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# Digital marketing strategy and tourism

Khurramov Ortikjon  
Kayumovich

Independent researcher, Department of Service Sphere  
Economics, Bukhara State University

*The article discusses about digital marketing strategy and tourism. Absolutely all experts, even making cautious forecasts, say that the Internet and digital business will have a significant impact on the future development of the business. The current state of affairs requires a certain combination of old and new economies and a corresponding combination of thinking, backed up by concrete actions. Companies need not only to preserve the skills accumulated in the past, but also to increase them. The fundamental role in the formation of a new strategy should be played by marketing.*

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## Introduction

Modern information technologies are making significant changes to the tourism sector by expanding the use of the Internet, the formation of new types of intermediaries, the emergence of new possibilities for differentiating and personifying services, and delivering messages online. Today, the hospitality and travel industry is under the significant influence of new technologies and the Internet, which in turn transforms entrepreneurial activity, relations between suppliers and end users, and forms a completely new idea of convenience, speed and quality of service.

## Main part

The primary role in the modification of the global economy is played by many factors, including technology, globalization, increased attention to the environment, etc. In particular, the following individual factors are inherent in the modern digital era (Figure 1):

Figure 1. Factors under the influence of which the digital era is being formed[2]

According to the figure above, it can be argued that today we can talk not about the traditional, but about the digital tourism business. Let's talk in more detail about the phenomena underlying it.

Digital representation of content means the conversion of various kinds of information (audio, video, photo, text) into a stream of bits that can be transported at great speed over long distances. The ability to connect individual computers to each other on the network made it possible to combine individual users and companies into a single whole. The Internet is not only a useful sales channel, but also a medium of communication between a company and consumers of finished products. In order to remain competitive in modern market conditions, firms must be able to adapt Internet technologies to their goals, otherwise there is a great risk of being among the lagging.

The marketing strategy in the digital era should include new forms of doing business, create advantages for both consumers and suppliers (partners, sellers).

Forms such as e-business with widespread use of the following electronic platforms: intranets, extranets, the Internet - provide an opportunity to accelerate and increase the efficiency of the company. E-commerce, which is a narrower concept than e-business, involves buying / selling processes supported by electronic means, in particular the Internet. All this leads to the formation of entire virtual markets where suppliers provide their goods and services in real time, and consumers, in turn, search for information, identify what they want to find, place their orders,

paying for them through electronic payments .

The key components of e-commerce are e-marketing and e-procurement. So, if e-marketing includes the company's efforts related to communication, promotion and sale of goods via the Internet, then e-purchases are the reverse process of purchasing goods and services, obtaining information from virtual suppliers.

E-commerce due to the breadth of choice, unlimited in time and space access, interactivity, efficiency, establishing contacts, reducing costs, reducing communication costs provides benefits for both consumers and sellers.

In order to start participating in e-marketing, it is necessary, first of all, to create a website that will correspond to the brand image of the company, it will be available to absolutely any consumer to set up a friendly attitude and interest potential customers in making purchases. For the websites of tourism companies, the priority is the placement of information on the price and features of a possible trip, which is most useful for the target audience, as well as maintaining the confidentiality of personal data of consumers and transactions made by them.

E-marketing requires significant financial investments from the company in computer networks, programs, and the training of qualified personnel. The information received about consumers is used both for direct sales and for maintaining further communication with them, studying their requests, degree of loyalty, etc., in other words, due to more complete awareness, competitive advantages are strengthened.

The growing popularity of information technology leads to an increasing spread of direct marketing in the form of an interactive system for the use of advertising media in order to obtain a quantifiable reaction and make a transaction in a certain place. Along with the registration of the sale, a consumer database is being formed, which will be updated in the future.

Direct marketing is an interactive marketing system that uses one or several display advertising media in order to obtain a numerically measurable reaction and / or transaction in a specific place.

The growth of direct marketing is due to factors such as [1, p.185]:

1. Targeted marketing;
2. Personalization, that is, individualization of proposals taking into account requests a specific market, including timing that are important to consumers, such as a birthday;
3. Confidentiality, that is, information on offers is not available to competitors;
4. The possibility of numerical measurement of the results by the number of requests received, by the ratio of purchases and requests, by communication influence.

Direct marketing can be carried out by e-mail, for example, by sending advertising leaflets, as well as on the basis of relationships to form closer relationships with end users.

Of particular note is integrated direct marketing, which is an even more powerful tool than direct marketing. It includes many stages and combinations of means, which in turn allows you to reduce the total cost, including advertising. Its essence lies in the correctness of the selected media with precise reference to the time of use.

## **Conclusion**

Currently, the activities of many companies in the tourism industry are aimed at improving understanding of the individual needs of their customers and developing marketing offers that most fully satisfy these requests. In particular, for the most valuable current and potential customers, information about which is quickly available throughout the company through the Intranet and the Internet, tourism enterprises can offer special benefits to these customers through loyalty programs. So, for example, the hotel staff, when registering a guest, will already be aware that an individual client prefers to sleep on a feather pillow if he has already stayed in the network of these hotels before. Also, the restaurant, using the data on past visits of the guest, can stimulate the consumer to return by offering him a coupon for a period expiring faster than the standard frequency of visits of a particular client. Thus, having access to the client's profile in real time and using it to customize marketing - a mix for specific guests, the company can achieve a specific advantage.

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