

Effectiveness of Use of Innovative Marketing Principles and Strategies in the Development of Tourism Services Market

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Abstract

The article is devoted to the analysis of the essence of marketing innovations and innovative technologies in the tourism industry, types of marketing innovations in tourism. The author's definition of marketing innovations in the field of tourism is proposed, the features of the formation of an innovative marketing complex in the context of the main elements of the marketing complex in the field of tourism are considered. The main directions of innovation and marketing activities of a tourist organization are considered. The novelty of the author's approach to marketing innovations is associated with a change in the form of attracting various target groups of consumers to the process of consumption and / or production of tourism products and tourism services. Among the main methods of searching and implementing marketing innovations, special attention is paid to the comparison of relations in which the consumer is a co-producer of a tourist product or tourist service. Marketing innovations in the field of tourism help to form and develop a sustainable brand of a tourism organization. Expansion of the field of research of marketing innovations provides competitive advantages of the tourist enterprise in the market of tourist services.

Keywords: *marketing innovations, marketing technologies; innovative marketing complex, tourism; tourism enterprise, benchmarking, brand.*

Introduction.

Nowadays, the role of innovations in the process of globalization is unique, and it is considered to have a special importance in the development of the economy. It plays an important role in increasing the competitiveness of enterprises in the field of services, especially in the field of tourism. Innovation is the main factor in increasing the number of existing and potential customers by improving the competitiveness of tourism enterprises in market conditions and attracting consumers, that is, tourists, and improving the quality of service to them.

The fundamental foundations of the theory of innovation were laid in the economic and technological spheres in 1910-1930. The concept of innovation was developed by J. Schumpeter in "The Theory of Economic Development" (1934). Today, in the modern economy, innovation has gained its own importance and is considered the main weapon that leads to the growth and competitiveness of an enterprise or organization, and ultimately to the increase of profit, regardless of what field it is. Many experts and scientists classify innovations according to different criteria. Innovation can vary in many ways, including the type and level of innovation, the type and size of the organization implementing the innovation, and finally, the environment in which it occurs,

among others. Some researchers divide innovation into three types, including process, product or service, and strategy. All these types are well connected with each other and their influence on each other is significant, for example, strategy innovation can lead to process or product innovation. According to the object of change, innovations are divided into the following: product, technological, organizational and social.

The role of innovations in the modern services market, especially in the tourism industry, is incomparable, because innovations in tourism include creating tourist products and services to meet the needs of tourists, introducing new products to the service market, and introducing new methods of sales.

Marketing innovations in the field of tourism are based on the use of new methods of studying the market environment, the study of the market into segments, and the use of newly improved methods of attracting new and potential customers. In order to sustainably develop in the field of tourism and win the competition in market conditions, the tourist enterprise needs to use both internal and external marketing innovations. Enterprises must actively respond to changes that occur in a dynamic business environment. Marketing innovation also covers new advertising methods that businesses can use to promote their products and services in the tourism market.

Literature analysis and methodology.

Companies' efforts to create new tourism products should be based on the motivation to meet the needs of consumers and meet their expectations. Attracting customers and increasing their loyalty can be considered as a mutually beneficial cooperation with two-way communication that contributes to the long-term development of the company. Innovation, combined with marketing, helps companies grow by providing valuable products and services for consumers. The main idea behind the concept of marketing innovation is to develop a new concept and a new marketing strategy for a tourist enterprise.

Although the basic concept may be different for each tourism company, the bottom line is that for marketing innovation to be effective, innovation must be embedded in every structure of the tourism company system, and this innovation should be applied in harmony with the main strategy of the enterprise. The company will have a competitive advantage in the market.

The tourism marketing mix can include innovative components in all areas of the 7Ps: The following table shows the tourism marketing mix in the context of the 7P marketing mix.

An effective innovative marketing complex allows a tourist company to gain a competitive advantage in the market of tourism services and to solve strategic development problems. In order to be successful, every organization must be innovative, so marketing innovation is a vector of leadership in tourism.

Innovation is the key to creating and achieving competitive advantage in the marketplace.

Marketing innovations in the tourism industry should also be aimed at improving the functionality and features of existing tourist products or tourist services, as well as improving the internal capabilities of the tourism enterprise.

According to Shah (2012) that before the service concept development, marketing mix includes 4P (product, price, promotion and placement) but with the development of the service or the service concept of the marketing mix expanded to 7P (product, price, promotion, placement, people, processes and evidence physical (figure1)).

Product- A variety of innovative tourism products and services, after-sales service and guarantees to suit the demands and needs of the target market segment. Creating a unique offer in tourism.

Price- Modern and flexible pricing systems, discount system, credit and payment terms, etc.

Place- Location and new channels for the implementation of tourism services, including. digital (website, social media platforms or online travel agencies)

Promotion- Digital advertising, integrated marketing communications, new methods of sales promotion and new forms of personal selling

Participants - New forms of interaction involving specific consumers, employees and other customers. Development of personal, professional and digital competences of employees of different levels and categories; Each participant must reflect the travel company's brand.

Physical evidence- Reification of the tourist concept: the attractiveness of the place, the appearance of the equipment, equipment and materials of the tourist service.

Process- Coordination of all factors of the marketing mix: sequence of actions and customer attraction, quality control. Application of modern automated systems of information search and processing.

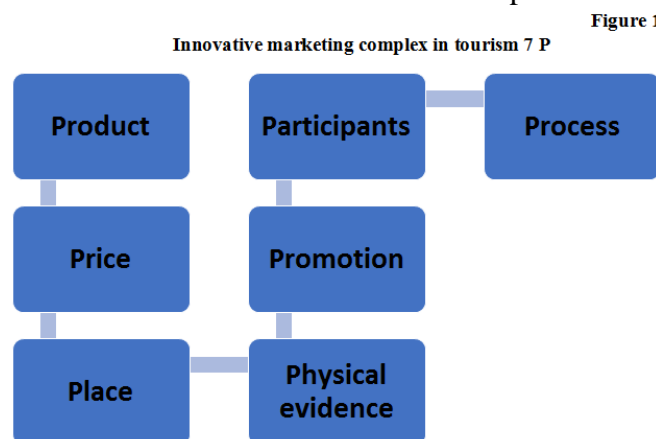
Tourism companies should follow the following principles when implementing marketing innovations:

- meeting customer requirements;
- formation of stable competitive advantages of the organization;
- to contribute to the sustainable development of the organization.

The concept of marketing innovation in the field of tourism is achieved through the implementation of creative ideas through technological innovation related to digitization.

Digitization implemented in the field of tourism affects many business processes of the enterprise, including marketing activities. The process of introducing digital technologies into the marketing activities of tourism enterprises allows:

- optimization of the tourist company's entry into the market of tourist services;
- increasing competitive advantages;
- improvement of the economic and social results of the enterprise.



Source. Author development

Digital technologies are changing the behavior and motivations of tourists in the travel decision-making process. Tourists develop the following needs:

- personalization of tourist products
- serviceable approach to tourist destinations;

- the flexibility of traditional booking processes in the online market;
- reducing the time for the response to the request;
- possibility of adaptation of adaptation technologies to mobile devices;
- minimizing the time between search and purchase.

A small tourism business is actively introduced by introducing the developed technologies into its business process, not taking into account that the effectiveness of their application is ensured by integrated interaction and consistency. In this regard, there are many Internet services, there are many Internet services for online payment, search for travel agencies and operators, construction of tourist routes, etc.

Analysis.

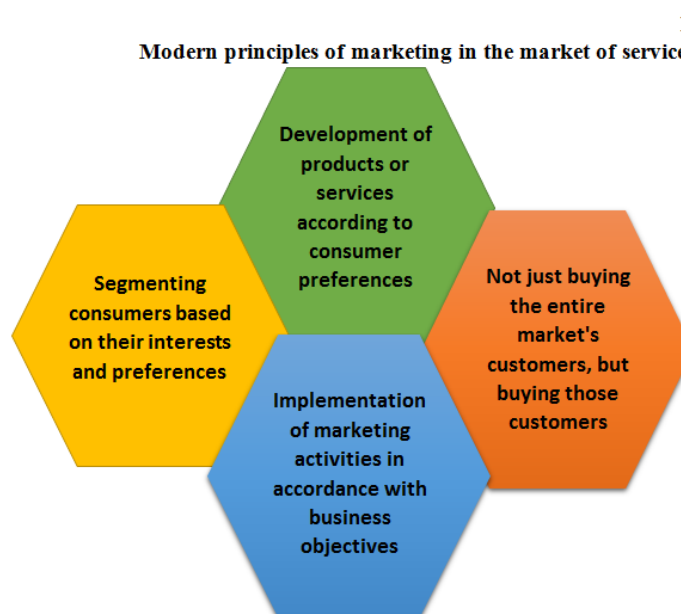
Modern marketing is a "weapon" of business, in which the following principles are widely used (Figure 2).

By applying marketing principles to the management of the tourism industry, consumers will be able to deliver quality products and avoid developing unnecessary and unsustainable products. Products in tourism can be "ideas", "services" and "goods". This makes it difficult to evaluate the tourism industry, because many tourist services have their own characteristics, that is; invisibility, imperceptibility, inseparability and inseparability of production and consumption, etc.

Potential buyers also find it difficult to evaluate the quality of tourist services. In other areas where the product is delivered to consumers, customers go to the product service (zone or area) in this network.

In the marketing of tourism services, the high proportion of time and money spent on travel by consumers (tourists) has a great influence on people's tourism decision-making. Travel costs in the tourism industry are made up of several "components". They include transportation, accommodation, meals and other services (tracking, shopping, shopping). A single business entity cannot implement such products or services.

All this makes it difficult for the quality of services to be high in all areas. Secondly, in order to overcome these difficulties, it is necessary to provide integrated tourism opportunities in the region as a single "package" for buyers from enterprises and organizations engaged in tourism.



A marketing plan should be developed to ensure that all business activities and goals are common. This plan helps to effectively allocate all available resources, time and resources in making marketing decisions. The plan includes (Figure 3):



In countries where tourism is developed, companies and firms specializing in tourism use innovative marketing strategies to increase their competitiveness in the market. Almost most of the tourism companies operating in Uzbekistan do not use innovative marketing strategies, but work on the basis of current market data without defining their future prospects.

Summary.

Thus, marketing innovations are key elements that provide the key to success in the business environment of any organization, including tourism. Marketing innovation also reflects the tourism firm's ability to continuously improve its products and services, and this continuous innovation process in turn leads to greater economic and social benefits for customers.

For the sustainable development of the tourism industry, tourism organizations must develop marketing innovations, develop personalized tourism products that can meet the specific travel needs of different target groups of tourists, and develop individual tourism strategies.

On the measures to ensure the rapid development of the tourism sector in Uzbekistan and to ensure the effective organization of the activities of the State Committee for Tourism Development of the Republic of Uzbekistan, the main tasks of the State Committee have been defined.

In addition, the tourism infrastructure can carry out marketing research on the external and internal markets of tourist services, implement an active advertising and information policy in the field of tourism aimed at wide promotion of the historical and cultural heritage, preservation and development of the tourist image of the Republic of Uzbekistan. In addition, it is appropriate to use new marketing innovations to promote national tourism products and brands for international tourism markets.

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