THE ROLE OF MARKETING STRATEGIES IN THE DEVELOPMENT OF DIGITALIZATION OF THE TOURISM SECTOR IN UZBEKISTAN

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Abstract: The article substantiates the need for marketing strategies in the context of digitalization of the travel industry, covering the growth of online platforms, changing preferences, increased competition and the development of Big Data. Emphasizes the importance of personalization, content marketing, reputation management and integration of analytical tools, as well as optimization of marketing activities. Key aspects of the role of marketing strategies in the context of digitalization of tourism have also been identified, tools and approaches that increase the efficiency of promotion have been identified, and a methodology for comprehensive market research has been proposed for the practical application of the findings.

Keywords:marketing strategies, tourism, marketing tools, programmatic marketing, social media marketing, e-commerce, Internet communications.

Introduction.

Each year, Uzbekistan's tourism sector is becoming increasingly integrated into the global market. The development of this sector implies that the country's economy can experience a multiplier effect with other industries and have a strong positive influence on the growth rates of all macroeconomic indicators.

Today, marketing use is the primary need for achieving high sales. In the end, it is essential to utilize all forms of product or service recognition through marketing tools. Marketing also helps tailor advertisements to function at the right time for the right consumers.

In the modern digital age, Big Data analysis plays a crucial role across various economic sectors, including tourism.

Big Data refers to structured or unstructured large volumes of data. These are processed using specialized automated tools for statistics, analysis, forecasting, and decision-making.

For Uzbekistan, which possesses rich cultural heritage and aims to attract more tourists — both international and domestic — the use of Big Data opens new opportunities to improve the quality of tourism services, increase revenue, and ensure sustainable development.

To achieve this, it is necessary to:

1. Analyze tourist flows using Big Data — Big Data technologies allow for the collection and analysis of information on tourist flows, including data on visitor numbers, tourists' regions of origin, and behavioral patterns. This contributes to identifying tourist needs through:

analyzing data to determine popular destinations and traveler preferences,

forecasting demand by studying historical data to predict high traffic periods and seasonal changes,

effectively allocating resources such as staff and hotel rooms.

2. Apply a personalized approach to marketing — The use of Big Data in marketing strategies allows for more accurate and effective advertising campaigns. Understanding traveler preferences enables the offering of personalized tours, routes, and services.

Big Data can also help develop new tourism offerings, as it allows for the analysis of reviews from travel platforms and social networks to identify weaknesses and improve current offerings. It also helps track trends to identify which types of tourism, such as wellness tours or ethnographic trips, are gaining popularity.

Big Data technologies enhance tourist interaction with infrastructure and provided services. Real-time information — such as tourist site occupancy, weather forecasts, and personalized recommendations — is delivered through mobile apps.

Service optimization — analyzing wait times, ratings, and reviews helps improve service quality.

Literature Review.

Researchers Tamaeva A.M. and Khirajigadzhieva M.M. have made significant contributions to the study of digital marketing in tourism as information technologies evolve and the tourism market changes. In their works, marketing is considered a key tool for promoting goods and services in all sectors and has evolved into its most advanced form: digital marketing.

Research Methodology.

To address the objectives in developing marketing strategies for digitalizing the tourism sector in Uzbekistan, methods such as analysis and synthesis, induction, and deduction are widely used.

Analysis and Results.

The main task here is to apply modern marketing tools and technologies — such as Big Data, CRM, SEO, and SMM — to ensure sustainable development of the tourism industry.

Uzbekistan, with its rich cultural heritage, can effectively use Big Data for the following purposes:

Creating new tourist routes that link lesser-known regions (e.g., the Fergana Valley and Karakalpakstan) with popular destinations like Samarkand, Bukhara, and Khiva;

Improving the quality of tourist services through mobile apps offering route recommendations, attractions, and dining spots;

Analyzing the preferences of tourists from different countries to tailor tourism offers, including language support and consideration of culinary preferences.

In today's world, social media has become an integral part of daily life, and Social Media Marketing (SMM) has turned into a powerful promotional tool. For Uzbekistan's tourism industry, which is striving to strengthen its position in the global market, SMM provides many opportunities: attracting tourists, enhancing their experience, and increasing revenue.

Furthermore, SMM is one of the most effective methods for promoting Uzbekistan's tourism destinations. For example:

Social media helps showcase the country's unique attractions to millions of people worldwide;

Viral effect — high-quality visual content, such as photos of Samarkand, Bukhara, or Khiva, spreads quickly via reposts, attracting new users;

Influencers' role — collaboration with bloggers and opinion leaders increases interest in new routes and services;

Brand awareness — a well-planned SMM strategy helps increase Uzbekistan's recognition as a tourist destination.

Promotion of national identity — content about culture, cuisine, history, and traditions creates a unique image of Uzbekistan internationally.

It's also important to note that sharing travel stories complemented by vivid photos and videos makes the country's brand more appealing and emotionally engaging, adding personalization and enhancing tourist interaction.

Social networks create a direct communication channel with tourists. Responding to questions, managing reviews, and quickly resolving issues increases traveler satisfaction. Analyzing user preferences allows for offering tours that match their interests.

Contests, polls, and games engage audiences and build a positive brand image.

Social media platforms provide the opportunity to promote destinations and services with minimal budgets. Using tools on platforms like Facebook and Instagram helps target specific groups, including culture lovers, eco-tourists, and food tourists.

SMM also offers tools to monitor advertising campaign results, allowing for their optimization to achieve maximum impact.

It's also important to focus on the youth segment, as it is one of the key audiences on social networks. To attract young tourists, Uzbekistan can:

Create vibrant, modern content — short videos, stories, and posts based on current trends effectively grab youth attention;

Promote events — music festivals, sports competitions, and food fairs can be successfully advertised via social media.

Recommendations and Conclusion.

In conclusion, effective use of internet marketing in tourism requires accounting for modern trends, as Big Data:

Optimizes routes based on tourist movement data;

Supports dynamic pricing that considers demand, seasonality, and other factors.

Enables work with large volumes of data to reach a wide audience;

Supports personalized and targeted advertising — audience segmentation and campaign creation for specific groups;

Encourages the growth of video content — expanding presence on platforms like Instagram and Facebook as internet traffic grows;

Leads the way in digital video marketing.

Based on the above, using marketing strategies in social media allows for precise targeting of the intended audience, selecting the most suitable platforms and communication formats, while avoiding unnecessary spending on non-targeted groups.

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