



REGIONAL MARKETING IN TOURISM DEVELOPMENT ROLE AND IMPORTANCE

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ANNOTATION

Tourism in the Republic of Uzbekistan is one of the priorities of the economy, the development of which creates new jobs, the growth of entrepreneurial and investment activity, the development of service and hospitality infrastructure, environmental cleanliness, living standards and contributes to the expansion of international cooperation. 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 favourable geopolitical position of the region, the diversity and unique natural-recreational and cultural-historical potential of Samarkand provide the opportunity to form a world-class tourist and recreational complex with the most developed infrastructure of service and hospitality. Tourism development is one of the priorities of the socio-economic strategy of the region.

At the same time, the analysis of the results of tourism activities in 2011-2019 does not allow us to consider tourism as an important factor in regional development, the share of tourism in GDP remains low. In many ways, this is a consequence of the imperfection of regional marketing in the tourism industry. Modern marketing technologies are not sufficiently used in the activities of state bodies for tourism regulation in Samarkand region, statistical studies do not fully reflect the sectoral and regional characteristics of tourism, the database formed as a result of these studies does not allow to develop reliable forecasts and tourism development programs. which reduces the efficiency of tourism development and the competitiveness of regional tourism products.

Keywords: competitiveness; marketing; regional marketing; tourism; tourist product; tourist activities; tourism industry; tourist flow; statistical research; efficiency.

INTRODUCTION

The modern development of mankind is characterized by the growing influence of global events of natural, economic, social, political, man-made nature. One of these phenomena is tourism, which is considered a "phenomenon" of the 20th century in terms of the pace of development and its growing impact on the most important areas of social life.

Recognized in the Republic of Uzbekistan as one of the priorities of the economy since 1999, developed and implemented in the structural units of the republic, the most important socio-economic development of employment and living standards, entrepreneurship and investment attractiveness of the region. shows the need to develop tourism development programs and others related to the solution of tasks.

Samarkand is one of the regions of the republic, where tourism is one of the "points" of economic specialization and regional growth. Samarkand has significant tourism potential, but tourism has not yet become

an important factor in regional development. This is mainly due to the inefficient functioning of the regional tourism market. Insufficient use of services and modern marketing technologies by regional tourism regulators.

MATERIAL METHODS

Special issues of effective use of the tourist potential of the regions of Uzbekistan and the development of tourism are covered in the scientific works and research of a number of our economists. In particular, K.X.Abdurahmonov, M.R.Boltabayev, I.S.Tuxliyev, V.T.Alimova, EVGolisheva, M.Q.Pardayev, B.Sh.Safarov, ZORaximov T.Tashmuradov, N.Tuliyev, X.M.Mamatkulov, B.X.Turayev, D.K.Usmanova, N.E.Ibadullaev, A. Eshtayev etc.

If we look at the scientific research of foreign scholars, Durovich's works are devoted to the development of marketing theory and practice in the field of tourism, while the issues of improving management and marketing efficiency F. Kotler, M. Porter, R.A. Developed by Fatkhutdinov.

- Depending on the level of the economic system, the goals, methods, forms, functions of marketing in the field of tourism differ, but there is a close relationship between these levels:
- Marketing concepts at the national level, on the one hand, should be based on international concepts of tourism development, on the other hand, should take into account the national characteristics of the tourism market. The methodology of forming a marketing database at the national level should ensure its comparability and integration with the international database;
- Marketing concepts at the regional level should be based on the national marketing concept of tourism development, and at the same time provide the greatest opportunity to realize regional competitive advantages. In the formation of the regional marketing information database, its features should be taken into account, the regional tourism market should reflect the role of tourism in the socio-economic development of the region;
- Marketing of regional tourism services market entities should be able to take into account the contribution of tourism to GRP, analyze the problems of regional tourism development and direct market participants to the most promising and effective areas.

MAIN PART

Modern tourism is a complex, multi-structured, multi-level, hierarchical, flexible, open, manageable, continuous, self-organizing socio-economic system. In tourism, such an approach has not yet developed a tourism complex at the national and regional levels. The figure shows a model of the system of organization of tourism activities.

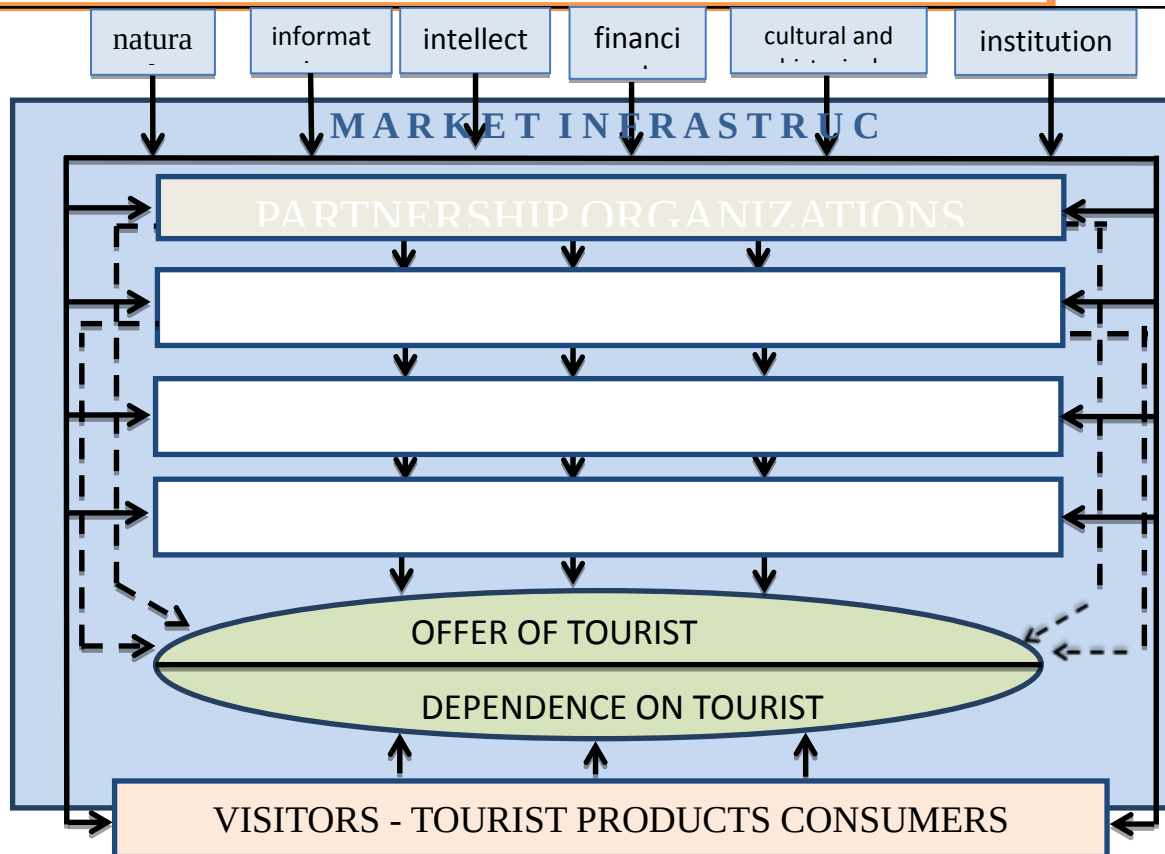


Figure 1. The structural structure of the tourism market

The formation of tourism activities as “activities of tour operators, travel agencies and other tourism organizations” requires the definition of the composition of “other” types of business for marketing in this area. Thus, despite the study and description of national tourism [9], it is important to identify it as an object of scientific research [1], which significantly affects the level of management (regulation) of its development.

Improving the quality of tourism marketing depends on the methods of taking into account the specifics of entrepreneurial activity in the field of tourism. The market of tourist services has the following characteristics that affect the marketing features in this area:

- General features:
- High dynamism in the development of the market of tourist services and increase its role in the socio-economic development of the region. For a century, tourism has evolved from an elite type of leisure to the most important type and is characterized by rapidly developing sectors of the world economy and a high level of international integration and industrialization. Globalization, tourism has become a tool of the economy. According to the UNWTO (World Tourism Organization), tourism revenue accounts for about 11 per cent of world GDP (GDP), the average growth rate of tourism in the world from 1950 to 2000. 7% per year, which is much higher than the average annual growth rate of the world economy as a whole. accounted for 3-5% of the total workforce in the global tourism industry. By 2020, 550 million jobs are expected to be created in the tourism and hospitality sector, and tourism revenues could reach \$ 2 trillion, and in the 21st century, tourism will become the “engine” of the global economy.
- In terms of its impact on the most important areas of human life, tourism is called a “phenomenon” of the twentieth century. There is almost no sphere of human activity that does not affect tourism, but on the other hand, the development of tourism is influenced by various external factors: climate, sanitary-epidemiological,

technical, economic, cultural, political, etc. The impact of these factors should be taken into account when planning tourism development;

- There are many tourism entities involved in the formation of tourism products and have their own regulatory framework, technology of production of services, the order of formation of financial and reporting indicators, which is a statistical study of enterprises in the field of tourism. requires coordination of transfer methods;
- High level of integration processes in modern tourism requires the development of international marketing in the field of tourism;
- The high multiplier effect of tourism activity leading to dynamic diversification of the economy.
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National character traits:

- taking into account the potential and competitive advantages for tourism development;
- The role of tourism in the socio-economic development of the country;
- the essence of the factors limiting the development of tourism;
- the level of the country's integration into the world tourism market;
- level of development of informal entrepreneurial activity in the field of tourism;
- State regulation of tourism activities and the quality of scientific and methodological support.
- Regional features:
- Potential and competitive advantages of the region for tourism development;
- The role of tourism in the socio-economic development of the region;
- degree of integration of the region into national and world tourism markets;
- level of development of informal entrepreneurship in the field of tourism;
- The quality of state regulation of tourism in the region.
- Specific features of the organization of marketing in tourism include consideration of the economic significance of the tourist product, its industry and regional characteristics:

The peculiarities of the tourist product in the economy are:

- availability of material and intangible components of the tourist product;
- price and non-price factors affecting the competitiveness of tourism products;
- variability of quality;
- inability to store and collect;
- Limited consumption.

Consumption characteristics of tourist products:

- incompatibility of the composition and components of the tourist product;
- the inseparability of production and consumption;
- the complexity of production and consumption;
- the effect of seasonality;
- high-quality uniformity of the elements that make up the consumer value of a tourist product;
- high subjectivity in the perception of the results of tourist activities by consumers;
- high level of influence of external factors not directly related to the production of tourist products on the process of perception of the results of tourist activities;

- the possibility of consuming the results of tourist activities only during its production;
- the ability to consume the results of activities only in a certain place and time;
- the high elasticity of demand depending on external factors;
- the need to relocate to a place of consumption;
- The flexibility of production of the main components of the process of organization of activities (transport, housing, etc.).
- high level of force majeure;
- territorial division of the consumer-producer in the tourist market;
- The process of selling a tourist product includes benefits and services (services) that are also consumed by tourists free of charge (hospitality, air, landscape, exotic nature);
- In the process of consuming the service, tourists can influence the process of production of the service;
- Existence of special requirements for consumer safety.

Regional features of tourism product formation (for example, in Samarkand region):

- high influence of seasonality on the organization of tourist activities;
- high share of transport services in the cost of tourist services;
- the difference between the quality of services provided by leisure and tourism enterprises and the cost of these services;
- Insufficient development of service and hospitality infrastructure in the region compared to existing services in developed countries;
- Low level of involvement of natural and recreational potential in tourism activities.
- The analysis of the organization of marketing in the field of tourism in the country allows us to conclude that marketing is not carried out on the basis of marketing functions for the development of national and regional tourism services markets and the exchange of information between market participants:
- The methodology of statistical research in the field of tourism in the country does not fully comply with the recommendations of UNWTO (World Tourism Organization);
- Statistical surveys of territorial authorities are carried out by the Republican State Statistics Service of Samarkand (hereinafter - stat.uz) without taking into account the impact of seasonality on the market of regional tourist services.
- specific features of the tourism market, marketing data are "scattered", tourism is not allocated a "share" in the activities of tourism enterprises, which does not allow to assess the tourist potential of the regions.
- The Department of Tourism Development of Samarkand region and the database created by it do not allow to assess the state of tourism potential of the region.

The growth of these negative factors is largely due to the imperfection of regional marketing in the tourism sector. The state bodies regulating tourism in the region do not make sufficient use of modern marketing technologies, as a result of which the developed and implemented tourism development programs do not have a significant impact.

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