

## Practice of Application of Digital Marketing in Economic Areas

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### **Abstract**

*The development of digital marketing affects all sectors of the country's economy. The article covers issues related to the processes of organizing customer service technologies on the basis of innovative marketing in the context of reforms in the socio-economic life of the country, which is considered an important branch of the country's economy. It has been shown that the development of the industry based on the use of digital marketing will find expression in the interests of all parties.*

**Keywords:** *digital economy; innovative marketing; internet advertising; information technology; tourism services; communications system, personnel.*

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**Enter.**

As in all countries of the world, increasing attention to tourism, as its socio-economic importance is increasing, and deepening the work on forming a positive investment image of the country's regional regions are among the important tasks at the state level. In this process, by attracting tourists, a number of problems of national importance, such as the expansion of socio-cultural, economic, political relations between nations, as well as the provision of employment, are being solved.

The expediency of using digital marketing or innovative marketing , especially the need to introduce the most advanced methods and systems of offering products in the consumer market to our lives, and the effective use of these methods during the period of their consumption from the initial familiarization with services is required, allowing the consumer to evaluate the quality of the goods they require. .

The prospects and possibilities of the tools created by the digital economy in all spheres of production, especially in the field of tourism, are reflected in the scientific research conducted in this field in our country. These include dozens of Samarkand Institute of Economics and Service - Alimova M.T., Aslanova D.H., Ibragimov I.H., Mamatkulova Sh.J., Mukhammedov M.M., Musaeva Sh.A., Pardaev M.Q. , Tukhliev I.S., Usmanova Z.I., Usmanova D.I., etc., can be cited as an example of the scientific work of a number of scientists in this field.

Digital marketing is the analysis and promotion of goods and services through digital channels. In digital marketing, all activities are done through digital channels only, giving marketers more data to analyze campaign performance[1].

The use of digital technologies dramatically increases competition in the national and international market of tourist services. At the same time, the founder of "Theory of Innovations" J.A. According to Schumpeter, the condition that traditional methods of promotion of services lose their importance must be fulfilled [9]. It will be possible to increase efficiency by creating effective technologies only if traditional methods for processing and using information "give up their positions". The need to replace outdated technologies for working with information is an organizational and technical process aimed at the innovative modernization of modern management, and only the presence of competition in the market motivates market participants to seek and find new, modern and effective ways of doing business, which ultimately ensures the development of the entire world society. practice has been proving.

As mentioned above, the use of digital marketing by enterprises and organizations can give clear results, especially in the case of organizations operating in the service sector, including tourism.

Essential requirements such as the services of tour operators, plane tickets or other forms of transportation, hotel reservations on the Internet or by telecommunications and telephone are all available to most travelers independently. Therefore, there can be no obstacles to the use of digital technologies in the field of tourism.

This practice is consistently implemented by a number of companies (online sales, reservations, use of GAT (geoinformation system) systems, blockchain technologies, etc.) In addition, digital marketing solves a number of problems in the field of service delivery, in particular, the formation of communicative competence of employees of such organizations able to solve their problems (first of all, the ability to listen and understand the client).

It should be noted that when it comes to service and tourism organizations, the problem of personnel training is especially relevant.

It cannot be said that training of personnel in the field of local and national tourism has not been given enough importance and funds have not been spent in this field of activity of tourism companies. Corporate training is held in all cities, often with trips to resort areas of our country and abroad. Nevertheless, it should be noted that it is very difficult to arouse sincere interest in the needs of customers in the field of tourism services. Customer orientation is a special principle of the concept of modern service marketing, which aims to provide organizations with the highest quality services to customers, establish long-term partnerships with them, and increase management flexibility .

In particular, the "Development Strategy of New Uzbekistan for 2022-2026" envisages the achievement of national goals and objectives in the field of ensuring and stimulating innovative and technological development in economic sectors and social spheres as a result of the implementation of the country's innovative development strategy.

The decree calls for making the digital economy the main "driver" sector and carrying out work aimed at increasing its volume by at least 2.5 times.

Increase the level of digitization of production and operational processes in the real sector of the economy and in the financial and banking sectors to 70% by the end of 2026.

Priority tasks such as increasing the size of the software industry by 5 times and increasing their export by 10 times to 500 million US dollars [1] .

In order to increase digital literacy, the decree of the President on the "Digital Uzbekistan - 2030" strategy (October 5, 2020) defines the importance of teaching digital literacy from childhood and the tasks of implementing a number of organizational and technical measures in schools in the regions. Accordingly, the most important conditions and guarantees for the successful implementation of the "Digital Uzbekistan - 2030" strategy are financing and increasing the digital literacy of the population. Measures have been set to complete digitization by the end of 2022. Also, at the regional level, measures are being taken to increase the digital competence of the population and officials.

High-tech modern tourism services require the sellers to have high qualifications. The issue of scientific and technical development, development of information and communication technologies, "implementation of digitization - all this is organized in accordance with the changes in the existing personnel training and retraining system" is also noted as a strategic direction [1].

helps not only to increase the efficiency of organizations, but also to improve the quality of life of the population by creating favorable conditions for human self-realization in social and professional spheres. And while the increase in the quality of life is the only important indicator of any state program and reform changes [2].

In accordance with the decree of the President of Uzbekistan " On creating additional conditions for the further development of tourism, culture, cultural heritage and sports" of January 15, 2022, PF-52 No. according to the program, the number of beaches across our country exceeds 15 million.

Nevertheless, the development of domestic tourism is limited by a number of factors, including:

- 1) The popularity of the regions of our country as tourist destinations, especially abroad, is insufficient;
- 2) insufficient development of engineering communications (including water, energy, gas and heat supply, sanitation) and transport infrastructure, including roadside service facilities;
- 3) "quality-price" imbalance of tourist service;
- 4) lack of direct flights to tourist centers;
- 5) the lack of investment and entertainment areas, the presence of bureaucratic obstacles in this way, the lack of regional investment marketing, which implies the development of areas;
- 6) low competitiveness of tourism products of regions that do not meet international standards, lack of personnel in promoting the brand of national products, little attention paid to the peculiarities of regions in this field;
- 7) the presence of biased attitudes of bureaucratic bodies in this regard, although there are a number of government decisions on the allocation of long-term credit instruments with low interest rates that do not allow investment in tourism development;
- 8) from the point of view of providing marketing of tourist products, under the influence of limited possibilities of regional budgets, there are shortcomings in the direction of promotion of the image of regions with high tourist potential, and the promotion of their brand, etc.

Thus, ensuring the demand for domestic tourism on a long-term basis depends on many factors, one of which is the active promotion of national tourist products and tourist destinations with extensive mobilization of innovative marketing opportunities [3].

### **Summary**

Marketing is an effective tool for promoting tourist destinations. In recent years, emerging global trends have given additional impetus to the rapid formation of a new technological order - the digital economy, the development, implementation and penetration of digital technologies into various spheres of society's life and activity.

Opportunities have emerged for the widespread use of digital technologies in marketing, which in terms of development has changed the marketing paradigm from "analog" to "digital".

Some researchers see the goal of attracting potential customers and keeping them as consumers, creating a deep and mutually beneficial relationship with the consumer [4].

According to other opinions, it is a more effective use of market strategies, effective promotion and sale of goods, strengthening the competitive position of the business.

The purpose of marketing is to increase the recognition of the tourist area, its brand, the promotion of the area, increase its competitiveness by attracting additional investments, the development of domestic and incoming tourism, the growth of the export of goods and services produced in the area, the participation of the area in the implementation of international and regional programs, and as a result is consistent with the goals of meeting the demands and needs of the population as much as possible.

**Literature:**

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