

## WAYS TO IMPROVE THE PROVISION OF TOURISM PRODUCTS AND TOURIST SERVICES TO CONSUMERS IN OUR COUNTRY

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**Ashurova Muborak Xayrulloevna.**

*Bukhara State University*

*Senior teacher of the Department of Marketing and Management.*

### **Abstract**

*This article provides suggestions and recommendations on the organization and management of tourism marketing in the World Tourism Organization, the specific features of the tourism business, ways to successfully conduct the tourism business, and the improvement of the organization of the tourism company of our country.*

### **Key words**

*tourism marketing, tourist product, marketing mix, tourism business, product atmosphere, potential consumers, travel motivation, tourist motive.*

The World Tourism Organization defines three main functions of tourism marketing:

1. by establishing relationships with customers, convincing them that the offered resort and the services, attractions and expected benefits are fully compatible with what customers want to receive;
2. the development function includes innovative design that can provide new sales opportunities, in turn, such innovations must meet the needs and preferences of potential customers;
3. control services include analysis of the results of market promotion and verification of the extent to which these results reflect the full and successful use of the available opportunities in the tourism sector.

A tourist product should be a good buy. In this regard, marketing is a consistent action of tourism enterprises aimed at achieving such a goal. Therefore, the following definition of marketing is very logical and reasonable.

Marketing in tourism is a system of continuous coordination of the offered services with services that are required in the market and that the tourist enterprise can offer more profitably and efficiently than its competitors.

In relation to tourism, there are several components of the marketing mix:

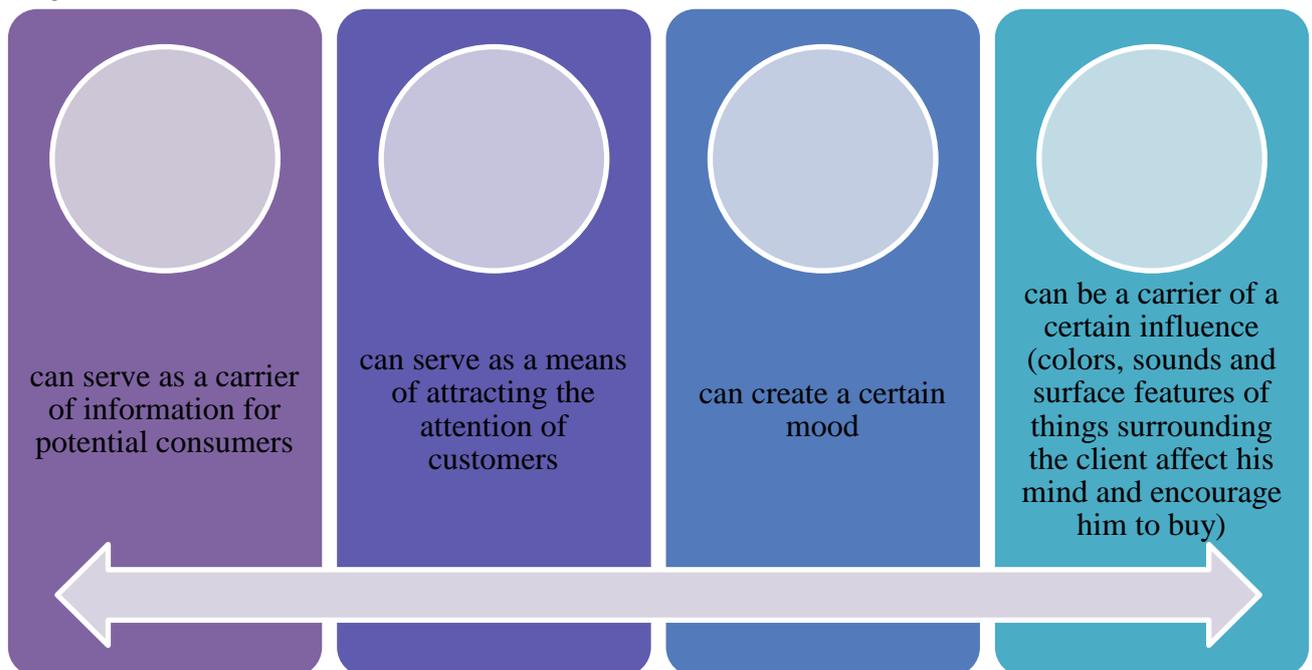
- personnel, their qualifications and training;

- service process;
- environment.

A unique feature of the tourism business is that the employees of the enterprises are part of the tourist product. Hospitality and friendliness are essential not only for customer service professionals, but for everyone. Marketing should be an integral part of the entire organization's philosophy, and marketing functions should be performed by all employees. The main factor of the competitiveness of the tourist enterprise is the measures (activities) to mobilize the creative activity of the team.

An important factor in providing high-quality service to customers is the environment - the exterior of the building, office design, furniture, equipment, office equipment, etc.

**The atmosphere (physical environment) of the offered product is perceived through the senses (sight, hearing, smell, touch) and affects buying behavior in four ways:**



To ensure the effectiveness of marketing management, it is necessary to develop its auxiliary systems:

- marketing information;
- marketing organizations;
- marketing control.

The marketing information system ensures the acquisition, systematization, evaluation and use of information describing the state of the external environment and the internal environment of the tourist enterprise. It is impossible to make

quick and strategic decisions without objective, relevant, sufficiently complete marketing information. The marketing organization system is aimed at creating an appropriate organizational structure of a tourist enterprise that ensures the implementation of marketing activities.

When planning a vacation, people prefer to use the services of travel agencies rather than organizing their vacations on their own. One of the reasons for choosing a trip is the atmosphere of the tourist. Vacation with family is given the highest priority. Tourists choose the route based on the reviews of acquaintances, relatives and friends. Also, the fashion for a certain tourist product, the reputation of a certain country affects the choice of travel. The intensity of advertising plays an important role.

The purpose of the trip is: firstly, entertainment (people want to have a lot of unforgettable and vivid impressions during summer vacation), and secondly, bathing and relaxing on the beach for the tourist, because in summer it is the most natural is entertainment.

Tourists choose short and medium-term trips depending on the length of stay, as they can plan their vacations around summer vacations, which are often 14-20 days long.

Most tourists prefer air transport because it is a mobile and convenient mode of transport. Rail transport is cheaper, but the downside is that it takes a lot of time to move.

Most people prefer 2-3 star hotels, which is the minimum price required for a low payment.

The purpose of the questionnaire is to determine the attitude of consumers to tourist services and the motivation of tourists, the factors affecting the choice of tourist products. After analyzing the questionnaire and drawing appropriate conclusions, I can say that the intended goal has been achieved.

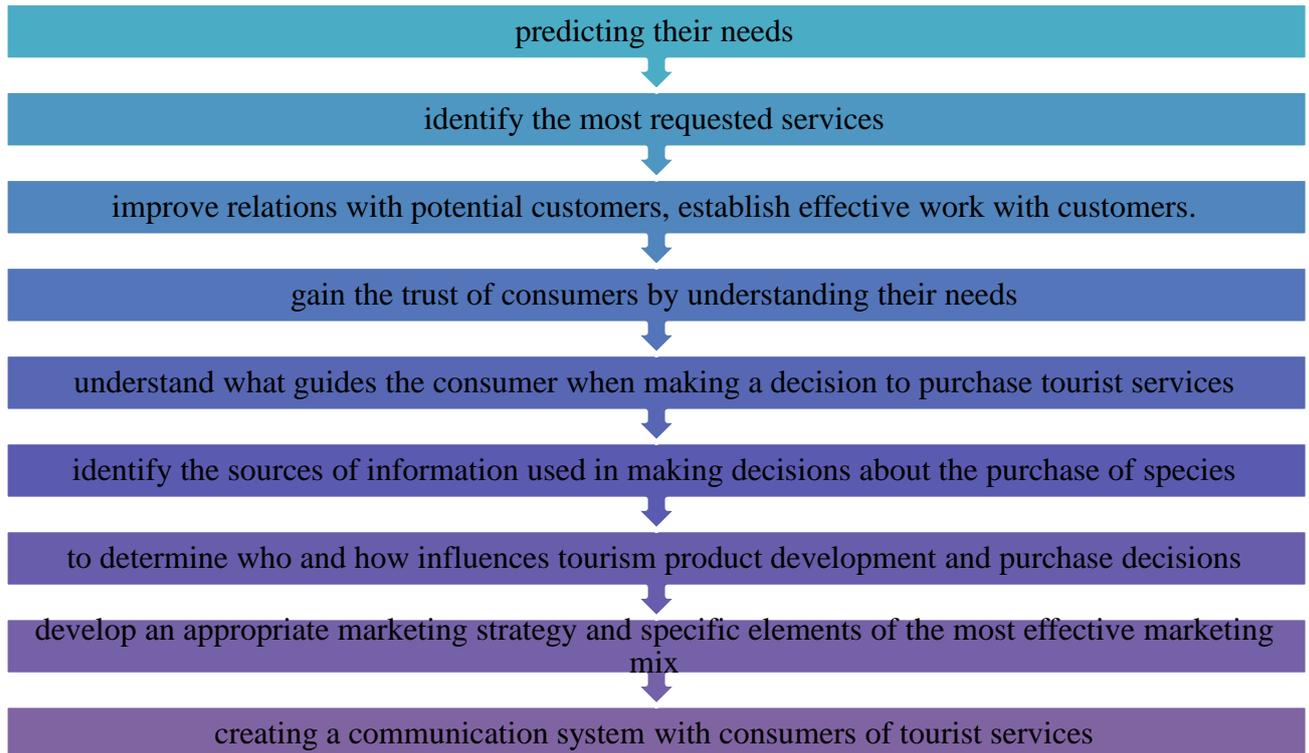
As a result of further sociological research on determining the factors influencing travel motivation and the choice of tourist products, it will be possible to identify the main trends that change over time and thus organize the activities of tourism companies for more efficient operation.

Sociological research is able to determine the main motives of travel, as well as the compatibility of a new tourist destination with traditional tourist motives. The variety of tourist motives offers different options for the emergence of new tourist destinations. These and other marketing decisions made by the top management of the company determine the development of specific products and markets, the entire system of marketing activities, their costs and effectiveness at the next stages.

Strategic marketing decisions are a way of acting to achieve marketing goals, which in turn derive from corporate goals.

In order to successfully run a tourism business, it is necessary not only to be able to provide quality services, but also to know who needs them, why, and for what purposes. This is for marketing research.

**A proper understanding of tourism product consumers gives the tourism company the following opportunities:**



The single goal of measures is included in the set of tasks to be solved with a certain resource supply. This complexity is the essence of measures.

In conclusion, it can be said that the purpose of marketing research is to determine the current state of the company, to expand the scope of services to potential consumers, and to ensure stability and stability in tourism. It is an activity aimed at increasing the service market and its income.

Based on the above, we believe that it is necessary to make suggestions and recommendations on improving the organization of the tourism company of our country.

1. To the customer with average financial capabilities under the slogans "My family is tourists", "Honeymoon trip", "Sports tourism is normal", "Around the world", "Student routes" and others development of focused exclusive species.

2. To effectively promote tourism services in trade markets, you need not only quality advertising in periodicals, radio and television, but also your own printing

body in the form of a newspaper, and even better, a magazine (in color printing), in which experience may be information such as new destinations, new tourist services, key indicators of the best tourism companies in order to increase the competitiveness of tourism services.

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