

---

## Ways of using Internet Marketing to Improve the Efficiency of the Tour Operator

***Rakhimova Dilfuza Mirzakasimovna***

*TSUE Lecturer of the Department of "Tourism and Service"*

***Tursunova Shakhnoza Farhod qizi, Berdykulova Mukarram David qizi***

*TSUE Master of the MTXT-01 group*

---

**Abstract:** this article discusses the ways of using Internet marketing to increase the efficiency of tour operators, attract modern technologies to the development of tourism in Uzbekistan, the effectiveness of introducing innovative innovations in the field, updating the material and technical base of the service sector in the development of tourism, as well as the use of mobile tourism for, scientific and methodological developments and proposals were made to the extent that the size of the audience allows travel companies to use potential customers in the form of a "chain reaction".

**Key words:** Market growth, marketing research, Exhibition of tourist services, tour operator, innovative technologies, google, travel.

Today, tourism is the main source of income for many developing countries. The export of tourist services creates additional demand in the economy, provides employment and increases foreign exchange earnings. Due to this, the tourism industry plays an important role as a driving force of economic development.

According to UNWTO, in 2019, the volume of expositions of world tourism services increased by 4 percent to \$ 1.7 trillion, while the number of international tourist visits increased by 5 percent to 1.4 billion. The main factors causing this are low prices in developing countries.<sup>1</sup>

Uzbekistan also continued intensive work on the development of tourism in 2019. In particular, a number of measures were taken to simplify the visa processing processes, eliminate excessive barriers and increase the investment attractiveness of the industry.

As a result, by the end of 2019, the export of tourist services increased by 26.1 percent compared to 2018 and amounted to \$ 1.3 billion, and the industry's share in the export of services reached 39.3 percent.

To monitor the impact of the COVID pandemic on the global tourism sector, a survey of 592 tour operators was conducted.<sup>2</sup>

42% of them are American companies, 59%, I have less than 20 employees who become tour operators, 90% are small and medium-sized travel companies specializing in one route. A third of the companies participating in the survey are tour operators that have achieved sales of their

---

<sup>1</sup> [http://1plus1tv.ru/series/tureckie\\_seriy\\_na\\_russkom\\_jazyke/19073-docheri-gyunesh-gunesin-kizlari-vse-serii-2015-smotret-onlayn-tureckiy-serial-na-russkom-yazyke.html](http://1plus1tv.ru/series/tureckie_seriy_na_russkom_jazyke/19073-docheri-gyunesh-gunesin-kizlari-vse-serii-2015-smotret-onlayn-tureckiy-serial-na-russkom-yazyke.html)

<sup>2</sup> [www.wetravel.com](http://www.wetravel.com)

products in June-September 2020. More than half of the tour operators who participated in the survey will compare the reduction of at least 50% of revenue in 2019 until 2020. 10% of companies even noted a 90% decrease in revenue, 21% still could not analyze their income without having a clear conclusion. Most tour operators show positive results for 2021.

Since June 1, 2020, domestic tourism has been restored in the "green" and "yellow" regions of Uzbekistan. From this date, the relevant organizations - tour operators, travel agencies, accommodation facilities, and cultural heritage objects - can start working with strict compliance with sanitary and hygienic rules in these territories. In our country, 63 percent of tour operators and 81 percent of accommodation facilities (hotels, hostels) have ceased their activities. The first stage is dedicated to the restoration of their activities at the expense of domestic tourism. Also, at this stage, Uzbekistan is as ready as possible to restore international tourism. A security system will be implemented to guarantee a safe journey. The second stage will be the restoration of territorial tourism organized by the army together with the CIS countries. It is very important to work out the issues of compliance by Bund tourist groups with safety requirements, sanitary and hygienic requirements and measures of social distance during the entire trip.

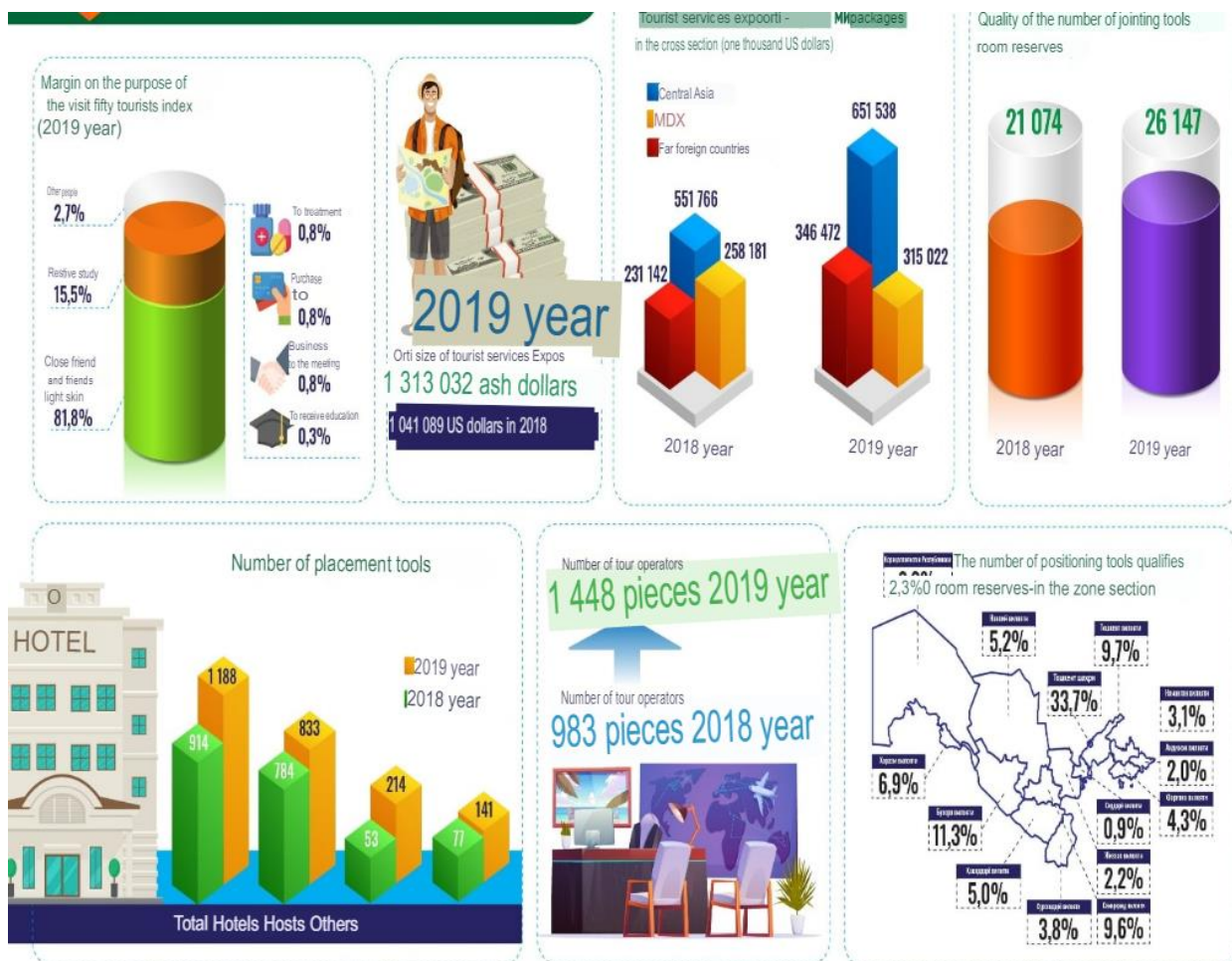


**1-picture. Dynamics of the number of tourists visiting Uzbekistan for 4 years.<sup>3</sup>**

Through a special Silk Road Project platform, not only the tourism potential of Uzbekistan and the Silk Road countries is promoted, but also promising regional products and routes, as well as analytical indicators are carried out. At the third stage, Uzbekistan will gradually restore foreign tourism. Based on the situation with the pandemic in the Republic, a long list of foreign countries whose citizens are allowed to enter the country has been compiled.

The organization of Uzbek tourism specialists explores the experience of European and Asian countries emerging from the crisis of the coronavirus pandemic and preparing for the opening of tourist markets. Based on the results of the analysis, decisions will be made on the geography of the restoration of international flights.

<sup>3</sup> Stat.uz. Official website of the State Statistical Organization.



2-picture. Dynamics of indicators of pre-pandemic and pandemic tourism in Uzbekistan.<sup>4</sup>

According to forecasts and targets for the development of tourism in the Republic of Uzbekistan, this year the volume of tourism revenues decreased to \$ 1.53 billion, when the pandemic was ignored. That is how it should have been. This means that the direct damage caused to this industry by the pandemic amounts to \$ 1.3 billion, when calculating the addition with a multiplicative effect - about \$ 3.5 billion.

The tour operator also proposed to coordinate with the creation of a joint group that expresses a quick attitude to colleagues in the territory, the development of new mixed species on another topic: gastronomic species, vitamin species, nomadic species, motorists, pilaf species, archaeological and other species that pass through our tourist cities and centers, it is important to develop effectively. Tour operators need a lot of information to do their job. Nevertheless, the information they need is often lost, comes too late, and may be unreliable or completely inaccurate.<sup>5</sup>

Therefore, with the development of the market, more and more organizations feel a lack of information and strive to improve their marketing information system. With the growth of the market and the increase in their revenue, consumers become more demanding in the choice of goods, it becomes difficult for sellers to predict the attitude of consumers to various characteristics, design and other characteristics of goods.

Marketing research is designed to ensure the collection of information necessary in the field of a specific marketing problem facing the organization, as well as to analyze the results of this

<sup>4</sup> Stat.uz. Official website of the State Statistical Organization.

<sup>5</sup> Abidova Dilfuza Egamberdieva. Sustainable tourism as a priority direction in the strategy of tourism development in Uzbekistan. "Science and education in the modern world: challenges of the xxi century" materials of the VII International Scientific Practice. conf. OUL in the form of the association "National Movement "Bobek", 2020

research. The purpose of marketing research is clear: to collect as much information about the market as possible into a single whole, successfully promote your own product, sell it, meet customer requirements, etc. The basic principles of marketing research include fairness, accuracy and prudence. The principle of urgency is the need to take into account all the shortcomings and the impossibility of making a certain decision before the end of the review of all the information collected. The principle of provability is the choice of research tools that ensure the accuracy of the definition of research tasks, their understanding and interpretation, as well as the necessary reliability of research results. The principle of caution is detailed planning of each stage of research, high quality of all research work.

Marketing research is a five-step process

1. Find out the problems and define the learning objectives.
2. Selection of information sources.
3. Collecting information.
4. Analysis of the collected data.
5. Presentation of results.

Definition of the problem and the purpose of training.

At this stage, suppliers and researchers should clearly identify the problem and agree on the objectives of the study. Collecting information is expensive, and inaccurate or incorrect description of the problem leads to inefficient costs.

After determining the real problem, the seller must formulate the training goals. Goals can be set, that is, it can help to collect some initial data or select a hypothesis. Selection of information sources. At this stage, you need to determine the type of information you are interested in and the most effective ways to collect it. The researcher can immediately examine secondary or primary data. Secondary information is information that previously existed somewhere and was collected for other purposes. These are reports on previous research, profit and loss reports, official publications, books, etc.

Most marketing research involves the collection of primary data. The primary data collection consists of the following actions:

- 1) Selection of the research method;
- 2) Choosing a research tool;
- 3) develop a sampling plan;
- 4) Determine the method of communication with the audience.

Research methods.

There are three ways to collect primary data - observation, experiment, survey. Surveillance: Direct observation of people and the environment. It can be open or hidden. Hidden cameras and special windows are used for covert surveillance. The advantages of this method include the following: simplicity, comparative cheapness, elimination of uncertainties arising from the researcher's communication with devices. Today, the tourism industry has become an integral part of the global economy. The health of tourism specialists, as well as the development of science, cannot be overestimated.

The use of innovative methods and technologies in the tourism industry has become a modern requirement, and in a dynamic era it is important that professionals in the field of tourism, that is, tour operators, are aware of the use of innovative methods and technologies. The Internet allows for virtual communication of residents and enterprises of all countries of the world. Today, more than 1 billion people connect to the international network every day. This suggests that the Internet has a huge advantage over all other media. That's why it's natural for economists and

marketers around the world to be interested in Internet marketing. Especially if we look at the tourism sector, then in one area (country, city, etc.) specialists in other areas should receive people interested in their tourist destination. Here, industry professionals feel the need to resort to various means of mass communication to establish contact with their future customers. The Internet is the most optimal of these tools.

As for the superiority of the Internet over other marketing tools, the Internet has the following advantages:

- The internet quickly shares many data with us;
- Output to multiple channels using a single channel,
- The market with the most buyers in the eyes of sellers.

An example of those who have become participants in the new market is Amazon. The catfish that created the largest internet market in the world. The founder of the company, Jeff Bezos, chose the name for the website; he wanted the find line to be a fast-changing word. The reason why the influence of the Internet is more reflected in the tourism market than in other online markets is that travel services are virtual, and the client is inclined to choose the same package if he has more information about which travel product.

In addition, competition in this market is also quite developed, travel organizations strive to advertise their products via the Internet in a clear, pleasant and reliable way for the client create websites, be virtual with the client before the trip, during the trip and after the trip.

Websites on the Internet allow travel organizations to advertise their travel products more, easier and faster sell and promote their own brand through marketing events. As for tourists and potential tourists, through the Internet they can get information about the countries they want to go to, exchange opinions and the destination of the trip (hotel, restaurant, child, etc.) they can enter their thoughts about the service into the network).

One of such popular online tour operators TripAdvisor.com the website. On this site, travelers write their opinions about the country they are traveling to, about the travel company they used, about the visitors they stayed at, about the restaurants they ate at, about the translator for children they used, etc., in the form of a blog, and evaluate the number of stars (\*) according to a five-point quality rating system similar to

The future of such "promotion" of tourist enterprises by former tourists is the most reliable advertising for tourists. This is based on the fact that travel companies can correctly use such free, but highly effective advertising to take a leading position in the market. The advantage of the Internet over other media is that there is an inverse relationship between a tourist and a tour operator, that advertising is cheap and even sometimes free, that the audience of the audience is very large.

There is an argument among economists that if we look at Facebook as a country, it will be in 3rd place after India and China, with a population of more than 700 million users in the world." With a deeper focus on social networks, they can serve as a free, but effective advertising space for travel companies. Many of these networks on the Internet are numbered, but they are of great importance. The importance of such networks depends on the number of their participants and daily visitors.

Based on this, Twitter.com a network with more than 200 million visitors (after facebook.com) 2nd place.

111 million users of Вконтакте.ru occupy the next place. Twitter.com It is a microblogging tool that provides its users with micro blogging for messaging up to 140 characters long.

In April 2015, 105 million users were registered, and 300,000 new users were registered every day.

LinkedIn This professional social network allows you to print out your resume-biography and share it with friends and colleagues. Myspace was one of the most important and first sites in this area. Nevertheless, the site is losing its value, and its previous users have gone through Facebook and Twitter, which are very easy to use.

Friend feed is a social network brings together various social networks (Twitter, Facebook, YouTube, Flickr, Daily motion, etc.). Google and Google travel have developed special tools to meet the needs of travelers at every stage. Dream about these needs, find, book, live vision and spread. These requirements were met with the help of 15 sites, among which: Google places itself contains not only web pages, but also the real address, categories of organizations, tables of boutique openings, restaurant menus.

Also Google Places, Tripadvisor, Qype, Hotel.com in addition, Tripadvisor, hotel.com in the larvae, you can read the thoughts left by travelers. In the Bund you will find the name of the place, hotel or restaurant we need, as well as read the opinions of those who have visited this place before you, which may affect you as useful advice. Google Flight is a website where you can view flights from anywhere to the address you need. Google.com mark the two cities you want to fly to on the maps from the map and get information about all flights. The disadvantage of the site is that there is no mobile option on it. Google Hotel Search is a website that compares hotels connected to online booking sites.

Today, more than a third of the population accesses the Internet via their mobile phone. The size of the audience allows travel companies to use potential customers in a "chain reaction" style. Therefore, we can say that travel companies that have established their marketing activities in such a large audience have achieved a lot in the field of real business. With a deeper focus on social networks, they can serve as a free, but effective advertising space for travel companies. Many of these networks on the Internet are numbered, but they are of great importance. The importance of such networks depends on the number of their participants and daily visitors.

Google and google.travel has developed special tools for the needs of the traveler at every stage. These requirements were met with the help of 15 sites, among which: Google spaces itself contains not only web pages, but also the real address, categories of organizations, tables of boutique openings, restaurant menus, etc. Usually these video files are reproduced by professional tourism specialists. With the help of the restaurant, we have access to social networks that are completely focused on experts in the tourism industry. This network was founded by the magazine "Espases", 8104 participants were registered on May 26, 2015. Today, more than a third of the population accesses the Internet via their mobile phone. The size of the audience allows travel companies to use future customers in a "chain reaction" style. Therefore, we can say that travel companies that have established their marketing activities in such a large audience have achieved a lot in the field of real business. During the three stages of marketing development and restoration of the tourism industry in Uzbekistan, special attention will be paid to security issues, as well as new thematic events within the framework of the visit of local and foreign tourists. Gastronomic holidays and promotions, music festival "Styxia", Beach games "Akchakul", Harvest Festival, Youth Tourism Week, etc.

In conclusion, in order for Uzbekistan to take a strong place in the international tourism market, it is necessary to create a high level of comfort for tourists, create a system of standards and security guarantees for all types of services.

The process of accelerating the development of tourism should be carried out taking into account market relations. International experience shows that the market is the most favorable economic environment for the activities of a tourist farm. In turn, the enterprises of the tourist network should actively contribute to the formation of the breadth of the market, while focusing directly on the consumer.

**Used literature**

1. John R. Walker Introduction to Hospitality Publisher: Prentice Hall; 6 edition 2012, Australia.
2. [http://1plus1tv.ru/series/tureckie\\_seriy\\_na\\_russkom\\_jazyke/19073-docheri-gyunesh-gunesin-kizlari-vse-serii-2015-smotret-onlayn-tureckiy-serial-na-russkom-yazyke.html](http://1plus1tv.ru/series/tureckie_seriy_na_russkom_jazyke/19073-docheri-gyunesh-gunesin-kizlari-vse-serii-2015-smotret-onlayn-tureckiy-serial-na-russkom-yazyke.html)
3. [www.wetravel.com](http://www.wetravel.com)
4. Stat.uz. Official website of the State Statistical Organization.
5. [www.unwto.org](http://www.unwto.org). Official website of the World Tourism Organization
6. [www.uzbektourism.uz](http://www.uzbektourism.uz) Official website of the State Agency for Tourism Development.
7. Abidova Dilfuza Egamberdievna. Sustainable tourism as a priority direction in the strategy of tourism development in Uzbekistan. "Science and education in the modern world: challenges of the xxi century" materials of the VII International Scientific Practice. conf. OUL in the form of the association "National Movement "Bobek", 2020