
Marketing Research in the Segmentation of the Tourism Market and its Implementation

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Abstract: The article analyzes the growth of demand and demand in the tourism market today, as well as the scope of some of the most common types of research in marketing practice, demand study "consumer analysis" Results of the study of the state of tourism markets.

Key words: Tourism market segmentation, Consumer demand, Pattern models, marketing research, consumer ability, resources, geographical location.

Introduction Methods of analysis include modern methods of marketing research, marketing programs developed for products and tourism, modern methods of information analysis. They allow to determine the relationship between the selected data and their statistical reliability, identify key changes, determine the impact of these changes on the reduction or increase, product production and sales, as well as the importance of each in the management structure. An analysis of the scope of some of the most common types of research in marketing practice shows that it can be divided into three components, including:

1. Tourism Market Segmentation;
2. Investigate the causes of consumer demand;
3. Identify unmet needs.

A model model bank is a set of mathematical models of marketing that consists of a set of interrelated variables that are conventionally considered to be a system, process, or outcome. Dimensional models make it easier to get answers. Over the last twenty years, many different models have been created in foreign marketing, the fields of which are constantly updated and supplemented. The use of andaza models provides an opportunity to get a lot of solutions to the strategy of action, to find ways out of the crisis, to segment the market, to increase prices, to forecast sales of new products, to create an advertising complex. support systems - marketing research and marketing analysis - are the most complex components of a single marketing information system. Especially in terms of organizing them in the context of our economy, this idea should be expressed more boldly. The experience of economic activity of enterprises in the country shows that none of them has a fully formed complex of marketing research and analysis. Some components of market research advertising lead to the production of a new product that is not yet known to the buyer. appearing where preparations are being made. Clearly invisible marketing research was started independently by production, sales staff, designers, designers.

The number of commercial information centers, marketing and consulting services is growing. They are distinguished by the high cost and quality of the materials they produce. But now one of the most important issues for our economy is the development of independent information services, regulation of their activities, the establishment of healthy competition. Establishment of the Association of Information Services in the Republic can guarantee the level of qualification and skill of any organization.

LITERATURE ANALYSIS AND METHODOLOGY

The segmentation of the tourism market is based on a stratified approach to demand, the use of different criteria to group consumers with different requirements for quality and quantity of goods, types and models of goods, ie the market is not a homogeneous phenomenon, but a set of individual segments. is treated as an event in which a specific requirement is manifested. The choice of criteria for segmentation depends in many respects on the type of product or service, as well as the issue that the enterprise intends to address in market activity. Therefore, there are no universal criteria for segmenting the market. The selection criteria for industrial goods and consumer goods are very different from each other. An acceptable criterion that is very much in line with planning needs may not be at all relevant to the market placement of the product. If a certain criterion does not allow to explain the differences that have arisen between buyers, then another criterion should be introduced and research should be continued until these differences are clearly identified.

The tourism market is a place made up of sellers and buyers, and buyers are distinguished by different brands. These characters can be consumption ability, resources, geographical location, purchasing power, and so on. None of this can be used as the basis of a market segment. Because demand and demand are unique, everyone can think of the market segment individually. The salesperson should come up with a separate marketing plan for each of them. For example: aircraft hull manufacturers (Boeing and McDonald-Douglas) have few buyers and the firm is associated with each of them as a separate market. There are also boundary levels of segmentation. Many manufacturers do not mean that the product they produce meets the needs of a specific person. Instead, the seller determines the levels of buyers based on whether they differ from each other in terms of demand or based on their marketing reaction responses. For example, the seller determines that the change in demand relative to the income of the buyer is proportional to the fact that each buyer belongs to this or that group in terms of income. Buyers belonging to one class in terms of income are different from others. In revenue segmentation, 3 segments are formed and the first class customer segment is the largest. Otherwise, the seller may envisage a significant difference between a young and an elderly buyer. If we denote the age of the customer by the letters "a" and "b" respectively, the age segmentation will form 3 to 2 segments each, and finally the buyer's attitude to the product will have a significant impact on both income level and age at the same time possible. In this case, the market can be divided into five segments: it is clear that in segment a there are 2 buyers, in the rest - one. Based on multiple characters, the accuracy of each individual segment increases. At the same time, the number of segments increases, and at the same time the number of buyers within each segment decreases.

DISCUSSION AND RESULTS

The tourism market can be divided into segments according to the following characteristics: geographical, demographic and psychographic characteristics.

Geographical segmentation. Dividing the market into segments by geographical nature requires the division of the market into geographical units, ie states, regions, cities, communities.

Firm: First, it can operate in one or more regions. Second, it can operate in all regions, taking into account the accuracy of demand and needs. Some firms divide large cities into smaller geographic areas. It also has its own conveniences.

Demographic segmentation. Demographic segmentation of the market is based on demographic variables into the following units, i.e. gender, age, family size, education, religion, and ethnicity. Demographic variables are the most popular factors, mainly serving to differentiate a group of consumers. The only reason for its popularity is that the intensity of consumption of a commodity depends on demographic characteristics.

Income ratio. Another old way of segmenting the market is to increase the demand for the following goods and services: cars, boats, clothing, travel, etc., by income level.

Separation is outdated. In some cases, this type of segmentation is widely used in other areas. However, it is not always possible to determine the consumer's need for a particular product through the level of income.

Several signs of segmentation. Many firms conduct market segmentation through two or more demographic variables. For example, the boarding house takes care of blind people, monitors their psychological state, provides them with education. But the boarding house cannot help all the blind people due to limited opportunities. Psychographic segmentation. In segmentation by psychographic feature, buyers are divided into groups according to the sign of belonging to the public class, i.e. according to lifestyle and personal characteristics. The psychological characteristics of any demographic group may vary.

Community group. Many firms and enterprises produce their products according to a certain social class, taking into account their characteristics.

Lifestyle. Sellers of branded and ordinary goods often segment according to the lifestyle of the buyer. For example: a jeans manufacturer only wanted to produce jeans for a specific group of men, i.e. for those who sit at home, those who are cluttered, those who enjoy, and so on.

Each of the groups has a separate style, at different prices, with different advertising, coming through different sales firms, and so on. If the firm does not announce what kind of lifestyle this brand is designed for, then jeans will not be of interest to any group of men.

As a result, the product may not be available in the market.

Dividing the tourism market into segments may not be an ideal means of addressing the needs and requirements of buyers, but nonetheless, this method provides valuable information to keep businesses interested in the work in this area. Businesses segment by one or more criteria in search of the most promising markets. The purpose of market segmentation is to find a profitable market segment based on the stated factors, which segment should be measurable, sufficiently luxurious and stable in character, so that the analysis of the data is justified by an increase in product sales and profits. The segment of this market, which covers around 20 percent of the buyers who buy 80 percent of the goods produced by a particular enterprise, is such a profitable segment. The market structure, as well as the enterprise, depending on its size and specialization, can choose a sales strategy in many, even many segments, or, conversely, concentrate in the most convenient and promising direction without dividing its power.

In most cases, large organizations do not market their activities

in a larger segment or using a differentiated solution for each sector, leading to several smaller segments. In turn, smaller organizations can achieve very favorable economic results by serving even a small segment.

As a result of scientific and technological progress, changes in technology, consumer needs, should not be limited in the tourism market due to mutual competition. The consumer is always in demand for new and improved products, and of course, the competing firm will make every effort to produce a new type of product in order to meet this demand. That is why it is necessary to keep pace with the conditions, that is, each firm has its own program for the production of new types of goods.

In the tourism market, why fail? The consequences of this can vary. The head of the firm promotes any new type of brand idea he likes, even if the results of marketing research are negative, and as a result suffers. The very idea of a new product is interesting, but the market demand for this product is determined by excess. As a result, a new type of product is produced in excess of demand and no one needs it. Let's take another case: the idea of a brand is also excellent, but in the process of creating its model, the design of the brand does not meet the requirements. Such a brand will also collapse in the market. Let's assume another situation, the idea is very well thought out, the brand sample has passed the tests well, according to marketing calculations, this product should be profitable. But the result will not be what the firm thought. This is due to the fact that

the advertising of this new brand is not well organized, the features of the product that are of interest to the consumer are exaggerated. In addition to the failure of the advertising of a new product, the failure to specify the desired features in the market, the high price of the product may not make the product a buyer.

Conclusion: In international marketing, as in the domestic market, research is based on the segmentation of the tourism market, which makes extensive use of two levels of segmentation analysis. In addition to identifying and defining the stratified details of potential buyers in different national markets, the importance of these markets will be initially assessed and the global market segmentation in general will be carried out. One method of this type of segmentation is based on determining whether different national markets conform to a set pattern. Market grouping allows you to apply a standardized marketing strategy. This method and its various manifestations is called the matrix segmentation method. Other methods of selecting target markets include statistical and cluster analysis methods. Regression models can be cited as examples of statistical methods. In these models, segmentation is carried out according to the following scheme: an involuntary variable (factor-effect) and a set of independent factors that affect it are determined. Typically, the volume of consumption of a particular commodity in a particular national market is perceived as a factor-effect.

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