

# THE IMPORTANCE OF MARKETING COMMUNICATIONS IN TOURISM

Teshayev Zavqiddin Jabbor ugli  
Teacher of the Department of Tourism and  
Marketing, Karshi State University Karshi, Uzbekistan

## Abstract

This article presents opinions and comments about the tourism market, the importance of advertising, marketing communications, ways and methods of presenting tourism to the general public, the effects of using marketing strategies in tourism development, and the shortcomings that are being made.

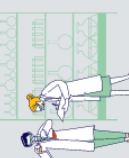
**Keywords:** Tourism, marketing communications, advertising, types of advertising, events, marketing strategies, information and communication, tourism market.

## Introduction

Currently, it will not be mistaken if I say that the development of tourism in each country is becoming a global issue. We all know that after the COVID-19 pandemic, the tourism potential of developed countries has significantly decreased. This had a major negative impact on that country's economy and resulted in the unemployment of how many people. Today, a number of works are being carried out in all countries in order to solve the problem of unemployment, to further develop the tourism market.

Despite the fact that business continues to develop in the field of tourism, Uzbek tourists are attracted by many laws, regulations and resolutions adopted in connection with the development of tourism. On February 7, 2018, the Presidency of the Republic of Uzbekistan adopted a decision "on taking measures to stimulate the development of tourism" PD-3514. According to it, the tasks of ensuring the implementation of Decree No-5326 of February 3, 2018 "on additional organizational measures to create favorable conditions for the development of the tourism potential of the Republic of Uzbekistan", as one of the most important factors in the sustainable socio-economic development of Regions, the rapid development of domestic tourism, familiarization of citizens with the cultural and historical heritage [1].

In addition, to raise tourism to a strategic level in the economy of the Republic, to diversify and dramatically increase the volume of domestic tourism services, to create the necessary conditions for familiarizing citizens with the tourism potential of our country, to improve the quality of tourism services provided and improve their competitiveness in world markets, to create additional opportunities for business entities operating in, in order to provide employment to the population and expand their source of income, the decree of the president of the Republic of Uzbekistan dated April 30, 2022 "on additional measures to diversify domestic tourism services" PD-232 was adopted [2].



The purpose of my research is also to develop domestic tourism in Uzbekistan, to express proposals and considerations that will bring positive benefits to our economy, wisely using marketing communications in attracting tourists to Uzbekistan.

### Research Methodology

The research process focused on the ways of rational use of marketing communications in the development of tourism, the importance of advertising in tourism, the role of Information Communications and their relevance, and the scientific and practical experiences of foreign and domestic researchers were studied in this regard. Observation, systematic approach and comparative analysis were used when conducting research.

### Literature review

Marketing is derived from the English word market, which means “market”, “movement in the market”, “activity”. It is a form of organization and management of the production and sale of goods of the enterprise [3]. The main goal of marketing is to find, attract and increase the number of real consumers by forming a high level of consumer value. In this regard, it is advisable to cite the following points of Igor Mann: “Бугунги кунда маркетингинг асосий вазифаси – бу мижозларни топиш, ўзлаштириш ва уларни ушлаб қолиш нуқтасидир” [4]. Russian marketing specialist Aleshina I.V. according to, “marketing is the research, creation and satisfaction of the demand for goods; services, ideas, prices, distribution and incentives through their development” [5].

American Scientists f. Kotler and Keller, in their work “Marketing Management”, have touched on the mainly 3 manifestations of consumer-oriented motivational theories.

1. Sigmund Freud approach
2. A.Maslow approach.
3. F.Gersberg approach [6].

Golubkov E.P. great attention has been paid to external factors affecting human behavior and values in the study of motivation theories by [7].

G.L.Bagiev, V.M.Tarasevich and K.Ann's Book” Marketing ” commented that consumers would be influenced by the brand, price, advertising and distribution channels that made up the marketing complex. These did not focus on the psychological characteristics of the individual. By these scientists, they have divided motivational theories into 2 views as motivational models.

- 1) meaningful models, based on the identification of internal human needs. (A.Maslow, D.Mc\_klelland, DJ. Atkinson, F. Gersberg, D. Mc\_gregor).;
- 2) Process models, focused on processes, on the impact on human behavior through goals and needs (V. Vrum, L. Porter, E. Louler, G. DJ. Bolt) [8].

Electronic marketing is the implementation of marketing activities through the Internet, Information Technology and telecommunications systems [9].

Social media marketing (Social Media Marketing) is the implementation of marketing activities with the help of social networks, a thematic block and photo and video portals [10].

General models of competitiveness developed by Porter can also be applied to the tourism sector. Indeed, on the basis of the competitiveness model developed by Porter [11] in 1993, the “Cagliari model of Tourism Competitiveness” (Calgary Model of Tourism Competitiveness) was created, which is reflected in 5 base concepts such as tourist area attractiveness, tourist area management and marketing, inter-industry cooperation, mutual information exchange and scientific research, the area's ability to meet tourist needs [12].

### Results/Discussion

The environment in which the Tourist (Organization) firm operates is valid in a complex system of communications. The firm has relationships with its customers, banks, insurance companies, manufacturers of tourist services and firms of different circles.

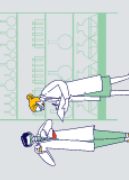
These connections have a different orientation and intersecting character. The tourist firm (issue) must solve the issue of the formation and delivery of the Recommended Products.

Communications can be seen as an information sharing process. It is possible to make personal and non-personal contacts with individuals. Communication between individuals is carried out between two or more individuals, who communicate directly with each other through the use of any means of communication (as an example, telephone, internet, etc.). Non-personal communication is the process of non-personal communication between individuals.

- The importance of communications of a tourist (enterprise) organization is shown below:
- transportation of information and its source;
- as a means of influencing the market;
- as an instrument to improve the effectiveness of marketing activities.

The Marketing Communications Complex is an event system focused on establishing and supporting the relationship between the address of the contacts and the Tourist Organization. When developing a marketing strategy, it is important to determine competitiveness, it becomes the basis for further strategic and tactical steps. Marketing strategy is especially important in the development of the economy and tourism. As a result of my observations, I was convinced that it will become a commercial resource for the same firm only if it can establish the activities of a tourist organization and wisely use marketing communications, effectively using a marketing strategy.

Looking at statistical indicators, more than 5 million foreign tourists visited Uzbekistan in 2022. While 2.7 million tourists arrived in Uzbekistan in 2017, in the past 2022 the number grew 1.9 times to 5.2 million. This is a good positive indicator for Uzbekistan, which came out of the coronavirus pandemic, with 1 million 880 thousand visitors in 2021. In addition, domestic tourism figures are also rising every year. In 2022, the number of domestic travelers increased by 107.0 percent compared to 2017 (10.5 million people) to 11.3 million[16]. This is a sign that the work on the development of tourism in our country is fruitful.



### Conclusion/Recommendations

A new approach to marketing concept is based on the sum of potential customers of organizations from the strategic segment of the market-on inextricable ties with the so-called Target groups. By market research, it is possible to divide consumers into the same group and identify strategic segments, save the existing tools of the enterprise in further contacts with existing and potential customers and achieve a high result.

The mechanism of functioning of the tourism market is a set of specific elements, methods, forms and tools characterized by the economic, social and organizational structure and institutional content, which is carried out through the systematic relationship and connections of the task of forming and coordinating socio-economic relations between the consumer of the tourist product and the seller of the tourist product.

As a conclusion, I will cite the achievements of social media marketing:

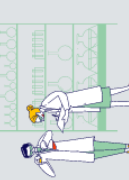
- the companies ' use of social media marketing creates a simultaneous exit from the domestic and domestic market to the world market and the expansion of unlimited opportunities;
- everything is taken into account on the internet, that is, whether the company is operating or it has ceased to operate, and what type of product the buyer is more or more in demand all this occurs through the internet;
- saving funds, that is, in this, companies do not overpay for advertising;
- speed, that is, in this you will spend a minimum of time to get the results;
- very fast data exchange-buyers can check information about their products and which products should be pre-ordered at any time of the day by providing an internet search for information that belongs to them.

If we dwell on the importance of marketing communications in the development of tourism, then the following works should be carried out in this regard:

- Organization of consulting Centers for the application of marketing activities;
- marketing to entrepreneurs to improve the efficiency of their activities explaining that their strategies provide them with additional opportunities and support;
- organization and establishment of product advertising;
- placement of products produced by entrepreneurs on the website;
- participation of entrepreneurs in fairs and commodity exhibitions;
- drawing up an effective marketing strategy in entrepreneurial activity, managing it according to market demand and supply.

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