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<https://doi.org/10.61796/EJCBLT.v1i5.578>**CREATION OF AN EFFECTIVE MARKETING  
INFORMATION SYSTEM TO SUPPORT THE TOURISM  
SECTOR IN OUR COUNTRY****Suyunova Kamilla Bakhromovna**

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**Abstract:** In order to choose and develop a strategy for the development of tourist enterprises and organizations, managers in the management process need information related to their search, processing and analysis. Usually, these processes are carried out at great expense. This causes an increase in the cost of tourist services and, therefore, has a negative impact on its competitiveness in the world market. The article describes the creation and implementation of mechanisms for effective use of these costs.

**Keywords:** Tourism, Tourist Services, Market Mechanisms, Business Entities, Travel Agencies

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

State support is an important element of the sustainable development of tourism in the world. The development of the sector means that the country's economy can have a multiplier effect with other sectors, and has a strong positive effect on the growth rates of all macroeconomic indicators. As any economic system and all sectors within it operate thanks to business entities, the tourism industry is no exception. It is impossible to develop the field without the effective activities of enterprises and organizations in the field, because they are an integral part of the development of the field. In the number of economic entities operating in the field of tourism, small business entities have a very large share - 98 percent. They also occupy a leading position in forming the main parameters of network activity.

Tourism activity is not only the provision of tourist services to consumers, but also an important source of income for the state budget. Tourism enterprises and organizations have a great impact on the economy, politics, ecology, and society. They, in turn, strongly influence the main indicators of enterprises and organizations operating in the field of tourism.

**Analysis of literature on the topic.** The results of studies on the state regulation of the economy and tourism activities A.M.Babashkina, S.A.Baranova, T.G.Grishkova, K.B.Zernova, N.I.Ilyina, N.I.Kabushkina, G. G. Muftieva, N.E. Nikolsky, A.D. Nesterova, M.G. Svetunkov, A.I. Tsapuk, O.P. Savicheva, U.A. Safarova, K.B. Trifonova, S.A. Iskhakova, M.T. Alimova, N.V. Shitova<sup>1</sup>, etc.

<sup>1</sup> Бабашкина А.М. Государственное регулирование национальной экономики / А.М.Бабашкина. - М.: Финансы и статистика, 2007. - ; Алимова М.Т. Худудий туризм бозорининг ривожланиш хусусиятлари ва тенденциялари.(Самарқанд вилояти мисолида). И.ф.д. илмий даражасини олиш учун тайёрланган диссертация. - Самарқанд: СамИСИ. – 2017. – 351 б.;

## Method

Logical thinking, analysis and synthesis, induction and deduction methods are widely used in solving the tasks set for improving the mechanisms of tourism development

## Results and Discussion

The successful side of the policy of regulation and support of the tourism sector in the country depends on the correct and effective direction of the activities of economic entities in the sector on the basis of the interconnected relations of all the state bodies involved in the management of the sector and the participation of market mechanisms. In addition to state bodies, trade unions, associations and other public tourism organizations play a major role in tourism.

Organizational issues that represent the interests of the region in the world market of tourist services, ongoing state-level marketing research, information, consulting services should be resolved at the level of organizations engaged in the field of public tourism.

Combining the above thoughts and considerations, marketing activities representing the interests of the country should be carried out on the basis of cooperation in the field of state, private business and tourism entities. It will be desirable to regulate the activities of the organizations operating in the field, to increase the efficiency of support, and for the state and public organizations to work in harmony with each other.

Public organizations operating in the field have rich experience in conducting tourist business. This, in turn, allows to discuss issues of assistance to enterprises and organizations operating in the field in the Republic of Uzbekistan.

In order to choose and develop a strategy for the development of tourist enterprises and organizations, managers in the management process need quick information related to their search, processing and analysis. Usually, these processes are carried out at great expense. Therefore, it is important to create and put into practice the mechanisms for effective use of these costs.

In order to reduce financial costs and time costs for data search, processing and analysis by organization leaders, we propose to create an effective system of providing information to tourism activities in the form of an "Information-Analysis Association" to support the activities of organizations in the field of tourism in the country. For this, we believe that the most appropriate measure would be to establish a special association under the Ministry of Tourism and Cultural Heritage. This association forms a centralized fund at the expense of membership contributions of enterprises and organizations within the tourism industry of Uzbekistan. Activities and programs related to meeting the needs and development of small business entities are financed from the funds of the fund. In our opinion, the main goal of the organization of such an association is to sharply reduce the costs associated with the development of tourist services and, due to this, to significantly reduce the price of tourist services, in return, to increase their competitiveness in the tourism market. Economic efficiency occurs due to consolidation of funds of individual enterprises and organizations within the association and creation of scale effect.

The scientific department is engaged in solving and implementing important issues such as increasing the efficiency of using the scientific potential of professors and teachers participating in the personnel training system in solving problems in the field of tourism, ensuring competitiveness, increasing the efficiency of economic resources, and accelerating innovative activities in the enterprises and organizations of the sector. In addition, the department develops methodological guidelines for improving the quality of tourism products, introducing new types of services, increasing the attractiveness of tourist facilities, improving the support system for tour operators and travel agents, and supervises their implementation.

The marketing department conducts marketing research to study the market situation, the trends of changes in the market, the competitive environment in the market, the needs of the population for tourist services, its income, the volume of demand and supply for tourist services, the factors affecting it, the market segment, and the price. For this purpose, the department collects relevant data, analyzes them, draws conclusions and makes scientifically based proposals.

The task of the association is to protect the economic interests of economic subjects of the tourism industry of the republic. It unites the main enterprises operating in the field of tourism - residential buildings, travel agencies, transport companies, museums and others within the framework of the association's activities.

In conclusion, another advantage of the organization of the association we offer is that this association collects rich statistical data and sociological survey results that can be used for the needs of all economic entities that join it. Collecting this information within individual economic entities is difficult and very expensive. But within the framework of one association there is a real possibility to achieve this. Most importantly, by using the large amount of information collected in the association, the business entities that have become members can use it effectively for their needs.

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