

## Studying the Mechanism of Creating Competitive Values in Travel Companies

**Rakhimov Zafar Odilovich<sup>1</sup>**

**Talibova Aziza Yusufbekovna<sup>2</sup>**

### **Abstract**

*The article considers that travel companies should develop a clear strategy in the face of strong competition in the tourism market. This strategy should help tourism companies not only survive in the tourism market, but also continue their activities. The article also discusses how globalization has brought significant benefits to business, made it possible to develop new markets, benefit from lower trade barriers and adapt faster to technological progress, while at the same time intensifying competition. As a result, it is becoming increasingly difficult for tourism organizations to achieve, maintain and improve business competitiveness. The article discusses the mechanisms by which a travel company can increase its competitiveness.*

**Key words:** *tourism, tourist services, competitiveness, competition, travel companies, human capital.*

<sup>1</sup> Associate Professor of Samarkand Institute of Economics and Service. e-mail: zafar\_r80@mail.ru . (Republic of Uzbekistan).

<sup>2</sup> senior teacher, Samarkand Institute of Economics and Service. e-mail: azizamamatkulova@mail.ru. (Republic of Uzbekistan).

**Introduction.** The term "competitiveness" is commonly used in areas such as economics or politics and does not have a standard definition. On the contrary, its meaning can vary greatly depending on the context and perception. In the case of the competitiveness of the tourism business, it can be defined as the ability of organizations to produce goods or services with a favorable price-quality ratio that guarantees good profitability while achieving consumer preferences compared to other competitors. Competitiveness ensures that the company is sustainable and durable.

In the conditions of fierce competition in the market of a travel company, it is important to develop strategies that will not only help to survive in fierce competition, but also help to conduct successful activities. After all, a competitive travel company anticipates everything, has efficient members, has very few or no losses, and is proactive.

**Methodology.** As a result of our study, the issues of increasing the competitiveness of tourism companies in the conditions of innovative development of the tourism services market were studied, in connection with this, scientific conclusions and recommendations were developed. In the course of the research, the methods of scientific abstract thinking, logical approach, comparison, and systematic approach were used.

**Research results.** Currently, there are many methods used by travel agencies to gain a competitive advantage, but there are also a number of factors that need to be taken into account when this advantage is desired. At the level of each tourism company, all processes, activities and strategies are combined to improve the efficiency of the company. To gain a competitive advantage, it is essential that firms have the best possible knowledge of the business environment and relationships within it, as well as trends and technology developments. Another very important aspect, perhaps the most important, concerns the wishes and preferences of consumers of tourism services.

The most commonly used sources of competitive advantage are price and offer differences between competitors. Advertising campaigns are another source of such benefits. Travel firms use various ways to scare off competitors and stay in the market. The most commonly used methods are value for money and diversification of offers. This last point is also a source of competitive advantage.

A professionally designed travel company website that is visually appealing and contains a lot of very good quality information, which should be organized as logically as possible while being easily accessible, can be quite an advantage. The online environment and modern technologies are vital to keeping a firm on the market, to gain visibility, and to capture the attention of consumers. These days, people are spending more and more time in a virtual environment, connected to phones, tablets, laptops, and to be in their field of vision, travel agencies must be found where they spend most of their daily time. Another proposal, also for the online environment, should be a paid presence on social networks such as Facebook, Instagram, Twitter, etc. Aggressive advertising campaigns can bring a competitive advantage in the tourism industry. Used in moderation, these channels can bring the desired benefit to travel packages as well.

Among the recommendations that can be given to a travel company in order to become competitive, we highlight the following.

### 1. Focus on the target market.

Understanding the target market by developing a customer profile(s) is the most important part of running a business, especially in an industry like tourism that is full of similar products.

Developing client portraits allows you to:

- adapt your product for maximum profit;
- improve advertising messages, as it will be possible to find out which messages potential customers will respond to and interact with;
- increase efficiency in the selection and implementation of marketing tactics, as this will help eliminate unnecessary investment in low-profit tactics.

The process of developing a client profile is relatively simple, but it will take time and consultation, taking into account market trends.

### 2. Improving experience.

The correct study of the smallest details of interaction with the product will bring dividends to the business.

There are several ways to stay relevant and stand out in the market, including:

- collecting constructive feedback from your customers and making changes;
- conducting a regular review of the experience of the travel company and the implementation of recommendations;
- stay up to date with new travel trends as they relate to potential clients.

### 3. People are a differentiator.

The main reason people choose or recommend products and services is often the emotional connection they have with the brand, and mostly people feel that connection with other people and their stories rather than the product itself.

So the challenge is to reveal your personality and share your stories with your ideal clients. To do this, do the following:

- place an "About us" section on the website, which will present all the employees of the travel company (with photographs of each person), what they do and a little about their personality;
- speak in the first person on your website and social networks. By doing this, the travel company makes their visitors feel like they are actually speaking and listening to a real person, and not just promotional speeches;
- write blog articles that explore the personalities of the people in the travel company, talk about what goes on behind the scenes of the travel business, and share helpful personal recommendations about other activities and experiences in the destination (because travelers love local recommendations).

**Discussion.** In addition to intelligent supply chain management, organizations need an attractive and well-defined "value proposition". This is what makes a company stand out in the market. In many cases, this value comes from a combination of elements such as customer service characteristics, logistical support, information systems, and product branding.

Human capital is the main source of value creation within a company. With this in mind, it is essential that all employees of the company have the appropriate channels to send and receive

**ISSN 2697-2212****Available Online: <https://economics.academicjournal.io>**

relevant information. This will enable them to clearly know their own responsibilities and the responsibilities of others; which will subsequently lead to improved workflow and increased productivity.

Innovation goes hand in hand with technology. If you want to reap the benefits of process standardization, task automation, and data mining, you should invest in advanced technology tools. Technology is one of the main means by which you can safely increase the competitiveness and efficiency of the tourism company. It is also important to develop strategies that will help to offer customers an excellent quality of service, in this case CRM is vital to achieve this goal.

**Conclusion.** So, if the travel company has a target market and an idea of potential customers, as well as experience with a product that meets the needs of potential customers, and people are at the forefront of the travel company's business, then there is no need to worry about competition.

**References:**

1. Odilovich, R. Z. (2022). THE MECHANISM OF IMPLEMENTING THE GOALS AND STRATEGIES OF THE STRATEGIC PLAN IN THE DEVELOPMENT OF THE SAMARKAND TOURIST DESTINATION OF THE REPUBLIC OF UZBEKISTAN. 湖南大学学报 (自然科学版), 49(09).
2. Odilovich, R. Z. (2022). SOCIO-ECONOMIC BASICS OF USING THE AUTHORITY OF SAMARKAND TOURIST DESTINATION IN THE MARKET OF TOURIST SERVICES IN UZBEKISTAN. 湖南大学学报 (自然科学版), 49(09).
3. Raximov Z.O. Turizm rivojlanishida mehmonxonalar interyer-dizayni. Monografiya. – Samarqand: “STEP-SEL”, 2022.
4. Raximov, Z. O. (2021). Socio-economic problems of hotel industry development in the field of tourism. Monograph.-Samarqand: SamISI.-2021.
5. Raximov, Z. O., & Sh, B. A. (2022). Kulnazarova ZB Mehmonxona interyeri va landshafti. Darslik–Samarqand:“STEP-SEL, 270.
6. Raximov Z.O. Turizm rivojlanishida mehmonxonalar interyer-dizayni. Monografiya. – Samarqand: “STEP-SEL”, 2022.
7. Rakhimov Zafar Odilovich, Tursunova Feruza Shavkatovna "The Importance of Developing Hotel Services in the Digitalized Economy" Published in International Journal of Trend in Scientific Research and Development (ijtsrd), ISSN: 2456-6470, Special Issue | Modern Trends in Science, Technology and Economy, February 2023, pp.89-91
8. Bakhromovna, K. Z. (2023). Innovative Process of Computer Graphics. EUROPEAN JOURNAL OF INNOVATION IN NONFORMAL EDUCATION, 3(4), 45-49.
9. Raximov, Z. O. (2019). Entrepreneurship in tourism. Study guide. Samarqand: SamISI.
10. Rakhimov, Z. O. (2022). THE ROLE OF INFORMATION SUPPORT IN THE STRATEGIC PLANNING OF TOURISM DESTINATIONS. Builders Of The Future, 2(02), 236-241.
11. Rakhimov, Z. O. (2022). THE IMPORTANCE OF THE DEVELOPMENT OF THE DIGITAL ECONOMY IN THE FIELD OF TOURISM IN UZBEKISTAN. Builders Of The Future, 2(02), 221-227.
12. Odilovich, R. Z., & Baxromovna, K. Z. (2021). The importance of hotel building architecture for the development of tourism in Uzbekistan. Emergent: Journal of Educational Discoveries and Lifelong Learning (EJEDL), 2(04), 118-121.