

The Role of Marketing in the Hospitality Industry

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Abstract. *The article covered the importance of marketing in the development of the hospitality industry, which outlined the problems of achieving strategic goals in the hotel industry. Also expressed are the fact that marketing strategies occur in different ways in the hotel industry, as well as the principles of achieving market goals in the marketing strategy in the hospitality industry.*

Marketing occupies an important place in the hospitality industry and is of particular importance in the hotels of our republic. Taking into account that the hospitality industry in our republic operates in specific conditions, today it is necessary to conduct national research based on the creation of a national model of the hospitality industry that meets the specific conditions of Uzbekistan.

Uzbekistan is rightfully considered an attractive country for foreign tourists. In particular, in the cities where the Great Silk Road passed, connecting China with the countries of Europe, there are more than four thousand architectural monuments belonging to different periods, since the Middle Ages.

Since the development of marketing in Uzbekistan is directly related to the conditions for deepening economic reforms, modernization and liberalization, the formation and development of the economy on a large scale is determined by the content of structural changes.

The compliance of these changes with the goals of economic growth and development is extremely important in economic, political and social terms and forms the basis of economic reforms.

This was stated by the first President of the Republic of Uzbekistan, I.A.Karimov, who defined the tasks of the country's Development Strategy in the first decade of the new century to deepen reforms and renew society.

In other words, it was pointed out that an important priority is the further liberalization of the political and economic life of the country, state and social construction. In accordance with this, it was determined that the liberalization of the economy will be carried out in the following areas [1]:

- firstly, to radically solve the issue of the formation of a class of owners;
- secondly, the formation of a real competitive environment in the liberalization of the economy;
- thirdly, the development of market infrastructure, improving the functioning of the financial and banking system;
- fourth, a radical revision of the entire system of organization of foreign economic activity;
- fifth, the liberalization of the currency system and the market;
- sixth, stimulating the attraction of foreign investment and creating a favorable environment for investment activity;
- seventh, the liberalization of the economy, first of all, the restriction of improper interference of the state and various regulatory authorities in the economic activities of enterprises.

Consequently, marketing is very helpful in effectively liberalizing this economy. Because marketing is an effective tool and the basis for making effective decisions and developing them in business.

This concept also plays an important role in the management system of entrepreneurial activity in its organization, planning and control. About this, the chairman of the Board of the concern "I-S-I" John Harvey Jones describes the place of marketing in entrepreneurship. "Marketing is a key factor of entrepreneurship. This is not only fuel, but also the crew of the ship" [2].

First of all, the content and essence of marketing are updated and linked on the basis of the exchange process, the emergence of commodity-money relations, the development of forms of sales and consumer interaction with goods and services.

The emergence of marketing concepts dates back to the middle of the XVII century. Various forms of natural commodity exchange before this period

arose, later the first elements of marketing activities developed, namely advertising, pricing and sales. These elements formed what is today the marketing mix.

Since 1902, when the science of marketing was introduced to the universities of Michigan, California and Illinois in the USA, relevant lectures on these issues began to be read.

Later, marketing associations were created. Since 1948, marketing has become known as a means of carrying out various types of economic activities that direct the flow of goods and services from the manufacturer to the final consumer.

Also associated with the name of Cyrus McCormack is the organization of the main parts of marketing, namely market research and analysis, the principle of pricing structure and service policy. As a result, starting in 1902, disciplines on marketing problems were introduced to universities in the USA (Michigan, California and Illinois) and lectures were taught.

In 1926, the National Association of Marketing and Advertising was established in the USA. Later, the American Marketing Society was created on its basis. This society was renamed the American Marketing Association in 1973.

At the same time, in the mid-60s of the last century, all the largest American corporations began to apply the basic requirements of marketing in their economic activities. In Western Europe and Japan, marketing ideas were less implemented than in the USA. However, by the end of the 60s, they quickly began to master the marketing practice and achieved significant success in it.

Because, unlike traditional sales methods, marketing pursues specific goals and clearly expresses economic tasks.

In 1966, there were about 350 marketing research firms operating in the United States, of which the larger firms earned \$45 million. the turnover of these firms was about \$ 300 million. more than a dollar. Universities, trade associations, government organizations and services began to study marketing problems.

In 1972 , F.Kotler substantiates the concepts of micromarketing and macromarketing. In 1976, Shelby Hunt demonstrated and commented in detail on her experience of the marketing conversion process. Such associations and organizations have emerged in Western Europe and Japan. The European Society for Marketing and Social Thought Research, the International Marketing Federation, the European Academy and similar organizations that are international marketing organizations have emerged (Table 1) [3].

Table 1

History and stages of marketing development

Years	The works carried out were
1902	In the US, independent marketing course training began
1908	For the first time, a commercial marketing organization was formed. The first marketing departments were established in large US industrial companies
1920	International Chamber of Commerce formed
1926	In the United States, the national marketing and Advertising Association was formed. On its basis, the American marketing Society was later formed, and it was renamed the “American marketing Association” in 1973
1930-1940	National marketing associations have been formed in most economically developed countries of the world
1950-1960	International Marketing Federation, the Yevopa Society for public opinion issues and marketing and the Yevopa Marketing Academy international marketing organizations were formed
1980	In higher educational institutions of the economic orientation of our country, a marketing course has begun to be taught
1990	In our country, Foreign marketing literature is being translated into Uzbek and textbooks, guides and brochures are being published on this subject

The late 80s to early 90s of the 20th century saw a process of globalization of marketing. Also in 1990, an international conference on global marketing was held in Canberra, Australia under the slogan “Marketing means everything and marketing means business”.

When talking about the evolution of enterprises of the hospitality industry, it is possible to distinguish periods that historically correspond to the stages of development of a personality society: the ancient period; the Middle Ages; the new era; the present era. The development of the World hotel industry was also influenced by the processes taking place in England in the Middle Ages. Following the invasion of England in 1066, the number of travellers increased. Private houses replaced the hotel and the Howleys were applied as a commercial enterprise. In the Middle Ages, people began to visit sacred places more often. Residential development was expanded in an effort to meet growing demand. By the Renaissance, however, economic growth

had begun in Europe, with cross-country relations becoming regular. In the history of the hotel industry, the first word "Hotel" appeared in the XVIII century. In France, early hotels were called "multi-room buildings". The rooms in it were rented for a month, a week, or even a day. The term soon became more common in America. There, most taverns quickly began to be referred to as "hotels". It is believed by the owners that the United States, which gave them European (French) Splendor, is considered the homeland of most innovations in the field of technical equipment of hotels.

In the economy of Uzbekistan, market relations are developing much more intensely. This provides great opportunities for traders who are busy on hotel service. Sharp differences in the organization of hotel work abroad with Uzbekistan are gradually disappearing. Hotel enterprises of the Republic of Uzbekistan are consistently improving the level of customer service, the level of comfort and convenience of numbers, the qualifications of service personnel. In our country, the ranks of such companies are expanding. Enterprises based on foreign capital and foreign styles of corporate governance are developing comprehensively.

The International Union of hotels classifies hotel chains into three categories:

- corporate hotels
- hotel corporations with a large number of enterprises;
- independent enterprise networks integrated to use the general booking system, marketing, advertising concept and other services of value to a separate enterprise;
- networks providing management services.

In the principles of corporate governance of the organization for Economic Cooperation and development, the concept of "corporate governance" is defined as the complex of relations between the company's authority, its management, shareholders and other interested persons. According to other definitions, corporate governance is:

- a system of interaction between company managers and owners on issues of ensuring the effectiveness of the company's activities and protecting the interests of owners and other interested persons (company employees, creditors, partner enterprises) ;
- all laws, measures, regulations, activities and procedures aimed at solving the problems caused by the direct removal of corporate property from the control of its owners;
- a complex of organizational, legal and economic activities that carry out the unification of the interests of the main interested persons in organizing the effective management of the company.

Financial condition of hotels is a concept in: complex is a concept that includes a wide system of indicators that represent the presence, condition, location and level of use of hotels financial resources; the movement of all production and economic factors in hotel activities is the result of their interaction; the expression of the fact that hotels are endowed with financial resources necessary for moderate production, entrepreneurship and; it is a real reflection of the interaction of hotels with other economic entities, bodies and organizations.

Currently, in the context of the marketing industry, the industrial era in the world economy is replacing the information era. During this period, it reached the United States, Japan, Germany and other European countries. Singapore, Taiwan, South Korea are among the countries very close to it. The rapidly changing market conditions, the development of non-price competitive methods, the production is highly agile, aimed at a single consumer, the volume of small market areas, market segments and the abundance of certain "cuttings" are considered characteristic features of it.

At this time, the specialization of production has reached such a level that there is very little free space left in the intermediate segments of one market. As a result, the market competition becomes more intense. However, this process does not occur on the basis of the price factor, but as a result of the emergence of more refined methods and forms of competition. The presence of these cases necessitated marketing to have a purpose.

Marketing goals-the ultimate result of marketing work, the factors of production of derivatives are the achievement of a moderate ratio and the ratio of services and services produced [4]. The purpose of marketing is closely related to its role.

Marketing plays an important role in the hospitality industry, based on this, the purpose of marketing will be to determine the potential of the market in the present and future and correctly assess it qualitatively, and then, relying on it, fully focus its entire effort on the sale of the product, creating an opportunity for the buyer to choose the product, as well as the

Marketing in the hospitality industry also serves as a very necessary factor and tool in the formation of the hospitality industry, its extensive development in our country, ensuring a greater number of guests, increasing the art of hospitality, increasing the level of widespread use of such items as service, sales, advertising, communication in hotels.

Hence, based on the goals of the hospitality industry, marketing sets the following goals for itself:

- maximization of the display of high qualities (taking into account the limits of the ability of the address to withstand);
- maximization of the level of satisfaction of guests, that is, the cultivation of the level of satisfaction of tourists with the tourist product, in addition to increasing the amounts of production of the tourist product.

However, the marketing goals of the tourism industry itself are what it achieves at its conclusion. The main goal of marketing is to ensure the highest volume of profit in the process of operating the enterprise. In this case, the satisfaction of demand will be a factor in achieving the goal.

From these, the main goals of marketing in the hotel industry are as follows:

- to meet the needs of consumers by responding flexibly to the movement of demand and ensuring a reasonable ratio between demand and supply for specific tourist products, according to the rational use of available resources;
- promote, understand and improve product specification and improve the quality of the product created to take over market share by influencing the production process;
- to ensure a stable increase in profitability in the production of tourist services.

Along with these, according to the surface of the implementation of its functions in the hospitality industry, its types of mass, product-differentiated, targeted and strategic marketing are distinguished [5]. These species are characterized by having the following characteristics:

- mass marketing-promotion of mass production, distribution and sale of some kind of good for all consumers;
- differentiated marketing by product-focusing on advancing several products with different hotel properties, quality and;
- targeted marketing-the transfer of a border between market segments, according to the tastes and preferences of consumers specific groups.

Also, strategic marketing is the basis for the development of marketing development strategies in the hospitality industry, in which it is considered a guide to market formation, a

market research instrument, a method of creating a new type of products and services, a sales organization, a type of Product Marketing and a method of implementing price policies.

Marketing is not only an activity aimed at meeting demand, but also an impact on demand. The specific goals of Marketing activities are determined by taking into account the current situation in the market, the level of interest of buyers, the hotel's own economic and social tasks and its entry into one or another market.

In general, the important importance of marketing in the hospitality industry will be to create the conditions necessary to achieve the goals of the hotel. This task will further clarify their activities based on marketing tasks. That is, an important function of marketing will be aimed at ensuring, as far as possible, stability in the operation of the hotel, the development of strategic goals and subordination to planning in achieving.

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