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## THE IMPORTANCE OF MARKETING ACTIVITIES IN PLACEMENT TOOLS

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### ABSTRACT

*The article scientifically proves the importance of marketing activities in and how important it is in hotel operations, with a systematic approach by the consumer and the manufacturer, as well as the need to segment the service market in the development of marketing strategies. Because customer loyalty is important, salespeople and executives spend a lot of time and resources to increase brand awareness and create consistent, interrelated campaigns. Offering hotel accommodation to a large number of customers is gradually becoming a thing of the past. It is necessary to clearly define the type of goods and services to meet the needs of any narrow category of travelers.*

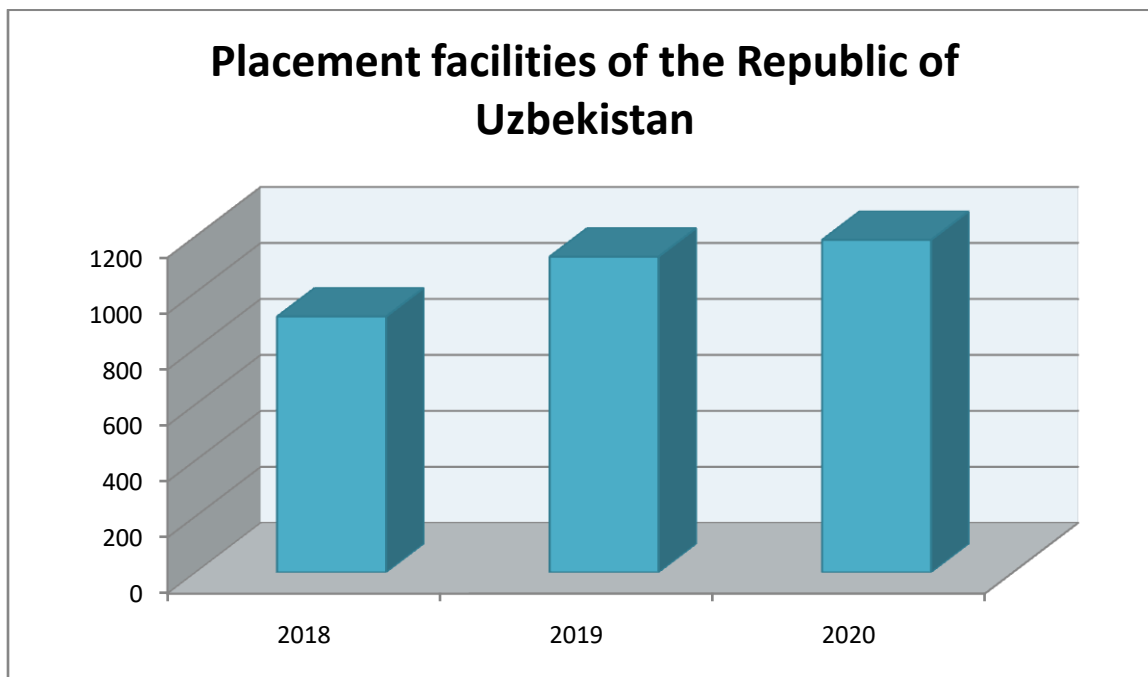
**KEYWORDS:** *Marketing, Marketing Of Placement Tools, Market Segmentation.*

### INTRODUCTION

In the twentieth century, the use of marketing in almost all industries and sectors of many countries has increased. Tourism also has economic and social potential and plays an important role in a market economy. Today, the tourism industry is a lucrative industry. There are many opportunities for tourism in Uzbekistan. In this regard, President Shavkat Mirziyoyev said in his address to the Oliy Majlis on December 28, 2018, "Tourism in our country is often limited to our ancient cities, historical and cultural monuments. However, the unique nature of our country, national reserves, mountainous areas have great potential for tourism development. In particular, the development of medical tourism, pilgrimage tourism and ecotourism will give a great impetus not only to the development of the economy, but also the social sphere.

This, in turn, will help improve the living standards of the population. The opportunities in the tourism industry are huge. In the context of foreign standards, the tourism environment is rapidly

evolving and the services they provide are based on well-developed marketing activities. It is very important to form marketing activities in the means of placement, which is the main infrastructure of tourism. However, the number of placement facilities across the country was 1,188 in 2020, 1,128 in 2019, and 914 in 2018. It can be seen that the number of residential buildings increased by 214 in 2019 compared to 2018, and by 60 in 2020 compared to 2019 (Figure 1).



**Figure 1. Placement facilities of the Republic of Uzbekistan over the years<sup>1</sup>**

These figures undoubtedly testify to the rapid growth and development of the hospitality industry. So it is indispensable to conduct marketing activities in order to achieve strong competitiveness in the placement vehicle business.

## REFERENCES AND METHODOLOGY

Marketing is an important element in running any business. Although this has been proven to be an essential factor in determining the success of any hotel unit, it is a commonly accepted occurrence.

The term "marketing" originated in the American economic literature in the nineteenth and early twentieth century's, and is derived from the English word "market", which literally means to "trade in the market"<sup>2</sup>. The term marketing is interpreted differently in different sources. In defining this word, we think it is impossible not to turn to Philip Kotler, the American scientist who is the father of marketing. He defined the term: "Marketing is a customer-oriented business approach. This client should always be the focus of the whole organization"<sup>3</sup>. According to him, the company should focus not only on profit, but also on meeting the needs of the customer, offering him quality goods and services.

British scholars – David Bowie, Francis Buttle, Maureen Brookes, Anastasia Mariussen cited the descriptions of two marketing organizations in the book Hospitality Marketing. These are the American Marketing Association (AMA) and the British Marketing Charter Institute (CIM). They cite the following definitions of marketing:

“Marketing is a set of institutions and processes for creating, delivering, and sharing offers that are valuable to customers, clients, partners, and society as a whole. (AMA)

Marketing is a management process that is responsible for identifying, forecasting, and profiting customer needs. (CIM)

The AMA definition emphasizes the importance of value creation. It has value when customers use or consume a product or service. This is called usage value. Food in a restaurant or hotel doesn't matter as long as consumers don't use or consume it. The CIM definition emphasizes the importance of customer satisfaction. The common requirement of every customer to combine the two definitions is to feel the value”<sup>4</sup>, - they define in this way.

Marketing includes different types of activities:

1. Disclosure of the wishes and needs of the consumer.

Successful companies constantly monitor their guests and strive to improve service capabilities.

When given the opportunity, guests are willing to tell themselves exactly what is appropriate and what needs to be improved in the service. It is important for leaders to learn to listen to their guests and do what they recommend.

2. Creating a set of goods and services that meet the desires and needs.

Every year new goods and services are created and enter the market. Only in recent years have the hotel business, “apartment” class hotels, hostels and many other types of hotels emerged. Studying the market requirements leads to offering consumers a variety of hotel services.

3. Marketing of goods and services and sale of created goods and services in order to create an acceptable level of profitability of the enterprise.

It takes a lot of strength, ingenuity and ingenuity to be successful. The key to success is based on conveying relevant customer information and provoking his or her response through promotional publications filled with various commercial offers, which, at best, can lead to the purchase of company services.

The final step in marketing is to create an acceptable level of revenue. This is exactly what everyone strives to achieve, but only successful companies achieve it<sup>5</sup>.

Modern marketing is not only one of the tasks of a business, but also its philosophy, type of thinking, way of creating and understanding a business. A marketing tool should never be used to deceive a customer or damage a company's reputation. Marketing is the creation of a combination of goods and services that provide the customer with the desired value, motivating them to purchase those goods and services and meeting his or her real needs.

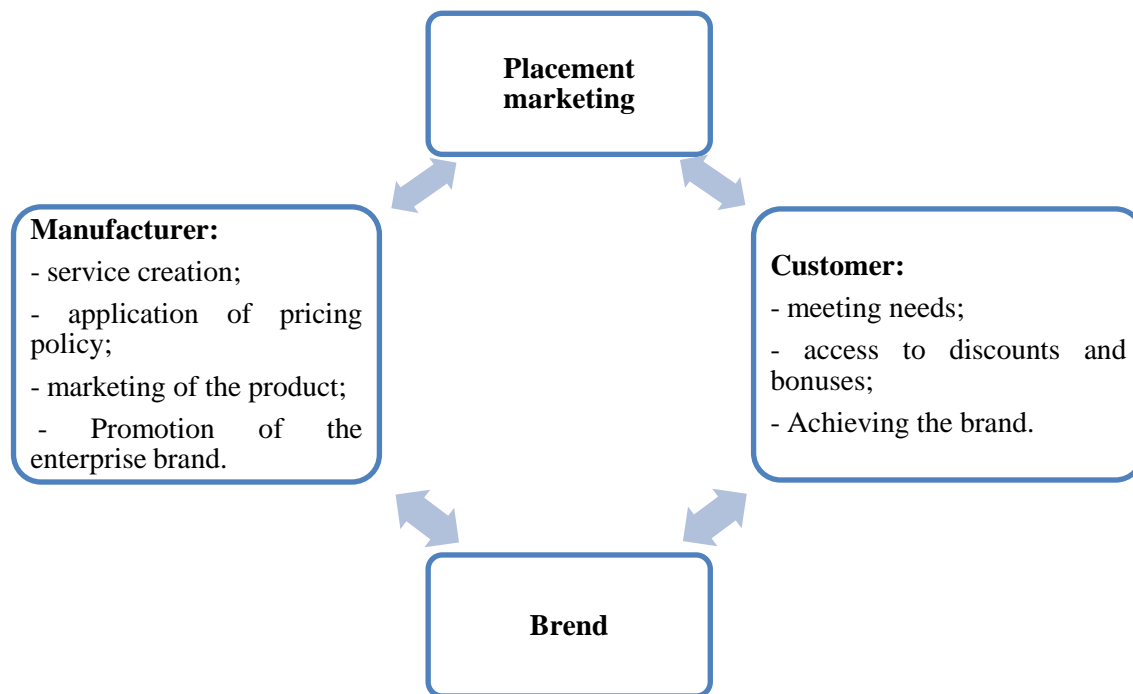
Marketing in the service sector has its own characteristics compared to other commercial activities.

The highest priority of the placement tools marketing concept is to meet the wishes and needs of the customers. The management of placement tools focuses on meeting customer needs rather than focusing on profit first, achieving more financially rewarding results, and then providing excellent customer service.

## THE RESULTS

To understand the importance of marketing activities in placement tools, it is necessary to approach it from different angles: by the manufacturer and the customer (Figure 2).

**Figure 2. Placement marketing<sup>6</sup>**



Of course, in order to fully cover the marketing of accommodation facilities, it requires a systematic study from the point of view of the manufacturer (i.e. hotel and other accommodation facilities) and the customer. At first glance, their goals may seem different, but from a single brand perspective, their goals are similar. Because the hotel wants to create its own brand and be known all over the world, and the customer wants to spend the night in this hotel, using the services of this famous brand. In short, placement marketing means meeting the customer's needs, offering discounts and bonuses through the manufacturer's creation of services, application of pricing policies, product launches and brand promotion, as well as motivation to achieve the brand.

So, it is very important to create a strong marketing strategy, build a brand, attract new customers and maintain loyalty in the placement tools. Because customer loyalty is important, salespeople and executives spend a lot of time and resources to increase brand awareness and

create consistent, interrelated campaigns. These marketing efforts typically include print and digital pledges designed to attract old visitors as well as new customers<sup>7</sup>.

Deployment tools play a vital role in the study of marketing activities, deep market segmentation, comprehensive customer service and sales promotion.

Market segmentation involves dividing the entire potential market into smaller, more uniform sectors. Offering hotel accommodation to a large number of customers is gradually becoming a thing of the past. It is necessary to clearly define the type of goods and services to meet the needs of any narrow category of travelers.

Depending on the specific needs of consumers, the hotel industry can be divided into segments: full boarding for business travelers, economy-class service, apartment service, high-class economy-class service, resort service, city in the center and on its edges, service along highways, and so on.

Deployment tools need to create their own service strategy to meet the specific needs of the market that has chosen a particular segment.

The hotel market segmentation is traditionally based on the following variables:

- Demographic (age, gender, income, level of education);
- Behavioral (frequent, infrequent, rare trips);
- Price (high, medium and low cost of a set of services);
- Psychographic (lifestyle, behavior, level requirements convenience).

## CONCLUSION

Thus, understanding the importance of marketing in placement tools can help you stand out and stand out in a competitive job market. Any business can offer the best product in the market, but without good marketing activities it will not bring the required return on investment because it is marketing that informs potential customers about the product or service.

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