

TO DETERMINE THE ROLE AND IMPORTANCE OF MARKETING RESEARCH IN THE DEVELOPMENT OF TOURIST ROUTES

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Annotation: *The article examines the role and importance of marketing research in the development of tourist routes in our country.*

Keywords: *tourist route, Buddhist monuments, marketing research, types of tourism, tourist product.*

1. Introduction

In recent years, the leadership of the Republic of Uzbekistan pays special attention to the issues of preservation of written heritage, in-depth study of works of our scientists on various topics, as well as their wide promotion. The resolution of the president of the Republic of Uzbekistan "On measures for further improvement of the system of storage, research and promotion of ancient written sources" adopted on May 24, 2017, PD-2995 is also a confirmation of this.

Today, the issues of sustainable development of the tourism sector in our country, development of tourist routes in New Directions, development of promising types of tourism are among the important tasks facing us. Therefore, the development of Buddhism tourism in our country, the wide use of its facilities and, as a result, the wide attraction of tourists to the religion of Buddhism is also one of our urgent tasks. In this regard, several decrees and decisions are taken by our government. In particular, the concept of the development of the tourism sector in the Republic of Uzbekistan in 2019 — 2025 is aimed at increasing the efficiency of the reforms carried out to create favorable economic conditions and one, defining the priority goals and tasks for the rapid development of the tourism sector, increasing its role and share in the economy, diversifying services and At the same time, the main directions of Tourism Development in our country are listed in this concept. Implementation of the systematization and passport of tourism destinations through the adoption of special measures to reduce the impact of seasonal factors by diversification of tourist products and services intended for different segments of the tourism market, formation of a unified information base of the network of routes of the Republic of Uzbekistan and objects of tourism demonstration; Development of new tourism programs, taking into account the diverse and competitive tourist products of the Republic of Uzbekistan in different seasons of the year, including the creation of thematic tourist zones and clusters in the regions of the country, as well as perspective types of Tourism (visiting, educational, ecological, ethnographic, gastronomic, sports, therapeutic-health, rural, industrial, business, etc.).

Development and implementation of software measures for the production of modern and competitive craftsmanship-souvenir products, as well as the development of "nice — tourism" has been determined. The implementation of the above-mentioned measures will ensure the consolidation of several types of tourism, as well as increasing the attractiveness of the proposed types of tourism by enriching them with various activities, increasing the average duration of tourist tours throughout the country to at least two days, bringing them to 8 days, and increasing the number of repeated visits to our country.

2. Main part.

Tourism belongs to the service sector and is one of the largest and dynamic sectors of the economy. The high rate of development of tourism is determined by the penetration of large amounts of foreign exchange receipts into the country.

For the Rivage of this industry, it is important not only to be able to provide quality services, but also to learn why consumers, for what purpose they came from, and what their exteriors are. For this purpose, marketing research is carried out in tourism.

Marketing research is a complex process in which a set of questions that need to be answered and a set of decisions according to the methodology chosen to achieve the result of the research.

When Marketing research is said, any research activities aimed at satisfying the information and analytical excesses of marketing are understood.

Marketing Research in tourism it is the object of collecting and analyzing information obtained voluntarily about the tourist market, consumers of tourist services and tourist product. Marketing research is a function that links tourist organization with consumers through information.

Information is used to identify marketing opportunities and problems such as the development of marketing activities, clarification, evaluation and control of implementation, improvement of understanding of marketing as a process.

The success of the tourism market is determined by the attractive tourist product. The butunjahan Tourism Organization has identified three main functions in tourism marketing.

When communicating with customers, make sure that the proposed tourist destinations and available services, attractions and other benefits, the clients are completely in line with their wishes.

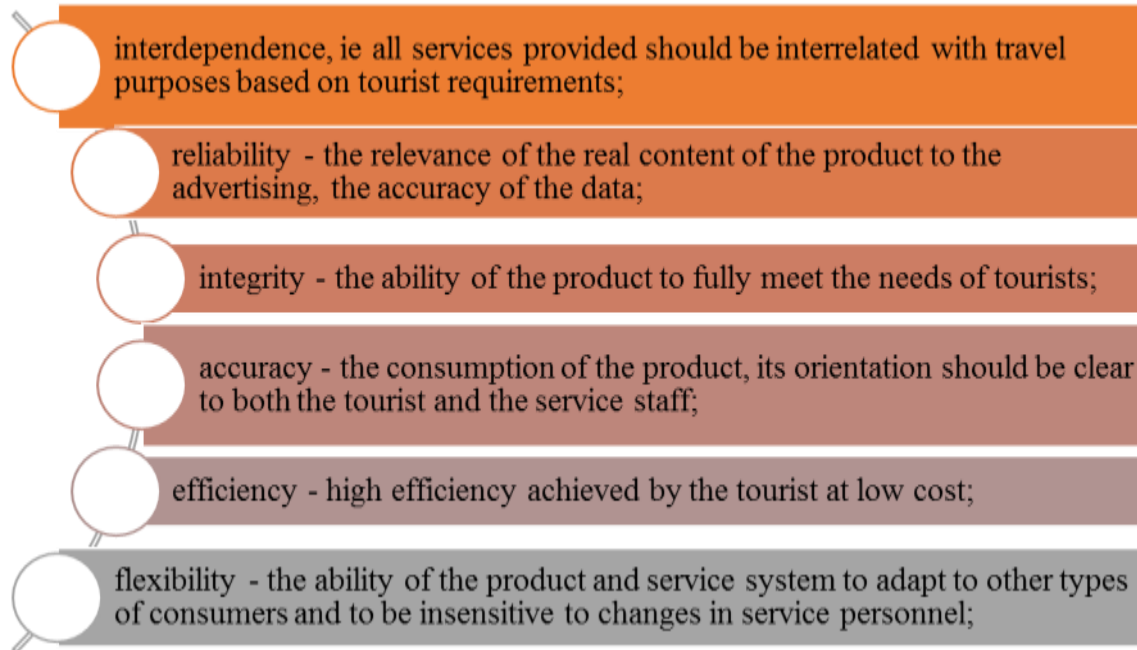
Development of new proposals and new routes for the promotion of tourism products.

Analysis of controls using a system of different methods to determine the results of activities to promote a tourism product or service in the market and verify that these results reflect the truly complete and successful use of existing opportunities in the tourism industry, analysis of advertising company costs and revenues.

The main part of the tourist product is a tourist route organized in a certain direction. Tourist

routes are linear forms of tourism organization. Any trips and excursions are carried out in predetermined directions.

Experts have recognized several key consumer characteristics of the product:



3. Conclusions

Ensuring control over the implementation of these features is to study the level of satisfaction of tourists after the trip. Interest in Buddhist monuments is growing in our country. Marketing research has shown that several factors affect the development and promotion of this type of tourism:

1. Qualitative information about local and regional markets about Buddhist monuments, as well as information about preparations for meetings with tourists;
2. Creating a positive perception of potential consumers about tourist sites, enterprises, service personnel (advertising, participation in television programs dedicated to tourism, etc.);
3. Transparent aspiration of service personnel to show signs of attention to tourists (service policy on the principle of everything for customers);
4. Attentive attitude of tourism product suppliers to customer requests and wishes (on the principle of what else we can do for you);
5. Care in the provision of quality services to tourists (information within the company about the objects in the guidebook and booklets in a language understandable to the tourist);
6. Treat tourists well in service. All of these principles should be incorporated into service technology.

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