

SIGNIFICANCE OF INTEGRATED MARKETING STRATEGY IN EXPANDING UZBEKISTAN'S SHARE IN GLOBAL TOURISM MARKETS

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Annotation:

In this article, in order to ensure the effective operation of the tourism industry in the world economy, the fierce competition in the tourism market in Uzbekistan, suggestions have been developed on the active use of the elements of the integrated marketing strategy in the field.

Keywords: marketing strategy, concept, integration, tourism, pilgrimage tourism, diversification, entrepreneurship, coordination, standard, cooperation, legal and economic norms, international relations.

Introduction

Activities related to the marketing activities carried out in the markets of the international tourism industry are carried out within the framework of tourism marketing features. "Increasing the export potential of relevant economic entities by increasing the competitiveness of tourism in Uzbekistan is considered one of the priorities of the integrated marketing concept in the socio-economic development of our country." [1]

competition in the tourism industry market in the world economy requires the active use of integrated marketing strategy elements in the field in order to ensure the effective operation of tourism industries in Uzbekistan. "National heritage is one of the important factors that can attract tourists. Uzbekistan has unique cities such as Bukhara, Samarkand, Khiva, Termiz, Shakhrisabz, the people have their own mentality, culture, customs and traditions that have been formed for thousands of years. [2]

According to the results of our observation, we consider it appropriate to scientifically analyze the specific characteristics of tourism marketing and develop conclusions and proposals for the implementation of the marketing concept in order to develop the tourism industry in our country.

There are specific aspects of tourism marketing activities in the global economy. Judging from the experiences of Jakhan The service marketing model proposed by French scientists P. Eyglic and YE. Langlearlar is called "Servuction" or "Service in action".

According to the Serviction model, service marketing is traditional marketing used in

manufacturing industries along with the strategies, there are three additional strategies, that is, on creating the material environment of the service process, on organizing the activities of service personnel, on the process of service implementation about forming a social environment including marketing strategies.

"functional-instrumental model" of service quality Based on what the customer gets as a result of the service process (instrumental quality), it is also important how this process takes place (functional quality). According to K.Gryonros, the internal marketing strategy called "internal marketing" by the head of the service enterprise to create the functional quality of service implementation is considered appropriate.

According to the theory of K.Gryonrosni, internal marketing is aimed at the employees of the tourist organization who are in contact with consumers, it is aimed at creating the functional quality of service, organizing motivating working conditions. K. Gryonros introduced concepts such as "domestic product" (work) and "domestic consumer" (employees) into scientific treatment. According to the "service marketing" model of K.Gryonros, before selling a quality service to an external consumer, it should be "sold" to an "internal consumer", that is, to a "relational marketer" (employee of the company).

R " rule proposed by DJ McCarthy in the 1960s . M. Bitner, a researcher at the Center for the Study of Marketing Services at the University of Arizona, applied this formula to the field of services and extended it to the "Seven R " [3].

The traditional "Four R " formula includes four elements of the marketing complex: product, price, distribution channels and communication links (product , price , place , promotion). embodies. Taking into account the above points, to the market of traditional and pilgrimage tourism in Uzbekistan conceptual marketing methods and it is observed that it is necessary to increase the effectiveness of the introduction of the concept of integrated marketing and to put it into practice.

MAIN PART

Conceptual marketing activities carried out by the enterprise and organization are aimed at preparing a "mix" of marketing elements designed to influence the specified target market more effectively than the competing organization.

Based on the characteristics of services as a product, M.Bitner proposed to additionally enrich the service marketing model with elements such as "three R's ": i.e. process, physical evidence, people.

According to its theoretical logic, M. Bitner's model of service marketing is in harmony with the models of D. Ratmel, P. Eiglie and YE. Langeard, K Gryonros. F. Kotler, one of the leading scientists in the field of tourism marketing, used these models as a theoretical basis in his research on the marketing of hospitality and tourism services.[4]

In order to take a competitive position in the tourism industry, especially in the pilgrimage tourism market, organizations and enterprises use three strategies focused on this link:

- a traditional marketing strategy directed at the "enterprise-consumer" link, that is, a strategy related to issues of price formation, communication and distribution channels;

- an internal marketing strategy aimed at the "enterprise-employee" link, that is, a strategy aimed at motivating employees to provide quality service to consumers;

- "interactive marketing" aimed at the "employee-consumer" link, i.e., the correct connection with the control of the quality of service arising in the process of interaction between the employee and the consumer It is planned to develop and implement the strategy.

We can conclude from the analysis of models of marketing concepts in the field of service provision of the tourism industry in the world economy that despite the fact that the models were created by scientific researchers of different countries , based on different principles, these models have a common structural and conceptual direction and consist of the following:

- all existing models are derived from the specific characteristics and aspects of services as goods;

- in all existing models, it is emphasized that special attention should be paid to the employee, the service process and the material aspect of service, which are considered strategic factors of service marketing;

- in all existing models, the need to implement additional strategies in promoting the marketing concept in service organizations, that is, strategies related to the use of internal and interactive marketing concepts, was specially taken into account.

Conclusion

Today, "Uzbek tourism" promotes the economic development, the harmony and mutual tolerance of peoples, religions, and nations in the fields of religion, education, and culture by creating " Ziyarah tourism " brands and taking them to international markets. serves to ride." [5]

In addition, further expansion of economic relations, creation of favorable conditions in trade and investment spheres, development of transport and communication infrastructures, and cooperation of scientific research centers are ensured. Creation of the "Ziyarah tourism " brand in the conditions of rapidly growing competition in the global economy and requires us to increase our share in international markets through the effective use of the integrated marketing concept

If we conclude from the results of the analyzes carried out in this work, the implementation of the marketing concept in the tourism market, especially in pilgrimage tourism, as a result of the mutual integration of internal marketing, traditional marketing and interactive marketing concepts, will give the expected results.

In addition, it is desirable that the marketing concept is implemented in a mutually compatible, integrated way at all levels of regulation of the tourism market, in particular, pilgrimage tourism. As a result of the analysis, in our opinion, the main principles of the implementation of the integrated marketing concept in the tourism market will be as follows;

Marketing strategy methods targeted referrals to effective solutions to consumer problems. In the tourism industry the essence of the marketing concept means that the offer of tourist

products must always be directed to the consumer and the capabilities of enterprises and organizations must be constantly adjusted to market requirements.

- The activities carried out to achieve the goals set in the marketing strategy lead to the long-awaited goal and market share for enterprises and organizations in the final account .

Taking the selected market conjuncture, conditions and requirements into account as well as targeting it. This marketing principle does not favor the market is reflected in segmentation.

- Marketing trends __ mutually compatible q league in networks . In tourist markets, the integration of different institutional units into the system of tourism marketing: state management bodies, sectoral and intersectoral public organizations , organizations and enterprises, creates the need to ensure the vertical compatibility of strategic marketing activities .

- Interdependence and compatibility at different levels of implementation of the marketing concept in tourist markets (for example, researching the need for personnel in the tourism system within the framework of the association and forming the demand; in the implementation of the internal marketing concept: integral qualification of personnel at the enterprise level motivation to increase; development and implementation of an effective mechanism of organic training and professional development of necessary specialists in the field of tourism by state administration bodies) is required.

Integrated marketing concept implemented in tourist markets at the level of tourist enterprises and organizations is reflected in the set of marketing activities aimed at adapting the capabilities of tourism enterprises and organizations to the requirements of consumers of tourism products .

As a result, it is aimed at the increase of economic profit by enterprises and organizations in order to satisfy the needs of consumers and strengthen the competitive environment in the market by providing and realizing touristic products that meet the needs of consumers.

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