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FACTORS INFLUENCING MARKETING STRATEGY IN THE TOURISM SERVICES MARKET

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Annotation: This article analyzes the key factors influencing the formation and development of marketing strategies in the tourism services market. The study examines the impact of macroeconomic, socio-demographic, political-legal, and technological factors on tourism marketing based on a comprehensive approach. In addition, the specific features of the tourism services market, the competitive environment, and consumer behavior are assessed as important factors in selecting marketing strategies.

Keywords: Tourism services market, marketing strategy, macroeconomic factors, political-legal factors, socio-demographic factors, technological factors, competitive environment.

INTRODUCTION

In the context of the modern global economy, the tourism sector stands as one of the most dynamic and rapidly evolving branches of the service market. On a worldwide scale, tourism serves not only as a primary source of economic growth but also as a crucial factor in enhancing the investment attractiveness of regions, creating new employment opportunities, and fostering cultural exchange. At the same time, the tourism services market is characterized by high levels of competitiveness, volatility in demand, and the complexity of consumer behavior. Under such conditions, developing effective marketing strategies and directing them appropriately is a fundamental prerequisite for the success of tourism enterprises.

Unlike other service sectors, the tourism services market is shaped under the influence of numerous internal and external factors. Specifically, macroeconomic stability, levels of household income, inflation, the political-legal environment, and the degree of technological advancement, as well as socio-demographic processes, directly affect the content and direction of marketing strategies. Furthermore, the competitive environment, the level of tourism infrastructure development, and the specific needs and demands of consumers act as vital determinants in the provision of tourism services.

Currently, the advancement of digital technologies and the widespread use of the Internet and mobile applications are causing fundamental shifts in tourism marketing. Online booking systems, advertising via social media, platform ratings, and customer feedback play a pivotal role in shaping marketing strategies. Consequently, entities operating in the tourism sector strive to enhance their competitiveness by effectively utilizing modern marketing tools.

The purpose of this study is to identify the primary factors influencing marketing strategies in the tourism services market, to analyze them systematically, and to substantiate the directions for forming effective marketing strategies based on these factors. The research results hold scientific and practical significance for stakeholders in the tourism market when making strategic decisions, serving to improve service quality, strengthen competitiveness, and ensure sustainable development.

METHODOLOGY

The present study employs statistical and analytical methods of scientific cognition to investigate the factors influencing marketing strategies within the tourism services market. During the research process, existing scientific literature was analyzed, and generalizing conclusions were developed based on official statistical data pertaining to the tourism sector of Uzbekistan.

In the course of the analysis, methods of data comparison, grouping, and systematization were extensively utilized. Furthermore, statistical grouping and expert assessment methods were applied to identify the interrelationships between various factors. These approaches enabled a comprehensive evaluation of the core factors affecting tourism marketing strategies.

The results obtained in the study were synthesized using inductive and deductive approaches, leading to the formulation of scientifically grounded conclusions regarding the development trends of the tourism services market.

RESULTS AND DISCUSSION

The research findings indicate that the factors influencing marketing strategy in the tourism services market constitute a complex and closely interrelated system. In particular, macroeconomic factors (inflation rates, household income, currency exchange rates) play a fundamental role in shaping the demand for tourism services. It is observed that tourism activity increases under conditions of improved economic stability; conversely, a decline in demand is witnessed during periods of economic fluctuations.

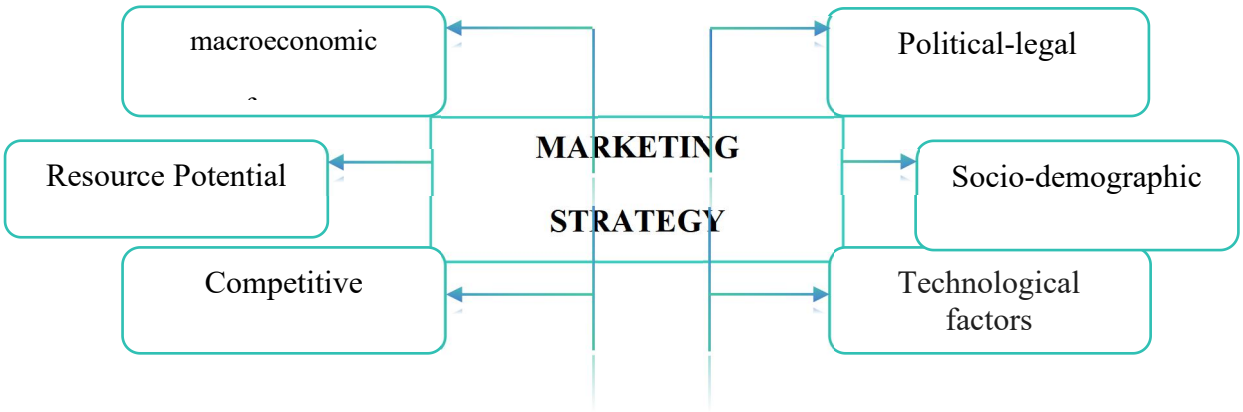


Figure 1. Factors influencing marketing strategy.

Macroeconomic factors are among the key determinants that define the direction of marketing strategy. The growth of the country's gross domestic product (GDP), real household incomes, inflation rates, the stability of exchange rates, andthe investment climate directly impact the volume of demand for tourism services.

Political and legal factors also exert a significant influence on marketing strategies. The simplification of visa regimes, government programs supporting the tourism sector, and the improvement of the regulatory framework serve to increase tourist flows. This, in turn, encourages tourism enterprises to enter new market segments.

Socio-demographic factors, including the age structure of the population, lifestyle, and income levels, shape consumer behavior. Research findings indicate that young and middle-aged consumers are more inclined toward innovative and digital services, which increases the necessity of utilizing digital platforms within marketing strategies.

Technological factors represent one of the fastest-growing areas in tourism marketing. The widespread implementation of online booking systems, mobile applications, and digital marketing tools has intensified competition in the service market and provided consumers with fast and convenient access to services.

The competitive environment is a critical external factor when selecting a marketing strategy. A high number of competitors and service similarity reinforce the need for a differentiated marketing strategy. In a highly saturated market, a company must develop its Unique Selling Proposition (USP), strengthen its branding, and enhance its image. According to Porter's theory of competitive strategies, an enterprise can choose between cost leadership, differentiation, or a focus strategy. In the tourism sector, differentiation and focus strategies often prevail.

Resource potential and infrastructure levels, as internal factors, determine the realistic capabilities of a marketing strategy. The number of hotels, transport networks, cultural heritage sites, service quality, and staff qualifications provide the foundation for fulfilling marketing promises.

By synthesizing the research results, it was determined that marketing strategies in the tourism services market should rely on the following key areas: expanding digitalization, developing a customer-oriented service system, strengthening brand image, and improving service quality. At the same time, the interaction between these factors requires marketing strategies to be flexible and comprehensive.

In general, the conducted analysis demonstrates that the effectiveness of marketing strategies in the tourism services market directly depends on the harmony between external and internal factors. This requires enterprises to constantly adapt to market conditions and continuously refine their strategies.

The provided table is based on a complex assessment of the primary factors influencing marketing strategies in the tourism services market. According to the results, the highest impact level belongs to technological factors (9 points), indicating that digital platforms, online booking systems, and SMM marketing are of decisive importance in the tourism industry.

1-table

"Assessment table of factors influencing tourism marketing strategies[1]"

No.	Factor Type	Main Indicators	Evaluation (0–10)	Level of Influence	Strategic Conclusion
1	Economic Factors	Growth of tourist flow, income level, inflation, investment climate	8	High	Strengthening pricing and investment marketing strategies
2	Socio-demographic Factors	Age structure, travel motivations, consumer behavior	7	Medium-high	Developing segmentation and differentiated marketing
3	Technological Factors	Online booking, digital advertising, platform ratings	9	Very high	Prioritizing digital marketing and SMM strategies
4	Competitive	Number of	6	Medium	Improving

[1] Middleton V., Fyall A. *Marketing in Travel and Tourism*. Routledge, 2009.

	Environment	competitors, service quality, brand position			differentiation and branding strategies
5	Political and Legal Factors	Visa regime, government programs, tax incentives	8	High	Entering foreign markets based on government support

Economic and political-legal factors were also evaluated at a high level (8 points), reflecting the strategic importance of pricing policy, the investment environment, and state support mechanisms.

Socio-demographic factors demonstrated a medium-high level of influence (7 points), indicating the necessity of market segmentation based on consumer behavior and travel motivations. The competitive environment, although assessed relatively lower (6 points), emphasizes the importance of enhancing competitiveness through brand development and service differentiation. Overall, the analysis shows that digital transformation, government policy support, and segmentation-based approaches are priority directions in tourism marketing strategy.

CONCLUSION. According to the research findings, the factors influencing marketing strategies in the tourism services market are formed as a complex and interrelated system. These factors play a key role in determining marketing decisions and define the adaptability of tourism enterprises to market conditions. In particular, macroeconomic stability, political and legal reforms, socio-demographic changes, and technological progress directly influence the formation of marketing strategies.

The analyses revealed that economic factors, especially population income levels and economic growth rates, increase the demand for tourism services, while political and legal factors improve market entry conditions and expand tourist flows.

From a practical perspective, tourism enterprises should pay special attention to the use of digital technologies, the development of customer-oriented service systems, and the continuous improvement of service quality when developing marketing strategies. This, in turn, creates opportunities to enhance competitiveness and expand market share.

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