

Touristic of Services to Himself Special Features and Data Used Sources**Berdikulova Iroda Rayimkulovna ¹*****Abstract***

This article describes in detail the available sources of information in the field of tourism, the specific characteristics of tourist services, the research conducted in the field of tourism and the sequence of its stages, the primary and secondary data in conducting research.

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¹Senior Teacher of the Samarkand Institute of Economics and Service

Currently, in the course of economic reforms in our country, there are huge potentials for the development of tourism. Also, in the Republic of Uzbekistan, as in other foreign countries, the unique aspects and characteristics of tourism are reflected, in which it is necessary to use the necessary source of information to carry out statistical and analytical research.

In general, tourist services have 7 different characteristics :

1. Lack of storage. When there is no demand for hotel or airplane seats, they cannot be reserved for future sales. Therefore, managers will have to mobilize their forces to increase the demand for existing services within this short period .
2. The service cannot be evaluated in advance. The absence of a unit of measurement for evaluating the production . You cannot judge the quality of a product until you buy it and consume it . Therefore, the main thing for consumers is the position of the firm in the market and the position of the product.
3. Susceptibility to seasonal fluctuations. Travel agencies' marketing research varies within and between seasons. During the off-season, it is necessary to implement additional measures to stabilize the demand: reduced prices, various additional services, diversification of the offer in tourism.
4. Being strongly attached to a specific place (camp, airport, because it is impossible to transfer them to another place).
5. Time imbalance between the sale of tourism service and its consumption. In tourism, goods are purchased a month before consumption . In this case , the information in the advertisement about the product to be purchased is of great importance. In the process of selling agricultural products, the reliability of information and the correlation between the price of agricultural products and its quality are of great importance .
6. In the tourism market, the territory between the producer and the consumer of tourism products is not connected to each other. In this case, information exchange and advertising activities will have to be carried out on a more comprehensive level.
7. Tourists travel a certain distance to buy food.

Producers in tourism are several independent and specialized tourist organizations with different goals (tour operators, travel agents, hotels, restaurants, etc.) .

Tourism is a complex system that serves as a symbiosis of economy, politics, social relations, environment and culture. Therefore, in order to achieve positive results in marketing research, it is necessary to conduct this marketing research in coordination with various organizations in the field of tourism.

The components of the general system of marketing in the field of tourism are reflected in the following: state, local government bodies, national and regional tourism organizations and companies. Research conducted in the field of tourism serves as a database for managers operating in tourism to make appropriate management decisions.

Such studies allow to determine the following:

- factors that negatively affect the effective conduct of business;
- causes of negative problems and ways to eliminate them;

➤ the future perspective of the tourism market.

Also, as a result of research: finding new opportunities ; learning ways to conduct business effectively; allows you to fully study the market demand and reduce the level of risks caused by constant changes in the market. The results of the research that can clearly indicate the ways to reduce the level of risks in the process of making management decisions provide the future perspective of tourism organizations to a certain extent. All management decisions should be made taking into account the results of marketing research.

Tourism firms can conduct two types of research:

- 1) current research is conducted continuously in order to determine all indicators of significant changes in the tourism market (even very small, seemingly insignificant changes occurring around the company can affect the results of management decisions);
- 2) conducting research on a specific problem in order to analyze changes in the tourism market or check the level of supply.

The purpose of marketing research in tourism:

1. Identification of significant problems. Due to the high intensity of day-to-day business activities, there is little time for executives to focus on problem areas of operations. Such oversights can have a negative impact on the firm's future success. The identification of problems and factors that have a negative impact on the effective operation of the business is often evaluated as the contribution of the conducted research to the management process.
2. strengthening of relations between the tourist firm and its target markets . Research conducted in tourism provides an opportunity to better understand the market demand and monitor the changes taking place, while determining the future growth rate of the firm. Research reduces the likelihood of unforeseen risks in the tourism market. Conducting constant research prevents the company from producing products that are obsolete in this market due to changes in the market.
3. Cost reduction. Research helps businesses identify effective methods and find ways to eliminate ineffective ones.
4. Finding new sources of profit. Research helps to open up new markets and to find new products and new ways of using products that are already on the market.
5. They help to conduct the trade smoothly. Research results can attract the attention of not only a specific company, but also the entire public. The results of this research can be used in advertising agencies and in the coordination of trade relations. This applies first of all to research conducted in the study of the relationship between products and services and consumers, as well as to research conducted in the assessment of specific goods and services by consumers .
6. Forming relationships that express goodwill expressed by customers. Consumers of the tourism market respond positively to research conducted by tourism firms. According to them, the research carried out by such firms engaged in tourism activities is aimed at creating products or services that fully satisfy the needs of consumers.

The process of conducting tourism research is expressed in the following stages:

1. Identifying problems. First of all, it is necessary to define the existing problems , and then to formulate the purpose of the research. These objectives are specific to the search and will be

focused on gathering primary information on problem solving; and they, in turn, contribute to the emergence of a hypothesis.

2. Conducting a situational analysis. In this step, all information relevant to the problem at hand is collected and processed. The main goal at this stage is to find out if this situation has not happened in another company and not to miss the ways to eliminate the problem.

Situational analysis is the process of searching in detail all information related to a specific product type, industry, market, competitors, advertising, consumers, suppliers of products and services, technology, economy, political situation. Having detailed information on existing problems allows you to determine the causes of their origin. If the internal environment of tourism organizations, its purpose, strategy, aspirations, available resources, and at the same time the prohibitions set in it are fully defined, the conducted research can be effective for the firm to a certain extent.

In addition to obtaining information related to these issues, other sources of information should be considered, such as interviews with customers, distributors, and other individuals in the tourism industry. The propositions highlighted during the case analysis and data collection process certainly require verification.

3. Development of a research scheme. Once relevant information has been gathered and problems identified, specific plans for conducting research can be made. At this stage, which is the core of the research process, hypotheses are developed, they are tested one by one, and the source of the necessary data is determined. If it is necessary to carry out cross-regional studies, then the data will be revised again, the necessary guidelines, coding and tabulation methods will be developed. Therefore, at the end of the work, additional research is carried out to check the previously identified elements. Based on the results, a detailed plan will be presented to the researchers and any qualified participant will work on this plan.
4. Data collection. If there is an opportunity to obtain primary data from a secondary source of data, it is possible to conduct research within the firm itself. However, it will be necessary to conduct cross-regional field studies to collect primary data. It mainly uses the methods of observation, survey or experiment. Success in data collection depends mainly on the quality of cross-regional research and the level of expertise of researchers.
5. Presentation and analysis of data in tabular form. After the data are collected, they should be coded, tabulated and analyzed. A great deal of caution is required in this and previous studies. If data collection, tabulation and analysis are not done properly, the conclusions will be wrong. For example, if the survey questionnaire method is used for data collection, the researchers must be properly selected, retrained and supervised. Representation of data in a table is mainly done on a computer.
6. Comparative data analysis. A number of statistical conclusions and the results of computer studies are mainly presented in tabular form. The comparative analysis of the obtained data is mainly carried out in order to develop a number of special recommendations for the activity of companies and organizations or to make the most favorable decisions. After a comparative analysis of the data, recommendations are developed, and this process is considered the most complex process in conducting research.
7. Create a report. The presentation of research results is very important. If the obtained information is not adequately described and managers cannot use this information during

their activities, all the labor and costs of conducting research will be in vain. At this stage of the research, a report should be drawn up, which includes recommendations for eliminating this or that problematic situation.

8. Control. The process of conducting research is not yet considered final, because the obtained results have not yet been fully implemented. Research in tourism is an investment of money and time . The main, most important task of researchers is to control the effective results of the money and time invested.

Primary and secondary data can be used in conducting research. Primary data is a set of specific data collected for the first time to solve a specific problem in the field of tourism. Secondary data is data obtained from a data source that has previously been collected for other purposes . If the researchers conduct a survey of the passengers in order to know their opinion and attitude, then they will have obtained primary data. If they refer to previously collected statistics, they are referring to secondary data. However, if the primary data obtained is not compared with the secondary statistics obtained later, some degree of error may be introduced.

Secondary data source is divided into internal and external data source. Internal data sources include balance sheet data, financial statement data, travel agent distribution data, invoices, and data compiled from previous research reports. External data sources include the company's officially published internal report data on sales figures, regulatory documents related to tourism activities, information published in newspapers, magazines, and other data related to population and demographics . If the secondary data is sufficient in the study of some problems , their use can avoid some expenses. However , secondary data can also become outdated quickly.