

IMPORTANCE OF MARKETING IN TOURISM AND HOTEL INDUSTRY

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Abstract: *The hotel industry is highly competitive, and in order to thrive in this market, it is essential for hotels to have effective marketing strategies that can attract and retain customers. With the rapid advancement of technology and the increasing use of digital platforms, hotels need to adapt their marketing strategies to remain competitive. This article examines the prospects of marketing strategy support in hotel business development, exploring the various ways in which marketing strategies can be used to drive growth and profitability in the hotel industry. The article focuses on the marketing objectives in tourism and the hotel industry, i.e. how to create the conditions for tourism enterprises to achieve their goals and how to sell them to the market. In addition, the marketing functions in tourism and the hotel industry are usually clarified based on the marketing functions of tourism enterprises. The important task of marketing in the article will be to ensure as much stability as possible in the activities of tourism enterprises, to submit to planning in the development and achievement of strategic goals. If you do not pay attention to the specific problems that arise in the field of services, tourism marketing can be divided into several groups of tasks. Furthermore, in this article, we will look at several stages of marketing tasks.*

Key Words: *hotel, marketing strategy, digital platforms, competitive market, effective marketing, hotel business, hotel industry, customer satisfaction, marketing, tourism, hotel industry, market, strategic goals, tourism enterprises, marketing functions*

1. INTRODUCTION

The hotel industry is a highly competitive market, with hotels competing for customers based on factors such as location, amenities, price, and reputation. In order to succeed in this market, hotels must have effective marketing strategies that can help them to stand out from the competition and attract and retain customers. However, the landscape of marketing has changed significantly in recent years, with the rise of digital marketing and the increasing importance of social media and online reviews. In order to remain competitive, hotels must adapt their marketing strategies to take advantage of these new platforms and technologies. Marketing in tourism and hospitality plans to maximize profits by influencing tourists by producing the most affordable tourism products, and therefore, almost all tourism enterprises in the world attach great importance to it and have a wide range of economic activities. The duration and seasonality of tourist trips change from year to year. The number of trips around the world is increasing and their duration is decreasing. The main reason for this is the desire of tourists to plan their holidays. Nowadays, most of the tourists prefer 2-3 short trips instead of one big holiday of the year. The marketing of products

and services filled in the travel industry has a few highlights that are not quite the same as the marketing of modern items. Interest for lodgings is continually evolving. The hotel rooms, which are the most significant of the accessible hotel products, are steady as far as space and space. At the point when request diminishes, there is a void, and at top interest there is an unequivocal maximum cutoff, which can't be surpassed. Cordiality based advertising is essentially about acquiring market interest through statistical surveying. This examination will decide the best market opportunity for a hotel, pick one of the hotels on the lookout or among the elective areas, or give the best hotel structure to be inherent a specific spot. Marketing manages the hotel business through constant promoting look, item advancement, deals, requesting and audit. Lodgings are business foundations intended to serve individuals. The premise of showcasing has recently started to be acknowledged by inns. Some keep on seeing promoting in a similar light. All together for a lodging to address the issues of the individuals who use inn administrations, individual hotel services should be incorporated into lodging items that are offered to explicit business sectors. Every hotel needs to adjust between certain market segments and its items. To be satisfied, the interest for hotel services should likewise be dissected. In the hotel industry, marketing is regularly likened with the offer of hotel services, and this isn't unexpected. The activities of the sales group are on display. Supervisor sorts out visits for customers, acknowledges them at the marks of the hotel catering. Along these lines, incidentally, the marketing elements of this division are on display, while the comparative elements of different offices are performed away from plain view.

2. LITERATURE REVIEW

Marketing strategy support involves developing a comprehensive plan for promoting a product or service. In the hotel industry, marketing strategy support includes creating a brand identity, identifying target markets, and developing effective promotional campaigns. A well-designed marketing strategy can help hotels to differentiate themselves from their competitors, increase brand awareness, and drive revenue growth.

Today, primary changes in the travel industry services market, like serious conditions and changes in traveler conduct, are urging the travel industry associations to investigate new kinds of marketing in this specific situation, marketing is growing its capacities and giving increasingly more consideration to customer relations. Long haul associations with purchasers are a lot less expensive than finding new clients and pulling in them to the services of a travel service. This implies leading advertising research in an ideal way and discovering approaches to advance the convenient creation of the travel industry items.

Marketing as an economic concept is a way of thinking, the starting point of which is the demand for goods. Any decisions made at all levels are subject to his satisfaction. In accordance with this, all activities of the enterprise should be carried out with constant consideration of the state of the market and based on accurate knowledge of

the needs and requirements of potential buyers, their assessment and consideration of possible changes in the future. A tourist company operates in a constantly changing environment due to the variety of relationships that develop within it, as well as with other economic entities. The totality of these relationships constitutes the concept of the marketing environment. It largely determines the nature of the firm's activities and must necessarily be considered in detail in the process of marketing research (Durovich, A. P., Kopanov A. S., 2003).

Market supply can also be measured, and this is called the industry capacity. In the hotel market, the number of hotels and bedrooms in an area is called the market capacity. If the number of hotels and bedrooms is increasing, because new hotels or bedroom extensions have been built, then the market capacity increases. In the hospitality industry, market supply is often categorized under the same headings as market demand segments; so the luxury, mid-market and budget classifications are used to describe the different types of operations serving those market segments. (David Bowie, Francis Buttle, 2004)

3. METHODOLOGY

This kind of research is clear subjective examination. The research objects are touristic organizations and hotel industry. The research was done through the year 2020. Information in regards to marketing techniques will be gotten through direct meetings and circling questionnaires with employees of the tourism and hotel organizations, representatives of the marketing division in Uzbekistan. Then, in regards to room rates, limited time expenses and room deals rates are gotten through documentation directly from the hotel the executives.

This thesis will use a combination of qualitative and quantitative research methods to explore the prospects of marketing strategy support in hotel business development. The qualitative research will involve conducting in-depth interviews with hotel industry experts, marketing professionals, and hotel owners and managers. The quantitative research will involve analyzing data from existing studies and surveys related to marketing strategy in the hotel industry.

The information utilized in this examination were gathered utilizing a few methods, specifically:

- 1) circulating questionnaires to reception representatives, hotels marketing division in Uzbekistan,
- 2) meeting, in particular information assortment by leading direct meetings with employees of the workplace division, showcasing before hotels and touristic organizations in the Uzbekistan,
- 3) perception, specifically by leading an immediate audit of the exercises of hotels touristic organizations in Uzbekistan, (4) documentation strategies, specifically information assortment which is helped out through documentation accessible at hotels and touristic organizations in Uzbekistan.

4. RESULTS AND DISCUSSION

4.1. RESULTS

Marketing in tourism and hotel industry is a controlled social interaction by which people and gatherings of individuals gain what they need and need to get by trading it with other made touristic products and qualities. To comprehend this definition, think about the accompanying terms: needs, wants, request, merchandise, esteem, value, consumer loyalty, trade, exchange, relationship, and market. And from our interview and questionnaires research shows next stages:

Table 1. The essence of the marketing concept in tourism and hospitality

NDD(needs, desire and demand)			
market	product	exchange, transactions and relationships	cost and satisfaction
hotel	souvenirs	culture	services
restaurants	services	knowledge	hotel rooms
amusements	objects	skill	
parks		qualification	
historical places			

Needs are the main idea at the core of marketing. Human requirements are what an individual necessity, that is, a condition of apparent absence of something. Human requirements are assorted and complex. These are the requirements for food, attire, warmth and asylum. These are social requirements for security, love, delight, amusement. These are the requirements for acknowledgment and distinction. These are close to home requirements for information and self-articulation. At the point when the need isn't fulfilled, a void is made in an individual's spirit, which requires filling. There are two different ways to fill it: search for what you need, or attempt to decrease the need. Individuals in a created modern culture frequently attempt to discover or design a thing that can fulfill their need. Individuals in helpless nations attempt to diminish their necessities by restricting just to what exactly is accessible to them.

Desire. The second fundamental idea of marketing is human cravings. These are the particular structures that human necessities take affected by the way of life of society and the individual characteristics of a specific individual. Wants are the methods by which individuals let others think about their necessities. With the marketing of society, the scope of necessities of its individuals grows. As individuals are presented to an ever increasing number of allurements that stir an ever increasing number of wants in them, makers attempt to give them additional wonderful merchandise and ventures.

Demand. The longings of individuals are practically boundless; however, their assets are restricted. They can purchase just those products that beyond what others

can fulfill their requirements for the cash that they can bear to spend on this buy. Upheld by the buying force of individuals, their cravings are changed into their buying requests. Customers see merchandise as an assortment of specific products and pick those that give them more merchandise for their cash. For instance, a room at Motel 6 methods a spot that is generally decent, with at least conveniences, however requiring little to no effort. A room at the Four Seasons is about solace, extravagance and status. Individuals decide for themselves the item that offers them benefits that add to the most extreme fulfillment of their necessities in the scope of their cravings and assets

The list of well-developed hotels in the world:

Burj Al Arab Jumeirah, Dubai, UAE: Known as the "only seven-star hotel" in the world, the Burj Al Arab Jumeirah is an iconic symbol of luxury and opulence. Its sail-shaped structure and extravagant amenities, including private butler service and helicopter transfers, make it a highly sought-after destination for affluent travelers.

The Ritz-Carlton, Hong Kong: Situated atop the International Commerce Centre, The Ritz-Carlton in Hong Kong holds the distinction of being the highest hotel in the world. It offers breathtaking panoramic views of the city's skyline and the Victoria Harbour. The hotel boasts luxurious rooms, Michelin-starred dining options, and a stunning rooftop bar.

Marina Bay Sands, Singapore: Marina Bay Sands is a landmark hotel that has become synonymous with Singapore's skyline. Its most distinctive feature is the rooftop infinity pool, which offers a mesmerizing view of the city. The hotel also houses a casino, luxury shopping outlets, and world-class entertainment venues.

Ashford Castle, County Mayo, Ireland: Ashford Castle is a historic castle hotel situated on a sprawling estate in Ireland. With origins dating back to the 13th century, the castle has been meticulously restored and transformed into a luxurious retreat. Guests can enjoy elegant rooms, fine dining experiences, and a range of outdoor activities such as fishing and falconry.

Aman Tokyo, Japan: Aman Tokyo is a serene oasis in the heart of Japan's bustling capital. Located on the top six floors of the Otemachi Tower, the hotel offers panoramic views of the cityscape and the Imperial Gardens. It combines traditional Japanese design with contemporary elegance and provides guests with a peaceful sanctuary amidst the urban landscape.

Four Seasons Resort Bora Bora, French Polynesia: Set on a private island in the South Pacific, the Four Seasons Resort Bora Bora offers luxurious overwater bungalows and beachfront villas. With crystal-clear turquoise waters and pristine white-sand beaches, the resort provides a paradise-like setting for guests to indulge in relaxation, water sports, and world-class dining experiences.

The Plaza, New York City, USA: The Plaza Hotel, located in the heart of Manhattan, is an iconic symbol of timeless elegance. Its rich history and luxurious accommodations have made it a favorite among celebrities and discerning travelers.

The hotel offers grand rooms, gourmet dining options, and the famous Palm Court for afternoon tea.

Taj Lake Palace, Udaipur, India: Taj Lake Palace is a magnificent hotel situated on an island in Lake Pichola in Udaipur, India. Built as a summer palace in the 18th century, it exudes regal charm and offers panoramic views of the lake and surrounding Aravalli Mountains. The hotel features luxurious rooms, fine dining experiences, and a tranquil spa.

These examples represent a small selection of well-developed hotels around the world, each offering unique experiences and luxurious amenities to cater to the discerning needs of travelers seeking unparalleled hospitality.

4.2. DISCUSSION

In an inexorably competitive environment, organizations are compelled to focus in on consumer loyalty. Organizations that don't do this have no future. It will before long turn into the standard that the activities of any enterprise - both monetary and business - will be pointed toward fulfilling the necessities and requests of the customer. At the point when we arrive at this stage, we can say that an upset in marketing has occurred.

The “marketing men” themselves traditionally viewed marketing as a toolbox for selling products, and perceived themselves as mixers of ingredients who engage in “fashioning creatively a mix of marketing procedures and policies in his efforts to produce a profitable enterprise” (Borden, 1964, p. 7).

In numerous fruitful touristic organizations and hotels nowadays, this stage is approaching culmination. The entirety of their specializations are associated with addressing the necessities of the customer. For instance, the bookkeeping division is improving the type of solicitations so it very well may be effortlessly perceived by any individual who has coordinated either occasion through the organization, any of the representatives of the authoritative office should have the option to respond to any visitor question with respect to the activity of hotel administrations, for instance, an hotel eatery, and by and large, all employees of the organization should show veritable worry for the government assistance of the customer.

Although Borden emphasizes the importance of the marketing manager understanding the market and the reaction of the market (“The skillful marketer is one who is a perceptive and practical psychologist and sociologist,” p. 9), the interaction with the customer was not traditionally seen as being the key to success. Instead, marketing was seen as primarily product based and transaction oriented (Grönroos,1996).

5. CONCLUSION

The business of the tourism and hotel industry likewise covers today such circles of action as bazaars, zoos, attractions of portable towns, public parks, parks of culture and amusement, film, show and display corridors, and so on Diversion additionally remembers sports for exercise centers, pools and water parks, arenas, and so forth The

amusement is additionally joined by a prologue to social qualities: visits to theaters, historical centers, libraries, different club foundations. Partly, the travel industry today additionally floats towards social services. Undertakings delivering hardware for the friendliness business, trinkets, and traveler things are additionally important for this industry.

In developed industrial countries, the accommodation business goes about as an autonomous and moderately secluded connection of the monetary framework, drawing in huge material, monetary and work assets.

The idea of "ware" isn't restricted to material things as it were. Anything that can fulfill want can be known as a product. Notwithstanding material merchandise and ventures, it additionally incorporates individuals, places, associations, exercises and thoughts. The customer chooses which café to go to, which spot to visit, which aircrafts to decide to arrive, which associations to join, which thoughts to help. According to the perspective of the buyer, these are largely products. In the event that in specific settings the expression "item" doesn't appear to be entirely reasonable to us, we can generally utilize words, for example, "fulfill a need", "offer", "signifies" all things considered. They all depict something that we can appreciate as fit for fulfilling our cravings.

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