

DEVELOPING EFFECTIVE MARKETING ACTIVITIES TO SUPPORT TOURISM ORGANIZATIONS IN OUR COUNTRY

Suyunova Kamilla Bakhromovna

Associate Professor of the Marketing Department

Khalmanova Shakhzoda Numanovna

Bachelor's degree from the Samarkand Institute of Economics and Service

Annotation: To select and develop a development strategy for tourism enterprises and organizations, managers need timely information, including its search, processing, and analysis. These processes are typically costly. This increases the cost of tourism services and, consequently, negatively impacts their competitiveness in the global market. This article describes the development and implementation of mechanisms for the efficient use of these costs.

Keywords: Tourism, tourist services, market mechanisms, business entities, travel agencies, Information and Analytical Association.

Introduction

Sustainable development of the tourism industry worldwide is considered a critical component, relying on government support. The growth of this sector demonstrates the potential for accelerating impact across various sectors of the national economy and positively impacts the growth rates of all macroeconomic indicators. In any economic system, entrepreneurial structures, including those in the tourism industry, are essential for its functioning. The progress of companies and organizations in this sector requires productive activity, as it is an integral component of its development. It is noteworthy that the majority of enterprises operating in the tourism sector—approximately 98%—are small businesses. These small businesses play a crucial role in shaping the key parameters that determine the sector's performance.

Tourism is not only an important source of tourism services for consumers but also a major contributor to government revenue. Tourism enterprises and organizations have a significant impact on the economy, politics, the environment, and society. These, in turn, have a significant impact on the key performance indicators of enterprises and organizations operating in the tourism sector.

The success of the policy of regulation and support of the tourism industry in the country depends on the correct and effective orientation of the activities of economic entities in the industry based on the inextricably linked relations and participation of market mechanisms of all state bodies involved in the management of the industry.

In addition to government agencies, trade unions, associations and other public tourism organizations play a major role in tourism.

Organizational issues representing the interests of the region in the global tourism market, marketing research conducted on a national scale, information and consulting services should be resolved at the level of organizations engaged in the public tourism sector.

Analysis and results

Taking the above points and considerations into account, marketing activities that represent the country's interests should be carried out through cooperation between entities operating in this area, including public and private businesses and tourism. It would be advisable to regulate the activities of organizations operating in this area, improve the effectiveness of support, and ensure that government and public organizations act in a coordinated manner.

Public organizations working in this field have extensive experience in the tourism business. This, in turn, allows them to discuss opportunities to provide assistance to businesses and organizations operating in this sector in the Republic of Uzbekistan.

The fund finances events and programs aimed at meeting and developing the needs of small businesses. To select and develop development strategies for our tourism enterprises and organizations, managers need up-to-date information, including its retrieval, processing, and analysis. These processes are typically costly. Therefore, it is important to create and implement mechanisms for the effective use of these resources.

To reduce the financial and time costs of searching, processing, and analyzing information for organization managers, we propose creating an effective information support system for tourism activities in the country in the form of an "Information and Analytical Association" to support the activities of organizations in the tourism sector. The primary goal of establishing such an association is to dramatically reduce the costs associated with developing tourism services and, as a result, significantly lower the cost of tourism services, thereby increasing their competitiveness in the tourism market. The economic benefit arises from the pooling of funds from individual enterprises and organizations within the association, creating economies of scale.

This association consists of two departments: the scientific department and the marketing department.

The Research Department—professors and lecturers involved in the training system—works to improve the effectiveness of scientific potential in solving tourism problems, ensuring competitiveness, enhancing the efficient use of economic resources, and supporting the resolution and implementation of important issues such as accelerating innovation in enterprises and organizations within the industry. Furthermore, the department develops methodological recommendations for improving the quality of tour operators' work, introducing new services, enhancing the attractiveness of tourist destinations, and streamlining support systems for tour operators and travel agents, and oversees their implementation.

Conclusions

The Marketing Department conducts marketing research to understand market conditions, market trends, the competitive environment, public demand for tourism services, their income, the volume of supply and demand for tourism services, factors influencing demand, market segments, and prices. To do this, the department collects relevant information, analyzes it, draws conclusions, and makes scientifically sound proposals.

The association's mission is to protect the economic interests of businesses in the republic's tourism industry. It unites the main enterprises operating in the tourism sector—residential buildings, travel agencies, transportation companies, museums, etc.—within the association's scope of activities.

In conclusion, we note that another advantage of the organization we propose is that the association we propose contains extensive statistics and sociological survey results, which can be applied to the

needs of all business entities within the organization. Collecting such information within individual business entities is cumbersome and very expensive. However, within a single association, this is a real possibility. Most importantly, by using the large volumes of information collected within the association, business entities that join it as members can effectively utilize it for their own needs.

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