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MARKETING STRATEGY OF DIVERSIFICATION OF THE STRUCTURE OF INTERNATIONAL TRADE OF TOURIST SERVICES

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ABSTRACT

In the economy based on the market attitude, the promotion of the tourism industry through the effective use of limited resources, the increase of the flow of foreign capital, and the increase of production efficiency are of significant socio-economic importance. The main goal of economic activity is to achieve the final result of tourism product production with low costs and spending resources. Ensuring stable economic growth in the country in the conditions of market relations is inextricably linked with issues of improving service efficiency. The creation of objective conditions for sustainable development of the country's economy requires investment in the economy, renewal of basic funds, and implementation of modern and targeted projects.

KEYWORDS

Tourist services, recreation-ecotourism, international trade of tourist services, diversification of structural composition.

INTRODUCTION

Due to the fact that the main part of the rich and diverse recreation-ecotourism facilities and resources of Uzbekistan are located in Protected Natural Areas (METH), ensuring the ecological safety of ecotourism activities and implementing its environmental control is an integral component of the strategy and practice of organizing and managing this activity.

The tourism industry is one of the fastest-growing sectors of the world economy. One in ten new jobs are created in the same sector, and tourism services account for one-third of total services exports.

It should be noted here that export-import operations in the field of tourist services are observed differently from the general principles of international trade of goods, that is, export in the international trade of services means the provision of services by local business entities of the service sector to foreign citizens or tourist groups, and the economic benefit obtained from this process. Similarly, in the international trade of services, import means the provision of services by foreign citizens or commercial organizations to the local population within and outside the territory of their country, and the socio-economic benefits arising in this process.

LITERATURE REVIEW

The achievements of tourism enterprises and socioeconomic indicators of the tourism sector have been studied in scientific research and special literature, and in general, good attention has been paid to this issue. Scholars have approached issues of the impact of tourism on the country's economic development in different periods. Scientists from foreign countries such as V. L. Smith, Donald Landberg, M. Kchishnallor, Mike Stavenga, R. M. Blomstor, R. Olge, Nikole, P. E. Morfii, and S. K. Plog devoted

scientific and practical work to this issue and contributed to the development of tourism with their scientific conclusions.

In the Commonwealth of Nations, A.Y. Alexandrova, A.G. Grabar, A. Ivashenko, A. Kondratev, A. Kireev, B. Emelyanov, V.A. Chestnikova, V. Saprunova, V. Oseev, V.I. Azar, V. Kistanov, V.F. Molchanov, D. K. Ismaev, N.S. Bargukov, R.A. Brymer, N. Igorova, J. Koz, S. Kolnik, E.P. Puzakova, I.M. Novozhilova, I. Zorin, I. T. Balabanov and many other economists have scientific and practical research on these issues.

The role of tourism in the economy of Uzbekistan, certain aspects of its organizational and economic problems A.A. Razzakov, A.F. Saidov, A. Taksanov, B.M. Khusanboev, G.G. Nazarova, T.T. Tashmurotov, N.T. Tukhliev, N. Norchaev A.N, Abdusalomova, N.T. Faizibaeva and several other economists and practitioners of our republic have studied it.

THE MAIN PART

The author's scientific-theoretical approach to the mentioned category of international trade of services leads to the careful development of the terminological apparatus related to the same issues. International trade in tourism services remains an understudied scientific field. Based on this, we conduct a scientific observation regarding the stages of forming modern marketing strategies for diversifying the structural composition of the international trade of tourist services in Uzbekistan. The objective necessity of researching the issues of diversification of the structural composition of international trade in tourist services can be seen in the following:

1. The market mechanism for regulating the international trade of tourist services has not yet been fully formed;

2. Methodological support for the implementation of export-import operations in the field of tourist services has not been formed, and the scientific-methodological foundations have not been thoroughly studied;
3. The main directions of diversification of the structural composition of the international trade of tourist services have not been determined;
4. The criteria for the effectiveness of the marketing strategy of the export of tourist services have not been determined.

Now it is appropriate to consider ways to diversify the export and import of tourist services. Diversification of the import of tourist services, in turn:

- expands options for potential tourists who want to travel abroad;
- deepens the exchange of international cultures;
- increases the level of activity of local citizens in establishing foreign economic relations.

- These aspects of the problem require increased focus on problem-solving. For this, first of all, it is necessary to deepen the structural changes in the field of international trade of tourist services. The schematic overview of the implementation of structural changes in the international trade of tourist services can be expressed as follows:
- Diversification of the export of tourist services:
- tour operator companies engaged in the activities of receiving foreign tourists ensure the purchase attractiveness of the offer portfolio;
- leads to the development of new tourist routes based on the use of various tourist resources;
- creates a basis for the quality of the process of providing services to foreign tourists;
- allows to achieve the efficiency of local tourism infrastructure facilities.

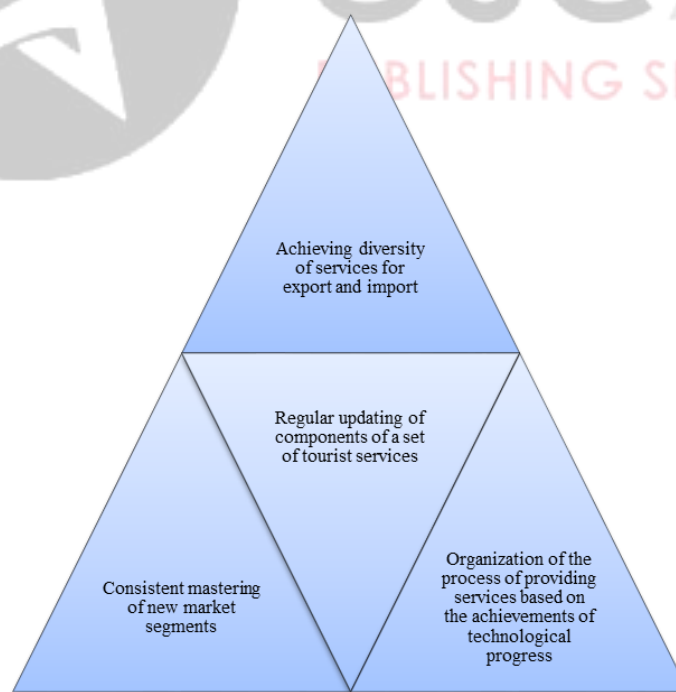


Figure 1. Motives leading to the implementation of structural changes in the international trade of tourist services

In short, the marketing strategy of diversifying the structural composition of the international trade of tourist services should include the following:

1. Clarify the general mission of development and marketing concept at the scale of business entities;
2. Analytical research on the tourist services market based on marketing instruments;
3. Choosing a market segment that is expected to bring high economic efficiency;
4. Forming a range of tourist services;
5. Determining the main criteria for evaluating the quality of tourist services;
6. Calculating the cost and purchase price of tourist services;
7. Determining the competitive advantages of the offered tourist services;
8. Active promotion of tourist services in target markets;
9. Establishing an effective system of competition management;
10. Developed an economic mechanism for promoting international trade in tourist services.

In turn, the marketing strategy of diversifying the structural composition of international trade in tourist services:

- expanding the provision of competitive services to foreign markets;
- improvement of the structural base of business entities providing diversified tourist services for export;
- implementation of measures to support innovative marketing activities in the international trade of tourist services;
- coordinating the effective use of additional development opportunities in the tourism

sector, taking into account the resource potential of the regions;

- ensuring the balance of supply and demand in the international trade of tourist services;
- enables the formation of a mechanism of sustainable economic growth in the international trade of tourist services.

CONCLUSION AND SUGGESTION

The following principles can be distinguished based on the investment policy:

- strengthening the coordination of the central investment policy and regional investment programs to ensure the optimal level of decentralization of the investment process and increase the role of regional and internal factors of savings for financing investment projects;
- support of enterprises at the expense of centralized investments by the state based on the transition from non-refundable budget financing to paid and refundable lending;
- creation of a motivational mechanism that attracts large resources to form a financial investment base based on returns;
- financing of investment projects and placement of centralized investments, which are intended for production following the initial examination of each investment program and the central target programs, only based on competition;
- determination of state priorities of investment policy;

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