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## Improving the Effectiveness of Marketing Communications in the Market of Tourism Services

*Sobirjonov Asrorbek Sobirjon ugli*

*TDIU independent researcher*

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**Abstract:** This article talks about the role and importance of marketing in tourism services, as well as the effectiveness of using communications in this process.

**Key words:** Tourism, marketing, communication, system, development, opportunity, market, specialist.

Marketing activities in the tourism industry began to be practiced at the end of the 20th century, together with accommodation and travel agencies, in England and later in continental Europe. Systematic consideration and study of tourism marketing was practiced in Europe in the 1950s. The tourism industry, which was a luxury consumer sector before the Second World War, began to develop and spread along with the industrialization movement in Europe after the war. Consumers' purchasing power has increased, and the tourism network has acquired an international character, and the balance of demand and supply has begun to break. Since 1936, in Europe, with the granting of a paid permit, workers and professionals have gone on vacation and participated in tourism activities. There has been a change in accommodation facilities, new accommodation networks have emerged. The number of people traveling has increased rapidly every year. The rate of going on vacation was 60% of the total population in Europe. In order to produce tourist products in demand in the tourist market, to successfully promote them in the market and cover the market, it is necessary to be aware of the science of "Tourism Marketing", and to be able to use its theoretical recommendations in practice.

According to its main features, tourism does not fundamentally differ from other forms of economic activity. Therefore, all important rules of modern marketing can be fully applied in tourism. At the same time, tourism has its own characteristics that distinguish it not only from trade in goods, but also from other forms of trade in services. Here there is trade of services and goods (according to experts, the share of services in tourism is 75%, goods - 25%), as well as consumption of tourist services and goods at the place of production. In traditional production, which is a unique result of labor, the concept of marketing has a more specific meaning. In fact, a tourist product is any service that satisfies certain needs of tourists and must be paid for by them. These are hotel, transport, excursion, translation, household, utility, mediation and other services. The main tourist product is a comprehensive service, that is, a standard set of services sold to tourists in one "package". In European countries, tourist trips based on standard packages or service packages are often called package tours. They are the main subject of most tourist companies.

Tourism marketing in general is not fundamentally different from any important marketing principles. Therefore, all the main principles of modern marketing can be very well applied in the field of tourism. But it should be taken into account that the tourism business has its own characteristics. We will analyze them in more detail. Tourism marketing deals with the sale of goods and services. According to experts, is the share of services in each tourist enterprise just high, or how do goods make up everything? There will be questions like. The concept of

marketing has such a specific content for traditional types of commercial activities that have a certain result of work. Tourism product in tourism activity is the product of labor. Under this term, it is customary to understand any service provided to tourists (household, hotel, transport, attractions, etc.). A tourism product can also be understood as a system of goods and services that make up a trip together.

Marketing aims to solve the problem of a detailed, comprehensive and consistent study of the needs of consumers and the adaptation of the offered services to them. At the same time, marketing is aimed at increasing the volume of sales, increasing efficiency and increasing the profitability of market activities by creating demand and stimulating sales.

they help to coordinate the solution of the interrelated active problem. The set of marketing communications is aimed at serving this. The operating environment of the tourist enterprise has a complex system of communication routes. The firm works with its clients, banks, insurance companies, tourism service providers, various stakeholders and audiences. Moreover, relations have a comprehensive and cross-cutting nature. The task of the tourist enterprise is to form and maintain the reputation of the company as an organization in the eyes of the public and its potential customers.

It has the ability to evaluate the existence and effectiveness of marketing activities in accordance with marketing management efforts. With this approach, a list of evaluation indicators is created depending on the goals and tasks that the company must solve.

Indicators for evaluating the effectiveness of marketing activities in accordance with the marketing management approach

№	Marketing management approach	Evaluation indicators
1	Improvement of production	Using opportunities, reducing the cost of production, the volume of production costs, the cost of products
2	Business activation	Sales volume, comprehensive market coverage
3	General approach to marketing	Customer needs, customer needs, customer loyalty, product quality, price, service
4	Accelerating social and ethical marketing	Customer needs, customer needs, customer loyalty, product quality, price, service

Communication is a process of exchanging information between two or more people. Ways of communication are interpersonal (interaction and interaction) and impersonal. Interpersonal communication takes place between two or more persons. They are with each other through means of communication (television, telephone, Internet, etc.) and without them.

Impersonal ways of communication are carried out without a personal approach and without reverse communication. Depending on the situation, mass and selective media (press, radio, television, advertising leaflets, leaflets, etc.) are used.

The role of communication channels is to ensure the normal functioning of the internal environment of the enterprise and to coordinate its organic connection with the external environment. The importance of communication routes in the activity of a tourist enterprise is based on the following:

- ✓ they will be a source and transmitter of information;
- ✓ is a means of consciously influencing the market;
- ✓ serves as a means of increasing the effectiveness of marketing activities.

The effectiveness of communication channels is characterized by the conformity with the initial content of the delivered information. It can be defined as a system consisting of four main components:

- ✓ from the information sender (communicator);
- ✓ from the recipient of information;
- ✓ directly from information;
- ✓ from an information system with a communication object.

As a result, this system takes into account the effect of the information obtained along with the result achieved. They can be:

- change of information recipient's knowledge;
- a change in the information recipient's goals and beliefs;
- overt change of the recipient of information.

Reverse communication is the influence of the sent information on the recipient of the information. An important thing in the marketing system is to pay attention to the recipient of information of the tourist enterprise.

So, in general, it is a set of marketing communication channels, it is a system of measures aimed at establishing certain relations with the recipients of information of the tourist enterprise and supporting them.

The expected result is to create the most favorable order for the activity of the tourist enterprise. Communication channels of marketing occupy a special place in the activity of a tourist enterprise, because they are the most active part of the marketing complex.

Tourism marketing 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 feature that distinguishes tourism not only from trade in products, but also from other forms of trade in services. Here, both trade and service take place as products (according to experts, services in tourism make up 75%, products 25%), and tourism service and product consumption are important in their production. becomes important. The concept of marketing has a clear meaning in traditional production with a clear result of work. 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.

Planning of the complex of communication roads in the tourist enterprise and implementation includes the following:

- 1) development of a communication strategy;
- 2) preparation and implementation of specific measures for each of the components of the complex of communication routes;

The strategy of communication routes is adopted by the tourist enterprise is developed based on the general marketing strategy. In this appropriate strategies in the areas of product, pricing and sales are also considered. In general, the process of developing a communication strategy is manifested in the following stages:

1. Identification of the recipient.
2. Determining the goals of communication routes.
3. Selection of the composition of the communication road complex.
4. Development of the budget.
5. Analysis of results.

At the first stage, the recipients, that is, the recipients of the appeals of the communication channels - the target audiences - are determined. As mentioned above, target audiences can be public service and management bodies. The selection of target audiences determines the appropriate goals of communication channels. It can be seen that marketing communication methods cannot provide a full and sufficient description of the large number and variety of goals and their important individuality. However, these goals represent a comprehensive description of marketing communication channels. Each is tailored to the exact state of the target audience and is set to move it to the desired state.

Typical goals of marketing communication channels:

- ✓ creating awareness;
- ✓ providing necessary information;
- ✓ creating a positive reputation;
- ✓ formation of goodwill;
- ✓ confirmation of reputation;
- ✓ creating better conditions;
- ✓ building trust;
- ✓ arousing interest in purchasing the product;
- ✓ increase in sales volume;
- ✓ change the behavior of the target audience.

First of all, the tourist product must 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 tourist marketing are reasonable and reasonable.

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