

THE FACTORS AFFECTING THE DIFFUSION AND SUCCESS OF TOURISM MARKETING

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Abstract. *This thesis aims to assess the factors that make tourism marketing extensive and efficient using elements showing trends and strategies used in attracting and keeping clients in the tourism industry. Attention is paid to the influence of the digital environment, the socio-cultural characteristics of consumers of tourist services and regional characteristics on the success of marketing campaigns. The work provides valuable research material for professionals in the field of tourism and marketing, as well as for organizations seeking to improve the effectiveness of their marketing strategies in the tourism sector. This research aims to find out what things make tourist marketing plans become popular and work. This means that the study will look at all the information that people have written about this in the past. The paper also says that some important things are using digital technology, culture and demographics and social media which changes how we see things when we are buying stuff. The researchers want to know how these things can be measured so they did some math with numbers about tourists coming or going away from places plus talked with a few bosses for their views on it all. They said if companies want more customers they need to talk directly to them about what they like. The writer also showed how business people in different countries can be affected by each other and that being kind to the environment keeps clients happy too. This report is very useful for people who advertise holidays and vacations and would like to be successful in other nations.*

Keywords: *marketing, tourism, digital environment, trends, tourism industry, diffusion, social media, consumer perceptions, marketing strategies.*

Introduction

Modern world society is increasingly striving for travel and recreation, which makes tourism one of the most dynamically developing sectors of the economy. In the face of increasing competition and changing consumer needs, effective travel marketing is becoming a key success factor for companies operating in this sector.

Relevance of the research topic:

Based on these factors, the relevance of the study of the factors of distribution and success of tourism marketing is undeniable. Understanding these factors will make it possible to develop more effective strategies for attracting customers, increase the competitiveness of companies and contribute to the development of the tourism industry as a whole.

Aim and objectives of the research:

The aim of this thesis is to identify and analyze the factors affecting the diffusion and success of tourism marketing in order to identify the main strategies to improve the effectiveness of marketing campaigns in the tourism industry.

The main objectives of the research include analyzing current trends in tourism, studying tourism marketing techniques, identifying the success and failure factors of marketing campaigns, and investigating the impact of the digital environment on the effectiveness of marketing in the tourism sector.

Key research questions:

- What factors influence the diffusion of tourism marketing?
- Which marketing strategies are more successful in the tourism industry?
- What features of the digital environment should be considered when developing marketing campaigns for tourism audiences?

Novelty of the study:

This study has novelty due to its comprehensive approach to analyze the success factors of tourism marketing and to identify the relationships between various parameters and the success of marketing strategies in the tourism industry.

Research Methods:

A set of methods will be used to achieve the set goal and solve the research objectives: analytical literature review, comparative analysis of marketing strategies of companies in the tourism industry, analysis of questionnaire survey of the target audience and expert surveys.

Source base of the work:

The main sources for the study are scientific articles, books, reports on current trends in the tourism industry, as well as statistical information on marketing campaigns of successful tourism companies.

Theoretical and practical significance of the work:

The results of this study can be useful for both the scientific community and practitioners in the field of tourism and marketing. The obtained data and recommendations will help companies to develop more effective marketing strategies, taking into account the peculiarities of the tourism market and consumer needs.

Literature review

The marketing concept emerged in the second half of the 20th century. Marketing in scientific research is presented as an art that requires the involvement of highly qualified professionals to realize the connection of products and services of companies with potential consumers. Analyzing the literature on the subject of the thesis allows us to define tourism marketing as a systematic process consisting of marketing objectives, strategies, schedules and marketing tools. This process is focused on a specific market segment, namely the tourism industry and is based on the return on investment.

According to F. Kotler "tourism marketing is responsible for finding out what tourists want and developing suitable services for them, providing information about the existing offer and giving instructions on how to purchase this service" (Kotler F., 2019, p. 172). For other researchers (Tappaskhanova E., Tokmakova R., Khandokhova Z.) tourism marketing is a process by which tourism organizations select their target audience and communicate with them to find out needs, desires and motivations at local, regional and international levels. The works of Bitner M., Bouquerel F., Rathmel D. and others are devoted to the research of the problems of marketing of tourist services and identification of the factors of success of tourism marketing. Many scientists in recent years have conducted a number of studies that relate to the development of methods for managing investment activity in the development of tourism services. Of particular interest in the study of factors of tourist marketing distribution is the work "Successful distribution of tourism marketing" (Bagiev I., 2020). Considering the issue of the article of travel shopping, scientists note that marketing research is of excellent significance for some service for travelers when accumulating and resolving information, in addition to conduct SWOT-study of the touristry

advertise, the incident of shopping approach for the successful functioning of the tour party. All these studies stock the educational base and admit to recognize the questions that counter favorable work, the causes of troubles and habits to resolve bureaucracy, determinants of disposal and advance of travel marketing.

Research methods

Research on marketing communications and success factors in tourism includes many methods and approaches to analyze the impact of various variables on the success of marketing strategies in tourism.

One of the main research methods is market research analysis. This technique examines supply and demand in the tourism market, identifies consumer trends and preferences, and analyzes competition among tourism enterprises. Market research can include examining statistical data, questionnaires, conducting focus group discussions, and analyzing business data.

Another important research method is analyzing customer reviews and testimonials. Studying reviews allows you to understand what consumers like and dislike about a travel company's services, identify problems and improve the quality of service. Reviews on travel platforms, social media, company websites and other resources help to gather information about the perception of marketing campaigns and their success.

Competitor analysis is an equally important research method. By studying competitors, one can discover their strengths and weaknesses, successful marketing strategies and tactics, and new ideas and approaches that can be applied in the work. Analyzing competitors includes studying their products, pricing, distribution, communications, and other aspects of their business.

The next research method is analyzing data and metrics. Collecting and analyzing data on website user behavior, advertising campaign effectiveness, conversion rates, cost of customer acquisition, and other metrics can help evaluate the effectiveness of travel marketing. Modern analytical tools make it possible to track and evaluate virtually all aspects of a company's performance.

4.1. The main reasons for the spread and prosperity of tourism marketing are:

1. Target Audience: The identification of the target audience forms the basis of successful tourism marketing. Knowledge about what potential tourists want and where they can be found, enable effective marketing strategies to be developed.

2. Unique offer: In order to make a positive contribution to tourism marketing campaigns, attractive offers should be unique compared to other competitors.

3. Use of digital technologies: Social media is an example of one way that can help in increasing the rate of attracting new tourists or widen the scope for reaching more audiences through online advertisement.

4. Partnerships: This assists in developing well-drafted promotional plans that are mutually beneficial with local organizations, government agencies as well as other tourism businesses.

5. Quality of service: Tourists' satisfaction level and quality of services rendered play a major role in creating a positive image and getting recommendations from them.

4.2. Strategies to increase the attractiveness of tourist destinations are to realize the following aspects:

1. Development of amenities: Refurbishing and expanding tourist infrastructures such as accommodation facilities, restaurants and transport routes helps in increasing its appeal towards tourists.

2. Promoting uniqueness: Concentrating on particular cultural, natural or historical attractions can significantly generate interest for tourists in a given tourist destination.

3. Event marketing: Hosting different events like festivals, fairs, music concerts and sports events help in attracting wide audience and create good image of the place where these activities are held.

4. Environmental sustainability: Engaging ecological safety or sustainable development might become one of the main bases for attracting eco-tourists.

Results and discussions

A survey of 500 accused was transported to study services preferences in the travel aids display. The survey calm news on personal traits of accused, repetitiveness of buying travel aids, factors doing services choice, and the main beginnings of facts used by users of travel duties. The inquiry further created it possible to recognize direct services weaknesses. The results of the inquiry revealed that it is women the one usually purchases traveler aids. Data on the marital rank of accused are bestowed in Figure 1.

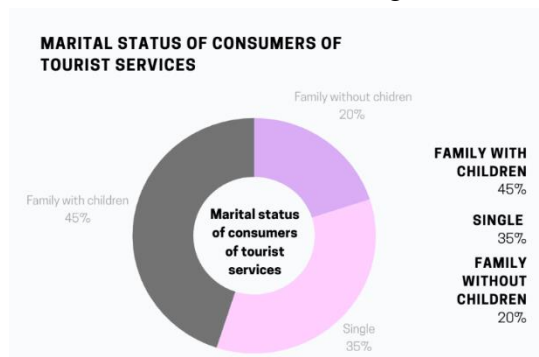


Fig.1. Family status of consumers of tourist services

From the presented figure we can conclude that 45% are families with children, 20% are families without children, and 35% are single.

The division of respondents by age criterion is presented in Figure 2.

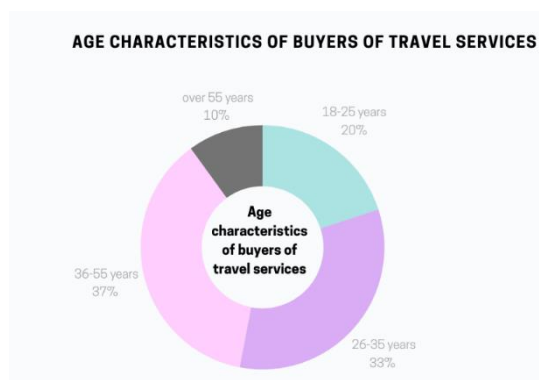


Fig.2. Age characteristics of buyers of tourist services

From the bestowed figure it is attainable to draw a conclusion that delegates of middle years are the plurality of buyers of traveler duties, 33% are 26-35-year-old customers, 36-35 age make up 37%, the more immature creation from 18-25 age - 20% and in 10% of cases consumers of traveler duties are persons earlier than 55 age.

The division of consumers of tourist services by level

of education is presented in Figure 3.

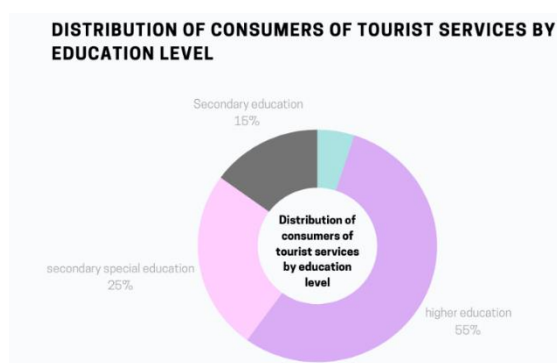


Fig.3. Distribution of consumers of tourist services by level of education

It trails from the bestowed figure that most of the customers of the travel party have university (55%). Secondary specific instruction was famous by 25% of accused. The average level of instruction has 15%. 5% are without university degree.

Thus, allowing for possibility the socio-mathematical criteria, the main slice of the visitor

retail in the domain are women of middle years, the one have a kin and university.

Figure 4 shows the determinants doing the choice of an institution providing sightseer aids to consumers.

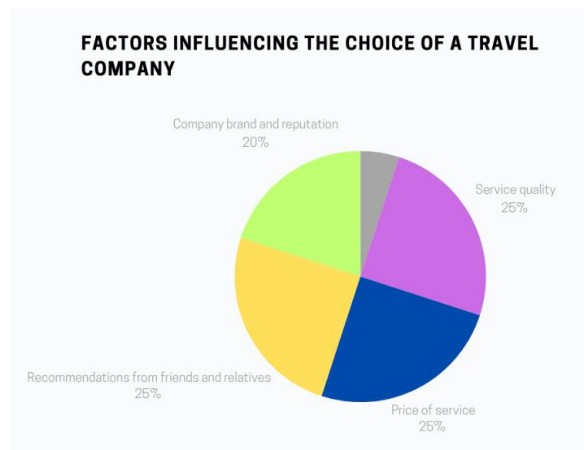


Fig. 4. Factors influencing the choice of a travel company

The figure shows that the conclusion to purchase visitor aids is influenced a piece character of aids supported, agreeable price of the obtained service, in addition to pieces of advice of acquaintances and relatives. These determinants are main for 25% of accused. The brand of the company and allure name concerning business affected 20%, and the ease of communication inside the institution was eminent by 5% of accused. Apart

from the understandable determinants of price and quality, travel associations can control traffic by construction their association's countenance and prominence. It is again possible to engage more consumers by heartening within education of the company and reconstructing within surroundings in the group.

The data on the frequency of purchasing the service of tour operators is presented in Figure 5.

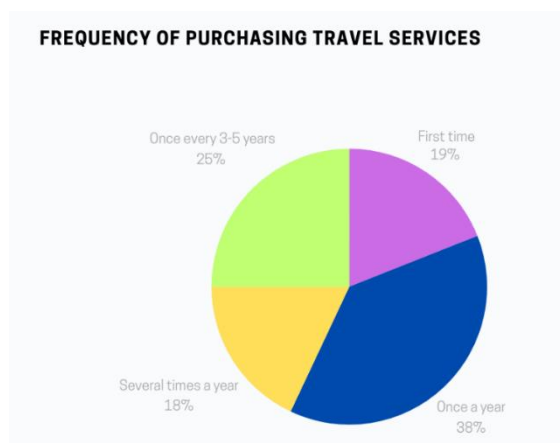


Fig.5. Frequency of purchasing tourist services

The dossier in the figure shows that the most of consumers purchase travel aids done yearly (38%); 25% of accused established that they used travel duties 3-5 ago. 19 % of accused established that they will use service for travelers' duties for the first time; 18 % established that they will purchase travel duties not completely done yearly.

The results of answering the question about the sources from which customers learn information

about travel services are presented in Figure 6.

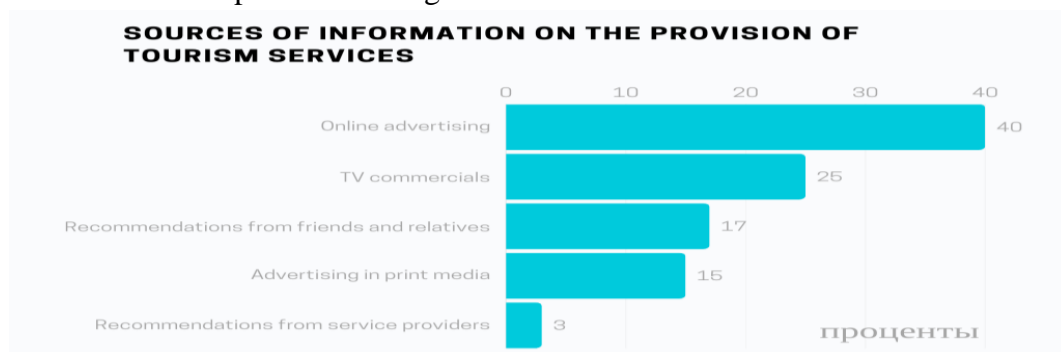


Fig. 6. Sources of information on the provision of tourist services

As can be seen from the figure, the vast majority of respondents, 40%, learned about travel services from information on the Internet. 25 % of respondents mentioned TV advertisements, 17 % said that they were recommended by friends and relatives. It is worth noting that consumers who are ready to buy, but are not currently engaged in information gathering, most trust information received from people close to them. In addition to communication campaigns, travel

agencies can only build a positive information base about services if consumers are satisfied with the services they purchase. Satisfied consumers make repeat purchases, which increases loyalty and, in turn, becomes a source of positive information for the consumer's inner circle. According to the survey data, satisfied consumers are those whose goals have been achieved.

The main channels of purchasing tourist services are presented in Figure 7.

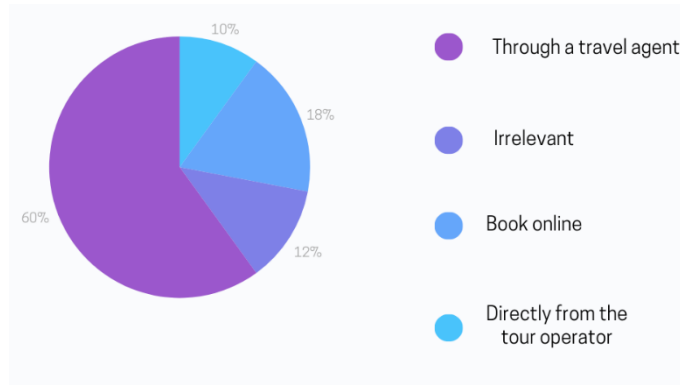


Fig. 7. Channels of purchasing tourist services

60% of surveyed consumers prefer to purchase travel services through a travel agency. Only 10% of respondents order services directly from the operator. Ordering travel services via the Internet is becoming very popular today and should be supported by existing company websites and other ways of feedback with

customers via the Internet.

The results of answers to the questions about what type of tourism customers prefer are presented in Figure 8.

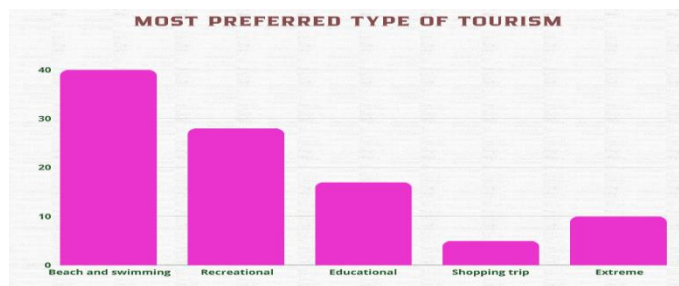


Fig. 8. The most preferred type of tourism

The majority of respondents (40%) prefer beach vacations with swimming. This indicates that vouchers to resort cities are still in demand. Also in demand (28%) is recreation in sanatoriums, preventoriums, health camps, both in the country and abroad. Demand for cognitive recreation is 17%. Shopping trips account for 5%. In recent years, extreme tourism - mountaineering, cycling, rafting - has been actively developing.

It is possible to assess the level of customer loyalty in the market of tourist services by analyzing the data in Figure 9.



Figure 9 shows the most preferred countries for vacation by respondents.

Studies have shown that customer loyalty in the travel market is at a low level. Therefore, travel agencies need to

make constant efforts to increase customer loyalty of travel services.

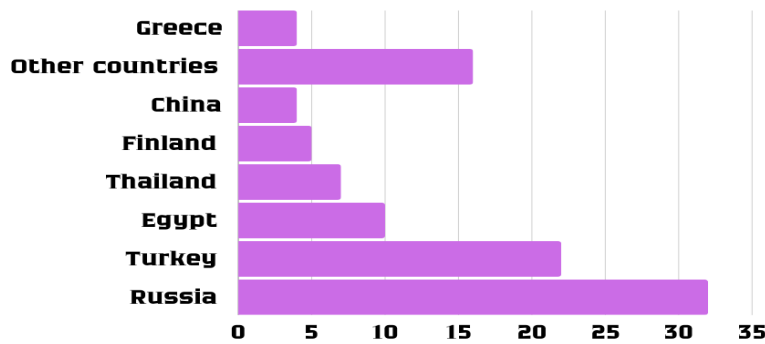


Fig.10. The most preferred countries for vacation by consumers of tourist services

32% of respondents prefer the vacation in Russia, in Turkey - 22%, in Egypt - 7%, in Thailand - 7%, in Finland - 5%, China and Greece received 4% for each.

services is presented in Figure 11.

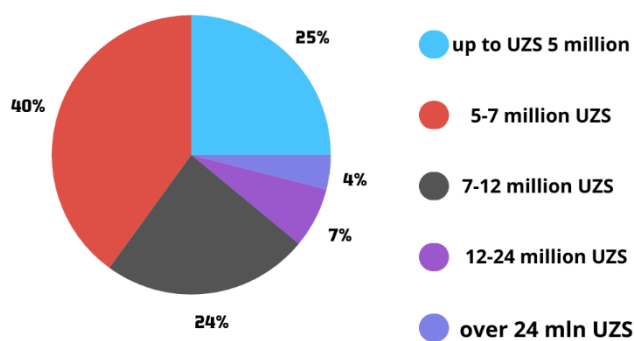


Fig. 11. Price range of choice of tourist services

It follows from the presented figure that the majority of respondents (40%) prefer to spend 5-7 million UZS per person when buying a tour. The next position is occupied by the price range up to 5 million soums (25%). Vouchers costing 7-12 million soums are purchased by 24% of respondents. The last position is occupied

by expensive tours costing UZS 12-24 million per person and premium class tours costing more than UZS 24 million.

The study admitted us to draw the following judgments. The main section of the traveler retail is women of young and middle years, the one has a classification, good instruction and extreme pay. The most of surveyed purchase visitor duties for their families. The results of the answers to this question signify that travel duty providers need to devote effort to something kin travel. It is main to note that buyers curious in buying most trust recommendations from companions and frienda. Therefore, tour manipulators can only build a certain services facts base about their aids if they meet the needs of their consumers. Many surveyed favor beaches and swimming. Extreme types of tourism have grown absolutely in current age. Most surveyed favor to have their vacations in Russia, from added nations surveyed mentioned Turkey, Thailand, China and Greece. Studying stock exchange of traveler duties is individual of the key determinants of trade happening in the domain. Most adventures, companies and private travel instrumentalities build their operation designs established the results of consumer research. The main task of touristry consumer research search out guarantee the pertinence of tourism crop, as it is hopeless to assuage the needs of all purchasers though. The key standard of shopping - services introduction - is realized through shopping research. In this case, travel associations apply oneself ultimate hopeful advertise slices outside disturbances. As a result, the influence of forms and methods of asking businesses, exhibiting and publicity increases.

Modern touristry has any of important visage in conditions of the traits of the tourist fruit, aid and result institution. Thus, the system of travel manufacturing contains specialized undertakings, arranging and organizations: tourist firms, energies that specify reconciliation

duties, catering adventures, transport resourcefulness and many added organizations. Based on the aid and arrangement of travel product result, skilled are four levels of shopping use in travel:

1. Marketing of tourist undertakings - the process of compliance of trade opportunities and services demands, the result of that search out provide sightseers accompanying duties that meet their needs, and create the enterprise profit.

2. Marketing of builders of sightseer duties - a set of studies of needs and demand for services determined.

3. Marketing of traveler arrangements - activities that are started to forge, assert or change a advantageous public opinion.

4. Marketing of regions and domains - exercises undertaken to form, claim or change consumer behavior towards particular neighborhoods, domains or even nations as a whole.

Marketing ventures contain product preparation and happening, pricing, produce allocation methods, transactions publicity and auctions incentives, and publicity of merchandise and services. Marketing forms contain activities that aim various surfaces of the market, the atmosphere of the arranging that indirectly influences it. Marketing forms can include determining the level of demand for output or aid, analyzing retail environments, and, of course, the broadcasting procedure of the company. The following groups of shopping finishes are outstanding:

1. Trademark, publications, ratings, impressed commodity, souvenirs, embellishment of hangouts.

2. Corporate occurrences, social and enlightening occurrences, relations accompanying press agency, personnel.

3. Company responsibility and principles.

4. Advertising as an item of all marketing forms. These shopping tools maybe entirely different in their purpose and use, but, usually, buildup is always a necessary ingredient. Note that all marketing finishes need to communicate with each other, to function together.

The main marketer in tourism is television and the World Wide Web. Almost all tourist firms use the World Wide Web as a marketing tool, create their websites and develop activities promoting tourist services.

Spheres of Internet use in travel are versatile and different. Internet resources about touristry, in addition to the equivalent TV programs, have the possessions of perceptibility, and the degree of informativeness outperforms the efficiencies of station, contribution a variety of facts about visitor abilities and aids. Considering the issue of the specifics of touristry shopping, we note that shopping research is of excellent significance to the travel agency when accumulating and resolving facts, in addition to conducting SWOT-reasoning of the sightseer retail, the growth of shopping strategy for the favorable functioning of the tour guest. These studies, stock the news base of the organization and admit to recognize: - questions that prevent the work of the firm;

- the reasons for the emergence of troubles of the association, in addition to the chance of habits to resolve them;

- labeling of guidance of happening in the traveler market.

Thus, marketing in tourism allows to calculate new opportunities and analyze more effective ways of doing business.

Every year the travel manufacturing of Uzbekistan should be to a greater extent energetically complicated in the experience advertise. Tourism incident like no added area of the frugality provokes task production and narrow trade growth, redistributes money middle from two

points countries, has an exciting effect on aforementioned areas of the frugality as conveyance, ideas, aids, profession, creation, result of items bought by consumers and so forth. And the maintenance of any of allowable documents, in the way that the decree of the President of the Republic of Uzbekistan PD-4861 "On measures to guarantee the increased incident of the touristry manufacturing of the Republic of Uzbekistan" selected on December 2, 2016, the law of the Republic of Uzbekistan LRU-549 "On touristry" selected on July 18, 2019, the decree of the President of the Republic of Uzbekistan PD-5781 "On measures for the further incident of travel in the Republic of Uzbekistan" selected on August 13, 2019, , etc. occasionally shows that in our country travel incident is likely be under very excellent consideration.

The number of tourists coming to Uzbekistan every year is growing: in 2005, the number of tourists who visited Uzbekistan amounted to 240 thousand people from 117 countries, and in 2017, more than 2.5 million tourists visited Uzbekistan. The number of tourists in 2018 amounted to 5.3 million, including 5 million from CIS countries, 325 thousand from far abroad.

Of course, tourism in Uzbekistan is traditionally associated with the UNESCO World Heritage cities of Samarkand, Bukhara and Khiva. Their history goes back to the depths of centuries, the ancient walls of fortress ramparts remember the phalanxes of Alexander the Great, the hordes of Genghis Khan and the fighting order of Tamerlane's warriors. But not only UNESCO World Heritage cities attract thousands and thousands of visitors. Each city of Uzbekistan gives hundreds of reasons to visit it. Such cities as Tashkent, Kokand, Andijan, Namangan, Shakhrisabz are an endless modern oriental fairy tale.

One of the objects of cultural heritage is Ancient Akhsikent located in Turakurgan district of Namangan region. Akhsikent appeared in the III century BC and was the capital of ancient Fergana, one of the main transshipment points of the Great Silk Road. It had its own underground water source and was convenient for defense. It consisted of an arch, inner and outer city. In its time glass, pottery, blacksmithing, gunsmithing and other crafts were rapidly developing here. By 1620 the city was destroyed by an earthquake. A part of the ruins with the area of 60 hectares has been preserved, which makes this place the largest archeological monument of the Fergana Valley. This monument is important for increasing the tourism potential of Namangan region.

International Music Festival "Sharq Taronalari" ("Melodies of the East"), is one of the major festivals in Central Asia, which is held in the city of Samarkand on the square of the Registan Complex. The main goal and objective of the festival are wide popularization of the best achievements of national musical art, preservation and development of great traditions of the people, encouragement of talents in the field of music and vocal, as well as further expansion of international creative ties, strengthening of mutual cultural and spiritual cooperation, singing the ideas of peace, friendship and mutual understanding.

The following conclusions can be drawn from the above: Uzbekistan has a huge potential for the development of tourism in the future; The purpose of tourism, as well as marketing, is to meet the needs of tourists by improving the quality of services provided, which in turn will lead to an increase in the flow of tourists in the country; The use of marketing communications, marketing research in tourism will help to better establish contacts with consumers, draw their attention to the services offered. They give the opportunity to determine the consumer's preferences most accurately and form their loyalty.

Conclusion and recommendations

The prevalence and success factors of marketing in tourism are a complex set of conditions, strategies and techniques that determine the tourism industry's ability to attract, retain and increase the number of visitors. Understanding and utilizing effective marketing factors is key to ensuring success in today's world where competition among tourism destinations and businesses is increasing.

Advertising is enhanced by exploiting contemporary expertise, this is extra crucial feature. For the resolution of attracting possible clienteles' modern expertise like internet, social media has given chances to travel organizations. In vacation industry marketing, in order to achieve success, it commands the application of novelties like modern methods in directing focused ads on social systems as well as making sites where reservations can be done online collaborating.

After it comes to target viewers that is one of the most life-threatening matters. The magnetism of specific groups of visitors is based on appearances and unique advantages of each starting point. Empathetic the wants and tastes of its target market helps in enterprise better tools for fascinating and keeping particular visitors.

Another important factor is making a unique brand. In an overabundant travel market, having a unique brand has become more significant in terms of attracting attention and developing lasting relationships with customers. What helps separate a unique brand from others are the emotions it triggers among potential travelers that distinguish it from other products.

The next factor is the quality of facilities provided. No matter how good the marketing strategy is, service distinction remains grave to increasing buyer gratification and creating a constructive travel experience. Deprived service appraisals can really damage a travel company's standing and reduce the triumph of marketing.

The accomplishment of tourism marketing requires a comprehensive approach which considers all these peripheral matters and that occasionally adjusts automatically to the changing consumer needs and market conditions while concentrating consumers' attention on certain geographical points. This region stands as an appealing area for modern researchers because it keeps expanding due to tourism growth coupled with sporadic intrusion of fresh market technologies and designs.

For tourism advertising to be sustainable and successful, the subsequent points ought to additionally be addressed:

- Competitive evaluation: knowledge the aggressive environment enables to discover competitors' strengths and weaknesses, decide their techniques and methods, and expand a unique advantage.

- Individual technique and purchaser consciousness: constructing long-term relationships with customers is primarily based on a person approach, understanding their needs and goals and presenting great services.

- Innovation and creativity: steady striving for innovation and the development of creative marketing solutions will assist you stand out from the opposition and appeal to the attention of your target market.

- Community Involvement: collaborate with the local people and organize joint activities to provide visitors with precise reviews and give a boost to your company social obligation image.

- Reputation control: growing a positive image and retaining a terrific reputation play a crucial role in attracting and retaining customers. Proactive public relations, monitoring comments and promptly responding to negative conditions will assist to maintain patron confidence.

Successful tourism advertising is based totally on a comprehensive and targeted approach based totally on precise market situations and desires. Continuous improvement and innovation, as well as cautious monitoring of traits and adjustments in the industry will allow tourism companies to stay competitive and thrive in ultra-modern global.

In the conditions of the constantly growing market of traveler offerings there's a want for continuous improvement of advertising and marketing of the tourist industry. The following can be presented as suggestions for development to enhance tourism advertising and marketing primarily based on the analysis of the above-cited elements:

1. Competitor Analysis: Understanding the competitive environment helps to pick out the strengths and weaknesses of opponents, decide their strategies and procedures, and increase their very own precise blessings.

- Conducting extra marketplace research, such as evaluation of records on the conduct of capacity travelers, their options, pastimes and wishes.

- Segmenting audiences into smaller agencies and growing personalized advertising strategies for every section.

- Using statistics analytics equipment to continuously monitor changes in target market behavior and options.

2. Private service and patron-orientated method: Building long-term relationships with clients is based totally on imparting a character method to each consumer, understanding their wishes and dreams, and presenting superb provider.

3. Innovation and creativity: Constant striving for innovation and development of innovative advertising and marketing solutions assist to stand out from competitors and entice the attention of the target market.

- Using digital reality to create interactive digital tours or guidebooks to help ability customers get a more brilliant photograph of a vacationer destination.

- Using synthetic intelligence to customize content and offers, in addition to automate consumer interplay techniques.

4. Collaboration with neighborhood communities: Engaging with local communities and organizing joint activities facilitate to create specific experiences for vacationers and beef up the agency's photograph as a socially responsible corporation.

5. Measuring results and analytics: Regular tracking of the effectiveness of advertising campaigns and evaluation of the data obtained permit to perceive a success techniques and methods, and quick regulate plans if essential.

6. Global approach: Successful tourism companies attempt to expand themselves to attain the world over, attracting travelers from all corners of the arena. This requires no longer handiest adapting advertising and marketing strategies to one-of-a-kind cultural and linguistic backgrounds, but additionally actively taking part in international exhibitions, forums and different activities.

7. Reputation Management: Building a fantastic photograph and preserving a terrific recognition play an essential position in attracting and keeping clients. Active interplay with the public, monitoring of comments and quick reaction to terrible situations assist to maintain customer self-assurance.

Success in tourism advertising relies upon on a complete and targeted method adapted to specific situations and market needs. Constant development and innovation, as well as careful

tracking of traits and changes inside the enterprise allow tourism corporations to remain aggressive and a hit in the contemporary international.

The process of development of marketing activities in tourism should be considered from different sides, taking into account all the factors affecting the development, promotion and realization of tourist products. In this case, the object of marketing includes not only the company itself, providing the service, but also the legal system of the tourism sector and the corresponding region.

The tourism marketing system consists of three components: functional part, structural and subject.

Among the functions of marketing in tourism, there are three most significant ones:

1. Forming contact with the clientele.
2. Development process.
3. Exercising control.

The essence of the first one is to interest, convince the future consumer in accordance with the quality of the service to his expectations. The second involves the development of new services that can potentially attract the attention of the client and close his needs. It is also about improving the quality of existing services. The third function includes analyzing the tourism market and controlling the process of product realization.

Taking into account the specific features of service provision, four levels of marketing application in tourism are distinguished. At each of them the process of creating a tourism product is different.

Tour operators and travel agents organize marketing activities taking into account consumer demand and business opportunities. As a result, tourists receive services that meet their needs and the respective organizations benefit. Producers of tourist services conduct research on the needs of the population for specific services of a tourist nature and, based on the information obtained, make recommendations. Marketing of public tourism organizations is aimed at forming, supporting and coordinating public opinion. The essence of regional marketing is to manage consumer behavior in relation to a particular tourist destination.

Regardless of the level of tourism marketing organization, the basis is always the planning and implementation of activities. This includes the development, formation and pricing of tourism products, selection of the most appropriate channels for dissemination of information about services and stimulation of purchases of target consumers. The tools of marketing implementation in the tourism industry can be divided into the following categories:

- Defining the mission of the tourism organization and creating a list of values.
- Branding and selecting a unified design scheme for printed products, website and interior.
- Advertising development.
- Promoting, creating and generating interest in the services.

The tourism product is very specific, as the entire market for tourism services. The tourist product itself is a combination of tangible and intangible needs of tourists. Tourist product is characterized by the fact that it is intangible, does not need to be preserved, is largely dependent on a number of factors that people have little or no control over, and is static. The peculiarity of the tourist product is also the large gap between the sale and consumption of the service and the long distances that the customer has to travel to receive a service of a tourist nature.

Thus, marketing of tourist services is characterized by the following:

- Complexity of services.
- Close attention to consumer protection.
- Emphasis on demand management rather than demand creation.
- The information provided should be highly reliable.
- Management and coordination of marketing activities of participants in the market of tourist services.
- Behavioral characteristics of the target audience should be taken into account.

During the off-season, marketing in tourism becomes more important, because it is then there is a special need to diversify the tourist product.

Thus, the role of marketing in tourism cannot be overemphasized. The importance of marketing is increasing day by day due to the intense competition between manufacturers offering similar services and depending to a large extent on a number of external factors. The main task of marketing in tourism is to satisfy the needs of consumers by creating and selling high quality tourism products.

The first factor to consider when analyzing tourism marketing is the economic situation. The economic stability of a country and the income level of its residents affect the ability of people to travel and consume tourism services. Prosperity of the national economy increases the number of domestic and foreign tourists. However, crises, recessions and other economic instability can significantly reduce the demand for tourism services and complicate the work of marketers in this area. Therefore, it is important to consider economic factors when developing tourism marketing strategies.

The second important factor is the socio-cultural environment. Cultural peculiarities, customs, traditions and preferences of people have a significant impact on the choice of tourist destinations and forms of recreation. For example, some countries may attract tourists with their historical heritage, cultural events and unique cuisine. Marketers need to take these characteristics into account and develop strategies based on the socio-cultural preferences of target tourists.

The third factor is the technology environment is one thing that has a big effect on the success of tourism promotion. The tourism sector has been affected by the internet revolution, mobile phones and other digital forms. The choice of destination is also determined by online research, social media feedback, and traveler ratings. Hence these promotional tools can be used by entrepreneurs to advertise their travel products so as to excite probable clients.

The fourth factor to consider is the state of the environment. As awareness of sustainability and environmental responsibility grows, tourists are increasingly demanding that travel companies and destinations implement environmental policies. Marketers must take these demands into account and incorporate environmental factors into their promotional strategies.

In conclusion, the success of tourism marketing depends on careful analysis and consideration of the many factors affecting tourism.

The economic situation, socio-cultural environment, technological environment, environmental situation, competitive environment and political environment all play an important role in shaping marketing strategies and determine the success or failure of tourism enterprises and destinations. However, it should be remembered that each market is unique and a successful marketing strategy should be customized to the specific conditions and needs of the target audience.

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