

## THE ROLE OF MARKETING IN THE MANAGEMENT OF SERVICES IN TOURISM

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**Abstract.** *In this article, the methods and methods of organizing the promotion of tourist services, tourist marketing, establishing contact with existing and prospective customers, developing the tourism industry, and monitoring the satisfaction of tourist demand are considered.*

**Key words:** *Tourism marketing, potential, customer, tourism product, demand, service, offer, customer.*

### РОЛЬ МАРКЕТИНГА В УПРАВЛЕНИИ УСЛУГАМИ В ТУРИЗМЕ

**Аннотация.** *В данной статье рассмотрены методы и способы организации продвижения туристических услуг, туристского маркетинга, установления контакта с существующими и потенциальными клиентами, развития туристической отрасли, контроля за удовлетворением туристского спроса.*

**Ключевые слова:** *туристический маркетинг, потенциал, клиент, туристический продукт, спрос, услуга, предложение, клиент.*

### INTRODUCTION

Assessing the tourism potential of Samarkand, the President of the Republic of Uzbekistan said in his speech "The ancient and ever-popular city of Samarkand is known as a legendary city in different countries of the planet with its unique oriental spirit and appearance, rich history, and unique monuments preserved here. "It is not for nothing that Samarkand, which attracts millions of tourists with its blue domes, is famous all over the world with the name "Eternal City" along with Rome," he says.

### MATERIALS AND METHODS

Tourism does not differ from other forms of economic activity in its important features. Therefore, all existing features of modern marketing can be fully applied in tourism.

At the same time, there is a characteristic of tourism that differs from other forms of trade in services and not only in products. Both trade and service are included here as products. According to experts, services in tourism make up 75%, products 25%, and tourism service and product consumption are important in their production. In traditional production with a clear result of work, the concept of marketing has a clear meaning.

The result of activity in tourism is a tourist product. A tourist product is any type of service that satisfies one or another demand of tourists and is paid for by them. The tourist service includes hotel, transport, excursion, translation, household-utility, mediation and other services. At the same time, "tourist product" can be considered in a wide and narrow scope. Tourism in the narrow sense is a product, a service of the tourist industry in a specific direction, that is, a set of standardized services sold to tourists in one "package". Tourist trips sold abroad on the basis of standardized packages or service packages are often called "package tours". These are the main content of the activities of many tourist companies.

It should be taken into account that the level of demand for packages varies in different countries. Package tours are mainly used in Belgium, Germany, the Netherlands, Great Britain

and Denmark, with a share of 38% of all trips. In Greece, Spain, Italy, the level of demand for packages is low, that is, they do not exceed 30%.

## RESULTS

The specific characteristics of the tourist product have a great impact on tourism marketing. There is no single definition of marketing. Therefore, based on the definition of "tourist" given by the World Tourism Organization (WTO), French experts R. Lankar and R. Olle describes tourism marketing as: "a series of basic methods and directions developed for research in solving and analyzing specific tasks." It is important that these methods and guidelines should be aimed at one goal, to create opportunities to fully satisfy the needs of people from the point of view of psychological and social factors, as well as to determine the appropriate methods for conducting activities with tourist organizations from a financial point of view. it is necessary to take into account hidden requirements.

The International Tourism Organization distinguishes three tasks of marketing in tourism:

- establishing contact with customers;
- development;
- control.

Customer communication aims to convince the consumer that the intended vacation destination and the available services, attractions, and expected interests are fully compatible with the satisfaction of the customer's desires.

Development aims to introduce innovations that can provide new opportunities for sales. In turn, the introduction of such innovations should correspond to the wishes and requirements of potential customers.

Control is the analysis of the results of activities on the penetration of services into the market and the verification of how well these results reflect the full and successful use of the available opportunities in the field of tourism.

Marketing is a system of trade and production activities aimed at meeting the individual demand of each consumer based on the study and manifestation of consumer demand in order to obtain the maximum, that is, the most profit.

First of all, the tourist product should be well received. In this regard, tourism marketing shows the sequence of actions of tourist enterprises aimed at achieving such goals. Therefore, the following definitions of tourism marketing are reasonable and reasonable.

Marketing in tourism means a system of continuous coordination of the offered services with other services. Marketing is not a separate action, but a system of activities. In other words, it is a sequence of tourism enterprise activities that must be combined to achieve the set goals. At this point, marketing is not only the sale of advertisements and services or the mere development of services, but a system in which all tasks and actions consistent with the marketing concept should be combined. The above situation means that marketing is different from commercial work (activity). If commercial activity is expressed in the use of all forces and means to accelerate sales, then the purpose of marketing is the process of interaction of developing and selling services in accordance with consumer demand.

Marketing is not completed in one action, it is not a one-way process, where the timing of applying new prices or attracting new tourist products is considered. The fact is that the market is always in a state of movement and dynamics. For example, consumer demand changes under the influence of various factors, and competitors also work to attract new services to the market.

These examples show that marketing is really a continuous process, and the tourism organization should be continuously involved in it. Thus, marketing looks to the future and is not limited to the present.

Marketing provides an understanding of what needs to be done to meet the needs of buyers. Here, the customer is not only thinking about what he is consuming in the current situation, but also what he can buy in other situations (for example, when his income increases). Marketing, as mentioned above, requires foresight. It embodies, in itself, the formation or prediction of the right views that may be necessary for consumers. It also provides an opportunity to evaluate whether it is possible to force people who are not considered clients of the firm to apply for the services offered by them (the firm).

Tourism is not only an economic phenomenon, but also a social, cultural, ecological and political phenomenon. Based on this, tourism marketing should make the most of all the listed factors. In doing so, it broadly reflects the interests of consumer-tourists as well as tourism firms. As tourism is a perfect system, political, ecological, cultural and economic profitable sector, in order to achieve a positive marketing effect, a strong coordination of marketing with different organizations and enterprises is necessary. The concept of marketing has a deeper description in tourism than in other areas.

Thus, the nature of the service market, the nature of the service and the nature of its acceptance by consumers, means the nature of marketing in the field. The main task of service marketing is to help customers evaluate the company and its service.

At the level of individual economic entities, marketing is an integrated system of planning product assortment, volume, distribution over selected markets, sales and pricing, ensuring the achievement of a variety of benefits that leads to the satisfaction of both producers and consumers. This definition is broad enough to include the activities of non-profit organizations. Thus, marketing is the activity of a tourist enterprise for customers. For commercial organizations, the main purpose of which is to make a profit, when marketing is narrowly defined in the entrepreneurial sense, it is understood as a management system of production and sales activities aimed at obtaining the necessary profit by taking into account the market conditions of the organization and actively influencing them.

It follows from this that the large number of fields of use of marketing leads to a wide variety of definitions given to marketing.

Tourism marketing is a set of methods and methods of organizing the promotion of tourist services and attracting attention. Tourism marketing contacts with existing and prospective customers; development of the tourism sector (construction, design of new tours); should control the satisfaction of touristic demand.

## **DISCUSSION**

According to the marketing philosophy, in order for the tourism enterprise to operate effectively in the long term, it should act based on the following five principles (a principle is a kind of belief, a vision; it is a set of requirements underlying the entire system of knowledge and behavior):

- use of innovative marketing, that is, the enterprise must constantly update its type of services and marketing methods;

- use of value marketing, that is, the enterprise should develop and increase aspects of the product that are valuable for the consumer;
- the company's understanding of its social mission, that is, it acts in its activities based on its social position rather than on narrow production-economic tasks, increases the satisfaction of its employees with their work. As a result, employees begin to work better;
- Adherence to social-ethical marketing consensus;
- Conducting business aimed at consumers - tourists.

## CONCLUSION

This depending on the situation, tourism marketing sets the following goals:

- Maximization of crop production.
- Maximization of the level of satisfaction of tourists, that is, in addition to increasing the amount of production of tourist products, it is extremely important to increase the level of satisfaction of tourists with the tourist product.
- It is necessary to maximize the choice of tourists, that is, to ensure the variety of types, so that tourists can find a type that suits their taste.

Maximizing the standard of living, that is, tourism marketing, in addition to providing a variety of quality products at reasonable prices, should also ensure the quality of cultural and natural recreation environments.

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