

MARKETING STRATEGIES IN THE DEVELOPMENT OF SERVICES MARKET

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Annotation: *This article is about the development of marketing and its strategies in the development of tourism services, the development of marketing and all areas of the tourism company is not only based on today's consumer demand, but also on its changes and prospects.*

Keywords: *Marketing strategy, services market, tourism sector, customer, demand, offer, offer, goods, goods, market, consumption, service.*

In recent years, the head of our country pays special attention to the tourism industry. The basis for the services of the company in the field of services, the development of its development strategy, the market study, the creation of new products and services, marketing, marketing (advertising, trade process, community relations) The method of implementing the price policy is the implementation of the price policy.

A peculiarity of strategic marketing in the field of tourism is determined by:

- with dependence on the external environments;
- with the aspects and pressures of tourist products (goods) and its composition;
- production and consumption of tourist products (service);
- with the difficulty of the issues being solved.

The quality and reliability of these services requires creating new proposals in the world that do not have any similarities in the world.

The shrinking industry of tourism will lead to the absence of marketing in tourism. The main seats in this are as follows:

- Unable to reduce payment and poor social separation, as well as the purpose of the population, as well as the purpose of enterprises and firms that have aimed at the moment, to be the shortcomings of the socio-political and sanitary and sanitary-epidemiological conditions. to organize travel to the places where IR is to be drafted and others) is a reduction in tourism;
- Proportion of the list of certain tourist requirements of various social and professional groups (content, shape, price, price);
- Involuntary development of socio-cultural (visual visits of visiting and ecological, etc.);
- Increasing demands of various classes of the population and the formation of marketing research in the service market - imbalance between them;
- Invalidity of forms of recreation (tourism, family sports, competitions, etc.);
- reduction of the travel between children and adolescents;
- low demand for tourist journeys (disrespect for cultural riches and holy shrines of another nation);
- the low level of tourist security, which is the result of many injuries;

- The ignorant of many tourists from the structure and quality of the world and the world tourism market.
- The problems related to the activities of tourist companies include:
 - lack of qualified specialists in organizing tourism;
 - non-formation of qualification knowledge of tourism servicers;
 - lack of marketing in the market of tourism services;
 - Intensive demand for products and services of tourism firms;
 - low quality of the tourist service advertising, not to the requirements of its spiritual law;
- Campling of tourist rights as a result of the lack of information on international and local systems of international and local systems by tourist firms, customer and manufacturer of tourist services and manufacturers.
 - The shortcomings in the field of taxes include:
 - Failure to impress the nature of tourism in health, unemployment problem and replenishing the local budget during the clear management process by resource owners and government agencies;
 - lack of conditions for the use of tourism capacity in solving socio-economic problems;
 - lack of regulatory framework establishing tourist activities;

So far, the activities of the classic marketing formed on the basis of the activities of marketing companies have been an empty customer. In addition, tourism companies are often referring to the strategy of marketing during their practical activity - the maximum (maximum) profit.

However, this marketing strategy in industry is now not important.

The modern view of marketing is that all areas of the firm (scientific and technical, production, sales, etc.) should be created not only on the basis of today's consumer demand, but also on its changes and prospects.

Marketing service in the modern production and service department is its brain, and the company is a source of information and guidance of not only the market, but also production, scientific, social, financial policy.

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