



Marketing Concept of Diversification of Tourism and Possibilities of using them

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ABSTRACT

This paper makes analyses of the marketing concept of diversification of tourism and possibilities of using them. On this case, research paper has pointed on the diversification of tourism and possibilities of using them Uzbekistan. Moreover, research has been pinpointed on both outcomes and shortcomings of the tourism diversification in Uzbekistan.

ARTICLE INFO

Article history:

Received 14 Sep 2021

Received in revised form

16 Sep 2021

Accepted 07 Oct 2021

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Keywords: Marketing, diversification, tourism concept, Uzbekistan

Introduction

On December 2, 2016, the Decree of the President of the Republic of Uzbekistan No. PF-4861 "On measures to ensure the accelerated development of tourism in the Republic of Uzbekistan" aimed at the development of tourism in Uzbekistan was adopted. The Resolution of the President of the Republic of Uzbekistan No. PP-2666 "On the organization of the activities of the State Committee for Tourism Development of the Republic of Uzbekistan" signed on December 2, 2016, aimed at ensuring the implementation of this decree was also adopted at the same time. On the basis of these documents, a number of organizational and economic measures have been taken in the field of tourism. As a logical continuation of these documents, the Decree of the President of the Republic of Uzbekistan dated February 7, 2017 "On the Strategy of Actions for Further Development of the Republic of Uzbekistan" Diversification and improvement of the quality of services, expansion of tourism infrastructure "has

been identified as a top priority today. These documents ushered in a new era in the development of the tourism industry.

By the decree of the President, the "Medium-Term Concept of measures for the development of tourism in the Republic of Uzbekistan" was developed. Accordingly, it is necessary to develop a concept for the development of tourism in the country and across all regions. Of course, this consists of several directions.

One of the important directions for the development of tourism is the development of marketing concept and new tourism products. Our research has shown that the concept of marketing in the field of tourism is almost undeveloped. But they cover a number of areas. These include:

- the concept of improving the quality of tourist services;
- the concept of diversification of types of tourist services;
- the concept of diversification of the market of tourist services;
- the concept of modernization of tourist services;
- the concept of innovation in tourism services;
- the concept of strengthening the competitiveness of tourist services.

An explanation of this is given in the table below (Table 3.2).

Table 3.2. The concept of tourism services marketing¹

№	Name of marketing concepts in the field of tourism	Name of marketing concepts in the field of tourism
1.	The concept of improving the quality of tourist services	The concept of improving the quality of tourist services
2.	The concept of diversification of types of tourist services	The concept of diversification of types of tourist services
3.	The concept of diversification of the tourism services market	The concept of diversification of the tourism services market
4.	The concept of modernization of tourist services	The concept of modernization of tourist services
5.	The concept of innovation in tourism services	The concept of innovation in tourism services
6.	The concept of strengthening the competitiveness of tourism services	The concept of strengthening the competitiveness of tourism services

It is worthwhile to dwell on a brief explanation of the concept of marketing of tourist services.

First, in developing the concept of improving the quality of tourist services, special attention should be paid to the services provided to tourists who are consumers of these services. Ensuring that every tourist is fully satisfied with the services provided is an important factor in ensuring the efficiency of the industry. Therefore, it is necessary to conduct continuous research in this area in tourism organizations and develop a strategy for continuous improvement of the quality of services. This will strengthen the following relationship (Figure 3.3).

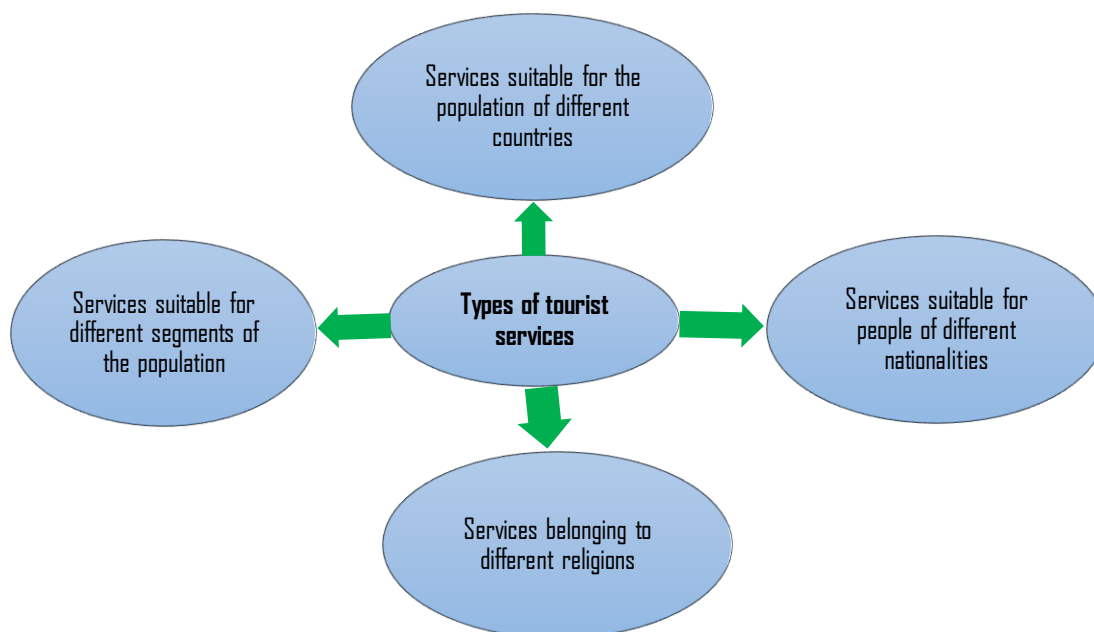
¹ The results of the research were developed by the author.



3.3- picture. Relation to the effectiveness of the concept of improving the quality of services in tourism

As can be seen from the picture, the effectiveness of the concept of improving the quality of services in tourism depends directly on the satisfaction of consumers of tourist services with the quality of services. As a result, in order to achieve the expected results, it is necessary to take measures to constantly improve the quality of services provided to tourists.

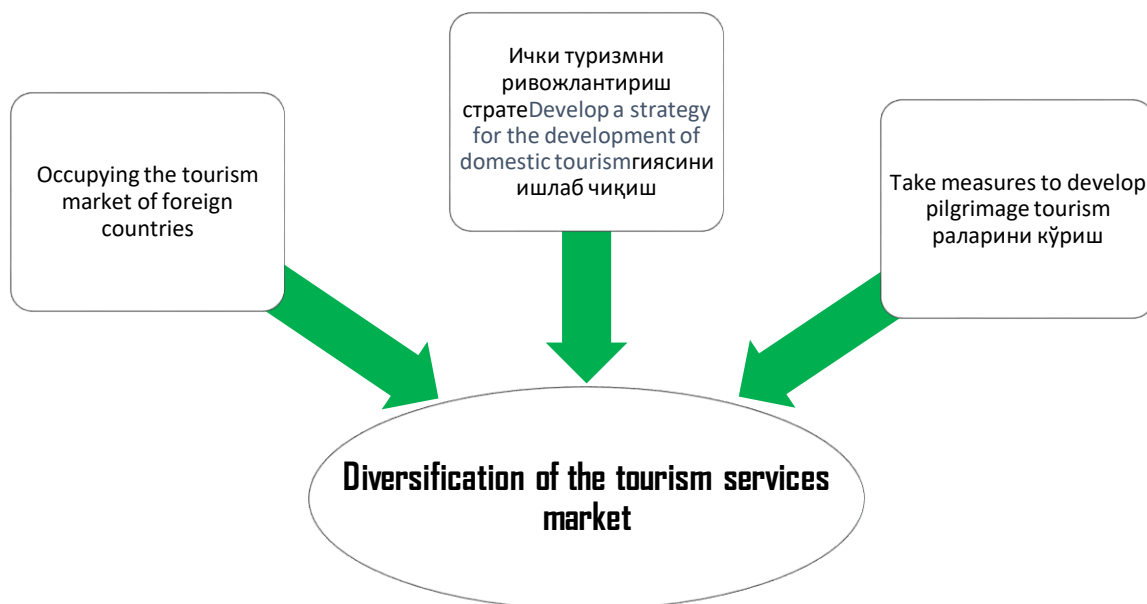
Second, the concept of diversification of types of tourist services becomes an objective necessity due to the fact that direct tourists come from different countries, they are of different nationalities and religions. Because approaching them all with the same template and the same services is in a sense lacking. As a result, it is necessary to increase the range of services that meet the tastes and needs of each tourist, taking into account the country of origin and ethnicity. In particular, it is natural for people from different Muslim countries to visit our country. It is advisable to set up prayer rooms in the hotels where they live. Due to this, it will be necessary to develop a strategy to increase the range of services based on the demand of tourists. The correlation of this is shown in the following figure (Figure 3.4).



3.4- picture. The concept of diversification of types of tourism services

As can be seen from the picture, today the expansion of the range of tourism services is not limited to one or two directions, but also requires its diversification in several directions. This, in turn, requires the development of a concept of diversification of types of tourism services.

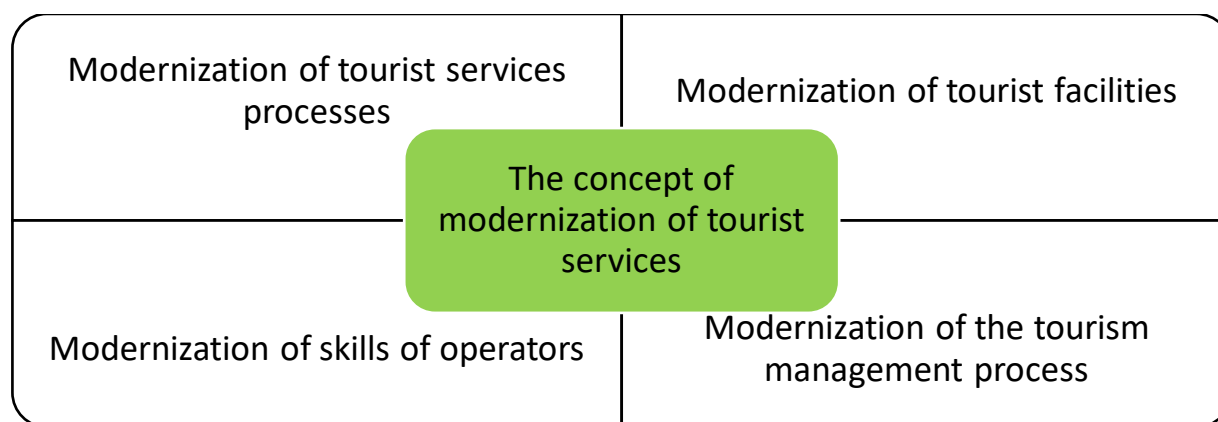
Third, the concept of diversification of the tourism services market is also playing an important role in today's globalization and economic integration processes. In the context of market relations, as in all areas, competition in the tourism market is intensifying day by day. The existence of a competitive environment in such conditions requires constant work to expand the tourist market. At the same time, a strategy should be developed to continuously increase the number of incoming tourists as much as possible. Because not only the inflow of funds into the country's economy, but also foreign exchange earnings will be provided, and the export of services will increase. Due to this, the issue of diversification of the tourism market is also important. The interdependence of this process is shown in the following figure (Figure 3.5).



3.5- picture. The concept of diversification of the tourism services market

As can be seen from the picture, there are also several directions of diversification of the tourism services market. At the same time, the main focus will be on the development of the concept of achieving the development of pilgrimage tourism and the acquisition of foreign tourism markets, ie the increase of inbound tourism.

Fourth, it is necessary to develop a concept for the modernization of tourist services. Because tourism is developing rapidly in the world, and the demand for its infrastructure and tourism industry is growing from year to year. In this process, it is very difficult to increase the number of tourists if they do not constantly improve the tourist services and the means used to provide them, and do not reach the level of international standards. Due to this, this process also needs to be modernized and the provision of services in accordance with international requirements. Therefore, the development of a strategy that creates the concept of diversification of the tourism services market requires that it meet today's requirements. The interrelationships of these processes are shown in the following frame (Figure 3.6).



3.6- picture. The concept of modernization of tourist services

As can be seen from the picture, the concept of modernization of tourist services mainly includes four directions. At the same time, the modernization of tourist services requires the use of abortion technologies in the promotion of tourism, attracting tourists from around the world. This will require modernization of the means used in the provision of tourist services. At a time when the tourism potential of the whole world needs to be explored, it cannot be done in a simple way. This means that appropriate equipment and technology will be needed. Due to this, the modernization of tourist facilities is becoming an objective necessity. Another direction in the concept of modernization of tourist services is the modernization of the skills of tour operators. This will require personnel who are able to provide advanced modern equipment, services that meet today's requirements. This requires modernization of the skills of tour operators. Another area is related to the modernization of tourism management. This process is also essential to ensure industry efficiency. After all, modern tourism cannot be managed in a simple way. Due to this, this direction also remains a vital necessity. Fifth, the concept of introducing innovations in tourism services also plays an important role in marketing research. After all, the modernization of tourist services is achieved directly through the introduction of innovations. In this regard, each of its directions should be taken into account when developing the concept of innovation. This is because the current situation requires the introduction of continuous innovations in the industry in order to form competitive tourism services. This, in turn, requires special attention to the conceptual foundations of marketing strategy development.

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