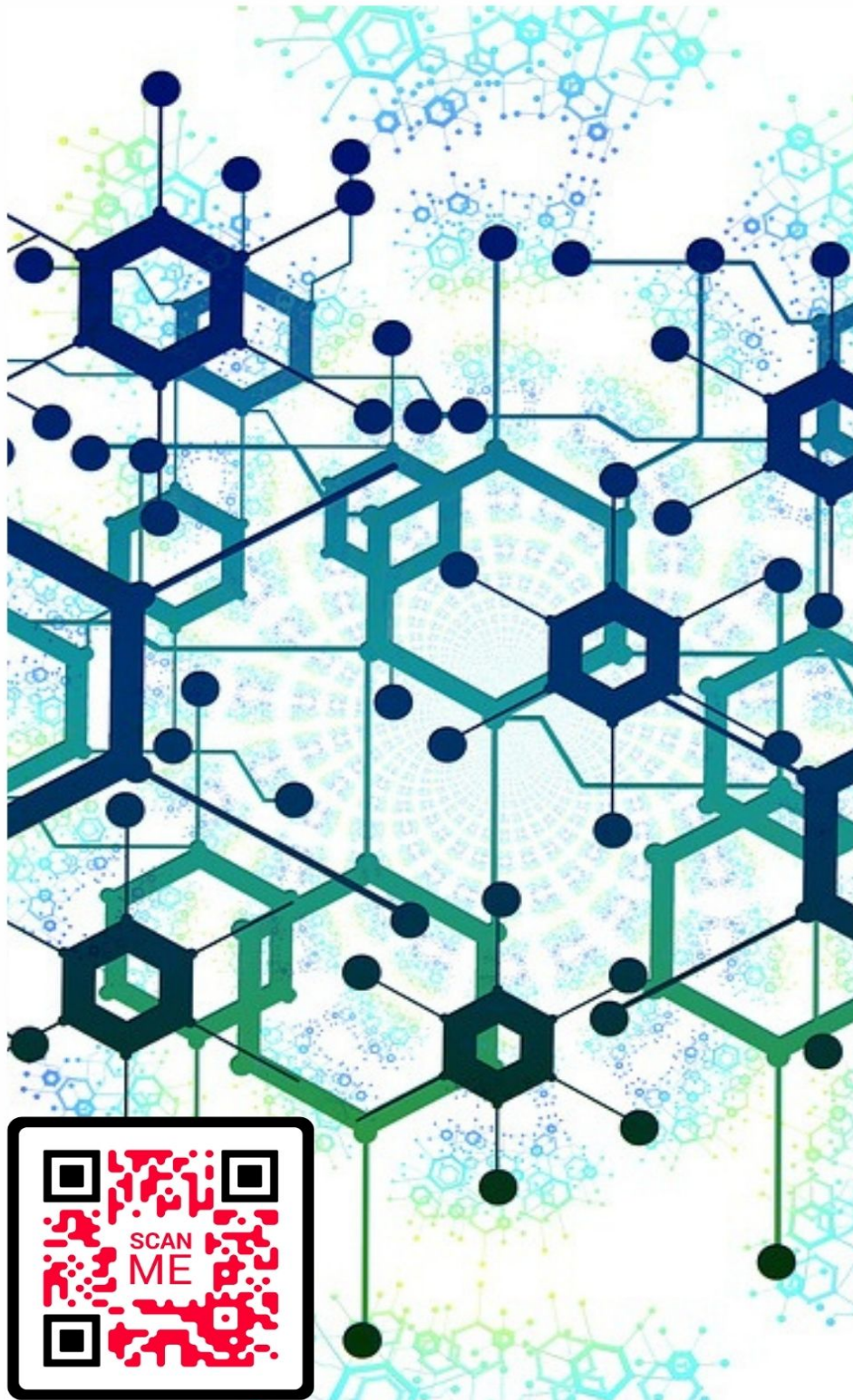


Table Of Content

Journal Cover	2
Author[s] Statement	3
Editorial Team	4
Article information	5
Check this article update (crossmark)	5
Check this article impact	5
Cite this article	5
Title page	6
Article Title	6
Author information	6
Abstract	6
Article content	7

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Development of Marketing in the Context of A Tourism Pandemic in Uzbekistan

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Abstract

The article analyzes the basic foundations of marketing in tourism. The author analyzes the methodology of tourism marketing, which is relevant in the current market conditions after the Pandemic. Based on theoretical materials and practical research by leading scientists in this field, as a result of the article, conclusions were drawn regarding the development of tourism in tourism at the informatization of society and globalization of the market in Uzbekistan. The paper formulates specific areas of current research in tourism marketing for the pandemic period.

Furthermore, the article discusses the conceptual foundations of marketing in the tourism industry, its features, functions, the need to use modern information technologies.

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Abstract. The article analyzes the basic foundations of marketing in tourism. The author analyzes the methodology of tourism marketing, which is relevant in the current market conditions after the Pandemic. Based on theoretical materials and practical research by leading scientists in this field, as a result of the article, conclusions were drawn regarding the development of tourism in tourism at the informatization of society and globalization of the market in Uzbekistan. The paper formulates specific areas of current research in tourism marketing for the pandemic period.

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Keywords: *marketing, tourism, market conditions, service promotion, advertising, pandemic period, features, functions, information, information technologies.*

Introduction. In the current conditions of the global coronavirus pandemic, economic sectors are experiencing financial difficulties associated with the inability to function fully due to falling consumer demand. The COVID-19 Pandemic has affected all sectors of the economy, with the tourism industry being the most vulnerable to the coronavirus threat. According to international experts, the world economy is in crisis; therefore, tourism is one of the most affected industries. The problem also affected the Republic of Uzbekistan, where the tourism industry has significant potential for development and is a strategic sector of the economy, the share of tourism in the country's GDP is approximately 6% as a result of the downtime of tourism and hospitality enterprises, a significant part of them lost their permanent jobs. Tourism will likely take a long time to recover, and the industry will not return to pre-crisis levels until 2022-2023. Up to this point, the situation will gradually improve. If, at the end of 2020, experts expect a drop by almost half, then in 2021, the indicator may be only a third worse than the pre-crisis value.

The State Committee of the Republic of Uzbekistan for Tourism Development is working towards restoring tourism and has developed the Online Tourism platform. Such electronic media in Uzbekistan will be used for the first time. They contribute to the gradual restoration of the activities of hospitality enterprises. In turn, the state supports business entities in tourism, providing them with several benefits, tax holidays, and subsidies during the Pandemic. Tourism and service enterprises are exempt from paying land tax until January 1, 2021, social tax at a reduced rate (1%).

Economists worldwide have confirmed that marketing activities and their concepts can be used as the best solution to the pandemic situation and the only way out of the crisis. Moreover, for an extended period, marketing has been seen primarily as a function of enterprise management, namely creating and maintaining competitiveness. This tool allows us to manage innovation and market relations between a company, its consumers, partners, competitors, and society as a whole, as an activity that determines the nature of economic development and the level of welfare of the nation.

Nowadays, marketing affects the interests of every person and every organization since it is aimed at satisfying needs and requirements through exchange, which ensures a certain standard of living.

With the development and formation of marketing, the following types and areas of application of marketing have emerged:

- consumer marketing (or marketing of consumer goods);
- industrial marketing (or marketing of industrial goods);
- service marketing;
- international marketing;
- non-commercial marketing (or meta marketing);
- micromarketing;
- macro marketing;
- social;
- ego marketing.

One type of service is tourism, to which marketing is expanding. Tourism is one of the largest and most dynamic sectors of the economy. It is characterized by high development rates and large volumes of foreign exchange earnings, which contributes to the formation of its tourism industry.

Modern marketing is increasingly evolving from transaction marketing to relationship marketing. The marketing activity is not limited to the sphere of exchange but extends further, both to the sphere of consumption and direct

services. This trend has become especially noticeable in the field of tourism. The study of tourism marketing development is a topical scientific issue since it will allow in retrospect to see its evolution from the very beginning to the current level of development.

Literature review. This issue was considered in the works of Uzbek and foreign scientists such as Kotler F., J. Bowen, J. Makenz, Beheshti S.A., Borozdina N.A., Malikova, E.G., Mironova E.I., Sapitskaya I.K., Morozova M.A., Shimin N.A. [1-6].

The purpose of the research work is to search for prospects and directions for developing the tourism industry in Uzbekistan after the Pandemic based on the current market conditions of the country and the creation of an integrated system for promoting the brand of Uzbekistan as a tourist state.

In comparison with other areas where all methods and approaches of marketing activities are actively used, tourism marketing in Uzbekistan remains at a lower level, even though tourism, it would seem, remained a popular way of recreation for more than one decade. At the same time, the active development of tourism marketing, of course, has a positive effect on attracting capital to this business and, as a result, on increasing the amount of taxes that go to the country's budget.

Research methods. The article compares data, taking into account the period that took place earlier and is expected in the coming years in determining the development of tourism in the republic. Conclusions were also made about the factors affecting tourism recovery after the Pandemic in the republic. In addition, specific recommendations have been developed on the phased restoration of the tourism industry.

Analyses and research results. Tourism is one of the most dynamic and most profitable sectors of the world economy. According to the International Tourism Organization for 2020, the share of tourism in world GDP is about 10% and about 17% in world exports of services, 7% of world trade [7]. The growth of the tourism services industry is stimulated by the growth in the number and income of the population, a decrease in working hours and an increase in leisure time, and a significant improvement in transport infrastructure. Today, the tourism sector is one of the most critical social and economic development factors. Tourism has a positive effect on the development of national economies, allows us to increase foreign exchange earnings, improves the balance of payments, contributes to the effective use of natural, historical, and cultural potential.

Speaking about tourism as a sphere of social labor security and attracting capital from outside, it is worth noting that precisely 10% of investments worldwide account for it. Every sixteenth person in the world is somehow involved in the tourism industry. One-tenth of global consumer spending falls on the same tourism [7].

The ever-growing popularity and, importantly, the stability in the development of the tourism sector suggests that it is necessary to conduct appropriate marketing of these services to maintain and increase the number of attracted customers in the future.

In some countries, such as Egypt, Turkey, Greece, tourism taxes make up the lion's share of the budget. Business is conducted at a high level of competition, which involves using the most modern and innovative marketing methods in this area [2, p.206]. Otherwise, when the marketers of a travel company give up their positions, their rating can drop almost at the speed of light in a matter of days.

Against the backdrop of globalization processes, promoting tourism services in Russia with the help of modern marketing methodologies logically appears. The specificity of tourism in the Russian Federation lies in the peculiarities of the geographical location and relief of a particular territory, the diversity of climate in different parts of the country, the wealth of natural, historical, cultural, and tourist and recreational potentials. However, despite all the advantages of tourism in Russia, its popularity cannot be compared, for example, with Greece and Turkey. Of course, the decline in the level of development and popularity of the country's tourism services was influenced by the political situation in the world and the consequences of the global financial crisis. Nevertheless, a proper role in this aspect should also be given to marketing, which is carried out using the usual and stable advertising methods, without the necessary development of innovations in the sphere. The situation that has developed in the tourism sector requires an active search for means to overcome the crisis and intensify the production of a tourism product to ensure its required quality. The use of tourism services marketing tools as a type of service marketing is of great importance.

The main factors that influence the formation of the content of the tourist package include [4, p.33]:

- the possibilities of the material base, infrastructure, and services offered;
- relationships with airlines and other transport companies;
- relations between the country of departure of tourists and the country of rest;
- political stability of the country of destination;

- the level of tourism development in the country of destination;
- relations with partner organizations (service providers);
- availability of demand for the tourist program.

According to F. Kotler, a service is any activity that one party can offer to another if it is vast and does not lead to the possession of anything. He distinguishes four categories of labor products [3, p.211]:

- 1) a material product that is not accompanied by a service (these are, as a rule, everyday goods);
- 2) material goods, which are accompanied by a service (sale of equipment with its subsequent service);
- 3) the leading service, which is accompanied by secondary goods and services (travel agencies offer their excursion services, while secondary meals and transportation are added);
- 4) pure service (car repair).

The dominant position in the marketing of services is the need to consider the social factors created by their producers. Service marketing can also be considered a particular type of activity that forms the social environment and the conditions for the life of society. In the service market, the effect of the principle of the adequacy of changing demand with the methods of production and sale of the product is strengthened to a greater extent. This is due to both the dynamism of demand for services and the significance of indicators of its satisfaction [3, p.162].

One of the main objects of service marketing research is accounting for external effects. Often in the social environment, the consumer of services experiences a positive or negative influence of persons who are not directly involved in providing these services but who are members of the society. Therefore, the external effect can significantly change the prevailing social conditions and, in a certain way, affect the course of social, economic, and environmental components of human life. Here, the danger of a negative externality is significant: the discrepancy between the quality of tourist services and their cost.

The peculiarities of marketing research in the service sector include clarifying the problem: "what is the characteristic of the service that encourages end users to choose this service provider: speed of implementation, minimum errors, additional services, convenient location of the service provider, or something else" [6, p.41].

Features of the services market also significantly affect the tools for promoting and organizing a marketing communication policy.

The methods used in tourism marketing at the present market stage are not much different from the usual methodology of product marketing [5, p.244]. They should include:

- personal selling focused on a specific client;
- advertising - it is a separate section of marketing and in tourism, in terms of methods, it is consonant with the advertising of a service;
- conducting direct marketing;
- use of public relations (including innovative methods and information technologies).

At the same time, the specificity of services makes it challenging to inform about them and demonstrate them to potential consumers [1, p.283].

Conclusion. The success of a tourism enterprise in the market in Russia significantly depends not only on essential factors, such as natural and climatic conditions, the material and technical base of tourism, safety and comfort, tourism infrastructure, available tourism and recreational resources, organizational support and state regulation of tourism and recreation spheres but also to a large extent from marketing factors that ensure the creation of an economically attractive tourist product for the target audience using a marketing mix as part of the implementation of a marketing strategy.

Thus, we will formulate specific areas of current research in the field of tourism marketing:

1. Identification of existing and potential demand for individual travel services based on preliminary market analysis;
2. Forecasting demand for the production of new services;
3. Research of the range of existing tourist destinations offered by operators;

4. Analysis of the motivated behavior of the consumer of services;

5. Determination of appropriate marketing communication policy tools for a particular type of tourism to improve the efficiency of promoting this service.

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