

Marketing Activities of the Tourist Company "Zamin Travel" LLC

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Abstract

In this article, the satisfaction of the needs of the participants of the domestic tourism market, participants of the foreign tourism market and the employees of the organization in the conditions of the developed competitive environment in the travel agency was considered.

Keywords: *Tourist firm, marketing activity, demand, need, market, competition, advertising.*

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The marketing activity of a tourist firm is multifaceted, and it includes not only bringing or sending tourists, but also all activities related to the tourist market. In this regard, we reviewed the activities of the tourist company "Zamin Travel" LLC in certain areas of marketing.

An important object of marketing activities is to identify markets for a travel agency. There are separate product and package groups, separate regions and countries, domestic and foreign markets, capital, labor, buyer and seller markets. Among them, the most important for tourism are foreign and domestic tourism markets. The domestic tourism market includes the circulation of tourist products within the borders of one country, while the external tourism is the sum of the circulation of tourist products beyond the borders of the national state. Domestic tourism market participants are local travel agencies, companies and organizations; participants of the foreign tourism market are travel agencies that participate in the circulation of tourism products that go beyond the national borders of individual countries, that is, this market is external only to a certain country.

First of all by attracting a large flow of foreign tourists to our country, creating the basis of a tourism industry that can easily compete in the international arena;

Secondly, to create sufficient conditions for the development of the tourism industry of our country and to arouse the desire of foreign tourists to visit our country as much as possible;

Thirdly, forming an understanding of quality service and the necessary conditions for it in the imagination of entrepreneurs operating in the field of tourism. It is known that the management of any enterprise includes two main aspects. The first is to set the goals of the organization, and the second is to manage the organization and, accordingly, the personnel of the company. In the first aspect, measures for the implementation of the organization's goals are developed and their results are monitored. In this case, organization management is focused on solving material and logical problems, organizing and controlling information exchange. As for the second aspect, it should be emphasized that meeting the needs of the organization's employees in the conditions of market relations and in the conditions of a developed competitive environment is one of the most important goals that ensure its effective operation. These aspects of management are inextricably linked. That is why it is illogical to contrast them with each other or distinguish them from each other. In the conditions of the market economy, on the one hand, the head of any organization must make the right material and logical decision, and on the other hand, he must direct his employees to the fulfillment of the goals and tasks set before the organization and encourage their activities. It is known that the services or tourist products provided by tourist organizations are performed only when tourists visit.

In the tourist season of 2020, the tour company "Zamin Travel" LLC has started accepting tourist groups under its name. In terms of domestic tourism, the main places are organized trips to Samarkand city sights and Bukhoro and Khiva cities. For this, the following marketing activities are being implemented by the management of the company.

First of all, it is appropriate to indicate the company's advertising activities. The director of the company is engaged in this important marketing work. In 2020 and the first quarter of 2021, Zamin Travel LLC tour company participated in three international and five regional conferences and fairs. In particular, participation in the traditional tourist fair held in Tashkent was a great incentive for the company to establish relations with foreign partners. In addition, the company has its own website, where it publishes its services and basic information. The company has developed its own advertising brochure and regularly addresses interested

organizations. A large part of the advertising activity is researching opinions among partners and customers, determining the wishes of tourists,

The second part of marketing activity is related to the improvement and development of tourist products. This activity is assigned to the company's tour operator. Forming the idea of the product, showing its uniqueness and preparing it for consumption is considered the main content of this direction. Due to the fact that the idea of the Great Silk Road is widely spread in foreign countries, the tour packages offered by travel agencies are based on this topic. Tour packages such as "Samarkand - Eastern jewel", "The most attractive city on the Great Silk Road" are designed for foreign tourists. In order to attract young tourists, the tour company has developed and is offering the "Ecological tourism" package and the "Urgut mountains" package. This tourist product is very convenient for tourists of MDX countries. "Tourism of Great Ancestors" for local tourists, Tourist packages such as "Pilgrimage to Samarkand Kadamjo" are offered. Currently, the tourism company is focusing on the development of innocent tourism products.

The tour company "Zamin Travel" LLC is conducting research in a special direction on price management. Reducing the price of tour packages was the same thing for the company. However, the size and amount of the firm's mandatory payments to the state represent a large part of the costs. As a result, the possibilities of reducing the price of the tour will be limited.

In addition, "Zamin Travel" LLC tour company cooperates with other organizations in providing services to tourists and they must provide income. Such price restrictions force to look for other ways in marketing activities.

Market research and market conditions are considered an important direction of marketing activity in a tourist company. In this regard, the tour company "Zamin Travel" LLC is faced with shortcomings in the methodology and resources of conducting research. The firm does not have sufficient financial and human resources to conduct independent research. In addition, in order to fully study the tourist market, tourist organizations are required to use information from other and similar organizations. For this, marketing research should be conducted comprehensively covering all subjects. Currently, after the establishment of the Samarkand regional administration of the State Tourism Development Committee, there is a positive change in market research activities.

Promotion of the product in the tourist market is considered the main task of the marketing service. In the tour company "Zamin Travel" LLC, the tour operator is responsible for promoting and promoting the sale of tourist products. At the same time, the tour operator uses the staff under his command to perform his task. Promotion of a tourist product is fundamentally different from other types of products. First of all, it is necessary to recognize that the channels of tourist services are diverse and complex. At the same time, the fact that these channels are mainly in high competition is of great importance. For example, in order to attract tourists to the French market, it is necessary to overcome the competition of not only Uzbek tourist companies, but also French tourist companies. Therefore, moving goods in a tourist firm is primarily related to the choice of a distribution channel. After the channel is determined, the firm should occupy the most effective position in this channel. Currently, "Zamin Travel" LLC tour company has enough experience in moving goods, but due to the strong competition in the local market, its products are not well known in the market.

Organization of marketing service in tourist companies is considered an urgent task. Marketing activity is not clearly visible in the tour company "Zamin Travel" LLC, that is, such a complex

task is not reflected in the goals of the organization, but if analyzed logically, the task of the marketing service is mainly performed by the tour operator. In our opinion, if the position of marketer of a tourist company is established, its efficiency can be increased dramatically.

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