



INNOVATIVE MARKETING STRATEGY AIMED AT MAXIMIZING THE DEVELOPMENT OF THE TOURIST INDUSTRY IN UZBEKISTAN

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Annotation: *To further improve the quality of services for tourists visiting our country and to attract the attention of the world community as a country with a tourism industry that fully meets market requirements. The development of the tourism industry has turned many places into tourist destinations: resorts or temporary stops, the impact and consequences of this industry vary depending on the size and relative importance of the local community.*

Keywords: *Tourism industry, marketing, hotel, tourism.*

In Uzbekistan, the number of customers using the services of tourist enterprises is regularly increasing. But these rates of growth are not so noticeable now. According to preliminary calculations of the requirements, in the near future, the demand for foreign tourists to come to Uzbekistan can increase by 11.5% per year. The consumption capacity of the tourist services market is characterized by indicators of the market volume.

In the total volume of services to tourists, the economy of hotels is the most significant (54.8%), while in the next place are tourism enterprises (27.2%). At the same time, our analysis of the opportunities of the tourism market size shows that currently its opportunities are higher on the account of large groups of income, including the population.

The organization and operation of the tourist complex largely depends on the innovative marketing and financial situation of the tourist enterprise, the level of which is based on the reliability of the services of the cross-border of the sphere. The economic activity of the tourist enterprise is inextricably linked with the turnover of tourist products [6].

Expenses for the services of external organizations accounted for 46,5% of the expenses for the placement of a large amount in the structure, transport – 25,7%; catering – 9,7%; services on exportation – 3,6%, total expenditure-85,5%. Analysis of the factors that contribute to their growth allows to determine the mechanism of price assessment in the tourism industry, to identify ways to reduce the cost of the tourist product and increase its competitiveness. The tourist industry is characterized by the fact that it has parts that form the material basis of tourism, among which it is necessary to include, first of all, the transport and hotel industry [5].

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The provision of transport services to tourists is one of the components of the tourist industry. The presence of international class airports in five cities of Uzbekistan, Tashkent – Samarkand – Bukhara – Urgench Railway, the construction of Angren – Andijan highway, a network of local importance of highways makes it possible to further improve the transport system of the Republic. Today, Uzbekistan is directly connected with more than a million foreign countries. The Republican Avi company carries out more than 53 flights to distant foreign countries per week and 69 flights to CIS cities [1].

Within the framework of the single transport structure of the tourism industry, 92% of all trips of tourism across the country are carried out by cars, 78% of which are accounted for by buses [2].

The number of buses meeting international standards is increasing year by year. Uzbekistan's highways provide safe movement of passenger and cargo cars during the day-night. However, the general condition of Motor Vehicles does not correspond to the standards of developed countries in terms of width and surface coverage. One of the main tasks facing road service personnel is to further improve the road network in the future.

As practice shows, one of the negative factors that affect the development of the tourism industry in the current period is the lack of regularity of interaction of tour operators with transport companies. The dynamics of the development of Civil Aviation shows that in the following years, the volume of passenger transportation of Civil Aviation is almost unchanged. The survey conducted by the author among tour operators shows that the fact that the National Avi company "Uzbekistan Airways", which has turned tourism into a monopoly, has greatly increased the cost of services, hinders the growth of tourists arrival. The introduction of customs taxes (30% of the total price) and excise taxes (70%) negatively affects the renewal of any type of export.

Scientific research shows that in the market of transport services there is a high competition, which affects the mutual coordination of the activities of tour enterprises and the tourist industry, the legal protection of the rights and interests of tourists.

An important component of the success in the tourism industry was the development of the hotel business. Therefore, for the successful development of the tourism industry, high-quality services must be provided here. The consumer of the hotel product can choose a variety of options and forms for accommodation in the Republic.

One of the main peculiarities of the relationship of the subject in the market of tourist services is the offer of this available capacity to the fullest extent possible. The analysis of the three leading spheres of the Republic's tourist industry (transportation, accommodation and tour operators' offers and costs) shows that it is necessary to regularly analyze the needs and requirements of the main groups of consumers, as well as to develop conceptions that ensure stable competitive activity of producers of effective products and services; it is necessary to develop tourist products, bring them to the market, distribute and sell them, at the same time, the profit portion must also be included in the price; when determining prices, it is necessary to take into account the nature of competition in the tourist market, as well as the pricing policy of competitors.

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The territory of Uzbekistan is part of a mixed type of Tourism and is characterized by a high degree of assimilation of the following factors in relation to natural and cultural monuments close to each other and densely located, the territory (population, roads, with the density of the communication system), convenience of transportation by geographic and geopolitical conditions.

Tourism opportunities of Central Asian countries

Countries	The main objects of tourism and types of recreation	Country potential %	Conditional minimum amount of capital required (mln dollars)
Tajikistan	Ajina Topa complex, Khulbuk and Kafirkala towns, Mirsaid Khamadani shrine, mountain-Badakhshan Autonomous Region, Shirabad district, Varzob Pamir-administrative, mountain-skiing tourism and hunting	59,2	25,80
Turkmenistan	All-Turkish national reserve, neutral rock, Sultan Sanjar mausoleum, Kora-Kum region of enlightenment and natural tourism	63,5	23,90
Kyrgyzstan	Issyk-Kul, Naryn, Karatol-Japirik Reserve, Sarichat-Ertash, Sari-Chelek reserve-the territory of nature tourism	60,7	19,75
Kazakhstan	Utror, Sayram, cities of Turkistan, Khoja Ahmed Yassavi mausoleum, Karahan and Daudbek theme, Chori kanoni, Borovoy, Kukchatau Kur, Shimbulak educational holiday, nature and mountain tourism region		
Uzbekistan	Historic cities, Ugam-Chotqol National Park, Zamin nature zone, Kora-Kum, Haydarkul, Shakhimardon-the territory of enlightenment, nature, treatment and recovery	56,0	18,25
Total by Central Asia		55,8	20 mlrd

Today, sustainable tourism is one of the most actively growing trends characterizing the development of the tourist services market. In many places, the process of bringing tourism to the market as a stagnant zone is going on, the main task of which is to satisfy the needs and requirements of the present generation without harming the interests of the future generation. Thus, a sustainable tourism complex requires taking into account long-term benefits and consequences.

Tourism messages are such a limit that it is necessary to take advantage of all the opportunities of the selected areas to a great extent and keep them safe for the next generation. It is necessary to create a new methodology for planning the transition from short-term tourism to long-term tourism as a result of such a concerted approach to tourist activity [4].

Komplex was widely used in the analysis of the results of selected observations, as well as data from the State Department of Statistics and special literature. According to him, it was concluded that in order to enter the tourist markets, it is necessary to organize efforts and to reconsider the demand for tourist products and services of Uzbekistan. For this, it is necessary to develop the concept of

innovative marketing of the development of the tourism industry in the country and its functions among the interested forces engaged in its realization.

To determine what the internal structure of the Central Asian tourist market, taking into account the opportunities of the region, it is necessary to disassemble the map of Central Asia, having determined the specific types and directions of Tourism.

Travel and tourism contribution to the GDP of Central Asian countries in 2019

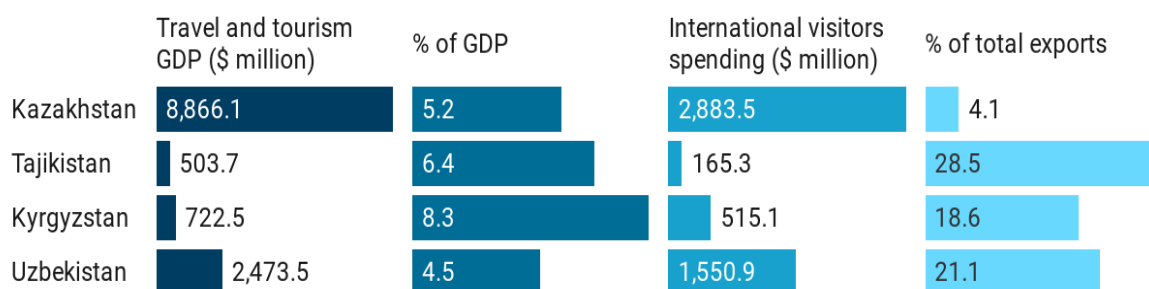


Chart: CABAR.asia • Source: Impact of COVID-19 on CAREC Aviation and Tourism Research (prepared for ADB) • Created with Datawrapper

After that, it is necessary to evaluate the main parameters of the district, as well as the complex aspects that affect the arrival of tourists to this region, taking into account the peculiarities of the tourist area with the help of special expert (examination) methods and scales. For tourists who have different needs for the tourist potential of the region, that is, for tourist products, it will be known to what extent, under what conditions, the conditional size of the funds that must be restored to the tourist index of the region (Table 1).

As can be seen from the table above, the average tourist index of Central Asia is 55,8%, which is considered a high figure. More than half of the territory has climatic factors (in some region) of the geographically-picturesque region, which makes it possible to develop the tourism industry in different directions.

Thus, the Republic of Uzbekistan is one of the regions with great prospects in terms of development of the tourism industry, and in the next 3-5 years, it will remain in the first place in terms of mass attracting foreign and local tourism participants, just as before, and their investment will be 2.5 billion dollars. mlrd.so it is planned to be evaluated more than a thousand.

In the development of Tourism Strategy and concept, the choice and inclusion of the image of the place plays an important role. The image of sustainable tourism is one of the rare opportunities for the current conditions of Tourism in Uzbekistan. According to the teleconference "Community-based Mountain Tourism", organized by the Mountain Forum International Organization of mountain regions, in 1998, 74 special projects on the establishment of sustainable tourism industry in the world and the development of tourism related to mountain areas were developed.

In the development and realization of innovative marketing programs, it is necessary not only to take into account the importance of tourism opportunities of the Republic, but also to refer to methodological works that can be used in other programs [7].

The concept of the development of the tourism industry in the Republic of Uzbekistan should be based on the experience of the advanced resorts of Western Europe-Taiga and Taiga in scientific research of the natural opportunities of the taiga and Taiga regions of the Republic, as well as in the study of the past and present situation.

The new concept should establish a path of development that will attract not only local but also foreign tourists — making Uzbekistan one of the largest tourism centers of the tourism industry. In connection with the development of the priority economy, it is possible to formulate the following system of socio-economic goals, which has a special program of development of tourist enterprises in the Republic. For this,

- first of all, to restore the balanced medical and wellness complexes in Uzbekistan, which play an important role in the healthy development of the population, first of all in the Army, as well as in the citizens of foreign countries;

- second, the creation of a balanced tourist Recreation Center in the Republic of Uzbekistan;

- third, the establishment of new tourism routes in the area and on the basis of this, the stabilization of the socio-economic situation in the region;

- from quaternary, on the example of the Republic to minimize the financing of large programs and the development of printships;

- to determine the principles and principles of the agreement on vertical and horizontal orientation of the fifth, various programs [8].

The complexity of the goals and objectives of the program for the development of the tourism industry, as well as the interdependence, the state significance of the accumulation of experience in the development and implementation of programs and their complex, the manifestation in efficiency and diversity of the consequences of realization all these constitute a whole system of criteria and indicators in the assessment.

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