

Scientific and Theoretical Basis of Marketing in the Tourist Area of Uzbekistan

Musayeva Shoirazimovna

Professor of Samarkand Institute of Economic and Service, Samarkand, Uzbekistan

Ro'ziqulova Nilufar Ulug'bekovna

Student, Samarkand Institute of Economic and Services, Samarkand, Uzbekistan

Abstract: Tourism in the Republic of Uzbekistan is one of the priorities of the economy, the development of which contributes to the creation of new jobs, the growth of entrepreneurial and investment activity, the development of service and hospitality infrastructure, cleanliness of the environment, living standards and international cooperation.

Keywords: tourism, tourism management, tourist area, tourism marketing, competitiveness, regional marketing, regional market, regional budget, private tourism, extensive, intensive, national tourism marketing.

Regional tourism- this is a complex system of interactions and relationships of various subjects of the tourism market, their interaction at different levels. Of course, such a system is affected by various factors and processes that occur both inside and outside the tourist area. Currently, three main factors have a great influence 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 framework of the World Trade Organization;
- competitive factor - increased competition in all the above markets, especially non-price competition - competition in the field of quality of tourist products and implementation of various types of innovative projects;
- production factor - a 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.

The factors of the external environment of the tourist area have a direct and indirect effect on the development of regional tourism. External suppliers of goods and services, external consumers, competing regions, financial organizations and transport companies directly affect the success of tourism development in the region[1]. The following groups of factors indirectly affect the development of regional tourism:

- general economic factors (income level of the population, foreign economic activities of

states, integration processes and globalization of the world economy);

- general political factors (stable political situation in the tourist area, type of international relations with the countries supplying tourists, state of the country's trade and balance of payments, international situation);
- scientific and technical factors (level of scientific and technical development, application of its achievements in the practice of tourist activities, rational use of material resources and modern technologies);
- demographic factors (age of the population of the region, increase in the number of single people, childless couples in the population of the region, increase in the level of education and culture, aesthetic needs of the population).

There is a group of positive (extensive and intensive) and negative (restrictive) factors according to the way they affect the operation and development of the tourist area. Positive extensive factors include an increase in the number of workers, an increase in material resources involved in economic circulation, and the construction of new objects of tourist infrastructure. Implementation of scientific and technical progress, improvement of corporate culture, improvement of the culture and quality of services to tourists, rational use of resources available in the area, development of employees on the basis of technology and computerization of areas, and technical improvement of the material base will be positive intensive factors. Crises, political and financial instability, unemployment and strikes affect the development of the tourist area.

According to the measurement method, there are two large groups that affect the development of the tourist area: "hard" and "soft" factors. Hard factors are defined as quantitative factors directed at production resources (land, personnel, capital), production and marketing (infrastructure, population structure and consumption), as well as taxes, subsidies and support programs set by the government[.

These factors include the cost of energy and third-party services, the level of wages (including social security payments) and related labor resources, transport conditions, communication and costs, availability of technology, communication and know-how, proximity. markets and the purchasing power of the population., territorial location and infrastructure facilities.

"Soft" factors refer to categories that are difficult to measure quantitatively (the level of development of the social environment of the tourist region, the "growth" of its economy), and they include the stability of the political situation, the territorial structure of the economy. The quality of the education system and professional training, the presence of research organizations in the region, the attitude of the main subjects of the region (enterprises, politicians, trade unions, local administrations) to the economy, the standard of living (quality of housing, cultural and recreational opportunities, etc.).

Thus, we can say that the development of tourism at the level of individual regions is significantly influenced by various factors. Their consideration, control and adjustment to the needs of the tourist area is one of the main tasks of the regional tourism management system.

The solution to this problem can be implemented only through the influence of complex management on the tourism infrastructure of the region and the participants of the regional tourism market in a number of directions. One of the main directions of regional tourism development management is tourism area marketing, which is a part of national tourism marketing and includes internal, inbound and outbound tourism marketing.

Marketing of a tourist area can be understood as an activity carried out with the aim of purposefully creating, maintaining or changing a certain image of the area and the behavior of subjects outside this area. It involves identifying or creating unique features of the area and affects all participants of the regional tourism market:

- for entrepreneurs in the field of tourism - by creating a trade market, providing the necessary conditions for the activity and qualification of the workforce;
- for tourists - by providing information about the climatic conditions of the area, attractions and recreation opportunities;
- for investors - ensuring good functioning of the procedures for sale and purchase of property and land, profitability and security of investments, the possibility of exporting profits outside the borders of the territory, etc.

The choice of the direction of implementation of marketing activities in a tourist area depends on a number of circumstances, but the most common points of application of marketing actions within the management of a tourist area are as follows:

1. Creating and maintaining a favorable image of the tourist area among potential tourists and all parties interested in regional tourism development. For this, it is necessary to actively use marketing tools such as advertising in the region (in the regional and national mass media), public relations (organization of presentations of the tourist region, participation in specialized tourist exhibitions and forums), trade promotion (offering discounts to regional tourists). product, production and distribution branding is also an important tool for creating and maintaining a favorable image of the tourist area itself and the tourist product it offers. Currently, there are three main types of brands: functional brands, image brands and experience brands.

2. To develop and determine the prospective concept of regional tourism development based on the study of the volume and characteristics of tourist flows in the region and the main tourist benefits in relation to the regional tourist product on the basis of comprehensive marketing.

Thus, the assessment of the directions of using marketing in the tourist area allows us to conclude that it is impossible to implement effective tourism management at the regional level without using certain marketing tools.

Marketing makes it possible to use the competitive advantages of the region to the maximum, to neutralize the negative effects of unfavorable environmental factors, to ensure the required quality and attractiveness of the regional tourist product. In the management of regional tourism, both individual marketing tools (advertising, public relations, trade promotion) and events, as well as timely coordinated marketing campaigns, can be used.

The segmentation of tourist flows and the marketing analysis of available resources, together with the development of a long-term marketing program, can provide the tourist area with a level of competitiveness in the global tourist market in the national and long-term perspective.

REFERENCES

1. On measures related to the rapid development of the tourism network" Resolution of the President of the Republic of Uzbekistan dated January 5, 2019 No. PQ-4095.
2. Decision of the President of the Republic of Uzbekistan No. PQ-4755 dated June 19, 2020 "On additional measures to develop the tourism sector in strict compliance with the requirements of the enhanced sanitary and epidemiological safety regime".
3. Resolution of the President of the Republic of Uzbekistan No. PQ-5249 dated September 22, 2021 "On financial support for activities to be implemented in order to further accelerate large-scale construction and beautification works in Samarkand region and increase tourism potential."
4. Alexandrova A.Yu. International tourism. - M.: Aspect press, 2016. - 470 p.
5. Alimov R., Kamilova M., Kurbanova D. Cluster concept of economic development: theory and practice. - T.: Institut ekonomiki AN Ruz., 2005. - P. 36.

6. Alieva MT, Umurzhanov A. Economy of tourist countries. - T.: Economy - Finance, 2005. - 339 p.
7. Babkin AV Special tourism. - Rostov-on-Don: Phoenix, 2008. - 252 p.
8. Balabanov IT, Balabanov AI Economic tourism. Uchebnoe posobie. - M.: Finance and statistics, 2003. - 176 p.
9. Balabanov IT Economic tourism / IT Balabanov, AI Balabanov - M.: Finance and statistics, 2002. - S. 25.
10. Birzhakov MB Introduction to tourism. – Izдание 9-e pererabotannoe i dopolnennoe. - SPb.: Izdatelsky dom Gerda, 2007. - 576 p.
11. MS Azimovna Improving The Study Of Consumer Behavior *Gospodarka i Innowacje.*, 109-112
12. MS Azimovna Scientific-Methodical Issues of Evaluation of Marketing Service in Hotels *Central Asian Journal of Innovations on Tourism Management and Finance* 3
13. Musaeva Sh.A. Marketing research. Textbook "STAR-SEL" LLC publishing and creative department. Samarkand-2023
14. Musaeva Sh.A. Integrated marketing communication Study guide "Maharat" publishing house, Samarkand - 2022
15. Musaeva Sh.A., Usmonova DI Innovative marketing "TURON EDITION" study guide for 2021.