



## Directions For The Effective Use Of Internet Marketing In The Sale Of A Tourism Product

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**Abstract.** The article discusses the possibilities of the Internet in tourism, the tools of distribution, promotion of the website and travel services.

**Keywords:** Internet, marketing, advertising, tourist product, travel services, travel company, website.

### Introduction

Currently, the tourism sector is one of the fastest growing sectors of the economy. Today, the development of the tourism market is actively influenced by technologies for promoting tourism products and services, i.e. marketing and advertising of tourism enterprises on the Internet [1].

The Internet is very important for travel agencies of any scale: they can efficiently and quickly book and reserve via the Internet, provide their services, and communicate efficiently with consumers and partners.

Representation (self-presentation) of the company in the World Wide Web provides the tourism company with the opportunity to expand its potential customer base.

Internet marketing is the practice of using all aspects of traditional marketing on the Internet, affecting the main elements of the marketing mix: price, product, place of sale and promotion [10]. The translation of traditional marketing methods into a digital field provides a more efficient use of market strategies for market

segmentation, targeting client groups, differentiating and positioning goods and services. The Internet environment allows you to create an interface for the exchange of ideas, goods and services, which strengthens the competitive advantages of the company, helps to increase its efficiency and at the same time provides the maximum degree of customer satisfaction. Digital technologies of Internet marketing provide a significant increase in the effectiveness of the implementation of traditional marketing tools due to their adaptation to digital form [9].

In fact, Internet marketing for services and tourism can be defined as the process of building, maintaining and developing relationships with consumers of tourism services through the creation and implementation of online events and strategies aimed at meeting the needs of consumers.

Of particular interest to tourism organizations are the following forms of using the global network [2]:

- communications and effective communication;
- electronic mailing of your commercial offers;
- advertising and promotion of a tourist product;
- marketing research;
- electronic presentation of the company and its tourism product;
- use of a reservation and reservation system;
- travel portals and sites;
- obtaining up-to-date information on tariffs and prices for hotels, restaurants, various carriers and other tourist services;
- the use of electronic catalogs of tourism products for countries and destinations;
- publication of announcements on network bulletin boards;
- use of the Internet network for mutual settlements;



- information on thematic exhibitions;
- use of electronic international and inter-regional tourist exhibitions, fairs;
- Creation of a virtual tourist office, etc.

### **Main part**

Today, most world travel companies use the Internet as a large bulletin board to advertise their capabilities for organizing tourist services.

Advertising is the basis of any activity, especially commercial, tourism: the user could use the services if he knew about their existence. Advertising on the Internet is the fastest: publishing or updating a web page is instant. Advertising in

The Internet is the cheapest, and when posted on its own website it's also relatively free (only hosting and web designer services are paid). Advertising on the Internet has the advantage that customers can be offered not only text information, but also multimedia (interactive), i.e. with photos, video, audio [3].

Over the past decade, the volume of advertising on the Internet has grown significantly. This is explained by the fact that this type of promotion of goods and services has a huge coverage of potential buyers - the target audience of advertising. Moreover, marketing on the Web "works" 24 hours a day, 7 days a week and is available anywhere in the world to any potential consumer. Using the capabilities of modern information technologies, electronic advertising has a high degree of impact and high information content.

In the socio-cultural service and tourism, computer advertising can be used in different directions:

1. Creation of websites of travel agencies.
2. Placement of banner advertising, etc.
3. Newsletter by email of promotional offers.
4. Dissemination of information about services through the creation of illustrative CD-ROMs (multimedia technologies), etc.



Multimedia technologies today are widely used in various fields, in particular in tourism. Many tourist

companies use multimedia presentations in the promotion of their products, which can have different plots, scenarios, structure, as well as animations, graphics, music and other sound series [1].

Through a multimedia presentation, you can solve a number of marketing problems, for example:

- familiarization of the target audience with a tourist product, using various visual elements and sound range;
- Support for advertising campaigns aimed at increasing the demand for tourism products, services, brand popularization, as well as PR campaigns and BTL actions, etc.

The main channel for the distribution and sale of tourism products is the website. Travel company websites are an effective channel for consumers to explore the market.

tourist offers and make the right choice when booking and buying a tour.

The site of a travel company (agency) is a modern and effective way of communication and business between a company and users -

potential consumers of tourism products and services. The website of a travel company is becoming the most effective means of marketing communication with a potential consumer, a means of constantly expanding the client base [1].

When creating and promoting a site, its design solution, structure and visual design are of great importance, but the most important component of the site's popularity is its content, which should be regularly updated and always up to date. It is important to interest the visitor who came to the site with the quality filling of the resource, it is necessary to provide him with detailed information about resorts, hotels, visas, flights, accommodation conditions, prices, availability. A well-built



site, where the design is harmoniously combined with the content and structure, will make a pleasant impression on visitors and help stimulate them to purchase goods and services.

Website promotion in search engines and directories is one of the most effective and at the same time hidden marketing techniques.

#### Stages of online marketing activities of a tourist enterprise

Consider Internet marketing as a process that includes a specific set of actions, and describe these actions in a closed loop. Since the effectiveness of the online marketing activity of a tourist enterprise will directly depend on the degree of organization and coordination of marketing activities, we will try to systematize and combine these actions in a certain sequence, i.e., we will design a certain unified algorithm for conducting an online marketing campaign at a tourist enterprise.

At the first stage, all new marketing opportunities existing in the market are determined and evaluated. To analyze them, you will need to collect the maximum data both on-line and off-line. With the help of marketing tools, in particular the use of SWOT analysis, GAP analysis, PESTEL analysis, Martin Anzof, etc., it is necessary:

- 1) to adjust the search and analysis of these opportunities in relation to the situation in this company - it is planned to create a new business / destination by a tourist company or to optimize or expand an existing one;
- 2) conduct a thorough segmentation of potential client groups;
- 3) to identify potential or ineffectively implemented proposals that are currently available in the company in order to meet customer needs;
- 4) critically evaluate the appropriate resources for the implementation of potential proposals  
customers to meet identified needs;

5) evaluate the potential competitiveness, technological and financial attractiveness of the enterprise as a result of the potential implementation of new marketing opportunities of the market.

At the second stage, it is necessary to form an Internet marketing strategy. Otherwise, with an incorrectly formulated strategy, all further stages, even with the right organization, will be ineffective. The formation of a marketing strategy can be divided into the following stages:

- 1) marketing segmentation, i.e., the search and identification of relevant marketing segments, the needs of which the company can potentially satisfy;
- 2) targeting, or the choice of the most attractive specific marketing segment, the needs of which the company is able to satisfy taking into account the goals and opportunities;
- 3) positioning, or strategic opportunities for working with this client segment.

In the third stage, the company must accurately determine the expectations of the potential customer segment in order to effectively implement the new marketing opportunities identified in the first stage. You can highlight the main steps that a company must take to effectively implement this stage of the algorithm:

- 1) create a comprehensive description of target consumer groups;
- 2) to develop step-by-step interaction algorithms with each of the consumer groups;
- 3) to think over and integrate both traditional and Internet marketing tools for effective interaction with each of these groups;
- 4) create a hierarchy of expectations of target groups and specific actions aimed at their satisfaction;



5) integrate monitoring mechanisms for the operational correction of their actions in order to fully meet the expectations of consumer groups.

The fourth stage involves the software implementation of the results of work in the previous stages - creating an interface for working with the consumer. The success criterion will be the effectiveness of the client's interaction with the software interface that the company can develop.

### **Conclusion**

An established global trend today is the promotion of a brand, brand, product, travel services through social networks (social media). Travel companies began to work with clients through social networks (VKontakte, Odnoklassniki, Facebook, My World, Twitter) through the organization of communities and the creation of corporate pages that can be compared to a corporate website in content.

Social networks allow companies to keep in touch with interested users, build long-term relationships with their customers, build their loyalty, manage the company's reputation, increase sales and solve many other business development tasks [5].

Social network is an excellent marketing platform for promoting services. Various reviews and comments are published on pages on social networks, photos and videos, presentation materials are posted, a constant dialogue is conducted with visitors through surveys.

Promotion in social media (Social Media Marketing, SMM) is a set of measures for using social media (social networks, blogs, forums, feedback sites, photo and video hosting sites) as channels for promoting companies and solving other business problems. Promotion in social networks allows you to specifically target the target audience, search for sites where this audience is more represented, and identify the most appropriate ways to communicate with it.

Thus, the Internet is used in almost all the main business processes within the travel company, from finding and attracting customers and ending with the formation of a tourist product as a communication and marketing tool.

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