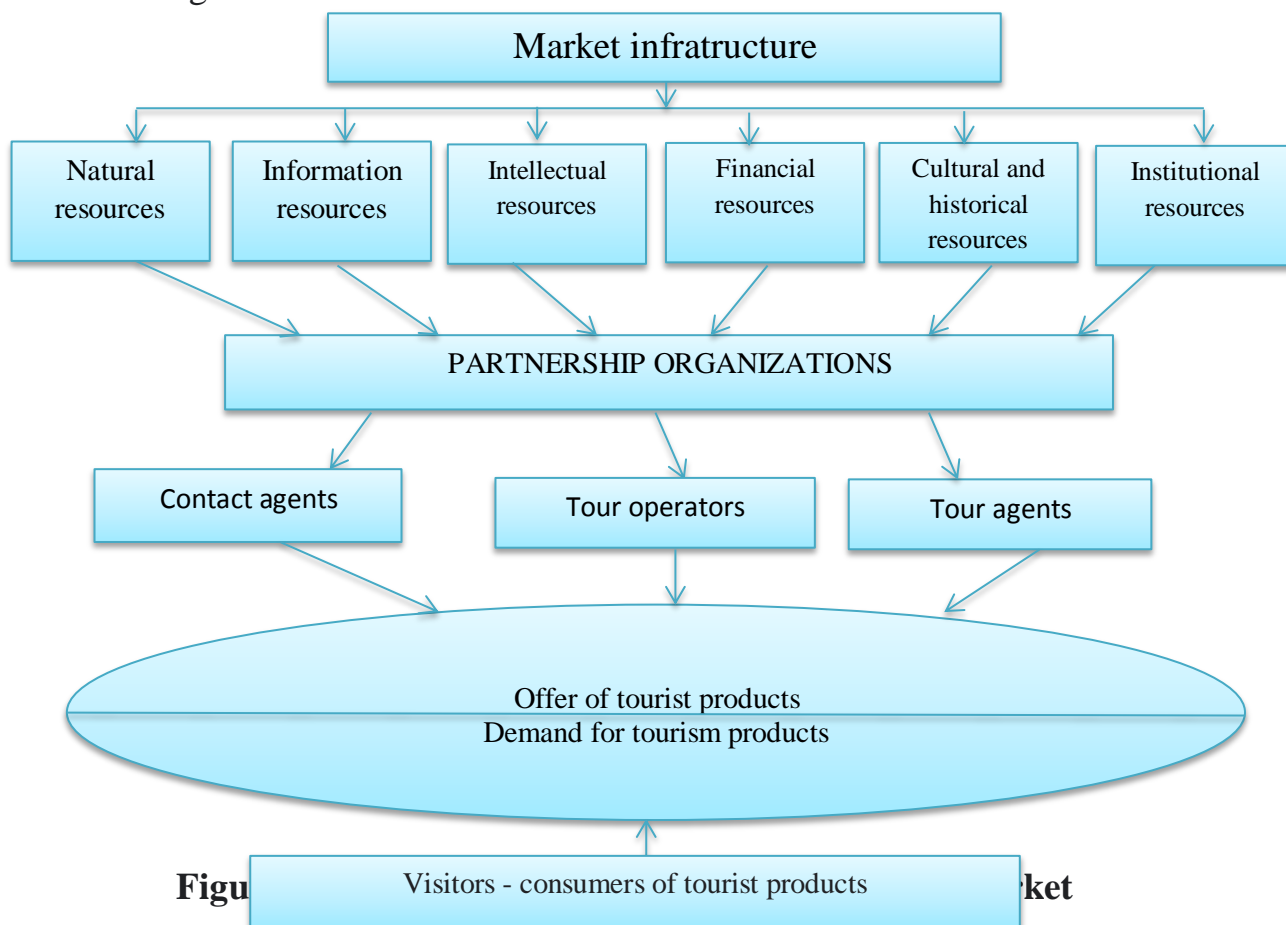


Figure 2 Visitors - consumers of tourist products

In the first stage of the study, in order to determine the relevance of the existing regional tourist offer, the trends of tourist arrivals in the tourist area are identified, the specific characteristics of tourists are analyzed. In the second phase of the study, tourists with specific goals are selected from all incoming tourist flows, and the analysis of tourists is carried out in the following areas: purpose of the visit, gender and age of tourists, country of supplier. social status and monthly income of tourists, expenses, type of accommodation, means of transport, size of tourist group, type of food preferred. The third phase of the study highlighted the advantages of tourists to the tourist area, residential buildings, transport, which allows to identify priorities for the development of regional tourism. In the fourth phase of the study, tourists visiting the region are divided according to several criteria to take into account their requests and motivations when creating or improving a new regional tourism product:

- Measurement of the size and characteristics of tourist flows in the region;
- Separation of tourists from the incoming tourist flow for specific purposes and their study;
 - Identify the needs of tourists;
 - Segmentation of consumers (tourists) by groups;
 - Study of tourist offer to identify tourist segments in the tourist area;
- Identification of priorities for the development of regional tourism;
- Transformation of program activities for the development of regional tourism into a set of guidelines for improving tourism in the region;
- Assess the effectiveness and socio-economic and environmental impact of the proposed program activities.

These criteria are the stages of a comprehensive marketing study of the state of the tourism market in the region.

The fifth stage of the study is carried out by analyzing the natural and historical-architectural attractions of interest to tourists, preparing a survey and a list of them and the types of activities associated with them, categorizing them. system. In addition, at this stage, a marketing analysis of existing tourism facilities in the region will be conducted (their number, location and key features are being determined). In the sixth stage of the study, a number of interrelated program measures for the development of tourism in the region will be formed, taking into account the quantitative and qualitative characteristics of tourists in the region and the information obtained on the objects of tourism infrastructure in the region. In the

seventh phase of the study, recommendations for improving regional tourism management will be developed and marketing programs will be proposed to promote the economic development of the tourist region. The eighth phase of the study will assess the effectiveness of marketing measures and measures to improve regional tourism management. The economic efficiency of the implementation of the developed measures is characterized by an increase in tax (and similar) revenues, as well as an increase in investment income (budget effect), and social efficiency in improving living and leisure conditions. The population of the tourist area and its visitors, the increase in the number of jobs.

V. CONCLUSION/RECOMMENDATIONS

The analysis of the scientific and theoretical foundations of marketing in tourism in our country allows us to highlight areas of importance for the development of small and medium-sized tourism businesses in the service field, which are important for our national economy.

The development of small and private forms of entrepreneurial activity in the service field is explained by the fact that, unlike other sectors of the economy, it requires less labor and relatively little capital investment in the early stages. It is characterized by rapid adaptation to changing economic conditions, ease of management, sensitivity to change in response to changes in market conditions, good awareness of the level of demand for this or that service in some markets, and others.

Thus, the assessment of the use of marketing in the tourist area allows us to conclude that it is impossible to implement effective tourism management at the regional level without the use of certain marketing tools. Marketing allows you to make the most of the competitive advantages of the region, to neutralize the negative effects of adverse environmental factors, to ensure the required quality and attractiveness of the regional tourism product. Individual marketing tools (advertising, public relations, and sales promotion) and events, as well as timely agreed marketing campaigns can be used in the management of regional tourism. Segmentation of tourist flows and marketing analysis of available resources, combined with the development of a long-term marketing program, can provide the tourist area with a level of competitiveness in the national and long-term global tourism market.

REFERENCES

- [1] Boltabayev M.R., Tuxliyev I.S., Safarov B.Sh., Abduxamidov S.A. Tourism: theory and practice. Textbook. - T.: "Science and technology", 2018;
- [2] Kotova N. A. Territorial marketing, territorial branding: definition of dryness and specificity [Electronic resource] / sent. 27, 2017;
- [3] Durovich A. Marketing in tourism: ucheb. posobie. 2nd ed., Pererab. and dop. - Minsk: Novoe znanie, 2001. P. 473;
- [4] Tuxhliev N., Abdullaeva T. Formality in the tourism system of the Republic of Uzbekistan - T.: «National encyclopedia of Uzbekistan», 2007;
- [5] Tuxhliev N., Abdullaeva T. Management and organization of business and tourism in Uzbekistan. - T.: National Encyclopedia of Uzbekistan, 2006;
- [6] Tuxhliev N., Abdullaeva T. National model of tourism development - T.: National encyclopedia of Uzbekistan, 2006;
- [7] Tuxhliev N., Abdullaeva T. The main safety in tourism. -T.: National Encyclopedia of Uzbekistan, 2008;
- [8] Tuxhliev I.S., Hayitboyev R., Safarov B.Sh., Tursunova G.R. Tourism. Textbook. - T.: "Science and technology", 2014, p. 389;
- [9] Tuxhliev I.S., Qudratov G'.H., Pardayev M.Q. Tourism planning. Textbook. - T.: «Economy and Finance» 2010, p. 263;
- [10] Tuxhliev I.S., Ibadullayev N.Ye. Basics of organization of tourism operator services. Study guide. - S.: SamISI, 2011, p. 256;
- [11] Hayitboyev R., Haydarov S., Abdukhamidov S., Daminov M., Khamitov M. Development of tourist routes. Study guide. - S.: SamISI, 2016, p.176;
- [12] Mamatqulov X.M. Tourism infrastructure. Study guide. - T.: "Society of Philosophers of Uzbekistan" Publishing House, 2011, p.273;
- [13] R.A. Allayorov., Prospects for efficient use of tourist resources in the regions. Scientific article. - Innovations in the Economy, № SI-3 (2020), DOI <http://dx.doi.org/10.26739/2181-9491-2020-SI-3>;
- [14] R.A.Allayorov., Use Of Cluster Analysis In Determining The Market Competitiveness Of Tourism Services – International Journal of Research Available at <https://edupediapublications.org/journals>. (<httpsjournals.pen2print.org/index.php/ijrissueview559>). Use Of Cluster Analysis In Determining The Mark et Competitiveness Of Tourism Services;
- [15] R.A.Allayorov., Regional marketing in tourism development role and importance – International engineering journal for research & development.