

WAYS TO IMPROVE THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES IN THE TOURISM SECTOR

Normurodova Zebo Eshmakhamatovna
Senior Lecturer at the Department of Tourism and
Marketing, Karshi State University

Abstract

In the context of current globalization and the development of digital technologies, the tourism industry has become in need of innovative approaches and modern marketing strategies. Digital marketing today is the most modern way to attract tourists, promote tourist services and products, strengthen the brand image, improve the efficiency of communication and make the most of modern information technologies. Especially marketing measures implemented through digital platforms today open up great opportunities not only for large companies, but also for representatives of small businesses and local tourist entities.

Keywords: Digital economy, technology, marketing, companies, information exchange, communication, tourist services, products, social networks.

Introduction

In its essence, the tourism industry is based on the direct exchange of information, the virtual and real discovery of new places, the sharing of definition and impression. Therefore, the effective mechanisms of digital marketing and interactive approaches in the field are significant in the nature of being able to optimally respond to the behavior of real and potential tourists, their demand and needs. Simply put, in the digital space there is an opportunity to quickly, efficiently and comprehensively promote tourist services and products. The success of the digital marketing strategy is directly related to the harmony of modern page, mobile application, content on social networks, search engine adaptation, customer opinion and other modern instruments. The most important factor today is the correct identification of the audience of tourists and their need for information. Behind the Virtual space, each user (potential tourist) independently searches for a place and services suitable for his interests. Therefore, it is necessary that tourist organizations and organizers first of all deeply study their audience, their age category, cultural and geographical factors, the behavior, needs and desires of foreign or domestic tourists. The main foundation of a digital marketing strategy goes back precisely to the correct and accurate analysis of this information.[1]

Effective use of all available tools on the internet-expands the possibilities for advertising new tourist products and services, instant communication to the general public about various events, holidays and events, online booking, quick and convenient provision of services. With digital technology, it becomes even easier to plan a trip, prepare different routes and routes, take safety precautions, make payments and use services. Among the most popular areas are marketing campaigns on social networks, as well as email marketing, advertising in search engines (SEO and SEA), banner advertising, making movies and vlogs, creating interactive user guides with QR code, collaborative marketing, artificial intelligence tools, online customer support services.



Each instrument has a unique outcome and impact on the individual segment. Instagram Facebook, Telegram, TikTok, for example, provide digital direct marketing with the help of photo, video and live streams, in which B2C (directly with the client) is created to work and release the product to the general public. Blogosphere and experience marketing are also very relevant today. Traveling bloggers and influencers (influencers) create live, evidence-based content to their audience about a newly-taken place, an ancient site, a hotel or restaurant, a national event, and festivals. Short rollers and live broadcasts increase the interest of many users, providing motivation for their transition to real action. Also, the preparation of advertisements and shows on the continental and language ranges, constant updating of pages in foreign languages increases the chances of attracting foreign tourists as well.[2]

Site and application – the primary digital business card of each tourist organization. A site with a design with a modern interface, suitable for mobile devices, interactive capabilities should provide the tourist with all-round comfort. It must contain the latest news, events and excursions, the best hotel and dining facilities, online booking, electronic payment, types of services and products, transportation options, safety and other necessary information, real customer assessments and opinions. A well-designed site also allows for motivation-rich content, online ordering, quick response services, winning promotions for guests. This gives convenience and confidence to customers who are looking for information or are on the verge of choosing. SEO-yani, through the search engine customization strategy, it is possible to find tourist sites easily, occupy high positions and attract an audience. It is effectively used in propaganda by analyzing new blog posts, articles, comprehensive images and definitions of attractions, recommendation, review, brand-specific keywords, links and headings. It serves not only prestige and audience, but also sustainable development in the long term.[3]

Online advertising, on the other hand, allows you to correctly distribute the marketing budget, highlight the most important destinations, individually redirect in the B2B and B2C segments, deliver special promo promotions and discounts to a wide audience. It is with the help of a targeted advertising strategy (targeting) that there is an interest in tourism, the opportunity to find a live audience and offer a suitable service or product is strong. Google Analytics, Facebook Pixel and other tools for analyzing advertising results also provide effective results. The CRM system, artificial intelligence capability, chatbot and online call marketing services for Kotta and small businesses will start a new stage in tourism. The tourist organization is able to analyze information about its customers, determine their desires and needs, come up with individual services and Special Offers, bring the speed and safety of exchange to a high level. In particular, the organization of 24-hour continuous assistance and consulting services to guests, quick response, problem and complaint solving increase the quality of Service. Mobile marketing is the most popular direction in the field of Tourism. Most users receive information by phone before the trip, make a route, study the map, services and products. For this reason, it is up to date to create a mobile application, push notification, QR-code directory and interactive applications. Convenient site for mobile devices, online order and payment, schedule of services and menu preparation, geolocation options are the best assistant in the notebook for a tourist.[4] Interactive and online events are some of the most productive areas in tourism marketing, with tourism weeklies, telemost and masterclasses, live streaming and webinars, real-time reflective online tours, and question-and-answer platforms for tourists and customers making the digital



audience a more active participant. Through such a wide range of opportunities, tourist organizations attract real and virtual partners, gaining the opportunity to study their proposals and needs, analyze their opinion, prepare an individual proposal. Influencer marketing and collaboration strategy is considered one of the most cost-effective tools in the field of modern tourism. The traditions of testing a tourist service and product to the stars of a large blogger and a local social network and making it possible to share a real impression on their subscribers through it, holding promo checks, discounts and bonuses, commercial shares in cooperation with other companies are widespread today. This approach increases not only the number of customers, but also their confidence and loyalty to the brand.[5]

Conclusion:

In conclusion, digital marketing strategies serve as the most important tool in the field of modern tourism in terms of service efficiency, innovative approach and attracting a wide audience, more coverage of customer needs, improving service and product quality, enhancing the profit and brand value of tourist organizations. It is possible to ensure the sustainable and rapid development of the tourism industry through the conscious, innovative and systematic use of digital marketing, the comprehensive implementation of the capabilities of all modern technologies, the active promotion of tourism services and products in global, national and regional audiences. The rational use of innovative approaches, integrated digital strategies, quality services and modern communication platforms is the foundation of not only today's, but also the future tourism development.

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