

IMPROVING THE DIVERSIFICATION AND MODERNIZATION OF THE TOURISM INDUSTRY BASED ON THE CONCEPT OF MARKETING

Kuymuratova Matlubakhan Abdimanabovna

Senior Lecturer, Doctor of Philosophy in Economics (PhD), Namangan institute of engineering and Technology.

DOI: 10.47750/pnr.2022.13.S06.504

Abstract

The article discusses the organizational and economic mechanisms for the development and diversification of tourism services, taking into account the formation of tourist areas based on the quality of services, target areas and marketing segmentation of topics.

Keywords: tourism, diversification, modernization, tourism industry, marketing concepts, economic mechanisms, development, tourism services, tourist, marketing segmentation, innovation, strategy, decree.

Introduction

The spread of the coronavirus pandemic in the world has had a profoundly negative impact on the sustainable development of the tourism sector, as well as all sectors of the economy. The number of foreign tourists visiting the industry decreased by 56% in 2020 compared to 2019, the loss from the export of tourism services reached \$ 1.2 trillion, which is 3 times the damage caused by the global financial and economic crisis in 2009^[1]. According to the World Tourism Organization (UNWTO), "...the tourism sector accounted for 10 percent of the global service market, and by 2020 it was predicted that annual revenues would reach \$2.0 trillion.^[2]" because of the international pandemic. To mitigate this crisis in the international tourism market, an important process is the development of opportunities for the development and diversification of the industry. The Decree of the President developed the "Medium-term concept of measures for the development of tourism in the Republic of Uzbekistan". Accordingly, it is necessary to develop a concept for the development of tourism in the country and in all regions. Of course, there are several directions.

Purpose of the research

One of the important directions of tourism development is the development of marketing concepts and new tourism products. Our research shows that the concept of marketing in the field of tourism is practically absent. But they cover a number of areas. This includes:

^[1] <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-08/UN-Tourism-Policy-Brief-Visuals.pdf>

^[2] The author's calculations are based on data from the official website of the World Tourism Organization (UNWTO). UNWTO Annual Report on World Tourism 2018.

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

An explanation for this is given in the following table (Table 1).

Table 1. The concept of tourism services marketing^[3]

S/n	Name of marketing concepts in tourism	Explanation of Marketing Concepts in the Tourism Industry
1.	The concept of improving the quality of tourism services	A strategy will be developed to continuously improve the quality of services through continuous research to ensure the full satisfaction of tourists who are consumers of tourism services provided by the services provided.
2.	The concept of diversification of types of tourist services	Since tourists are from different countries, different nationalities and religions, in a sense, there is a lack of the same approach to all of them with the same services. Therefore, it is necessary to have a wide range of services suitable for every tourist, and develop a strategy for constantly increasing their types based on demand.
3.	The concept of diversification of the tourism services market	Due to the presence of a competitive environment in the tourism market, as in all industries, in the conditions of market relations, it is necessary to constantly work on expanding the tourism market and develop a strategy for constantly increasing the number of incoming tourists.
4.	The concept of modernization of tourism services	On a global scale, tourism is developing rapidly, and the demand for its infrastructure and the tourism industry is growing year by year. In this regard, the constant modernization of tourism services and the means used to provide them, the development of a strategy for the provision of services in accordance with international requirements, requires their compliance with today's requirements.
5.	The concept of innovation in the field of tourism services	The modernization of the tourist service is directly related to the introduction of innovations into it. Therefore, in order to form competitive tourism services in the current situation, it is necessary to develop a strategy for continuous innovation in the industry.
6.	The concept of increasing the competitiveness of tourism services	One of the important aspects of tourism development is the need to apply an optimal policy in the field of pricing for services, along with improving the quality of each service provided. To ensure the compatibility of the quality and price of these services, a strategy of continuous innovation should be developed in order to modernize and diversify them.

^[3] The results of the study were developed by the author.

Materials and methods of research

Observation, generalization, dynamic comparison, logical analysis, comparison methods were used in the research work.

Results and discussion

In tourism, innovative services can also consist of completely new or significantly improved services. Their production requires the introduction of delivery methods based in principle on new technologies or new combinations of existing technologies, as well as new knowledge. This process creates innovation in the provision of tourism services to tourists.

Name of marketing concepts in tourism, Explanation of marketing concepts in the field of tourism:

1. The concept of improving the quality of tourism services. A strategy will be developed to continuously improve the quality of services through continuous research aimed at ensuring that tourists who are consumers of tourism services are fully satisfied with the services provided.
2. The concept of diversification of types of tourist services Due to the fact that tourists from different countries, different nationalities and religions, in a sense, there is no equal approach to all with the same services. Therefore, it is necessary to have a wide range of services suitable for every tourist, and develop a strategy for constantly increasing their types based on demand.
3. The concept of diversification of the tourism services market. In the conditions of market relations, due to the presence of a competitive environment in the tourism market, as in all industries, it is necessary to constantly work on expanding the tourism services market and develop a strategy to increase the number of tourists.
4. The concept of modernization of tourism services Tourism is developing rapidly in the world, and the demand for its infrastructure and the tourism industry is growing from year to year. In this regard, the constant modernization of tourism services and the means used to provide them, the development of a strategy for the provision of services in accordance with international requirements, requires their compliance with today's requirements.
5. The concept of innovation in tourism services Modernization of tourism services is directly related to the introduction of innovations in them. Therefore, in order to form competitive tourism services in the current situation, it is necessary to develop a strategy for continuous innovation in the industry.
6. The concept of strengthening the competitiveness of tourism services. One of the important aspects of tourism development is the need for an optimal policy in the field of prices for services, along with improving the quality of each service provided. To ensure the compatibility of the quality and price of these services, a strategy of continuous innovation should be developed in order to modernize and diversify them.

It is worth dwelling on a brief explanation of the concept of tourism services marketing.

First, when developing a concept for improving the quality of tourism services, special attention should be paid to the services provided to tourists who are consumers of these services. Ensuring the complete satisfaction of every tourist with the services provided is an important factor in ensuring the efficiency of the industry. Therefore, it is necessary to conduct ongoing research in this area in tourism organizations and develop a strategy for continuous improvement of the quality of service. In this case, it is necessary to strengthen the next connection (Fig. 1).

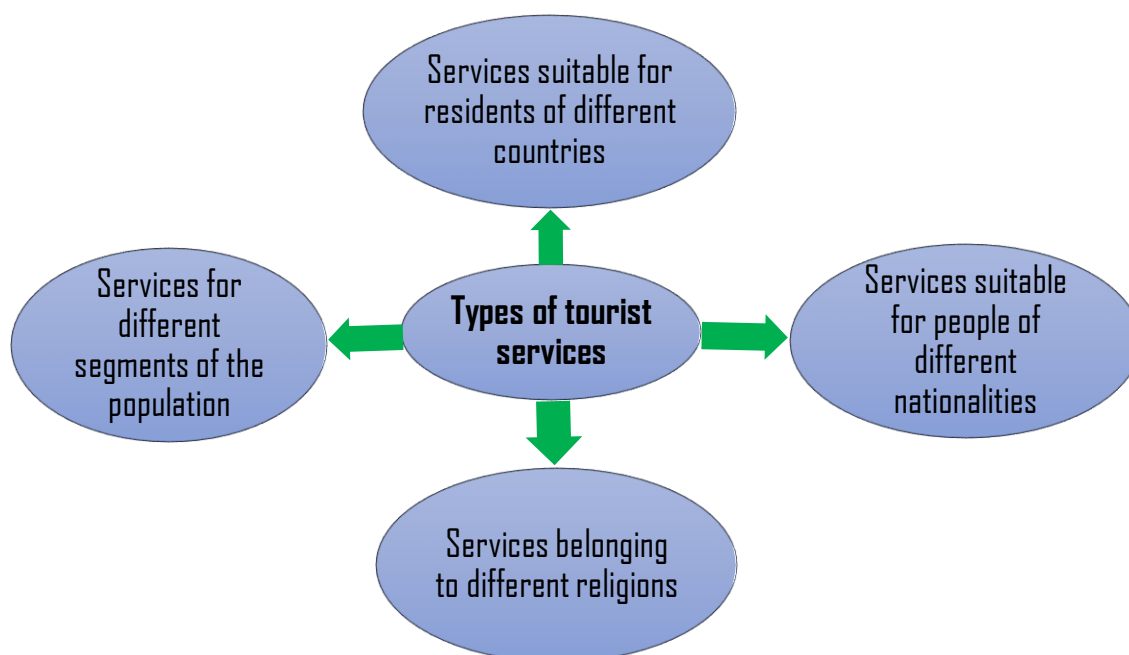
Figure 1. The relationship between the effectiveness of the concept of improving the quality of services in tourism^[4]



As can be seen from the figure, the effectiveness of the concept of improving the quality of services in tourism directly depends 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.

Secondly, the concept of diversifying the types of tourist services becomes an objective necessity due to the fact that direct tourists come from different countries representing different nationalities and religions. Because approaching everyone with the same template and the same services is in some ways not enough. 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 that people from different Muslim countries visit our country. It is desirable to organize prayer rooms in the hotels where they live. As a result, it will be necessary to develop a strategy for increasing the range of services based on the demand of tourists. The interdependence of this is shown in the following figure (Fig. 2).

Figure 2. The concept of diversification of types of tourism services

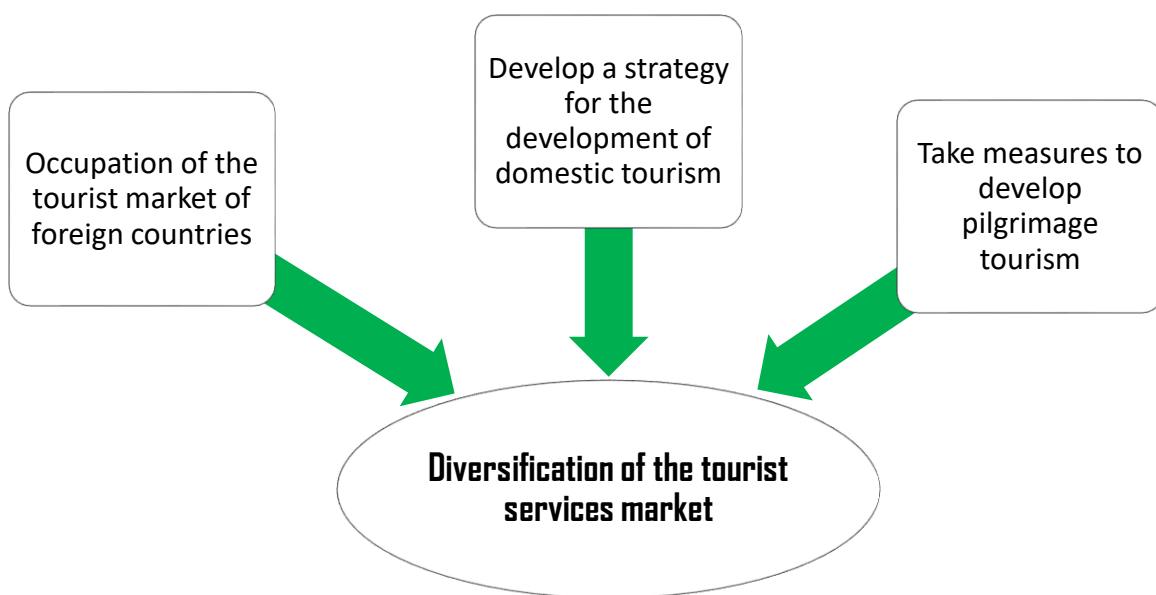


^[4] The results of the study were developed by the author.

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

Thirdly, the concept of diversification of the tourism services market also plays an important role in the current processes of globalization and economic integration. In the conditions of market relations, as in all areas, competition in the tourism market is becoming more intense every day. The existence of a competitive environment in such conditions requires constant work to expand the tourism market. At the same time, a strategy should be developed to continuously maximize the number of tourist arrivals. Because not only the inflow of funds into the country's economy will be ensured, but also foreign exchange earnings, the export of services will increase. Therefore, the issue of diversifying the tourism market is also important. The interdependence of this process is shown in the following figure (Fig. 3).

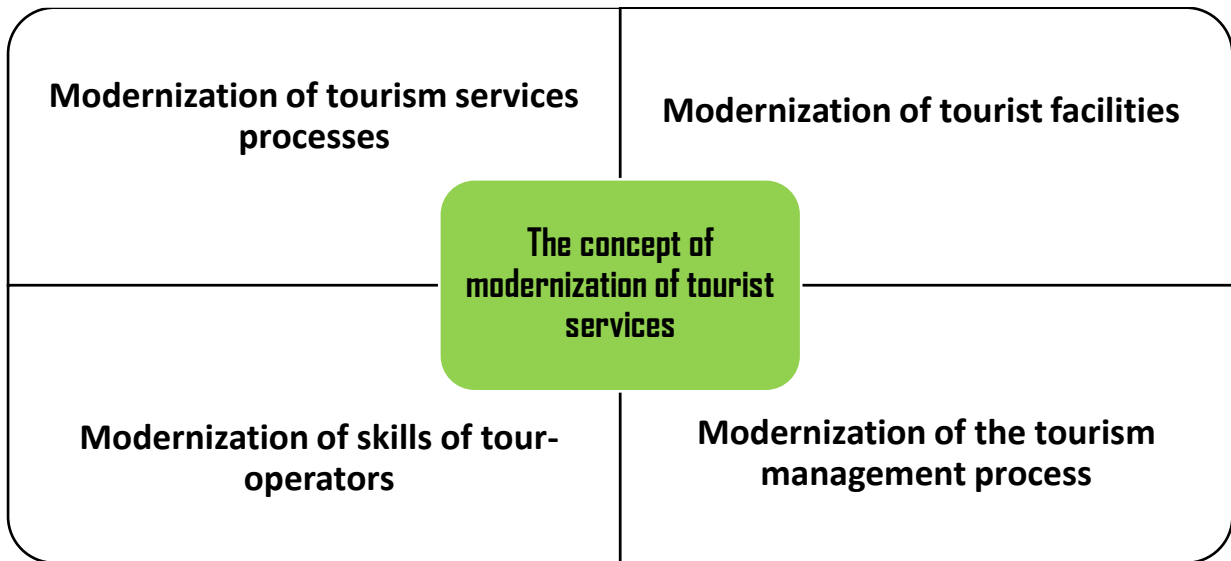
Figure 3. The concept of diversification of the market of tourist services



As can be seen from the figure, there are also a number of directions for diversifying the tourism services market. At the same time, it is necessary to focus on the development of a concept for achieving the development of pilgrimage tourism and the development of foreign tourism markets, i.e. increase in inbound tourism.

Fourth, it is necessary to develop a concept for the modernization of tourism services. Because tourism in the world is developing rapidly, and the demand for its infrastructure and the tourism industry is growing from year to year. In this process, it is very difficult to increase the number of tourist visits without continuous improvement of tourist services and the means used to provide them, if they do not reach the level of international standards. Therefore, this process also needs to be modernized and create a state of service 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 relationship of these processes is shown in the next frame (Fig. 4).

Figure 4. 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 information technology in the promotion of tourism, attracting tourists from around the world. This will require the 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 demand. This requires modernizing the skills of tour operators. Another area is related to the modernization of tourism management. This process is also essential to ensure the efficiency of the industry. After all, modern tourism cannot be managed in a simple way. Due to this, this direction remains a vital necessity.

Fifthly, the concept of introducing innovations in the field of tourism services also plays an important role in marketing research. After all, the modernization of tourism services is achieved directly through the introduction of innovations. In this regard, when developing the concept of innovation, each of its directions should be taken into account. Because in the current situation, the formation of competitive tourism services requires the introduction of continuous innovation in the industry. This, in turn, requires special attention to the conceptual foundations of developing a marketing strategy.

Currently, in the economic literature there are different opinions about the types of innovation. In particular, a group of scientists (M.K. Pardaev, T.Kh. Mamasatov, O.M. Pardaev) recommended classifying innovations according to 7 criteria. The authors make these proposals from the point of view of the interest of each subject in the implementation of innovation. Since the interests of the creators of innovation differ from the interests of its users, when implementing it, it is necessary to take into account the specifics of each industry, based on the fact that this process also differs in time.

1. Classification by creators of innovation.
2. Classification of innovations according to the factor of competitiveness.
3. Classification of innovations according to the degree of interest.
4. Classification according to the degree of innovation.
5. Classification of innovations by economic content in the context of extended industrial relations.
6. Classification of innovations by industry.

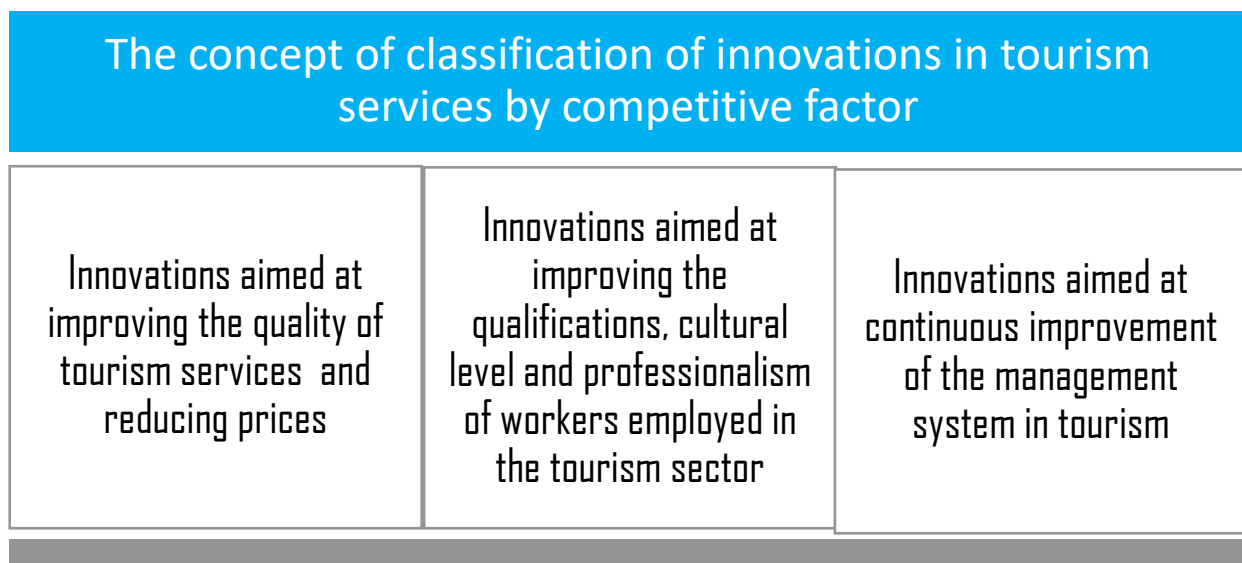
7. Classification of innovations by time.

It should be noted that not all of the above innovations are used in tourism. Because this field also has its own characteristics.

Currently, modernization, diversification, innovation and all strategic directions for their implementation are considered as interrelated concepts in the marketing concept of tourism, which serves to increase the efficiency of the industry.

Based on the foregoing, we consider it appropriate to focus on ensuring its competitiveness as a key area for introducing innovations in tourism services. In this regard, we considered it appropriate to classify innovations in terms of ensuring the competitiveness of tourism services. Their interdependence is reflected in the following figure (Fig. 5).

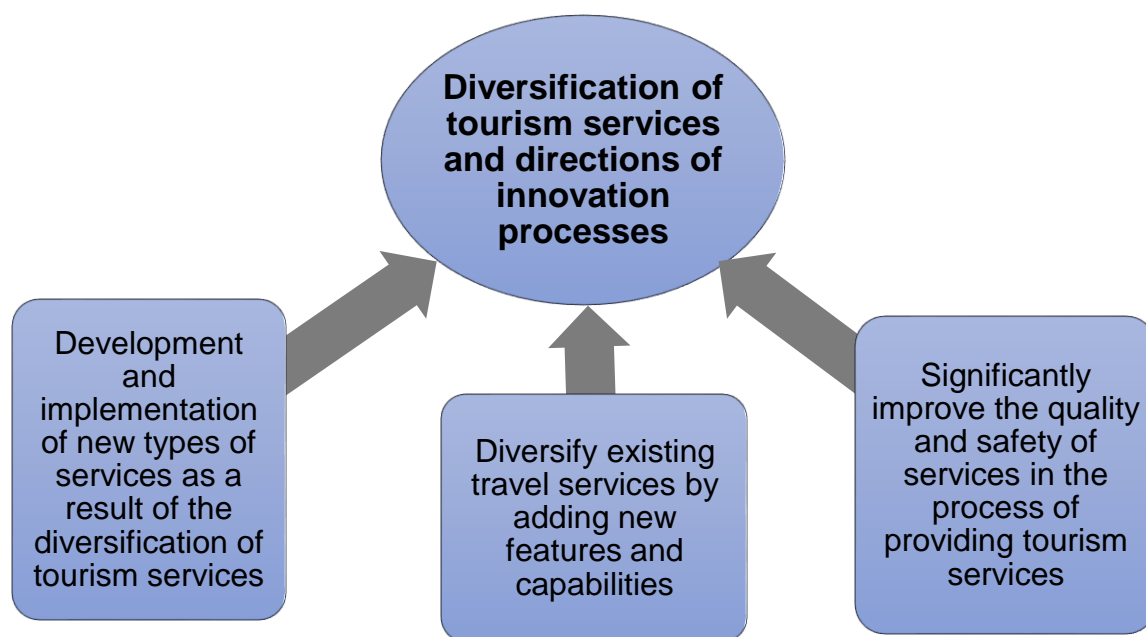
Figure 5. Classification of innovations in tourism services to ensure competitiveness



Innovations also have their own characteristics for entities operating in the field of tourism services. Ways to use fundamentally new or technologically improved (quality) services in this area - technological innovations. By applying technological innovations in this area, it is possible to improve the quality of services provided to tourists. The use of significantly improved methods of production and delivery of tourism services is also a technological innovation. While technological innovations in manufacturing are mainly related to the improvement of equipment, they are directly related to the improvement of service processes and methods in the provision of tourism services. In this case, the participation of employees employed in this area, their qualifications and practical skills, subtle nature is very important.

Thus, the following can be attributed to innovations in tourism services products (Fig. 6).

Figure 6. Interdependence and directions of diversification of tourism services and innovation processes



If we pay attention to the directions presented in this picture, we will see, first of all, that the diversification of tourism services is aimed at the development and implementation of fundamentally new services. Because the purpose of innovation processes is to create innovations, to create new types of tourism services, if applicable to the service sector, namely tourism.

The other line is that it can be improved by adding new features and functionality to existing services. In reality, traditional current services cannot be completely upgraded all at once. You can also do this by updating your features to improve existing services. In this regard, it is no coincidence that the diversification of tourism services and one of the areas of innovation processes is focused on this issue.

Conclusion

There is room for improvement in the tourism sector based on the marketing concept of diversification and modernization.

First, given the concept of marketing as one of the important areas of tourism development and the fact that new tourism products are practically not being developed, several aspects of the concept of tourism marketing were presented. These include: the concept of improving the quality of tourism services; the concept of diversification of tourism services; the concept of diversification of the tourism services market; the concept of modernization of tourism services; the concept of innovation in the field of tourism services; based on the introduction of the concept of increasing the competitiveness of tourism services, etc.

Secondly, the regular preparation and delivery of high-quality photo, video and printed materials on the history, modern development, tourism potential, culture and art of the country for the diplomatic missions of the Republic of Uzbekistan abroad.^[5]

^[5] Decree of the President of the Republic of Uzbekistan “ON THE DEVELOPMENT STRATEGY OF THE NEW UZBEKISTAN FOR 2022-2026”, PF-60 of 01/28/2022

Thirdly, to organize the publication of books, reference books and manuals abroad that promote the history and modernity, culture and art, historical cities, traditions and customs of Uzbekistan. Presentation of these works in foreign countries, their distribution among parliaments, governments and expert circles of foreign countries.^[6]

Fourth, organize tourism marketing through regular media tours for representatives of foreign media and tourism publications.

Fifthly, to conduct a wide advertising campaign to promote the tourism brand of Uzbekistan abroad.

If our recommendations are implemented, our country, especially in the valleys, will be able to successfully fulfill the tasks set in the Development Strategy of New Uzbekistan for 2022-2026.

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