



Innovative marketing strategy for tourism development

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ABSTRACT

The ways of the usage of innovational marketing strategies for the activity development of the companies and firms, working in the sphere of tourism are illuminated in this article. Moreover, composed parts of innovational marketing strategies and possible usage of this strategies and possible usage of this strategy at the tourism market are described by the author.

Keywords: Marketing, strategy, tourism development, innovation

1. INTRODUCTION

Tourism has become one of the most important social, economic and cultural phenomena of today. In other words, tourism in the world economy is one of the most profitable sectors. The total income in this sector of the economy is trillions of dollars, with more than a billion people traveling the world every year. The share of tourism in the gross domestic product is 9%, and one out of every 11 new jobs is in this sector. UN World Tourism Organization predicts that by 2030, the number of international tourists will increase to 1.8 billion.

Uzbekistan pays great attention to the development of tourism. The unanimous adoption of the United Nations World Tourism Organization (UNWTO) 99th session on October 1-3, 2014, in Samarkand, has underscored the achievements of Uzbekistan in the development of

tourism. At the opening of the session President of the Republic of Uzbekistan Islam Karimov delivered a speech and highlighted the most important factors determining the international tourism development and its effectiveness. Today, about 600 tourist companies, which employ more than 200,000 people in the tourism industry, operate in 110 tourism destinations around the world. At present more than 500 hotels, motels and camping in the Republic serve international tourists.

There is a great potential for tourism development in Uzbekistan. The international tourism routes operating in the Republic are mainly ecological routes, which include elements of historical and recreational, historical and cultural heritage, and health tourism. It is also important to develop other areas of tourism. Moreover, most of the companies and companies involved in the tourism industry are engaged in outbound tourism from Uzbekistan to foreign countries. In the activities of tourism companies and companies, it would be expedient to broaden the scope of entry of tourists from abroad. The main reasons for this are the increase of Uzbekistan's position in foreign countries, creation of additional jobs, the introduction of foreign exchange, the increase in the share of the GDP, the share of tourism in the state budget, and a number of benefits. From this point of view, innovation, financial and investment complexes and marketing research are of particular importance in the overall strategic management of companies and firms engaged in tourism services in our country.

2. THEORETICAL BACKGROUND

The Decree envisages the development of the Republic of Uzbekistan in the medium term, as well as the Concept of the development of tourism in the medium term, it is planned to elaborate and implement a program of concrete measures for the implementation of the Concept in 2017-2021.

In our opinion, in the development and implementation of this concept and program, it is necessary to take into account the following areas in the development of tourism as a strategic area of the economy:

1. Development of conceptual foundations of tourism development (goals and objectives, methodological approach, principles and criteria, international practice, development of state policy in tourism and directions).

2. The current state of tourism development and its main problems (role in the country's economy, resource potential, management environment, processes and efficiency, current situation analysis, key issues).

3. Priority approaches, strategy and concept development approaches and mechanisms for their implementation (sustainability of the sector, funding sources and funding sources, sources of investment, approaches to the formulation of strategies and concepts and their implementation mechanisms).

4. Directions of development and implementation of the program (bases and objectives of the program, development of principles, complex of program activities and its target parameters (tourism services (million soums), tourism services (million dollars), number of tourists (thousand people), Number of foreign tourists (thousand people), number of hotels (units), number of hotels (units), events and their address lists and terms, cost, financing sources and financing charts, responsible executors) Coordination and control over the timely

and quality implementation, attracting foreign investment and grants to implement the projects.

The main instrument for the comprehensive development of tourism is national (national) and regional targeted programs, their development, approval and implementation includes the following areas: justification of goals and objectives; Basic principles of program development; Complex programming activities; Investment and financing of measures; Strategic forecasting of tourism as a strategic network for the development of national economies and regions.

On this way, marketing has been defined in a variety of ways. The American Marketing Association defines it as “an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” Others have stated that marketing is the delivery of the standard of living to society. However, marketing is a very broad concept, of which advertising and selling are only two facets. Marketing is goal-oriented, strategic, and directed.

Marketing is the total picture in getting goods and services from the producer to the user. Unfortunately, the term marketing often conjures up unfavorable images of used-car salespeople, TV furniture advertisers, high-pressure selling, and gimmicks, leading to the perception of marketing in terms of stereotypes. In fact, marketing plays a critical role in all organizations, whether they are nonprofit educational institutions, tourist resorts, or manufacturers.

The role of marketing is to match the right product or service with the right market or audience. Marketing is an inevitable aspect of tourism management. Marketing can be done effectively and well, with sophistication, or it can be done poorly in a loud, crass, intrusive manner. The goal of this chapter is to discuss the basic elements of marketing so that it can be done effectively, with style, and with a favorable economic impact.

The strategy of market segmentation recognizes that few vacation destination areas are universally acceptable and desired. Therefore, rather than dissipate promotion resources by trying to please all travelers, one should aim the promotional efforts specifically to the wants and needs of likely prospects.

One of the early steps in marketing tourism, then, is to divide the present and potential market on the basis of meaningful characteristics and concentrate promotion, product, and pricing efforts on serving the most prominent portions of the market—the target markets.

An effective market strategy will determine exactly what the target markets will be and attempt to reach only those markets. The target market is that segment of a total potential market to which the tourism attraction would be most salable.

3. MARKETING STRATEGY OF UZBEKISTAN

At the same time, the marketing task is to offer the product (or service) you want to buy to the market. In this sense, marketing is art and science. Modern marketing is a "weapon" of business, in which the following principles are widely used (Figure 1):



Figure 1. Marketing principles of tourism services

By applying marketing principles to the management of tourism industry, consumers will be able to deliver quality products, and avoid the development of unnecessary and unsustainable products. Products in tourism can be "ideas", "services" and "goods". The tourism industry mainly serves the services. Marketing activities become more complicated because they are "inexpensive and unpowered". Particularly, the problem of "eye ignorance" complicates the quality control. Potential buyers also have difficulty evaluating the quality of tourism services. In other areas where the product is delivered to consumers, customers will go to the product service (zone or territory) in that network.

The high share of time and money spent by consumers (tourists) on travel in marketing tourism services has a great impact on people's decision-making on tourism. The cost of travel in the tourism industry is composed of several "components". They include transportation, accommodation, feeding, and other services (tracking, shopping, shopping). A single business entity can not perform such products or services.

All of this makes it harder for the quality of services to be high in all areas. Secondly, in order to overcome these difficulties, businesses and organizations involved in tourism require joint, cohesive, and tourism opportunities in the region as a single "package" for buyers.

It is necessary to develop a marketing plan to ensure that all business activities and goals are shared. This plan will contribute to the efficient distribution of all resources, time and resources available in making marketing decisions. Plan included (Figure 2):

Describes the overall goals and objectives of the business;
Evaluates the impact of external factors on marketing activities;
Describes the business, resources and capacities of an enterprise or organization;
Identifies the segmentation and identification of the market, the category and category of buyers;
Indicates marketing goals for each segment;
Marketing strategies for businesses in different markets, marketing mix for each segment (4-R, product, price, location and loading);
Implements marketing plan;
Shows the marketing budget and costs;
Determines the procedures for assessing marketing activity outcomes and, where appropriate, the activities change.

Figure 2. Marketing plan

In tourism-developed countries, companies and firms that specialize in tourism use innovative marketing strategies to maximize their competitiveness in the market. Almost a majority of tourism companies operating in Uzbekistan do not use innovative marketing strategies, but do business with the current market data, without setting up their future prospects.

4. MARKETING POLICY OF TOURISM

Policies implemented by a tourism company are the ways in which implementations of the programs and projects are implemented. In the context of globalization, it is desirable to emphasize the following trends in the implementation of the innovation strategy for the development of a general tourism policy.

1. The Company's active market policy.
2. Innovative development policy of the company.
3. Policy of innovation promoted by company employees.

4. Innovative development of social infrastructure for employees of the company.

Implementation of the innovation strategy of the tourism enterprise necessitates the implementation of various development programs. In general, all of these programs are important.

Implementation of innovative development programs will be implemented through a set of specific projects. The following project groups can be highlighted.

- Entertaining program group of tourism services development. It is necessary to consider such issues as expansion of types and nomenclature of tourism services to foreign tourists and their free time. It should not be forgotten that in the Republic every day the tourists are the source of additional income.

- Investment projects aimed at improving the level of tourism services. The share of the state in investment projects, the share of foreign investors and the share of the private sector are also contributing. Investment projects have direct and indirect impact on the quality, level, convenience and compatibility of services in tourism.

- Infrastructure development projects. It is well-known that the development of tourism infrastructure, the accuracy of the touristic facilities, the convenience of transport and hotel services and, in general, the logistics of tourism, introduction of modern information technologies is of great importance.

- Group of projects aimed at ensuring the environmental safety of business facilities in tourism and others.

The Great Silk Road brand can be widely used in Uzbekistan, in particular, to further strengthen the authority and potential of tourism, attract its attractiveness, attract tourists from the Fergana valley, and attract the attention of foreign tourists, using ecologically clean mountain slopes in Tashkent and Jizzakh regions.

5. INNOVATIVE DEVELOPMENT OF TOURISM

Obviously, the overall strategy for the innovative development of a company specializing in tourism is not identical, but should be developed in a complex fashion. At the same time, all or even some of the tasks of formulating the relevant components of the strategy will not be consistent. Therefore, it is necessary to solve them as much as possible.

In the development of companies and firms specialized in tourism, it is desirable to use the innovative marketing strategy, first of all, used by them. Concerning the structure of the company's innovative marketing strategy, we will look at the following (Figure 3);

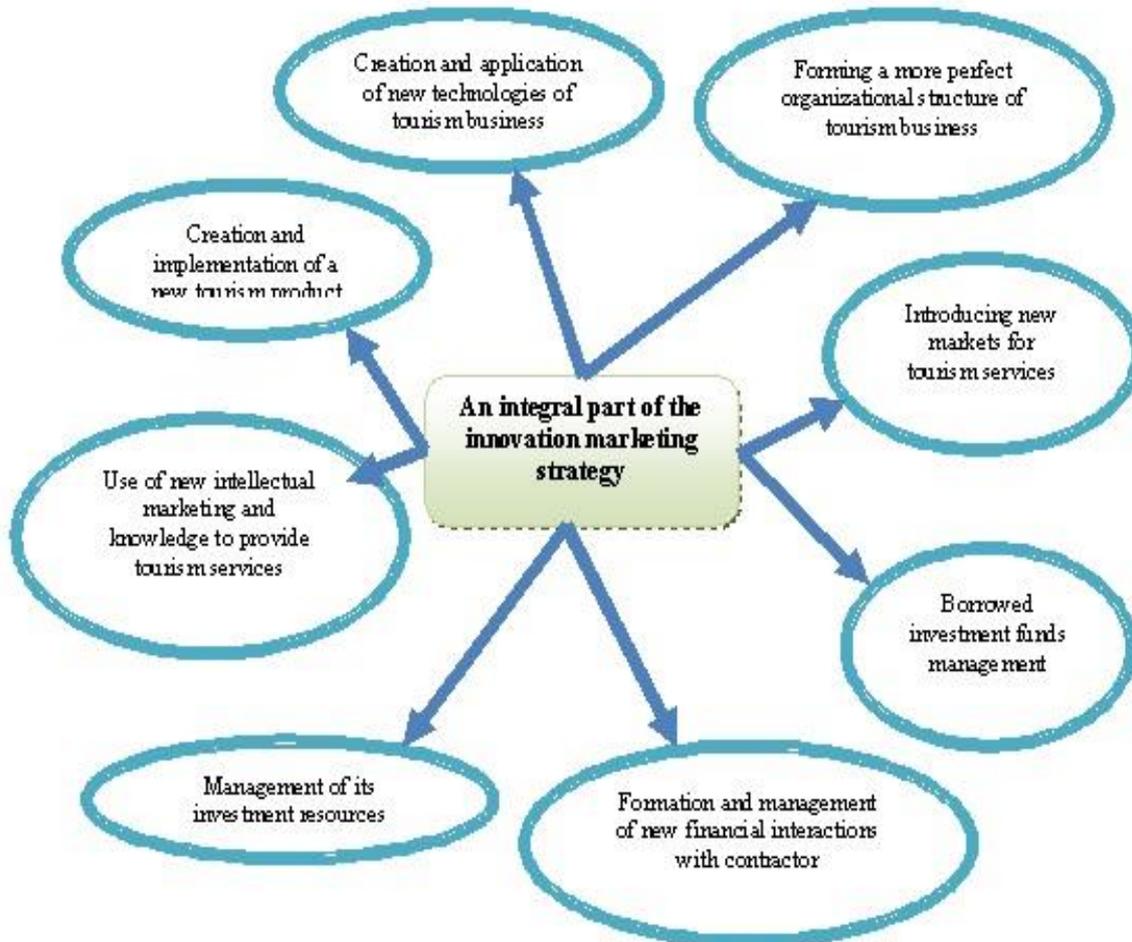


Figure 3. Innovative marketing strategy in tourism company.
Source: organized by author

It can be seen from this scheme that the introduction of new, innovative technologies in the tourism industry, the discovery of new markets, and the creation of a new product in tourism are essential in all areas.

The development of the innovation complex can only be done in close contact with the financial and investment complex. The necessity of applying different strategies for innovation financing necessitates general principles of strategic development of the complexes.

The main goal of the innovation complex is to create conditions for the present and future generations of consumers to ensure meaningful and free development.

It is also desirable to highlight the following specific goals of the tourism company.

- The basis of the company's employees' well-being as well as to create conditions for the strengthening and development of its economic potential. Material and moral support for them is an important factor.
- Increase the practical activity of the Company employees to realize their potential and to create the conditions for motivation.
- Increasing the competitiveness of national tourism enterprises on the global market. This process plays a crucial role in maintaining healthy competition with leading countries in the world tourism market, especially in the current global financial and economic crisis.
- Comfortable for consumers of today's and future generations and safe living environment. We can see that international terrorism and extremism, increasingly radicalism, and local wars are hampering the development of tourism.

While the global financial and economic crisis continues, one of the key objectives of the innovation strategy for tourism business is to improve the quality of services provided and to ensure that they comply with international standards. This requires proper marketing strategies in companies and firms engaged in tourism.

6. CONCLUSIONS

Despite the current economic situation, tourism can optimistically anticipate continued moderate-to- good overall rates of global economic growth of the traditional economies, but with a special importance for certain emerging economies such as China, India, Brazil, Indonesia, and Russia. History may very well prove us wrong in the longer term, but in the foreseeable future, it is expected that competitive economic forces will continue to triumph over ideologies. Over the past several decades, we have seen throughout the world the emergence of what appear to be overpowering pressures to adopt the model of the market economy.

As part of another model, we have seen movements toward deregulation, privatization, regional economic integration, and toward a greater role for the global, or transnational, corporation. Whether these movements represent temporary change or a lasting restructuring of our economic system remains to be seen. However, for the moment, the direction of the tide is unquestionable.

In general, the solution of these pressing issues contributes to the modernization of the tourism network of Uzbekistan, its development to a new level and enhancing its position in the international tourism market, raising the competitiveness of the tourism sector in the world.

To conclude with, on measures on ensuring rapid development of tourism industry in Uzbekistan and for the purpose of providing the effective organization of activities of the State committee of the Republic of Uzbekistan on tourism development need to determine the main objectives and activities of the State committee of the Republic of Uzbekistan on tourism development.

On this way, government ensures forming and implementation of the complete concept of tourism development directed to radical increase in tourist capacity of the country, giving

to tourism of the status of the strategic sector of economy, carrying out single state policy in the sphere of tourism.

Moreover, tourism infrastructure may implement marketing researches on external and internal markets of tourist services, sale of active promotional and informational policy in the sphere of tourism directed to broad promotion of historical and cultural heritage, preserving and development of tourist image of the Republic of Uzbekistan, promotion of national tourist products and brands for the international tourist markets.

Finally, coordination of development of tourist activities, ensuring creation of new tourist routes in regions, carrying out their certification, forming of unified national registers along tourist routes and tourist objects are believed as a major feature of development.

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