

Role of marketing services in innovative development of tourism activities

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Abstract: This paper investigates major points of the marketing services. Therefore, innovative development of tourism activities were mentioned on the different analyses. Features of the services on innovative development of tourism activities were stated in the conclusion as the whole.

Keywords: infrastructure, innovation, private business, tourism, tourism resources, marketing, travel industry.

Introduction

Currently, an important condition for the dynamic development of the economy is the accelerated implementation of modern innovative technologies, that is, successful activity is impossible without innovation. The rapidly forming all spheres of the state and public life of the country require close support of ongoing reforms on the basis of modern innovative ideas, developments and technologies that ensure a fast and high-quality breakthrough of the country into the ranks of world civilization leaders.

Innovative development is becoming an effective market tool for managing modern economic and social systems. The current stage of development of a market economy indicates the need for a reorientation of activities, that is, a transition to an innovative type of development. The purpose of which is to increase competitiveness, both in the domestic and foreign markets.

Tourism is one of the priority areas for the development of the economy and culture of the republic. Uzbekistan is a vibrant and inspired country of the East. The presence in the Republic of ancient attractions, mosques, mausoleums, madrassas, as well as many untouched corners of nature, medical centers, many resources allow you to develop many types of tourism. But at the same time, the republic's potential in the field of tourism is not being used effectively enough, the reasons for which are the underdeveloped infrastructure, poorly developed material and technical base, low level and quality of the service sector, the lack of well-established interaction between the state and private business, and the lack of an industry management system that meets modern requirements in in this area, the lack of government regulation and support for the activities of organizations in the tourism sector.

The innovative activity of the tourism sector is formed at the level of organizations of various processes: that is, the production of goods, the provision of quality services, the skills, qualifications and professionalism of the staff, the adequacy of funding, preferential taxation, etc. all this is an integral part of activity, without which innovative development is impossible.

Literature review

The process of improving innovation is not possible without the involvement of tourist resources such as cultural attractions of the city, city landscape, entertainment facilities and recreation areas. Due to the lack of tax on tourist resources, they are relatively cheap, which contributes to the high profitability of the tourism business.

It follows that the Republic of Uzbekistan creates favorable conditions for attracting innovative investments in the tourism sector, is based on a focused policy in the framework of the program of action strategies.

Despite this, in the short term, it is also necessary to form factors that can ensure the innovation and investment attractiveness of the Republic of Uzbekistan:

- ❖ advantageous geographical location;
- ❖ developed transport infrastructure;
- ❖ the presence of legislative acts aimed at supporting the investment activities of business entities, i.e. tourism;
- ❖ the presence of universities capable of training qualified personnel.

As we know, any activity begins to develop a scheme that considers the classification of demand for new types of services or goods. This classification creates the basis for studying the demand for goods and services in the field of innovation in the tourism sector. Having studied the activity of innovative development, we concluded and developed a classification scheme for demand for the development of innovative development of the tourism sector, with the different features.

Main part

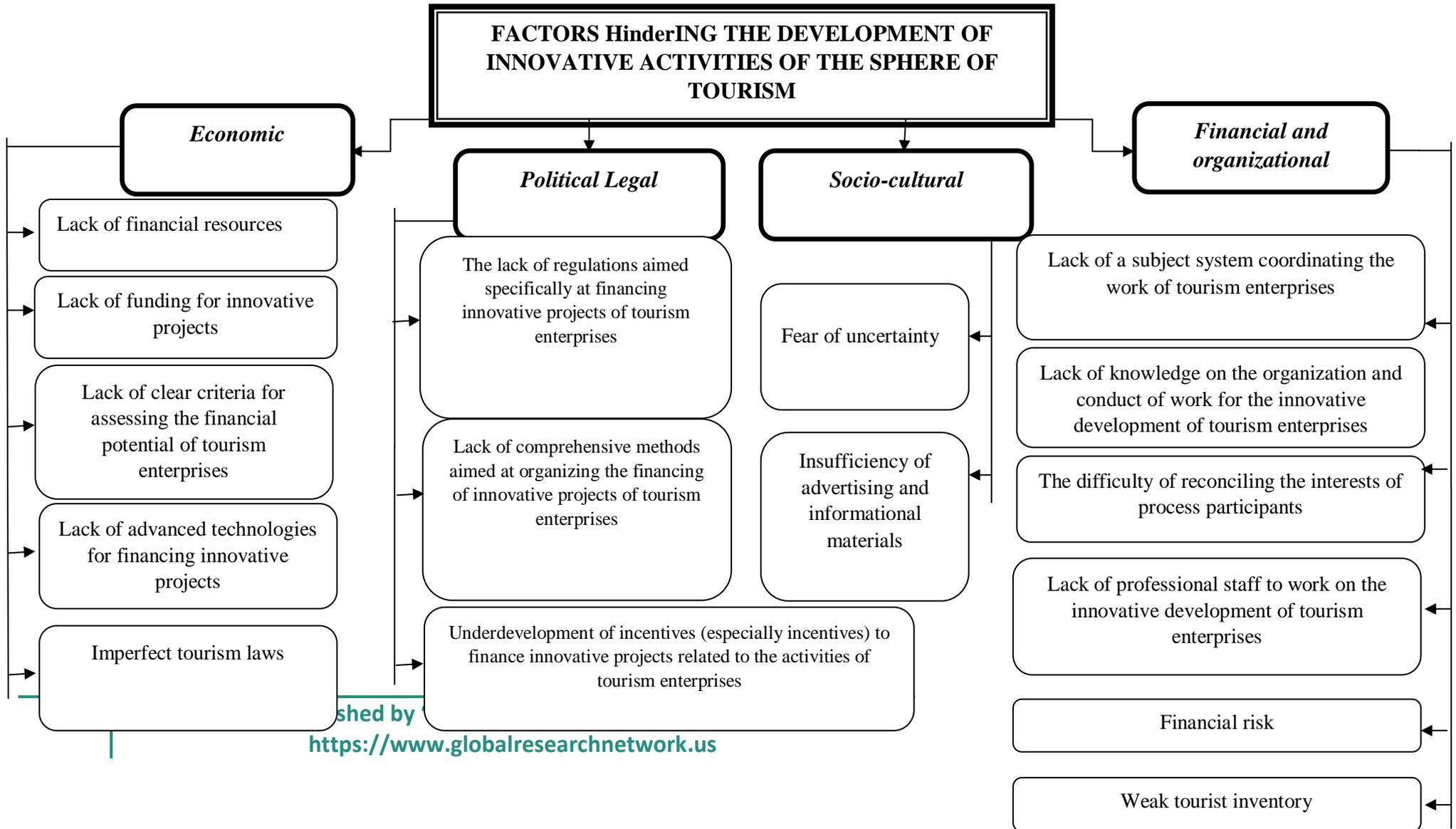
Innovative development of activity is the basis for increasing the effectiveness of this sphere.

Nowadays, the activity of the tourism sector largely depends on the development and application of innovations, that is, innovations that are designed to improve customer service and increase tourist tourism opportunities, which, accordingly, will attract tourists and tax payments in budget revenues at all levels.

The effectiveness of innovation in the tourism sector contributes to the intensive development of the economy. Tourism today is one of the promising and rapidly developing areas of activity, which is highly significant in the development of the country's economy. The activity of the tourism sector is primarily determined by the presence of a functioning investment system, a simplified lending system, as well as preferential taxation.

Consequently, in a developing economy, the tourism industry produces a tourism product that is in demand both on the external and domestic markets. The main task of the tourism industry is to create a high-quality and sought-after tourism product. Now there are a number of factors that impede the development of innovative activities in this area, which we will consider below in the form of a scheme: (Scheme 1.)

(Table 1.) (author conctruction)



Currently, the state's sphere of tourism pays great attention to important laws adopted for the tourism sector in January of this year: Decree of the President of the Republic of Uzbekistan No. UP-5611 "On Additional Measures for the Accelerated Development of Tourism in the Republic of Uzbekistan" and the President's Decree Republic of Uzbekistan No. PP-4095 "On measures for the accelerated development of the tourism industry". These regulatory acts define the main strategic directions for the development of the tourism sector. In particular, Decree of the President of the Republic of Uzbekistan No. UP-5611 approved the Concept for the development of the tourism sector until 2025 with the annual adoption of a plan of specific measures for the implementation of the Concept.

But, despite the adoption of a number of regulations, as practice shows today in the country there are a number of problems that impede the development of the tourism sector, such as:

- ❖ low efficiency of using the existing financial potential of the territory and state property
- ❖ a high share of the shadow economy and the opacity of financial flows from market developed countries;
- ❖ the lack of a mechanism for attracting innovative investments, especially during the period when inflation and refinancing rates are growing (see fig. 1-2);
- ❖ the small number of countries with a simplified visa regime;
- ❖ lack and non-professional provision of quality tourist services in hotels, transport services, services at catering facilities, etc.
- ❖ lack of hotel complexes as well as hotels with an international class of service;
- ❖ underdevelopment and poor condition of networks of sanitary facilities;
- ❖ underdevelopment and poor service of operators, as well as the lack of a mobile network and Internet outside the city;
- ❖ the absence of a marketing company studying this field of tourism;
- ❖ lack of development (improvement) of the modern hospitality infrastructure with the involvement of international networks;
- ❖ lack of professionally qualified personnel in the field of tourism.

Fig. 1 Inflation dynamics for 2014-2019 in the Republic of Uzbekistan¹

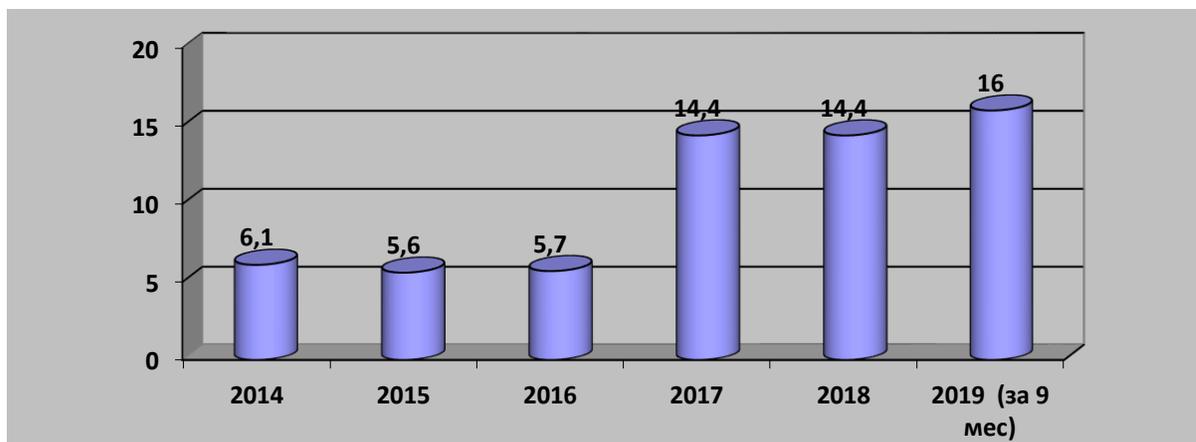
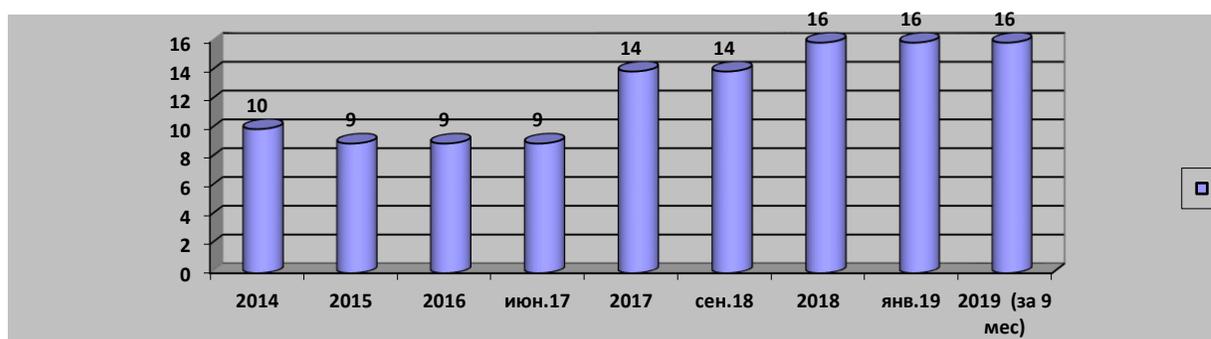


Fig. 2 Dynamics of the refinancing rate for 2014-2019 in Republic of Uzbekistan²



The solution of these problems on the basis of the development of state regulation and support of the tourism sector will allow the most efficient use of the country's tourism potential.

Table 2. The number of small enterprises engaged in tourism activities for 2015-2019³

№	Regions	The number of small tourism enterprises					2019 year + / -			
		2015 y	2016 y	2017 y	2018 y	2019 (for 9 month)	2015	2016	2017	2018

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² Составлена автором (на основе статистических данных РУз)

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1.	Republic of Karakalpakstan									
2.	Andijan region									
3.	Bukhara region									
4.	Jizzakh region									
5.	Kashkadarya region									
6.	Navoi region									
7.	Namangan region									
8.	Samarkand region									
9.	Syrdarya region									
10.	Surkhandarya region									
11.	Tashkent region									
12.	Ferghana region									
13.	Khorezm region									
14.	Tashkent city									
	Total:	398	433	749	1000	1381	2783	948	632	381

Our analysis showed that the majority of organizations operating in the field of tourism are small businesses (see table 1), respectively, the sphere does not allow them to carry out deep marketing research, on the basis of which it would be possible to develop and promote a competitive tourism product with The goal is to get a decent amount of inflow (income). Proceeding from this, it is necessary to strengthen the regulatory and supportive role of state structures at all levels, public-private partnerships in order to jointly conduct marketing activities.

This raises the question of creating a marketing company engaged in marketing research of the tourism sector to the first level, which will lead to the solution of the above problems, only with the help of such companies will it be possible to meet the needs of tourists, ensure not only the

growth of inflow (income) but also replenish budgets of all levels, attract foreign currency, solve socio-economic problems and increase the level of employment.

In our opinion, the main activity of a marketing company should be to conduct the following activities:

- a survey of tourists (identifying wishes for the quality of services provided, price, needs);
- identification of problems faced by tourists when arriving in the country;
- preferences and interests of tourists in the country;
- identification of the most important trends in tourism in the country;
- Survey and questioning of subjects of tourism;
- identification of problems faced by tourism stakeholders;
- solving the problems faced by subjects involved in tourism activities;
- the creation of Internet marketing (market research through a survey of tourists in the form of an online mode, the sale of tourism products);
- conducting master classes on the training of qualified personnel, on conducting successful work of tour companies.

Solving problems of developing a development strategy for subjects involved in tourism activities, these activities are fraught with large financial costs, so the implementation of such activities should primarily be carried out at the expense of budget funds.

Marketing activities should be carried out at local and central levels of tourism management. But at all levels, the authorized bodies of tourism administrations will have to act on the basis of centrally established norms, while the activities of all the assisted structures should be coordinated with the Tourism Agency "Uzbektourism" of the Republic of Uzbekistan. Here we are talking about the formation of a form of public-private partnership.

Conclusion

It is the establishment of public-private partnerships that, in our opinion, should contribute to the development of tourism organizations, enhance the introduction of new competitive tourism products, increase their efficiency, create additional jobs, stimulate the formation of new organizations, increase both profit and tax revenues.

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