



The Role of Marketing in the Development of International Tourism

Khasanova Yulduz

Master of Samarkand Institute of Economics and Service

Abstract: International tourism in the world is extremely uneven, which is primarily explained by different levels of socio-economic development of countries and regions. International tourism has received the greatest development in Western European countries. This region accounts for over 70% of the world tourism market and about 60% of foreign exchange earnings. Approximately 20% comes from America, less than 10% from Asia, Africa and Australia combined.

Keywords: International, development, marketing, trends, tourism

This development of international tourism relations has led to the creation of numerous international organizations that help improve the functioning of this area of international trade. Many highly developed Western countries, such as Switzerland, Austria, France, have built a significant share of their wealth on income from tourism. During the post-war years, a powerful research base and professional training system in the field of tourism were created.

Tourism in its main characteristics does not have any fundamental differences from other forms of economic activity. Therefore, all the essential provisions of modern marketing can be fully applied in tourism.

At the same time, tourism has its own specifics that distinguish it not only from trade in goods, but also from other forms of trade in services. Here there is trade in both services and goods (according to experts, the share of services in tourism is 75%, goods - 25%), as well as the special nature of the consumption of tourism services and goods at the place of their production, moreover, in a certain situation.

In traditional production, having a specific result of labor, the concept of marketing has a more specific content. In tourism, the result of activity comes down to the tourism product. In essence, a tourism product is any service that satisfies certain needs of tourists and is subject to payment on their part. Tourist services include hotel, transport, excursion, translation, household, utility, intermediary and others.

At the same time, “tourism product” can be considered in a narrow and broad sense. A tourism product in the narrow sense is the services of each specific sector of the tourism industry (for example, a hotel product, a tourism product of a tour operator, a transport enterprise, and so on). In a broad sense, a tourism product is a complex of goods and services that together form a tourist trip (tour) or are directly related to it. The main tourism product is a comprehensive service, i.e. a standard set of services sold to tourists in one “package”.

The tourism product, along with the general specific characteristics of services, has its own distinctive features:

This is a complex of services and goods characterized by a complex system of relationships between various components.

Demand for tourism services is extremely elastic with respect to income and price, but largely depends on political and social conditions.

The consumer, as a rule, cannot see a tourism product before consuming it, and consumption itself in most cases is carried out directly at the place of production of the tourism service.



The consumer overcomes the distance separating him from the product and the place of consumption, and not vice versa.

The tourism product depends on variables such as space and time, and is characterized by fluctuations in demand.

A tourism product is created through the efforts of many enterprises, each of which has its own operating methods, specific needs and different commercial goals.

High quality of tourist services cannot be achieved if there are even minor shortcomings, since tourist services consist of these very little things and small details.

The quality of tourism services is influenced by external factors of a force majeure nature (natural conditions, weather, tourism policy, international events, etc.).

These specific features of the tourism product have a significant impact on tourism marketing. Some authors put global content into the concept of marketing in tourism, such as the Swiss specialist J. Kripendorff: “Tourism marketing is a systematic change and coordination of the activities of tourism enterprises, as well as private and public policies in the field of tourism, carried out regionally, nationally or international plans. The purpose of such changes is to best meet the needs of certain groups of consumers, while taking into account the possibility of obtaining appropriate profits.”

The World Tourism Organization (WTO) identifies three main functions of tourism marketing:
establishing contacts with clients;
development;
control;

Establishing contacts with clients aims to convince them that the proposed holiday destination and the existing services, attractions and expected benefits are fully consistent with what the clients themselves want to receive.

Development involves the design of innovations that can provide new sales opportunities. In turn, such innovations must meet the needs and preferences of potential customers.

Control involves analyzing the results of activities to promote services on the market and checking to what extent these results reflect the truly full and successful use of the opportunities available in the tourism sector.

Like any economic phenomenon, tourism marketing requires a number of conditions for its application and effective development:

deep saturation of the market with services, i.e. the existence of a buyer's market;
intense competition among travel companies and consumer preferences;
free market relations, i.e. the ability to choose sales markets, business partners, set prices, conduct commercial work, etc., without administrative restrictions;
free activity of the administration within the tourism enterprise to determine the company's goals, strategy, management structures, distribution of funds according to budget items, etc.

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