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USE OF INFORMATION TECHNOLOGIES AND MARKETING IN TOURISM

ИСПОЛЬЗОВАНИЕ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ И МАРКЕТИНГ В ТУРИЗМЕ

TURIZMDA AXBOROT TEXNOLOGIYALARIDAN FOYDALANISH VA MARKETING

Abstract. *The article substantiates the need for information technology in marketing research in Uzbekistan. The information technology system used in tourism consists of a computer reservation system, a teleconferencing system, video systems, computers, information control systems, electronic information systems of electronic money transfer airlines, telephone networks, mobile communications, etc. Considering the role of information technology in the field of regional tourism, the author presents a conclusion based on the analysis of research materials on the need to develop a new large-scale systemic program for tourism development, with the successful implementation of which the solution of the most important problems of information systems for the development of regions is associated.*

Keywords: *information technology, tourism, internet, marketing efficiency, travel branding, internet branding, internet marketing, tourism industry*

Аннотация. *В статье обоснована необходимость информационных технологий в маркетинговых исследованиях в Узбекистане. Система информационных технологий, используемых в туризме, состоит из компьютерной системы резервирования, системы проведения телеконференций, видеосистем, компьютеров, информационных систем управления, электронных информационных систем авиалиний электронной пересылки денег, телефонных сетей, подвижных средств сообщения и т.д. Рассматривая роль информационных технологий в сфере регионального туризма автором представлен вывод по проделанному анализу материалов исследования о необходимости разработки новой масштабной системной программы развития туризма, с успешной реализацией которых связано решение важнейших задач информационных систем развития регионов.*

Ключевые слова: *информационная технология, туризм, интернет, эффективность маркетинга, туристический брэндинг, интернет брэндинг, интернет-маркетинг, индустрия туризма.*

Annotatsiya. *Maqola O'zbekistonda marketing tadqiqotlarida axborot texnologiyalariga bo'lgan ehtiyojni asoslaydi. Turizmda ishlatiladigan axborot texnologiyalari tizimi kompyuterlarni bron qilish tizimi, telekonferentsiya tizimi, video tizimlar, kompyuterlar,*

axborotni boshqarish tizimlari, elektron pul o'tkazmalari aviakompaniyalarining elektron axborot tizimlari, telefon tarmoqlari, uyali aloqa va boshqalardan iborat. Mintaqaviy turizm sohasida muallif turizmni rivojlantirishning yangi keng ko'lamli tizimli dasturini ishlab chiqish zarurligi to'g'risidagi tadqiqot materiallarini tahlil qilish asosida xulosani taqdim etadi, uni muvaffaqiyatli amalga oshirish bilan axborotning eng muhim muammolarini hal qiladi hamda mintaqalarni rivojlantirish tizimlari birlashtirilgan.

Kalit so'zlar: *axborot texnologiyalari, turizm, internet, marketing samaradorligi, sayyohlik brendi, internet brendingi, internet marketing, turizm sohasi.*

Science does not stand still and is constantly evolving, therefore if a company wants to receive more effective benefits, then it must be able to use the offered opportunities in this area. Information technology in marketing research can help make any firm a quality advertising campaign capable of promoting its brand and products to the public.

First of all, when mentioning information technology, everyone thinks about the Internet, which has already become very firmly established in our life and few people can imagine their life without it. That is why you can effectively distribute advertising over the Internet using various social networks, sites, blogs, and more. In addition, the Internet allows you to quickly find the target audience for a particular product, since it is possible to use various settings that automatically filter out potential buyers from the general mass of Internet users. The use of this type of advertising on social networks is especially relevant, where each user notes his gender, interests and other information that will identify him.

Tourism – both international and domestic – is a growing application of information technology. The information technology system used in tourism consists of a computer reservation system, a teleconferencing system, video systems, computers, information control systems, electronic information systems of airlines for electronic money transfer, telephone networks, mobile communications, etc. At the same time, it should be noted that this system of technologies is deployed not by travel agencies, hotels or airlines individually, but by all of them. Moreover, the use of information technology by each segment of tourism has implications for all other parts. For example, internal hotel management systems can be linked to computerized global networks, which in turn provide a basis for communication with hotel reservation systems, which, in the opposite direction, can be accessed by travel agencies through their computers. Therefore, here we are dealing with an integrated information technology system that is spreading in tourism. It becomes clear that it is not computers, telephones, or video terminals per se that are spreading in the tourism industry – a system of interconnected computer and communication technologies is functioning here. In addition, the individual components of the tourism industry are closely interconnected with each other – after all, many travel companies are vertically or horizontally involved in each other's activities.

Considering the role of information technologies in the field of regional tourism, it should be remembered that the proposed developments and plans for the development of tourism should provide answers to the following questions: how to assess the state of the tourism sector and the main problems of its development; what are the main directions of tourism most of all meet the interests of the region, where and in what is the most efficient way to invest money; how to improve the image and increase the attractiveness of the region for tourists; how to stimulate the socio-economic development of the region through the development of tourism. Efficiency – profitability, return.

The final characteristic of any activity as a whole, the performance of its individual functions. This characteristic includes the effect: the degree of achievement of the result and the cost of these achievements. The lower the cost of implementing the achievements, the more effective the activity is considered.

Efficiency is a characteristic of the effectiveness, efficiency of any activity without correlating the results obtained with the resources expended. Effectiveness refers to the degree to which the results correspond to the objectives of achieving a specific goal or set of goals (planned results). If we are talking about marketing efficiency as the ratio of marketing performance indicators (market share, profit, sales volume) to marketing costs, it should be remembered that these indicators demonstrate the effectiveness of the company as a whole, and it is almost impossible to isolate the marketing share here. In addition, it is advisable to evaluate the effectiveness of marketing over a strategic period, and not by the results of current activities. Therefore, for example, good indicators of marketing activity now can be associated only with external favorable circumstances, and not with marketing activities implemented at this stage.

Therefore, taking into account all of the above, to assess the effectiveness of marketing, it is more expedient to use methods that are based on qualitative rather than analytical assessments. The most common of them is the assessment of the level of achievement in the company of five components of marketing activities: the adequacy of marketing information, philosophy of customer orientation, integrated marketing organization, strategic orientation, efficiency of management of current marketing activities. For a more in-depth study of the effectiveness of marketing, a marketing audit is used. If we talk about assessing the effectiveness of individual components of marketing activities, then relative assessment is often used here. For example, when the cost of implementing a particular promotion method is related to the number of consumer contracts. Marketing is the activity of promoting goods and services from producer to consumer. There are many definitions of marketing as the process of directing the flow of goods and services from the manufacturer to the consumer or user. Marketing is broader than sales and advertising. Sales and advertising activities are just some aspect of marketing. Marketing is a targeted, strategic and managed activity that goes through all stages - from product development, its promotion on the market to sales and after-sales service. Marketing is the complete process of moving products and services from producer to consumer. Tourism marketing is the activity of planning and developing tourism goods and services, selling, promoting goods and services, stimulating demand for them and pricing.

This activity helps to promote goods or services from manufacturer to consumer in order to maximize profit while most effectively meeting the needs of the target group of tourists. The specific nature of marketing in tourism is determined by the characteristics and distinctive characteristics of the tourism product (in comparison with other consumer goods and services), as well as the characteristics of consumers and producers of tourism goods and services. The state plays a specific role in supporting and developing tourism at the state and international levels. The experience of different countries shows that the success of tourism development directly depends on how this industry is perceived at the state level, how much it enjoys state support. The state programs for stimulating inbound tourism developed in a number of countries provide for tax benefits, simplification of the border and customs regime, creation of favorable conditions for investment in tourism, an increase in budgetary allocations for infrastructure.

BRANDING IN THE SPHERE OF TOURISM

The heyday of the idea of travel branding came in the second half of the twentieth century, and this was due to quite natural reasons: the appearance on the market of a large number of similar travel products. The decision revolution of technology has greatly influenced human society. The problem that the brand solves is to simplify the choice of a travel product by a consumer who is faced with many similar travel offers, in particular travel and hotel products, and he simply does not physically have time to compare all annotations, advantages and disadvantages, the range of services and their quality. In this situation, travel branding is simply a «lifeline» – simple labels that are understandable to a nonprofessional are «glued» to each tourism product: «expensive, but prestigious», «economical», «for beginners», «young and liberated».

A brand is a coherent set of functional, emotional, and diverse promises to a target consumer that are unique, meaningful, and better suited to their needs. A brand can be described as a perception in the imagination of a consumer. Of the entire range of tasks facing a travel brand, one of the most important is its difference from others, the achievement of competitive advantages and the ability to set an increased price.

INTERNET BRANDING IN TOURISM

The emergence and development of the Internet has led to the creation of a separate component of branding – Internet branding. This is due to the fact that the peculiarities of the virtual environment require the use of new methods of brand development and, in addition, the brand value on the Internet becomes even greater than in traditional life.

Positioning a brand on the Internet is an effective lever in the promotion of a travel product. Without using the Internet, you can get a result, after which the brand will be short-lived, because in the era of globalization and Internet technologies, potential consumers spend most of their time searching for goods and products online. Through analytics, forums and various information sites, tourism businesses have more opportunities to connect with potential consumers and demonstrate their benefits.

In Uzbekistan, information and communication technologies and the Internet, such as the mobile Internet, are intensively developing and popularizing in harmony with the global trend. Currently, Internet users make up more than 10 million 200 thousand people, or a third of the population of our country. In our republic, the working Internet system is more than 4 times, and the speed of the Internet connection is more than 1.5 times. Internet creates a good atmosphere. With its help, the company can advertise its industrial products, carry out marketing research, after the trade it can continue to communicate with its customers. Private and small companies make extensive use of information technology-based email marketing. With the development of tourism, tourism marketing has been changed not only by the place and role of tourism participants and their relationships, but also by the philosophy of the economic process. The worldwide information system has made the traditional marketing path ineffective. This should include service professionals who want to leverage the power of new electronic connectivity. Here was a time when people could not imagine how computers can do complex work in a matter of seconds.

Tourism has become one of the most profitable areas. It consists of tickets, tickets for various vehicles, hotel and travel reservation systems. Currently, there are representative offices of various huge systems in Uzbekistan, such as Amadens, Gabriel, Saber, World Spar,

Apollo and others. In addition, the importance of the world information system - the Internet exceeds. Internet technologies help to minimize the cost of international telephone calls and fax in travel companies. The number of travel companies using the system for booking tickets and hotel rooms is growing from year to year. Such systems make it possible to book a hotel room without leaving the workplace, and inform about the price and choice. This used to take a lot of time and money. Currently, the agencies in the systems use the latest news rather than information from the past year.

It is possible to watch videos or photos about travel goods and read comments, leaving it good from other users. You can simulate your journey, take it for yourself. Travel agencies are rich in advertisements and interesting offers.

Email marketing performs an electronic function through the Internet, information technology and telecommunications systems. Email marketing is also called internet marketing, web marketing, online marketing, or digital marketing. It plays an important role in the tourism and business industries.

To enhance the role of the marketing function in the electronic market, it is necessary to develop the following terms and factors: expansion of the Internet sectors in our republic; accelerating the training of e-business specialists; development of infrastructure and information structure; improve opportunities for community pay and information technology literacy; attract domestic and foreign investments to finance large-scale network development projects in the regions of the republic; enriching your own information resource with important information on the Internet; enhancement of online shopping functions; creating legal stands to regulate connectivity tools and expand the development process; training of educators and users of electronic marketing.

Email Marketing Techniques:

1. Search Engine Marketing;
2. Show ads; 3. Email Marketing;
4. Marketing your blog;
5. Social media marketing;
6. Mobile marketing.

Search engine marketing finds a lot of information with a keyword in search engines like google, yahoo, yandex. Every company and organization wants to get to the first page of the search page. According to statistics, 70% of people do not open more than 3 pages of search results. The higher the rating, the more sales of the company's products and services. Advertisements for advertisements are advertisements located on the top, bottom, right and left sides of the frame, displaying images, text, and videos.

The peculiarity of this lies in the transfer to a page that gives a lot of information by clicking on a small place with a computer mouse. Nowadays, many mainstream blogs use tourism-advertising banners. Email marketing sends business-related information to a group of people at their email address. At the same time, selection and refusal methods are widely used. If the opt-in method voluntarily receives information about their email, the opt-in method rejects the receipt of the message from the first message of the addressee. Spam is not supported in email marketing. Spam is a mandatory email message from an unknown recipient. Blog marketing is marketing the implementation of dedicated web blogs for a specific topic. A special feature of this is the link to social media marketing. Well-developed travel blogs provide a lot of useful information for the future consumer.

As a conclusion, there are the achievements of electronic marketing:

- ▶ Climbing the world market. The use of email marketing by companies enables endless expansion and growth of global marketing from domestic and domestic markets;
- ▶ Taking into account the Internet information, which means that the company is performing its actions or not, or for which the product makes more demands, all this is created by the Internet;
- ▶ Saving money, this means not exceeding your advertising bill. Its speed, with which it does not take long to obtain the required results;
- ▶ Information exchange speed. Consumers can find important information about the desired products in an Internet search engine or order the desired product.
- ▶ Creates competition. Large or small companies producing goods compete with each other, which is convenient for consumers.

The above e-marketing activity comes out and offers reviews; today's challenge is to make wide use of the e-marketing opportunities that information technology offers.

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РОЛЬ ГЛОБАЛИЗАЦИИ В МЕЖДУНАРОДНОМ БИЗНЕСЕ

ROLE OF GLOBALIZATION IN INTERNATIONAL BUSINESS

Annotatsiya. *Ushbu maqolada xalqaro biznes yuritishda globallashuvning ahamiyati va tashqi savdoni amalga oshirishda import va eksport operatsiyalari bilan bog'liq holatlar, globallashuv jarayonida xalqaro bozorga kirishga ta'sir qilayotgan iqtisodiy va siyosiy omillar ilmiy tahlil qilingan.*

Tayanch iboralar: *xalqaro biznes, globallashuv, import, eksport operatsiyalari, texnologiyalar transferi, bojxona kelishuvlari.*

Abstract. *The article provides a scientific analysis of the importance of globalization for international business and the situation with import and export operations in foreign trade, as well as economic and political factors affecting access to international markets in the process of globalization.*

Key words: *international business, globalization, imports, export operations, technology transfer, customs agreements.*

Аннотация. *В статье дается научный анализ важности глобализации для международного бизнеса и ситуации с импортными и экспортными операциями во внешней торговле, а также экономические и политические факторы, влияющие на доступ к международным рынкам в процессе глобализации.*

Ключевые слова: *международный бизнес, глобализация, импорт, экспортные операции, передача технологий, таможенные соглашения.*

Global inqirozning respublikamiz ijtimoiy-iqtisodiy rivojlanishiga salbiy ta'sirlarini yumshatish maqsadida O'zbekiston Respublikasi Prezidentining «Koronavirus pandemiyasi va global inqiroz xolatlarining iqtisodiyot tarmoqlariga salbiy ta'sirini yumshatish bo'yicha birinchi navbatdagi chora-tadbirlar to'g'risida» va «Koronavirus pandemiyasi davrida aholi, iqtisodiyot tarmoqlari va tadbirkorlik subyektlarini qo'llab-quvvatlashga doir qo'shimcha chora-tadbirlar to'g'risida»gi Farmonlari qabul qilindi va amaliyotda joriy etilmoqda [1].

Farmonda ko'rsatib o'tilganidek jahon miqyosida koronavirus infeksiyasi tarqalishiga qarshi kurashishda respublikamizda insonlarning harakatlanishiga cheklovlar kiritish va korxonalar faoliyatini to'xtatish orqali misli ko'rilmagan choralar ko'rilmogda. Global iqtisodiyot