



THE EFFECTIVENESS OF IMPLICATION OF INTEGRATED MARKETING CONCEPT INTO THE ZIYARAH TOURISM MARKET OF UZBEKISTAN

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ANNOTATION

In this article, we talk about the fact that international tourism in the modern world is part of the global economy and a rapidly growing industry. Also the tourism sector of Uzbekistan is switching to the global scale and adequately representing our country in the world tourism. In addition, it must meet all international requirements in the field of international tourism.

Key words: marketing, integration, pilgrimage tourism, diversification, entrepreneurship, coordination, standards, cooperation, experience, regulation.

INTRODUCTION

The fierce competition in the market of the tourism industry in the world economy requires the active use of elements of the concept of marketing in order to ensure the effective operation of the tourism industry in Uzbekistan. We believe that these marketing elements are not used effectively in the practice of national tourism organizations and enterprises in our country today. According to the results of our observation, for the development of tourism in our country, it is necessary to develop conclusions and recommendations for the implementation of the concept of marketing through scientific analysis and research of the specifics of tourism marketing. There are specific aspects of tourism marketing activities in the global economy. The model of service marketing proposed by French scientists P. Eglise and E. Langleart is called "Servuction" or "Service on the move". According to the Servuction model, service marketing includes, in addition to traditional marketing strategies used in manufacturing industries, three additional strategies: marketing strategies to create a material environment for the service process, organization of service personnel, and social environment for the service process. Based on the "functional-instrumental model" of service quality, it is important to know what the customer has as a result of the service process (instrumental quality), as well as how this process takes place (functional quality). According to K. Gronroos, in order to create a functional quality of service, it is advisable for the head of the service company to implement an internal marketing strategy called "internal marketing". According to K. Gronroos's theory, internal marketing is focused on the employees of the tourist organization who are in contact with consumers, aimed at creating a functional quality of service, the organization of motivating working conditions. K. Gronroos introduced such concepts as "internal product" (work) and "internal consumer" (firm employees) into scientific circulation. According to K. Gronroos' model of "marketing of services", before selling a quality service to an external consumer, it must be "sold" to an "internal consumer", ie a "marketer working on a part-time basis" (employee of the firm). The approach of the

American School of Marketing advocates by world-renowned economists to advancing the concept of marketing is based on the Four Rs rule proposed by George McCarthy in the 1960s. M. Bitner, a researcher at the Center for the Study of Marketing Services at the University of Arizona, extended this formula to "Seven Rs" in his research. The approach of the American School of Marketing advocates by world-renowned economists to advancing the concept of marketing is based on the Four Rs rule proposed by George McCarthy in the 1960s. M. Bitner, a researcher at the Center for Marketing Services Research at the University of Arizona, in his scientific views extended this formula to the service sector and extended it to the "Seven Rs". The traditional "Four R" formula combines the four elements of a marketing mix: brand, price, distribution channels, and communication links (rroduct, rrice, rlase, rromotion). Taking into account the above considerations, it is necessary to increase the effectiveness of the introduction of conceptual marketing methods and the concept of integrated marketing in the market of pilgrimage tourism in Uzbekistan and its implementation in practice.

THE MAIN PART

Conceptual marketing activities carried out by the enterprise and the organization are aimed at preparing a "mixture" of marketing elements designed to more effectively influence the target market than a competing organization. Based on the product-quality characteristics of services, Bitner proposed to further enrich the service marketing model with elements such as "three Rs": process, material evidence, and people (rrocess, physical, evidence, people). By its theoretical and logical essence, M. Bitner's model of service marketing can be seen as an integral synchronization with the models of D. Ratmel, P. Eiglie and E. Langeard, K. Gryonros. F. Kotler, one of the leading scholars in the field of tourism marketing, used these models as a theoretical basis in his research on hospitality and marketing of tourism services.

In order to take a competitive position in the tourism industry, especially in the tourism market, organizations and enterprises have three strategies aimed at this link:

- Traditional marketing strategy aimed at the "enterprise-consumer" link, ie a strategy related to price formation, communication and distribution channels;

- Internal marketing strategy aimed at the "enterprise-employee" link, ie a strategy aimed at motivating employees to provide quality customer service; - Development and implementation of "interactive marketing", ie a strategy directly related to the quality control of services arising in the process of employee-consumer relations, aimed at the "employee-consumer" link.

From the analysis of models related to marketing concepts in the field of services of the tourism industry in the world economy, we can conclude that despite the fact that the models were created by researchers from different countries, based on different principles, these models have a common structural and conceptual direction:

- all existing models are derived from the specific features and aspects of the quality of services;

- All existing models emphasize the need to pay special attention to the employee, the service process and the material aspects of the service, which are strategic factors in the marketing of services;

- All existing models pay special attention to the need to develop additional strategies for the promotion of the concept of marketing in service organizations, ie strategies for the use of internal and interactive marketing concepts.

CONCLUSION

The results of the analysis of this study show that the implementation of the concept of marketing in the tourism market, especially in pilgrimage tourism, as a result of the integration of internal marketing, traditional marketing and interactive marketing concepts. In addition, it is desirable that the concept of marketing be implemented in a mutually compatible, integrated manner at all levels of regulation of the tourism market, in particular, pilgrimage tourism. As a result of the analysis, in our opinion, the main principles of the implementation of the integrated marketing concept in the tourism market will be as follows;

- Targeting the methods of marketing strategy to effective solutions to consumer problems. The essence of the concept of marketing in the tourism industry means that the supply of tourism products should always be consumer-oriented, and the capabilities of enterprises and organizations should be constantly adapted to market requirements.

- The work done to achieve the goals set in the marketing strategy will ultimately lead to long-awaited goals for enterprises and organizations, as well as market share.

- Maximum consideration of the selected market conditions, conditions and requirements, as well as targeted impact on it. This marketing principle is reflected in the segmentation of the market.

- Interdependence of marketing principles in the industry. The integration of tourism marketing systems in the tourism markets is different: government agencies, sectoral and intersectoral public organizations, organizations and enterprises, the integration of different institutional units creates the need to ensure the vertical compatibility of strategic marketing measures.

- Interconnectedness and coherence at different levels of implementation of the concept of marketing in tourism markets (for example, the study of the need for staff in the tourism system within the association and the formation of demand; in the implementation of the concept of internal marketing: development and implementation of an effective mechanism for training and integrated training of specialists needed in the field of tourism).

CONCLUSIONS

The concept of integrated marketing, implemented at the level of tourism enterprises and organizations in the tourism market, is reflected in a set of marketing activities aimed at adapting the capabilities of tourism enterprises and organizations to the needs of consumers of tourism products. As a result, the provision and sale of tourism products that meet the needs of consumers is aimed at increasing economic benefits by enterprises and organizations to meet the needs of consumers in the future and strengthen the competitive environment in the market.

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