

**USE OF MARKETING TECHNOLOGIES IN THE CREATION OF NATIONAL  
TOURIST PRODUCTS**

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**Abstract:** This article describes the measures taken to develop tourism in Uzbekistan, the need to create new tourism products, the importance of marketing research, market segmentation, the formation of a range of tourism products, and the organization of advertising and PR activities in the creation of tourist products.

**Key words:** Diversification of tourist services, tourism product nomenclature, tourist product, tourist services, tourist goods, tour package, tourism market segmentation, advertising and PR.

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**INTRODUCTION**

Prospects for consistent development of tourism in Uzbekistan, effective use of tourist facilities, improvement of the quality of services, increasing the flow of tourists visiting our country are being carried out. In order to ensure that the tourism network in Uzbekistan meets the requirements of the International Organization for Standardization (ISO) in the short term, 2 new state standards on tourism terminology and hotel security requirements have been developed and registered.

In addition, with the relevant decision of the President of the Republic of Uzbekistan, in order to further improve the management system of the tourism sector in the regions, the position of deputy governors of Tashkent, Samarkand, Bukhara and Khorezm regions and the cities of Khiva and Shahrissabz for tourism issues was introduced.

During 2017-2021, based on the instructions of the President of the Republic of Uzbekistan, programs aimed at improving the tourism infrastructure, establishing new tourist destinations and widely promoting the tourism potential of the regions were adopted in Khorezm, Bukhara, Samarkand, Surkhandarya, Kashkadarya, Jizzakh and Fergana regions. . In particular, in the cities of Bukhara and Samarkand, work was successfully carried out on the establishment of "Ancient Bukhara" and "Samarkand City" tourist areas, each of which has an area of 10 hectares, which operates day and night for tourists.

Comprehensive measures for the establishment of guest houses in the regions of Bostanliq, Parkent and Ohangaron-Angren tourism clusters of the Tashkent region have been developed and are being put into practice today.

The implemented reforms have begun to bear fruit. One of the next main issues is creating national tourist products and increasing their variety. In this case, the use of marketing technologies is an actual scientific and theoretical issue.

**THE MAIN PART.**

As a result of diversification of tourist services and creation of new tourist products, study of tourist opportunities of all regions of the country, creation of new types and tourist routes, the number and destination of visitors to the country is expanding.

The marketing activities of tourist firms are primarily directed to the formation of the assortment policy. Assortment policy of a tourist company means a set of tourist products (tours, tour packages) offered by the company on the market in order to ensure the effective operation of the company in the tourism market. The range of tourist products is a description of all tours, tour packages or services offered by the tourist company. It is a systematized collection using a certain method.

An assortment is a set of tourist products intended for certain categories of consumers, to be sold in a certain price range, and to fulfill certain purposes and functions. Different assortment groups can be formed by differentiating one type of product. For example, according to the naming or theme of the types, they are divided into assortment groups such as "knowledge-learning", "healthcare", "sports", "recreation", according to the socio-demographic indicators of consumers, "retired men", the assortment groups called "retired women", "children and youth", "young people", low-cost, medium-cost and expensive assortment types according to the price of tour packages, up to five days (short-term), 5- Assortment groups of 14-day (medium-term), 15-22-day (long-term) types can be formed.

It is known that every tourist company aims to get more profit from the tourism activity, which is the final result. Achieving such a result directly depends on the assortment policy of the tourist company, that is, the company constantly engages in this work and ensures the availability of an optimal assortment of quality types in its arsenal (at its disposal). The assortment of tourist products should be constantly developed, i.e., it should be perfected by modernizing and designing new services. Because the modern tourism market is characterized by dynamic changes. The population's demand for rest and recreation is changing, new types of recreation, new recreation areas and centers, spa zones are emerging.

The demands of tourists for this or that service are constantly changing. Such changes should be taken into account by each tourist company and it is required to change its assortment policy accordingly.

The following types of assortment are used in marketing practice:

- the main assortment is such a set of tourist products that provide the main parts of the tourist company's income;
- additional assortment - this includes a set of additional services and goods that complement the main assortment;
- the deepened assortment includes various modifications of basic services and goods that satisfy specific needs of consumers.

So, if the product nomenclature shows a hierarchical (tiered) complex structure, the formation of the assortment shows the process of marketing management. The main task of the assortment policy is to manage the assortment. The main goal of management is unioptimization. In the process of optimization, management decisions are directed to the following main indicators of the assortment:

- width - the number of elements that make up the assortment groups;
- depth - the number of variants of each product (service) in the assortment group;
- saturation is the total number of all services produced and sold.

The process of formation and optimization of the assortment is not a one-time activity of a tourist company during its entire activity in the market, but a continuous activity aimed at continuous and efficient sale of goods. Usually, the optimal assortment consists of a set of goods (services) living (being) at different stages (phases) of the life cycle. The optimal assortment includes goods (services) that are at the stage of market implementation, that is, strategic goods; goods in the stage of growth, that is, goods that bring profit; goods at the stage of saturation, i.e. goods that bring high income; goods that require sales promotion, that is, tactical goods; goods from production, that is, goods that are in the phase of extinction, and newly created goods, that is, goods that are in the stage of scientific research and experimental design.

In the field of tourism, the concept of tourist product, tourist services, tourist goods, tourist package or tour is used. Only when the essence of these concepts is understood correctly, it will be possible to use them in their place.

The tourist product put on the market as a complex and some of its elements should meet the needs of tourists and appear as a tourist offer.

The services and goods included in the tourist product must be in accordance with the purpose and routes of the types offered to the market. For example, the composition of the sport of skiing consists of the following elements:

1. Transportation and accommodation of tourists to the ski center;
2. Accommodation in a camp or hotel, use of special ski slopes, exit to the upper part of the slopes, food and recreation services;
3. Goods such as maps and maps of recreation areas and routes, booklets, ski sports equipment, special hats, glasses, local souvenirs (gifts).

A tourist product, unlike a tourist service, is intangible. In a broad sense, the tourist product category is an economic benefit intended for exchange. The main important difference between tourist product and tourist service is that if the tourist service is purchased and consumed at the place of production, the tourist product can be purchased at the place of residence of tourists, but it is consumed only at the place of production.

In some cases, the concept of tourist product is confused with the concept of tourist package. A tourist package is a part of a tourist product, which must contain a complex of basic services, be of serial nature and intended for wide sale. The tourist package is sold to individual and group consumers. The tour package must include four elements: tourist center, transportation services, accommodation services and transfer.

By owning a tour package that contains four elements, the client not only gets a huge discount from the tour operator, but also owns a series of tourist services and can add other services to the tour package at any time by asking the tour operator or doing it himself at the tourist center. will be able to expand the tour package.

A tour is a tourist itinerary developed with specified time intervals, it is the product of the tour operator's work and is sold to the client as a whole, and is the initial element of the tour product.

The main services of tourist companies (agencies) include:

- choosing the theme of the tourism type and the route of the tour;
- clarify the duration of the tour (number of days, nights);
- choose hotel category and hotel;
- organization of meals;
- choosing the type and type of transport;
- organizing a cultural household program;
- clarify the price of the tour, taking into account discounts.

The composition of these services has its own characteristics. For example, the duration of species can be divided into three categories:

- short-term (2-5 days);
- medium term (6-14 days);
- long-term (2 weeks or more).

The most popular of these types are medium-term types. When choosing accommodation, 3, 4 and 5 star hotels are usually considered, and factors such as price and customer's ability to pay are taken into account. The following options can be offered when organizing meals on a tour:

- one meal (usually breakfast);
- half board (two meals a day are organized, usually breakfast and dinner)
- board (breakfast, lunch, dinner).

In international tourism, air transport and in some cases railway transport are used to transport tourists to tourist centers. Most of the tours in Uzbekistan are carried out by rail and air, and in some cases by road.

There are such special tours in the tourism market that the main part of the price of these tours is the cost of leading services that determine the purpose and theme of the tour. For example, health care treatment services; business education and training services; shop tour - purchase organization services, show tour concert program services; in sports - services for organizing participation in sports events.

Therefore, the improvement of the assortment policy in tourist companies is carried out by modernizing the services included in the tourist product and designing new ones. Therefore, it is necessary to increase the level of services in the provision of accommodation, food, transport, excursion services, to increase the assortment of tours in the creation of tourist products, according to their days, according to excursion objects, according to the composition of services, according to the social needs of consumers. -regular expansion in terms of demographics is important in competitive market conditions. In the following years, hosting sports events, holding international festivals, conferences, business environment, and trade are developing in our country. This is why it is important for local tourist companies to pay attention to special types in their assortment policy.

One of the marketing technologies in the creation of national tourist products is the segmentation of the tourism market.

The purpose of segmenting the tourism market:

- finding paying customers of the subject engaged in tourist activity in the market today and in the future;
- separation of buyers whose needs are better satisfied by competitors;
- increasing attention to customers whose needs are better satisfied by the subject engaged in tourist activity than others.

Geographic, demographic, psychographic and behavioral indicators are used to segment the market. An entity engaged in tourism activities can conduct activities on the entire market or in several segments of the market suitable for the company. Such market or segments are called target market.

There is no universal method of segmentation. In general, segmentation is carried out in two stages:

- macrosegmentation;
- microsegmentation.

Macro-segmentation is the division of the market into large segments, in which segmentation is carried out by areas of activity and by consumers. Here, the market can be roughly divided into the following groups:

- outbound or inbound tourism;
- group or individual tourism;
- socio-economic group;
- family or organization tourism;
- by geographical area.

The purpose of microsegmentation is to organize small segments on the basis of further detailing (partitioning) of the needs of the groups separated above.

Macro segmentation is mainly used in hospitality and tourism industry. Macrosegmentation elements are also used in this.

When segmenting the tourism market by geographic factor, the market is divided into geographical areas (units). Country, region, city, district can be considered as such regions. For example, the tourist resource market of Uzbekistan is divided into Tashkent, Samarkand, Bukhara, Khorezm and Fergana regions. Segmentation of the tourist market by demographic indicators (characteristics) is an indirect method, based on the hypothesis that the demographic differences



among buyers play an important role in their acceptance of this or that type of product and satisfaction of consumer needs. is based on The correctness of this hypothesis is observed in many situations in life. For example, women and men have different needs for different goods and services. Women like "show", "rest", "health", men are interested in "business", "sports", "viewing". Similar differences exist between young, middle-aged and old people, high and low income people, urban and rural people, intellectuals and workers, etc. h. also exists between.

In psychographic segments, buyers are divided into groups based on the principle of belonging to a specific social class, lifestyle and personality type.

People belonging to one demographic group can be divided into different psychographic segments.

In the segmentation according to the behavioral indicator, buyers are divided into groups according to their level of knowledge and their attitude towards the tourist product.

Demographic and behavioral indicators are important indicators in the segmentation of the tourist market.

In order for segmentation to be perfect and effective, the following conditions must be met:

1. The formed segments should differ from each other in terms of sensitivity to the firm's marketing activity and should make a differential reaction (attitude).
2. Segments should be large enough, that is, they should ensure the level of profitability of the company.
3. Segments should be measurable, that is, they should be able to assess the purchasing potential of buyers.
4. The possibility of using the segments in practical work, that is, the possibility of selling the tourist products developed for this segment in the maximum amount in this segment.

An important task after the formation of segments and their analysis is to determine the target market. Relationships with buyers are important in determining the target market.

Diversification of national tourist products and creation of new tourist routes are based on:

- new national tourist products and routes are being formed based on the study of the tourist potential of each region of the country;
- on the basis of studying the needs of all levels of the country's population, domestic tourist products, excursions and railway and air connections are being opened;
- modernization of airports and railway stations, improvement of service quality, charter flights on regional and international routes are being organized;
- development of modern types of tourism, increasing their attractiveness.

Based on these, our national tourism products are being created and offered to the tourism market. The role of advertising and PR is incomparable in the efficient marketing of national tourist products.

The role of advertising and PR is to ensure that the tourism company interacts with the external environment and operates in accordance with the internal environment, to ensure the effective promotion of the products created by the tourist company.

Advertising and PR (Public relations) are the most widely used tools of marketing communications in the market of tourism services. While advertising and PR are both marketing communications tools, they have differences and similarities. The main purpose of advertising is to encourage the client to purchase the tourism products of this particular tourist company in the market of tourism services, while the main purpose of PR is to build a positive image of the company in the market. In general, advertising is aimed at highlighting the characteristics of a tourist company's new product, tour package or existing products, its superiority over other competitors' products, how it can satisfy the customer's needs, what interests the customer can have, while PR does not belong to a single service or product of the tourist company. , but it

belongs to the tourist company itself, it will be aimed at strengthening the position and position of the company in the market.

It is known from the world practice that tourism industry entities are among the major advertisers. On average, tourism entities spend 5-6% of their income on advertising.

The purpose of advertising is determined on the basis of general marketing strategies adopted by tourism enterprises and its communication policy. Determining the purpose of advertising in two large groups, namely:

- 1) the goal in the field of sales is to increase the volume of sales or to form a demand for services;
- 2) it is carried out in order to develop a goal in the field of communication, the formation of a communication idea, and the development of ways to establish relations with potential consumers.

Advertising forms the basis of a strategic direction in introducing the national tourist product to the general public in the tourism market. In countries with a developed tourism market (France, Italy, Spain), the main part of the funds allocated for marketing activities is spent on advertising. Because the tourism sector is becoming the largest branch of world trade.

Currently, it ranks third in the world's total export of goods and services, after the two largest industries - oil production and the automobile industry. Tourism accounts for 10% of total world exports, and 35% of services trade.

Located on the Great Silk Road, famous for its ancient cities for centuries, the Republic of Uzbekistan with its historical and cultural past, charming nature, mountains and hills has real opportunities for the development of the tourism network. It is necessary to make full use of these opportunities, to make effective use of advertising and PR in the development of the export of national tourist products.

**CONCLUSION.** At the moment, advertising is an important link in the distribution and marketing of products and services. Most tourism organizations use it to increase sales. An average of 5-15% of the profit from sales is spent for these purposes.

When advertising a product in the field of international tourism, the following main types of advertising are distinguished: including informative, inviting (comparative) and reminder advertising.

In order to develop a new market in tourism, advertising should be unexpected and attractive. Of course, this does not mean that it is necessary to exaggerate or distort the facts of tourist advertising. In European countries with a developed tourism industry, including Great Britain, Spain, France, advertising is strictly controlled by relevant organizations through various regulatory documents.

Among the means of marketing communication in the tourism market, apart from advertising, PR (Public relations) is the most widely used. Advertising and PR are both marketing communication tools, but they have differences and similarities. The main purpose of advertising is to encourage the client to buy the tourism products of this particular tourist company in the tourism market, while the main purpose of PR is to build a positive image of the company in the market. In general, advertising is aimed at highlighting the features of a tourist company's new product, tour package or existing products, its superiority over other competitors' products, how it can satisfy the customer's needs, what interests customers can have, PR does not belong to a single service or product of the tourist company. , but it belongs to the tourist company itself, it will be aimed at strengthening the position and position of the company in the market.

One of the important conditions of public relations is to hear two-way opinions. If the opinion is expressed only from one side, it will essentially be one-sided, moreover, it will be propaganda. In the practice of public relations, it is important for representatives of the tourism industry to listen to public opinion and draw conclusions. Studying the opinion of the public is an important criterion in relations with it. That's why we need to find out the directions of organizing public

relations in order to study the opinion of potential consumers of tourism services. The following public relations events can be held to gather the public:

- organization of briefings, press conferences;
- making presentations;
- conducting various anniversary events;
- sponsoring the benefit of certain individuals and organizations;
- publication of magazines and bulletins that are not related to advertising by the tourist company;
- publication of non-commercial articles, creation of telefilms and their screening, etc.

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