

# WAYS TO IMPROVE THE USE OF MARKETING COMMUNICATIONS IN TOURISM

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## Abstract

This article provides recommendations on ways to improve the use of marketing communications tools in tourism.

**Keywords:** marketing, tourism, communication, advertising, exhibitions and fairs, personal selling.

## Introduction

As a result of the growing development of tourism and tourism services in our country, our national tourism product has been formed in recent years. Moreover, now, within the framework of the national tourism product, non-traditional types of tourism are developing - ecotourism, agrotourism, archaeological, ethnographic, religious tourism, tourism of extreme conditions. One of the important issues is to convey to potential tourists information about our national tourism products created by entities working in the field of tourism. To attract tourists, it is important not only to create favorable service conditions, organize a high level of service, provide comfortable transportation, but also to be able to promote the tourism potential of Uzbekistan at the international level. It is important to use means of communication.

In order to be successful, every tourism enterprise needs not only to create unique tourism products, but also to fully inform tourists about the benefits of these products and achieve a clear positioning of their products in the minds of tourists. To do this, first of all, each tourism enterprise, including the State Committee for Tourism Development and its branches, must develop a program that can use marketing communications tools. From world experience it is known that each major travel company develops a separate program for the elements of the marketing mix. For example, a product marketing program, a product pricing marketing program, a product sales and promotion marketing program. Therefore, a separate marketing program will be developed to use marketing communications tools. The main content of the marketing program consists of the results of the enterprise's activities for the past period, including a brief analysis and forecast of the development of the target market, the main goal of the company's development, the strategic path of its behavior in the Indicators of product, pricing, sales and incentive policies, the content of marketing research, cost distribution, preliminary assessing the effectiveness of marketing efforts, controls and actions to implement the marketing program. The development of a program for using marketing communications tools is carried out on the basis of the strategic plans and goals of the enterprise. When developing a program for using marketing communications tools, it is necessary to have clear plans. Because the program is based on specific plans. Each entity working in the tourism sector



will have planned activities that will be implemented in creating demand for its tourism products and tourism services.

The development of a program for using marketing communications tools in creating demand for our national tourism product begins with planning marketing communications. A program for using marketing communications tools will be developed based on clearly defined plans. Marketing communications planning is directly related to the goals and objectives of the company's marketing strategy. Based on the main mission and marketing strategy of the travel company, the goals and objectives of marketing communications are determined. The goals and objectives of marketing communications are based on the characteristics of the target audience. Determining the target audience is one of the important activities when planning marketing communications. Based on the description of the target audience, a communication link is formed. Positioning of the national tourism product occupies a central place in communication relations. After the communication relationship has been formed, the process of selecting marketing communication tools is carried out. Marketing Communications Tools Marketing communications tools are selected based on the characteristics of the target audience, the company's goals and the chosen marketing strategy. The selected marketing communications tools must fully cover the target audience with the necessary information, ensure their awareness and create a desire to buy products. The most important stage in developing a program for using marketing communications tools is the development of a communications company and the implementation of activities. At this stage, a program for using marketing communications tools is developed. Based on the program, the process of generating demand for a tourism product is carried out. Each of the marketing communications tools has its own forms of information dissemination. Technologies for using marketing communications tools, responsible personnel or persons have been identified. Personal selling is carried out by firm or company personnel, and advertising is carried out by manufacturers and distributors. Each requires its own process and technology. The process of implementing marketing communications tools also requires special technology and precision. This, in turn, affects the effectiveness of using marketing communications tools.

When developing a program for using marketing communications tools, a strategy is developed along with the main integrated elements of marketing activities. Marketing strategies include product creation, sales and pricing, and marketing communications mix. When developing a marketing communications program, focus on who will be communicating? This is something to pay attention to. Because tourism activities involve tour operators, travel agencies and travel agents who transmit information using marketing communications tools. A travel agency and its tour operator can participate in organizing direct communication processes. If advertising and public relations are carried out by the tour operator through marketing communications tools, bonuses, rewards, coupons, discounts on the price of tourism products, direct communications to clients are carried out by travel agents. When developing a marketing communications program, focus on who will be communicating? This is something to pay attention to. Because tourism activities involve tour operators, travel agencies and travel agents who transmit information using marketing communications tools. A travel agency and its tour operator can participate in organizing direct communication processes. If advertising and



public relations are carried out by the tour operator through marketing communications tools, bonuses, awards, coupons, lotteries, discounts on the price of tourism products, as well as direct communications to clients are carried out by travel agents.

The most important stage in developing a program for using marketing communications tools is the choice of the structure of the communication complex. In many cases, companies try to use the most effective combination of marketing communications. To do this, you first need to identify the strengths and weaknesses of each marketing tool so that you know what to expect from each marketing tool.

The final step in developing and implementing a marketing communications program is to determine the effectiveness of marketing communications. The effectiveness of marketing communications consists of types of economic and communication effectiveness. If the economic efficiency of marketing communications is determined by the costs spent on these activities, the growth of product sales turnover, and income from product sales, then the communicative effectiveness of marketing communications is determined by the awareness of potential tourists about the products offered, their opinion, imagination and attitude towards the products.

Each of the means of marketing communication has its own main goals: advertising - encouraging the purchase of a product, public relations, creating a high reputation about the product, about the company, sales promotion, product promotion, personal selling, one-on-one communication. -one with each tourist and their desire to explore. The comprehensive use of marketing communications tools, specific activities that need to be implemented, methods of budgeting for the implementation of communications, and methods of implementation taking into account the characteristics of target audiences are presented.

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