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The Ministry of Higher and Special  
Secondary Education  
Bukhara State University  
Social-economic faculty



Economic Education and Tourism Department

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BACHELOR THESIS

Title: “Preferences of online and mobile marketing in tourism industry”

Author: 5811700 – “SERVICE” (tourism and hotel  
management) 4”T” group graduate student

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Supervisor: Teacher Khurramov O.K.

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Bukhara – 2014.

**The Republic of Uzbekistan**  
**Ministry of Higher and Special Secondary Education**  
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**Social-economic faculty**  
**Economic Education and Tourism Department**  
**Speciality: 5811700 – “SERVICE” (tourism and hotel management)**

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« \_\_\_\_ » \_\_\_\_\_ 2013

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**TASK**

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**Buxoro Davlat Universiteti, Ijtimoiy-iqtisodiy fakulteti,  
“Iqtisodiy ta’lim va turizm” kafedrasining Servis ( turizm va mehmonxona  
xo’jaligini boshqarish ) ta’lim yo’nalishidagi 4 “T” guruh talabasi  
Adizova Nozimaning “Turizmda onlayn va mobil marketingning afzalliklari”  
mavzuidagi bitiruv malakaviy ishiga**

**T A Q R I Z**

Turizm xizmat ko’rsatishga mo’ljallangan dinamik soha hisoblanadi. AQSHda voyaga yetgan aholining 45% sayohat qilish, bo’sh vaqt yoki dam olish kunini o’tkazish uchun joy qidirish, mehmonxonalar, avtomashinalar, avia va poyezd chiptalarini bron qilish maqsadida veb-resurslaridan foydalanishadi. Bu kabi intilish ba’zi bir Yevropa davlatlarida ham kuzatiladi. Potensial turistlarni jalb qilish uchun onlayn va mobil marketingdan keng foydalanishi elektron turizmning rivojlanishiga, mijozlarga sahoyat yo’nalishi borasida qaror qilishga ko’maklashuvchi tavsiyalar ishlab chiqish uchun intellektual veb-resurslarning rivojlanishiga va turizm sanoatida informatsion tizimning paydo bo’lishiga olib keldi. Hozirgi kunda butun dunyoda an’anaviy turizm industriyasini elektron turizm industriyasi bilan “almashtirishga” intilishni kuzatish mumkin.

Talaba Adizova Nozima tomonidan tayyorlangan bitiruv malakaviy ish ana shu dolzarb mavzuga bag’ishlangan. Unda elektron turizmda zamonaviy texnologiya va kommunikatsion tizimlarning rivojlanishi ahamiyati, mehmonxona mijozlarini Internet yordamida jalb qilish usullari, elektron turizmda avia chiptalar va mehmonxonalarni bronlash ahamiyatlari, elektron turizmda ijtimoiy tarmoq tizimlarining afzal tomonlari, internetda turizm faoliyati samaradorligini baholash batafsil ochib berilgan.

Umuman olganda, talaba Adizova Nozima bitiruv malakaviy ishini talab darajasida bajargan, hamda uni ingliz tilida yozgani a’lo bahoga loyiq deb hisoblayman.

**“Sarbon Plaza” mehmonxonasi direktori**

**Ismailova Aziza**

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## INTRODUCTION

“The Internet is a collection of computer networks around the world and as such is the largest computer system that millions of computer users can use and share all kinds of information: numbers, text, sound and image.”

– *Bill Gates, founder, Microsoft*

**Urgent topic of the research.** The increasing competitiveness in the Uzbekistan tourism market encourages tourism operators to invest more in promotion, resources, knowledge and quality in order to achieve satisfactory growth. Therefore, it is extremely important to be in touch with the latest technological trends including and have the knowledge required to effectively respond to the challenges of global competition as choices for advertising via computers and mobile phones at a faster and easier way can reach to tourists

**Research approach of problem context** This paper defines the role of online and mobile marketing as new strategies for promoting tourism products and services; it examines their advantages, the impact of online and mobile marketing on the tourism supply and demand, as well as the estimated future development of this channel.

Furthermore, the paper analyzes social networks as well as mobile applications as a new tool to promoting and advertising tourism and hotel products and services.

Since the amount of mobile devices and computer tools constantly increasing, mobile applications as well as social networks can be a key point to sending immediate messages to consumers at the right time, in the right place. The findings in this paper may be useful in developing online and mobile marketing strategies in tourism and hospitality industry. Online and mobile marketing still have growth potential as technological development never stops and that will completely change the traditional and conventional types of advertising.

**Object and Subject of the research.** The subject of the thesis is developing online and mobile advertising via computer devices and smart phones which offer new advertising forms as well as the methods and strategies of promoting tourism business fruitfully.

The growing power of the Internet, computer devices and smart phones has offered new advertising forms in tourism and hospitality industry. Technological changes are strongly influenced by the behavior of consumers and customers, which marketing expert is a major challenge in designing marketing strategies. Marketing experts today must develop new strategies and tactics that will be implemented in a modern environment. Internet access via mobile devices and computers registered growing popularity. Tourism and hotel companies that have recognized the importance of

choices for advertising via computers and mobile phones at a faster and easier way can reach to your guests.

The object of the research is improving online and mobile marketing using social networks as well as mobile applications in contemporary tourism industry

**The purpose and missions of the research** The purpose of choosing this research is developing how tourism industry can use the Internet as a marketing and promotional tool as well as increasing the number of tourists in Uzbekistan by effective advertising so as to reach their destinations easily via computer and mobile devices.

Missions along with thesis:

- Understanding the meaning of online and mobile marketing both theoretically and practically
- Comprehending to promote tourism business by placing tourism advertisements in the internet
- Building Customer Relationship as long as tourism companies can interact with customers to learn more about their needs by social networks
- Developing the usage of SMS as well as mobile tourist information applications in Uzbekistan

This thesis consists of introduction, 3parts and conclusion, annotation, references as well as appendix.

**The introduction** informs about the urgency of the topic, research approach of problem context, object and subject , the purpose and missions of the research.

**The first part** is dedicated history and definition of online marketing, delivering methods and benefits of online marketing in travel companies and online marketing activities for contemporary tourism and travel companies

**The second part** is named as mobile marketing and advertising using mobile devices for promoting tourism and it clarifies mobile marketing overview and types of mobile advertisements, mobile advertising via social networks and the role of mobile advertising in the promotion of tourism.

Finally, **the third part** is more practical which is analyzed Sarbon Plaza hotel's online marketing as a case company and discovered ways to operate a successful SMS program and to lease a common short code in Uzbekistan, guided smart SMS marketing in airlines, hotels as well as tourism organizations in Uzbekistan as well

In **conclusion** part, the chances and prosperity of online and mobile marketing are defined with diving some useful recommendations.

# 1.ONLINE MARKETING, DELIVERY METHODS AS WELL AS BENEFITS IN TOURISM AND HOSPITALITY INDUSTRY

## 1.1.History and definition of online marketing.



Considering the current volume of internet marketing business, it's hard to believe how young the internet marketplace is. While the timeline of online marketing has been short, the cumulative events leading up to where we are now have impacted the entire globe faster than any marketing revolution in history. In 1994, spending for internet marketing totaled nearly nothing, but increased to over \$300 million in 1995. Now, little more than a decade later, marketing spending and online marketing business has exploded to nearly \$200 billion (*according to Forrester Research*). Today, it's hard to believe in having an organization which doesn't have some kind of online presence.

When the internet was first introduced in the early 90s, it wasn't considered to be an advertising medium at all. Instead, the internet was treated as a tool for exchanging emails and digital information, but wasn't yet considered valuable for reaching customers. However, it wasn't long before marketing pioneers began to see the potential for online marketing business as millions of web surfers logging on each day to find valuable and relevant information. Within just a few years, informative and educational marketing, as well as graphically enticing banner ads began to be show up. It wasn't long before results began to flood in which proved the value of the internet marketplace to even the most skeptical advertisers.

*Search Ads. GoTo.com* (renamed *Overture* in 2001, and acquired by *Yahoo!* in 2003) created the first search advertising keyword auction in 1998. *Google* launched its "*AdWords*" search advertising program in 2000 and introduced quality-based ranking allocation in 2002, which sorts search advertisements by a combination of bid price and searchers' likeliness to click on the ads. Most importantly, companies which had been spending huge chunks of their marketing budget on offline list building, begin to realize that they could accomplish the same thing via email...and for much less. It wasn't long before everyone from industry giants such as *Microsoft Corp.* to small businesses began to build company sites and spend marketing dollars to attract qualified traffic. Next, search engine companies like *Yahoo!* began to create significant profits from advertising alone.

Who knows where the internet marketing revolution will lead us, but one thing is for sure: Those who understand the principles upon which the thriving internet marketplace is built will most likely never want for opportunities to create internet marketing business success and to earn a solid income.

In early days of the Internet, online advertising wasn't allowed. For example, two of the predecessor networks to the Internet, ARPANET and NSFNet, had "acceptable use policies" that banned network "use for commercial activities by for-profit institutions". The NSFNet began phasing out its commercial use ban in 1991.

Email. The first widely publicized example of online advertising was conducted via electronic mail. On 3 May 1978, a marketer from DEC (Digital Equipment Corporation), Gary Thuerk, sent an email to most of the ARPANET's American west coast users, advertising an open house for a new model of a DEC computer. Despite the prevailing acceptable use policies, electronic mail marketing rapidly expanded and eventually became known as "spam."

The first known large-scale non-commercial spam message was sent on 18 January 1994 by an Andrews University system administrator, by cross-posting a religious message to all USENET newsgroups. Four months later, Laurence Canter and Martha Siegel, partners in a law firm, broadly promoted their legal services in a USENET posting titled "Green Card Lottery – Final One?" Canter and Siegel's Green Card USENET spam raised the profile of online advertising, stimulating widespread interest in advertising via both Usenet and traditional email. More recently, spam has evolved into a more industrial operation, where spammers use armies of virus-infected computers (botnets) to send spam remotely.

Display Ads. Online banner advertising began in the early 1990s as page owners sought additional revenue streams to support their content. Commercial online service Prodigy displayed banners at the bottom of the screen to promote Sears products. The first clickable web ad was sold by Global Network Navigator in 1993 to a Silicon Valley law firm. In 1994, web banner advertising became mainstream when HotWired, the online component of Wired Magazine, sold banner ads to AT&T and other companies. The first AT&T ad on HotWired had a 44% click-through rate, and instead of directing clickers to AT&T's website, the ad linked to an online tour of seven of the world's most acclaimed art museums.

Search Ads. GoTo.com (renamed Overture in 2001, and acquired by Yahoo! in 2003) created the first search advertising keyword auction in 1998. Google launched its "AdWords" search advertising program in 2000 and introduced quality-based ranking allocation in 2002, which sorts search advertisements by a combination of bid price and searchers' likeliness to click on the ads.



Recent Trends. More recently, companies have sought to merge their advertising messages into editorial content or valuable services. Examples include Red Bull's Red Bull Media House streaming Felix Baumgartner's jump from space online, Coca-Cola's online magazines, and Nike's free applications for performance tracking. Advertisers are also embracing social media and mobile advertising; mobile ad spending has grown 90% each year from 2010 to 2013.

Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Online advertisers (typically through their ad servers) often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited.

As advertisers collect data across multiple external websites about a user's online activity, they can create a detailed picture of the user's interests to deliver even more targeted advertising. This aggregation of data is called behavioral targeting. Advertisers can also target their audience by using contextual and semantic advertising to deliver display ads related to the content of the web page where the ads appear. Retargeting, behavioral targeting, and contextual advertising all are designed to increase an advertiser's return on investment, or ROI, over untargeted ads.

Advertisers may also deliver ads based on a user's suspected geography through geotargeting. A user's IP address communicates some geographic information (at minimum, the user's country or general region). The geographic information from an IP can be supplemented and refined with other proxies or information to narrow the range of possible locations. For example, with mobile devices, advertisers can sometimes use a phone's GPS receiver or the location of nearby mobile towers. Cookies and other persistent data on a user's machine may provide help narrowing a user's location further.

### **Web banner advertising**

Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server.

Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

### **Frame ad (traditional banner)**

Frame ads were the first form of web banners. The colloquial usage of "banner ads" often refers to traditional frame ads. Website publishers incorporate frame ads by setting aside a particular

space on the web page. The Interactive Advertising Bureau's Ad Unit Guidelines proposes standardized pixel dimensions for ad units.

### **Pop-ups/pop-unders**

A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opens a new browser window under a website visitor's initial browser window.

### **Floating ad**

A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear or become less obtrusive after a preset time period.

### **Expanding ad**

An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space.

### **Trick banners**

A trick banner is a banner ad where the ad copy imitates some screen element users commonly encounter, such as an operating system message or popular application message, to induce ad clicks. Trick banners typically do not mention the advertiser in the initial ad, and thus they are a form of bait-and-switch. Trick banners commonly attract a higher-than-average click-through rate, but tricked users may resent the advertiser for deceiving them.

### **Interstitial ads**

An interstitial ad displays before a user can access requested content, sometimes while the user is waiting for the content to load. Interstitial ads are a form of interruption marketing.

### **Text ads**

A text ad displays text-based hyperlinks. Text-based ads may display separately from a web page's primary content, or they can be embedded by hyperlinking individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing. Text-based ads often render faster than graphical ads and can be harder for ad-blocking software to block.

### **Search Engine Marketing (SEM)**

Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-

sponsored) results based on a web searcher's query. Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

### **Search Engine Optimization (SEO)**

Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. Many vendors offer SEO services.

### **Sponsored search**

Sponsored search (also called sponsored links or search ads) allows advertisers to be included in the sponsored results of a search for selected keywords. Search ads are often sold via real-time auctions, where advertisers bid on keywords. In addition to setting a maximum price per keyword, bids may include time, language, geographical, and other constraints. Search engines originally sold listings in order of highest bids. Modern search engines rank sponsored listings based on a combination of bid price, expected click-through rate, keyword relevancy, and site quality.

### **Social media marketing**

Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.

### **Mobile Advertising**

Mobile advertising is ad copy delivered through wireless mobile devices such as smartphones, feature phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, “advergaming,” or application sponsorship). Industry groups such as the Mobile Marketing Association have attempted to standardize mobile ad unit specifications, similar to the IAB's efforts for general online advertising.

Mobile advertising is growing rapidly for several reasons. There are more mobile devices in the field, connectivity speeds have improved (which, among other things, allows for richer media ads to be served quickly), screen resolutions have advanced, mobile publishers are becoming more sophisticated about incorporating ads, and consumers are using mobile devices more extensively. The Interactive Advertising Bureau predicts continued growth in mobile advertising with the

adoption of location-based targeting and other technological features not available or relevant on personal computers.

### **Email Advertising**

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

### **Chat advertising**

As opposed to static messaging, chat advertising refers to real time messages dropped to users on certain sites. This is done by the usage of live chat software or tracking applications installed within certain websites with the operating personnel behind the site often dropping adverts on the traffic surfing around the sites. In reality this is a subset of the email advertising but different because of its time window.

### **Online classified advertising**

Online classified advertising is advertising posted online in a categorical listing of specific products or services. Examples include online job boards, online real estate listings, automotive listings, online yellow pages, and online auction-based listings. Craigslist and eBay are two prominent providers of online classified listings.

### **Adware**

Adware is software that, once installed, automatically displays advertisements on a user's computer. The ads may appear in the software itself, integrated into web pages visited by the user, or in pop-ups/pop-unders. Adware installed without the user's permission is a type of malware.

### **Affiliate Marketing**

Affiliate marketing (sometimes called lead generation) occurs when advertisers organize third parties to generate potential customers for them. Third-party affiliates receive payment based on sales generated through their promotion.

**Online marketing**, also called Internet advertising, uses the Internet to deliver promotional marketing messages to consumers. It includes *email marketing*, *search engine marketing*, *social media marketing*, *many types of display advertising (including web banner advertising)*, and *mobile advertising*.

Like other advertising media, marketing frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who

help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

*Online advertising* is a large business and is growing rapidly. In 2011, Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television. In 2012, Internet advertising revenues in the United States totaled \$36.57 billion, a 15.2% increase over the \$31.74 billion in revenues in 2011. U.S. internet ad revenue hit a historic high of \$20.1 billion for the first half of 2013, up 18% over the same period in 2012. Online advertising is widely used across virtually all industry sectors.

Despite its popularity, many common online advertising practices are controversial and increasingly subject to regulation. Furthermore, online ad revenues may not adequately replace other publishers' revenue streams. Declining ad revenue has led some publishers to hide their content behind paywalls.

## 1.2. Delivery methods and benefits of online marketing in tourism industry.

In contemporary travel agencies and tour operators business, the Internet has shown to be a profitable medium of tourism promotion and sales.

- The Internet represents an interesting and useful distribution channel for collecting clients and it provides the ability to identify their desires.
- Promotional visualization of tourism services and products through multimedia technology leaves greater impression on potential customer than standard brochures, catalogues and leaflets.
- Overbooking has become almost impossible because all communication problems that may cause it are removed.
- The Internet allows the improvement of travel agencies and tour operators by speeding up communication and providing all the necessary information.
- Product distribution and services of agencies do not depend on the quantity of printed catalogues anymore and information about them can reach millions of the Internet users.
- The Internet provides selling services of travel agencies on demand.
- CRS/GDS ( Central Reservation system/ Global Distribution) allow better and more efficient business with clients to contemporary travel agencies.

*‘Greater added values which agencies, by using the Internet, can provide to clients are high-quality information, quick offer of services related to travel, fast order, express delivery and human personality’*

Ruelcke, W., 2000

Use of the Internet in contemporary travel agencies business has certain drawbacks such as: web information is not always complete and reliable, payment security is still not on the satisfactory level, and the sale of certain products and services demands direct communication with the travel agent.

**Web banner advertising.** Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.

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Figure 1. Delivery methods of online marketing



Source: Author

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### **1.3 . Online marketing activities for contemporary tourism and travel companies.**

The increasing competitiveness in the global tourism market encourages tourism operators to invest more in promotion, resources, knowledge and quality in order to achieve satisfactory growth. Therefore, it is extremely important to be in touch with the latest technological trends and have the knowledge required to effectively respond to the challenges of global competition. Internet technology provides high-quality and efficient operations in all economic sectors, including the tourism industry.

Marketing is an integral part of conducting business in contemporary travel agencies, with the Internet becoming an essential part of media planning. The Internet provides readily available information to potential customers from around the world and it represents an important 'marketing and communication channel' that can effectively connect the subjects of offer and demand in contemporary tourism. The increasing competitiveness in the global tourism market demands of the tourist agency exceptional efforts and investments in promotion, resources, knowledge and quality in order to achieve satisfactory growth. Therefore, it is extremely important for each travel agency to follow new technological trends and to have the knowledge required to effectively respond to challenges of global competition. In order to implement the marketing concept in business of travel agencies, it is necessary to meet certain requirements:

Firstly, it is necessary for marketing to be understood and accepted first by governing bodies of the agency, its individual organizational units and then all employees of the agency.

Secondly, marketing applied as a business concept operates through its functions. The content of these functions in the agency should be precisely defined before implementing marketing organizations and setting up marketing services. Marketing activities of contemporary travel agencies, which greatly enhance business through the Internet, can be highlighted in the following areas:

***Promotion of tourism services*** – current assets: TV, radio, newspapers, catalogues, pamphlets, posters, the screen technique; it is improved with promotional text, drawings, photographs and sound, 3D space, 3D photographs, media interaction.

***Tourism services sales*** – unlimited database and unlimited capacity of digital media allows instant access to the tourist market free products to every potential tourist.

***Tourist services booking*** – instantaneous communication between all participants of the sales process; it allows 'booking on demand', i.e. avoids excessive sales (overbooking).

In order to perform these marketing activities, particularly in selling travel packages, use of the following technologies stands out:

**World Wide Web**\_(the system of linked pages) use

**Mail connection** (for sending and receiving e-mail)

**Multimedia** – ‘a combination of different media: text, sound and images, all computer-controlled.’(Colin, S., 1993).

**Databases.**By using the Internet, multimedia and databases it can be achieved the following: a rational and fast online communication, direct contact with the market and its business partners, integration and automation of business process, delivery and access of information.

In the last decade the tourism industry has been marked by a strong internationalization of its markets with new competitors entering and old ones leaving on a day-to-day basis. This has forced actors of the tourist market to seek for global business strategies and to achieve effective cross-border integration, coordination and control of activities in order to generate a sustainable competitive advantage.

New forms of inter-enterprise partnerships seem to render obsolete old-fashioned market structures, existing barriers are quickly falling, the market is increasingly organized on a world-wide level, and there is a general process of deregulation occurring. More generally we can assume that the changes of market conditions lead to a redistribution of tourist flows both on a local level and for the whole industry. This is driving a new paradigm into the traditional environment of tourist actors and they are supposed to react with structural flexibility to the new tourist space that is more and more becoming an network of interactions.

The tourism industry has already reported dramatic changes in its structure over the last few years. The customers' wish for more frequent, but shorter travel, last-minute reservations, global advice, service quality, market transparency and a certain self-service mentality - e.g. `modern' travelers begin to gather recreational micro-services on their own and form their customized holiday package - is leading to an elimination of non value-adding stages in the tourist service systems.

In order to stay competitive, to keep regular customers coming and to gain new ones, participants in the tourist market must learn to deal with these new circumstances, go new ways and develop innovative ideas. Recent studies also point out the urgent need for qualitative enhancements of the overall service providing process, as well as a profound understanding of the nature and evolution of the environment in order to stay in touch with the latter.

Individual providers, following the trend and responding to the new dynamics of the tourist market, are generally characterized by small and medium enterprises having severe difficulties

embracing the rapid changes. These enterprises mostly have little technological infrastructure and financial power, and they will begin to have reduced access to world tourist markets if no solutions can be found to strengthen their strategic position in this new environment.

Tourist information systems begin to be identified as one possible way to close the gap between service suppliers and the volatile demand side. New information and communication technologies are enhancing recent inter-enterprise collaboration schemes and their appropriate integration might offer new win/win-situations for every actor of the tourism industry. Each element of the tourism industry in fact is involved in a number of significant linkages that can be enhanced through electronic connections today.

From a traveler's point of view, access to effective communication systems can provide reliable information on facilities and services. Today, efficient and inexpensive communications already allow travelers to stay in touch with the service provider, and this during all their decision making.

Unfortunately most of the tourist sites have not yet adapted their management methods to the rising needs in information that characterize today's business and the majority of the tourism industry's marketplace activity has so far remained primarily paper-based. A possible reason for this could be that one single actor of the tourism business, however large or technologically adept, will probably not be able to generate a dynamic tourist milieu that quickly responds to fast environmental changes. This situation is actually resulting in a strengthening of the role of local, regional and national bodies, because there is a significant risk of marketplace exclusion for participants that are not ready to implement the new market paradigms.

Governments are beginning to become a strategic player in the tourism industry and most of the countries have already initiated projects in the field of electronic commerce in order to offer new competitive advantages on an international level to its service providers. National bodies are understanding today the significant importance of the new tourist space and its side-effects on the other sectors of the economy.

To close this short overview of trends in tourism, we might simply say that competitiveness in today's tourist economy is increasingly determined by the ability to develop and assimilate innovative ways to respond to the dynamic environment and its new paradigms in the production process of value-adding tourist services

Internet technology is an important 'communication channel' between offer and demand in modern tourism. With the help of the Internet, there is an opportunity for all operators in tourism industry to successfully promote and sell services and products and to act in accordance with desires

and needs of modern consumers. In modern travel agencies business, the Internet has proven to be an effective medium for tourism promotion and sales, so distribution of products and services no longer depends on the quantity of printed catalogues and brochures, but information on tourism products and services can reach millions of Internet users, and overbooking has become almost impossible because all communication problems have been removed. Marketing activities occupy an important place in the business strategies of modern travel agency, where the Internet has recently become an essential part of media planning. It can be concluded that modern Internet technologies help travel agencies in creating a unique identity, increasing efficiency and developing value-added services.

## **2. MOBILE MARKETING AND ADVERTISING USING MOBILE DEVICES FOR PROMOTING TOURISM**

### **2.1. Mobile marketing overview and types of mobile advertisements.**

*Mobile advertising* is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of mobile marketing.

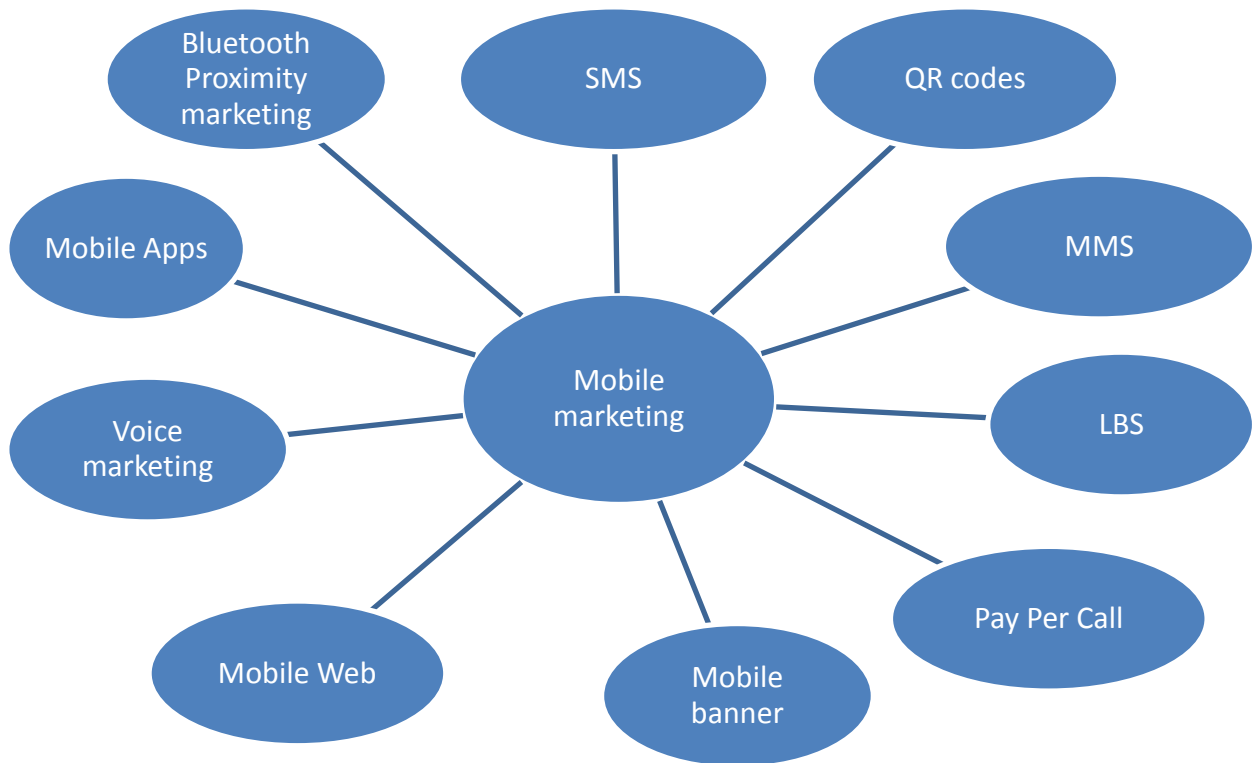
Some see mobile advertising as closely related to online or internet advertising, though its reach is far greater - currently, most mobile advertising is targeted at mobile phones, that came estimably to a global total of 4.6 billion as of 2009. Notably computers, including desktops and laptops, are currently estimated at 1.1 billion globally.

It is probable that advertisers and media industry will increasingly take account of a bigger and fast-growing mobile market, though it remains at around 1% of global advertising spend. Mobile media is evolving rapidly and while mobile phones will continue to be the mainstay, it is not clear whether mobile phones based on cellular backhaul or smartphones based on WiFi hot spot or WiMAX hot zone will also strengthen. However, such is the emergence of this form of advertising, that there is now a dedicated global awards ceremony organised every year by Visiongain.

As mobile phones outnumber TV sets by over 3 to 1, and PC based internet users by over 4 to 1, and the total laptop and desktop PC population by nearly 5 to 1, advertisers in many markets have recently rushed to this media. In Spain 75% of mobile phone owners receive ads, in France 62% and in Japan 54%. More remarkably as mobile advertising matures, like in the most advanced markets, the user involvement also matures. In Japan today, already 44% of mobile phone owners click on ads they receive on their phones. Mobile advertising was worth 900 million dollars in Japan alone. According to the research firm Berg Insight the global mobile advertising market that was estimated to € 1 billion in 2008. Furthermore, Berg Insight forecasts the global mobile advertising market to grow at a compound annual growth rate of 43 percent to € 8.7 billion in 2014.

It is reported that mobile advertising is growing globally at a rapid rate. Rich media ads are now averaging a 1.53 percentage click rate among users. In app large banner adds are still the most popular, but they are on the decline

Figure 2. Types of mobile marketing



Source: Author

Here will be explained some types of mobile marketing channels that can be useful for tourism and hospitality industry, depending on their target audience preferences:

- **SMS(short message service):** Advertisers can send relevant marketing messages in form of texts;
- **MMS(multi-media message service):** Marketing messages that utilize multiple, rich media elements such as images, video and audio;
- **Mobile Applications:** apps are a good way to connect with consumers, as they can be easier to use than the mobile web. Some apps allow for adverts within the applications design too;
- **Bluetooth Proximity:** Marketing:utilizes Bluetooth to connect with a marketers broadcasting station and station is programmed to automatically deliver content to the consumer's phone. It automatically authenticates its make and model and sends the content;
- **Location-Based Marketing:** Delivers multi-media directly to the user of a mobile device dependent upon their location via GPS technology;

- **QR Codes(quick-response barcodes):** Allows customers to quickly learn more about a business, by visiting a mobile version of their business page on a mobile phone that is enabled to scan the bar code;
- **PPC (Pay Per Call) Mobile Marketing:** These are usually advertisements that require the customer to perform a certain action like making a phone call usually with the provided number that the ad gives. If the customer makes a call to that number they are then billed;
- **Voice Marketing:** Voice broadcasting calls numbers from a computer managed list and plays a pre-recorded message to the customer;
- **Mobile Web:** Having a mobile friendly version of your website is increasingly important as more and more people start to use their mobiles to search online;
- **Mobile Banner Ads:** Like standard banner ads for desktop web pages but smaller to fit on mobile screens and run on the mobile content network.

As you can see there are lots of ways into mobile marketing. Mobile web and banner ads are good for finding new customers, whereas SMS marketing and MMS are great for interacting with your existing client base and directing them to your mobile site or apps.

In the coming years a major trend in this industry will represent the advertising via social networks on mobile devices. In other words, the potential of this market is really huge and leaders in the tourism and hospitality industry are slowly becoming aware of it.

## 2.2. Mobile advertising via social networks.

Social networks have become an integral part of the lives of most people who can no longer imagine life without them. And while they use social networks to communicate with friends and colleagues, to like and tweet, they tend to forget that these same networks could be used in business. Despite still being somewhat of a mystery to managers, social networks should be placed, this very day, in the centre of communication with clients/guests of the future. Because social networks can be used free of charge, they are becoming an excellent channel for mobile advertising and promoting activities in tourism. The free use of social networks is opening up numerous opportunities for advertising Web sites or businesses, or for having a presence on the Internet at no cost. In the tourism sector, this refers to opening profiles that will provide information and help promote business, rather than joining a network for fun.

What are the advantages of free social networks? You can

- ❖ Promote your business to thousands of users at no cost whatsoever.
- ❖ Connect with people who mean something in your region and meet potential clients/partners.
- ❖ Receive instant feedback about your products or services.
- ❖ Increase the weight of your business name through your on-line presence.
- ❖ Build a fan network that will help to promote your products or services.
- ❖ Acquire important hyperlinks to your pages, which will help you in Google's PageRank.

In the tourism industry, social networks are seen as an enormous challenge, which will, according to the predictions of many analysts, bring about radical changes to the image of their industry in the future. In the opinion of experts, although social networks are not the only channels through which users can obtain information and book travels, they are becoming increasingly important for communication during travels. This is demonstrated by the fact that in 2011 more than 55 per cent of travellers in the world used Facebook, which is clearly the most widespread network in this sense. At the global level, analysts agree that the connection between social networks and travel is still in its early stage. Destinations and companies should seek to foster the development of this connection by investing considerable resources in marketing activities on social networks and by reinforcing the trust of users, because credibility and reliability are still critical in this area.

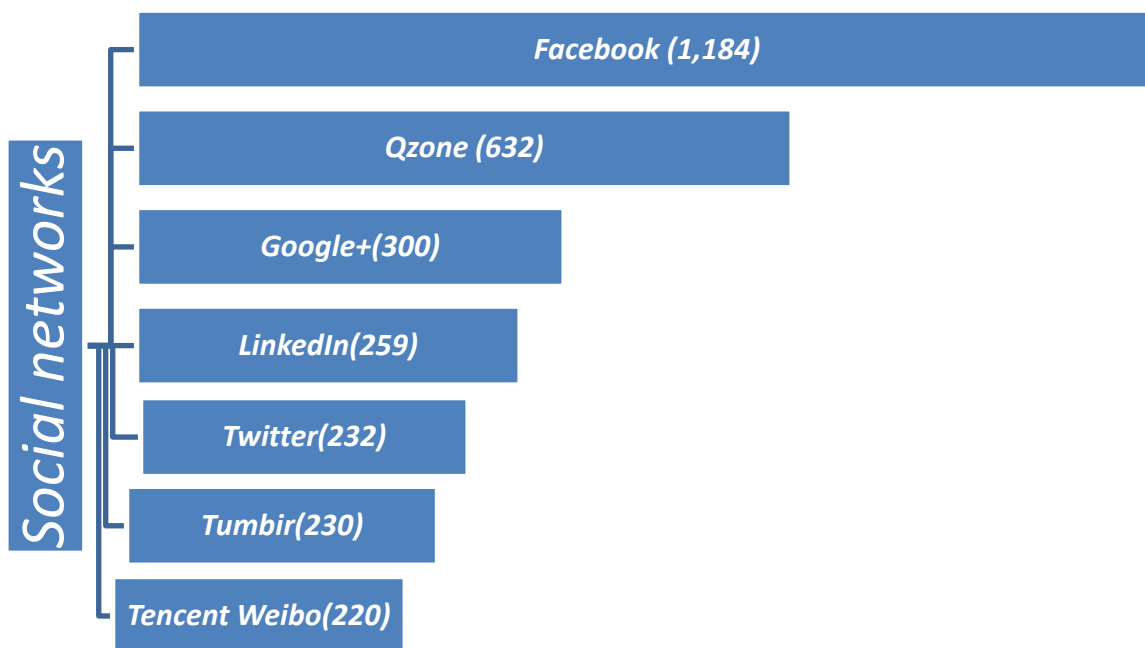


According to ITB Berlin, the world tourism and travel industries are today spending only small amounts on marketing through social networks and via the Internet, amounts estimated at ranging from below 10 per cent to 25 per cent at the most of overall resources for promotion and advertising.

Business people and managers should learn all they can about social networks and then select one or more networks that meet their needs and wants. They should also exploit the advantages of the network or networks selected, such as low costs, the speed of communication, and feedback from clients and users. Today, the presence of companies and institutions on social networks, such as Facebook or Twitter, is no longer a matter of choice, but rather a matter of need. If they want to continue selling their products and services, the hotel and tourism companies will need to get even closer to the customers using social networks. The number of active users is growing by the day.

Figure3

**Leading social networks worldwide as of January 2014, ranked by number of active users (in millions)**



Source: <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

This statistic provides information on the most popular networks worldwide as of January 2014, ranked by number of active accounts. Market leader Facebook was the first social network to surpass 1 billion registered accounts. Fifth-ranked microblogging network Twitter had over 232

million monthly active accounts. Meanwhile, blogging service Tumblr had more than 230 million active blog users on their site.

The idea of having 1 billion people present in one place should be highly incentive for any company. However, due to reasons unknown, this has not been the case in many companies. In most companies, the problem is how to even start a conversation with customers/consumers. The greatest obstacle companies' see in social networks is their openness. The traditional business culture, in which information is shared on a need-to-know basis and among key people, is not suited to the culture of free sharing of information and knowledge, in which all interaction is out in the open for anyone to see or hear.

Communication via social networks must be authentic and consistent, and the approach, open and honest. It is impossible to supervise a virtual world, and mistakes cannot be hidden.

### **Types of Social Media**

In this part the different types of social media channels are presented. Social media can be divided into different types of platforms that all have distinguishable features. These categories and the way the various social media platforms are categorized, alternate depending on who you ask. According to Universal McCann (2008) the key social platforms are:



Source: Author

One of the key platforms is social networks that can be classified as websites or applications where people gather together and be social. The social networking sites aim to bring people together and offer a place where conversation can take place between people with no space and time limitations. Social networks are based on human interaction taking the conversation online. In social networks, people connect with their peers, transfer and obtain information and help each other . Popular examples of social networks are Facebook and MySpace.

Blogging is described as posting content on a blog (an online journal) or posting comments on someone else's blog . Blogger.com and Tumblr are among the well-known blogging web sites. Microblogging on the other hand means posting small pieces of digital content, e.g. text, pictures or short videos on the Internet. A good example of a microblog is Twitter. Microblogs can also be integrated to a website via widgets. Furthermore, these widgets can be used to display e.g. your Twitter messages alongside other material on your website or blog.

Picasa are examples of popular photo sharing websites  
RSS and podcasts are both subscription-based services where the user signs up for a feed Podcasts are pre-recorded audio or video broadcasts shared by individuals or organizations who want to share their content with others. The user can download the podcasts through services such as Apple's iTunes to their own personal devices

Message boards, also known as discussion forums, are online communities where users can post and read about topics of common interest. Chat rooms, on the other hand, are real-time conversations that allow the users to communicate more interactively.

Video and photo sharing follow the same principle of a user uploading videos or photos online to share with others for viewing and commenting .The biggest online video sharing website at the moment is YouTube . In addition there are various other sites such as Vimeo and Google video. Flickr, Photobucket and Picasa are examples of popular photo sharing websites.

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## **Facebook**

Facebook is the world's largest social network that connects you with the people you know and care about . It is a social utility that helps you communicate with your friends, family and coworkers . Facebook is free and open to everyone from students to professionals, teens to grandparents and ordinary people to celebrities although it was initially designed exclusively for Harvard students in the United States . According to Vander Veer Facebook combines the best of blogs, online forums and groups, photo sharing, and much more. The diversity of Facebook provides business various opportunities and the popularity of the service makes it one of the most important social media tools for marketing purposes. The different ways of using Facebook, as well as the other channels, in marketing are further discussed in the next chapter.

Facebook was founded in February 2004 by Mark Zuckerberg. The company develops technologies that facilitate the sharing of information through the digital mapping of people's real-world social connections

## **Twitter**

Twitter offers a new way to share ideas and information by allowing people to keep in touch with each other as well as follow businesses and organizations that you are interested in . A San Francisco based start-up company Obvious Corp founded Twitter in March 2006 . It is a free social networking and micro-blogging service that allows users to send tweets, text-based posts up to 140 characters in length via SMS, instant messaging, e-mail, to the Twitter website, or an application such as Twittrific (one of the many applications created for the use of Twitter). On twitter you can choose who you want to "follow", meaning whose messages you want to see. A hashtag (#) is a term that is used in Twitter to help people categorize messages. The ten trending topics that appear on the home page show you what people find important at any moment.

Twitter can also be used by businesses as it connects them to customers in real-time. Companies can use Twitter to quickly share information with people interested in their products and services, get real-time market intelligence and feedback, and build relationships with customers, partners and influential people. According to O'Reilly & Milstein people use Twitter to talk about what they're reading, watching, listening to and thinking about and they further describe Twitter as the world's real-time newspaper due to the information on Twitter being shared in a blink of an eye. On Twitter you can see how other people feel about e.g. your company . For example Kemi Tourism can see if their attractions are discussed on Twitter and see how people feel about their services. Hence, O'Reilly & Milstein portray Twitter as a key business channel where companies are

monitoring what people think of their products, responding to customer service requests, having conversations with stakeholders and making money through creative promotions of various kinds.

### **YouTube**

YouTube is an online video-sharing website that allows people to upload and share video clips on [www.YouTube.com](http://www.YouTube.com) and across the Internet through websites, mobile devices, blogs, and email. YouTube has approximately 81 million people visiting each month and more than 150,000 video clips are uploaded every day. First video was uploaded to YouTube in April 2005 . YouTube is the number one website for online videos.

YouTube provides a forum for people to connect, inform, and inspire others across the world and acts as a distribution platform for original content creators and advertisers . It is accessible to almost every computer with an Internet connection. Millions of people, from experienced Hollywood filmmakers to 16 year olds who just received their first webcams can post their work in the same place, with the same tools available to both from the same website. YouTube was founded in 2005 in San Mateo, California by three former PayPal employees and acquired by Google Inc. in October 2006 . YouTube is nowadays a very powerful marketing tool, mainly due to its popularity, and there are various paid advertising options offered for businesses to enhance their marketing efforts.

### **Flickr**

Flickr is a photo (and video) sharing network that allows users to upload, share, tag and comment photographs. In addition to these, Flickr wants to offer its users a way to store and organize their photos. It was created by Ludicorp in 2004 and bought by Yahoo! in 2005. Yahoo! reports the number of registered users to be 51 million. Thousands of photos are uploaded into the service every minute making the total number of uploads to be around 4.5 million per day. Flickr has a large amount of non-registered visitors but in order to upload and comment an account has to be created.

### **TripAdvisor**

TripAdvisor® is the world's largest travel site and the company states its mission as enabling travelers to plan and have the perfect trip. TripAdvisor offers advice from real travelers and a wide variety of travel choices and planning features (including Flights search, TripAdvisor Mobile and TripAdvisor Trip Friends) with links to booking tools. TripAdvisor-branded sites alone make up the most popular and largest travel community in the world, with more than 50 million unique monthly visitors and 20 million members. It features more than 50 million travel reviews and opinions from real travelers around the world, over one million businesses, over 93,000 destinations, over 520,000

hotels, over 155,000 attractions, over 715,000 restaurants and more than 8,000,000 candid traveler photos. A company can create a free business account that makes it possible to update business details and upload photos, receive e-mail notifications of reviews, respond to guest reviews and also promote the business with free widgets and badges. For more advanced business solutions, TripAdvisor offers tourism organizations a chance to upgrade into “a business listing” for a fee that allows creating of special offers, direct contacting and increasing of visibility on the TripAdvisor site.

Despite the many benefits that new technologies and social networks generate, they are still not being used to any sufficient extent in advertising or they are being embraced at a very slow pace. Because today’s users are growing immune to conventional methods of advertising and communication channels, companies need to turn to the social media (*Facebook, Twitter, LinkedIn...*) if they want to reach their target audience.

The amount of data can be accessed at any time and any place allowing the user of the Internet a global access. The Internet technology provides a new way of conducting business in all electronic sectors. The Internet technology has become an important source of information according to which various business strategies of subjects in tourism industry are formed. With the help of the Internet, a new possibility appeared for subjects in tourism industry to successfully promote and sell services and products to comply with demands, needs and desires of consumers.

### **2.3. The role of mobile advertising in the promotion of tourism**

We live in a marketing and media-driven world. Any organization involved in the leisure and tourism business; arts centers, museums, sports clubs and small hotels to the largest theme parks, airlines and cruise companies, is interested in advertising. Many companies think that they should cut expenditure on advertising and redirect it into sales promotions, direct mail, public relations and other forms of marketing communications. Advertising is not an expensive but, rather, is a strategic activity which should be regarded as an investment in the product or brand. Reducing advertising spend may yield short-term savings but may well lead to long-term loss of market share. In the late 1970s Adidas cut advertising spend on its sports shoes and found that the brand was not strong enough to maintain market share in the face of new competitors. It has struggled to recover its former position.

The growing power of the Internet, mobile technology and smart phones has offered new advertising forms in tourism and hospitality industry. Marketing theory and practice have changed significantly in the past ten years. Technological changes are strongly influenced by the behavior of consumers and customers, which marketing expert is a major challenge in designing marketing strategies. Marketing experts today must develop new strategies and tactics that will be implemented in a modern environment. Internet access via mobile devices registered growing popularity. Tourism and hotel companies that have recognized the importance of choices for advertising via mobile phones at a faster and easier way can reach to your guests.

Technology has enabled companies to efficiently gather information about consumers in the growing tourist market as well as business partners and guests. Customizing guests is taking the initiative to adjust bid the market, and adapting requirements of guests' hotel and tourist company enables consumers to create their own design and offer. The new technology today enabled mobile communication that is independent of space and time in which the economic operator and potential guests located. Mobile phones have become an integral part of our lives as confirmed by the results of numerous studies that show that people are more accepting of mobile devices than they are choosing to use the computer. Communication via mobile devices is a precise and favorable as well adapted to the needs of potential users and guests.

Mobile advertising has more significant role in the promotion of tourism. There are a growing number of people who seek hotels and restaurants on mobile devices, and even the moment they land at the airport. Although companies are still spending huge budgets for advertising on television, radio, print, and something on the web, those who want the most return for the money

invested should focus on mobile advertising. Although still in its infancy, mobile advertising has enormous potential and is one of the fastest growing new advertising tactics, which recognizes more and more companies. Globally, large corporations have already started to fight for supremacy in the mobile field, considering that more and more content is consumed 'on the go' via mobile phone. According to eMarketer (eMarketer, 2013), it is estimated that the budgets for mobile advertising to increase with an 8.4 billion spent in 2012. to nearly \$ 37 billion in 2016. The biggest profiteers should be usual giants such as Google, Apple, Microsoft and Yahoo, but this is a great opportunity for other players to prove themselves and take as much of the advertising pie. The above figures speak of one of the fastest growing markets in history, so it is necessary that the hotel and tourism companies recognize the great potential of providing mobile devices and advertising via mobile devices, which have become a "must have" and are increasingly being used in the promotion of tourism products and service.

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Mobile marketing and advertising is about the use of cell phones and other mobile devices to market a brand or a message. It is an emerging form of marketing that can play a powerful role as part of an integrated marketing strategy. In comparison with traditional methods of advertising, the main advantage of mobile advertising is that it can reach the target customers anywhere anytime, in order to promote the selling of tourism products or services (Karthikeyan and Balamurgan 2012). If hotels don't have a mobile strategy - they need one. There are almost endless possibilities for communicating with mobile guests, but their business needs to adopt a strategy to be successful. It goes beyond simply identifying all possible revenue and service touch points. They need to understand guest preferences for interacting with their brand and what they expect in return. Mobile guests are maturing quickly and have high expectations.

Mobile advertising revenues are growing every year but tourism companies and advertisers are still spending much less on mobile compared with the amount they spend on PC/desktop, TV, print and radio.

According to forecasts of the Table 2 it is shown that the revenue from mobile advertising

will increase drastically. Tourism and hotel companies should be able to recognize the importance of this type of advertising, without which the future of advertising is unthinkable.

Mobile advertising is one of the most important elements of integrated marketing communications. Advertising can be used to create images or associations and brand positioning in the minds of consumers. The advertising strategy is based on several factors, including the identification of the target market, the key problem or issue of advertising, definition of key ideas, as well as creating and positioning of the advertising message.

Observed from the angle of marketing experts, advertising messages is a way to present the message about the product or service in order to solve certain problems and meet the needs and achieve goals. The media plan as part of the advertising strategy represents the best way to send a bulletin to the tourist market.

The biggest obstacle in the business world is the inability of users to access information on the move. The solutions of this problem are mobile applications. Mobile application designed for users on the move. Provide access to desired information regardless of where the user is located and thus greatly facilitate the work. In some cases, the user does not require access to the Internet; it is possible to make any modifications locally. Mobile applications are an exciting new medium that can be used to attract potential customers while on the move. Google Mobile Ads appear on mobile devices in Google search results, on content websites and in apps. Hotels can use them to put your own business in front of people as they use their phones and tablets throughout the day. AdMob is a platform by Google Corporation. It is the first choice of mobile application developers because it is one of the most trusted mobile advertisement providers.

Furthermore Apple has developed an advertising platform called iAd. It is Apple's native advertisement platform, which provides ease in earning advertisement revenue through apps created for iGadgets.

Mobile web is expected to grow significantly and will offer new opportunities to promote hotels on the Internet. With smart investing and developing mobile web can capitalize on mobile users because if they offered specific tourism product or service they are looking for, it increases the ability to sell, and at the same time achieves the satisfaction and loyalty of customers / guests. Website that is not specifically adjusted to mobile users drastically reduces the potential ROI (return of investment) if the hotels have a service that targets on the mobile audience. Once the mobile website is live, hotels can promote it through a variety of channels based on their budget and characteristics of their target audience.

### 3. DEVELOPMENT OF ONLINE AND MOBILE MARKETING IN UZBEKISTAN

#### 3.1. Analyzing Sarbon Plaza hotel's online marketing as a case company.

It is clear to see that individuals and companies have very different view and take on marketing and the Internet's usage in the marketing mix. In order to get a better understanding of these differences, an owner of SARBON PLAZA hotel was interviewed. Before the interviews were performed a list of a few key questions was made that all the interviewees would be asked. The questions were designed to get a basic understanding of each business and its use of online marketing. Since the interviews were semi-structured and the interviewees answered the questions quite clearly, the follow-up questions varied somewhat as well.

The following people were interviewed in connection with the research.

*Ismailova Aziza Bahriddinovna* – the owner and general director of SARBON PLAZA hotel. The interview with Aziza took place on 16 April 2014.

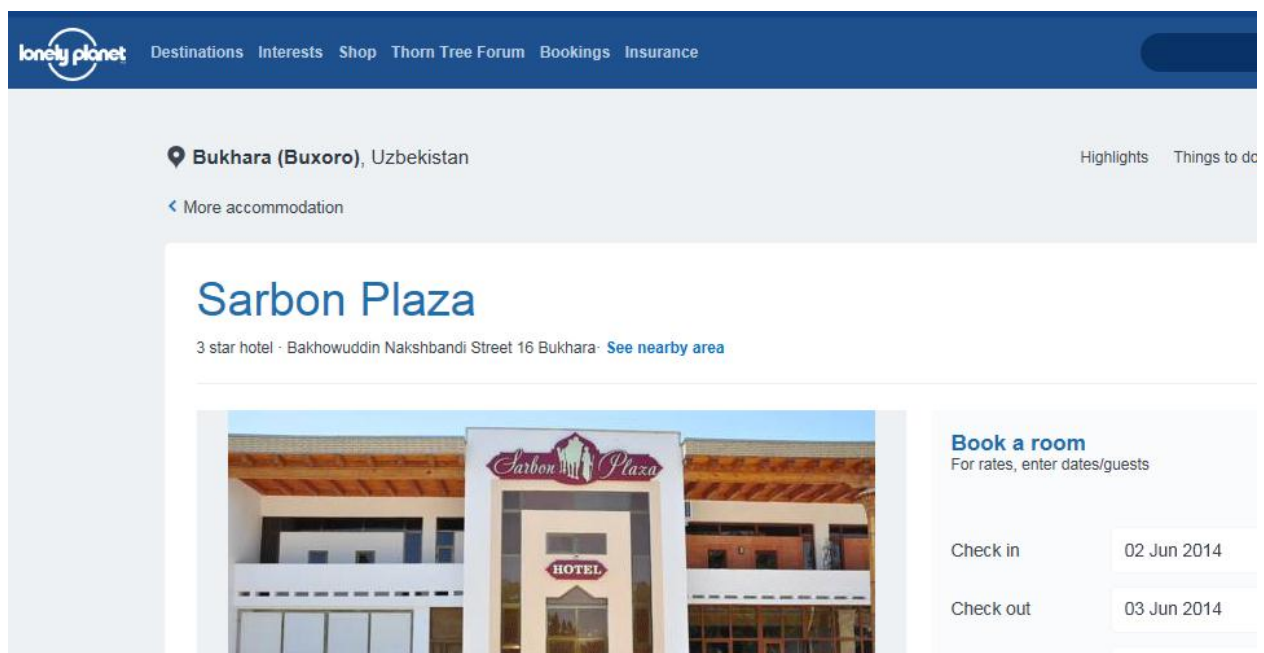
Hotel SARBON PLAZA is a relatively small family run. Sarbon Plaza Hotel is located just 1 km from the centre of Bukhara. A local bus stop is a 5-minute walk away. Bukhara International Airport is at a distance of 4 km.. The hotel first opened in 2013 and hosts a unique art collection with pieces from all over the globe and prides it on offering an especially welcoming atmosphere and surroundings.



The screenshot shows the TripAdvisor page for Sarbon Plaza Hotel. At the top, the TripAdvisor logo is visible, along with the text "Sarbon Plaza Hotel rústico, Bukhara, Asia - Uzbekistán". The page has a green navigation bar with links for "Bukhara", "Hoteles", "Vuelos", "Restaurantes", "Qué hacer", "Lo mejor del 2014", "Tus amigos", "Más", and "Escribe una opinión". Below this, a breadcrumb trail reads "Asia > Uzbekistán > Bukhara Province > Bukhara > Otros alojamientos en Bukhara > Alojamiento en Bukhara". The main heading is "Sarbon Plaza" with a "Los 5 aloj" badge. The address is "Bakhowuddin Nakshbandi Street 16, Bukhara 200104, Uzbekistán" and there is a "Servicios del hotel" link. A search form prompts the user to "Introduce fechas para encontrar los mejores precios." with fields for "Llegada" and "Salida", and a yellow "Mostrar precios" button. A note at the bottom of the form says "Debes introducir las fechas para ver los mejores precios." On the left, there is a placeholder for a photo with the text "¿Tienes una foto? Súbela."

Source: [http://www.tripadvisor.es/Hotel\\_Review-g303936-d6223098-Reviews-Sarbon\\_Plaza-Bukhara\\_Bukhara\\_Province.html](http://www.tripadvisor.es/Hotel_Review-g303936-d6223098-Reviews-Sarbon_Plaza-Bukhara_Bukhara_Province.html)

Hotel **SARBON PLAZA** doesn't pride itself of having the highest rating of all Uzbek hotels on **TripAdvisor** and in an interview with the hotel's director and owner, Aziza said that the hotel will hold higher positions in the near future due to extensive online marketing. It has, among other things, bought advertisements on search engines, on 12 foreign websites that feature luxury travel and accommodations and it is currently advertising on 7 Uzbek websites. Hotel **SARBON PLAZA** also attributes some of the hotel's success to very favorable coverage in *Lonely Planet* and other travel based mediums.

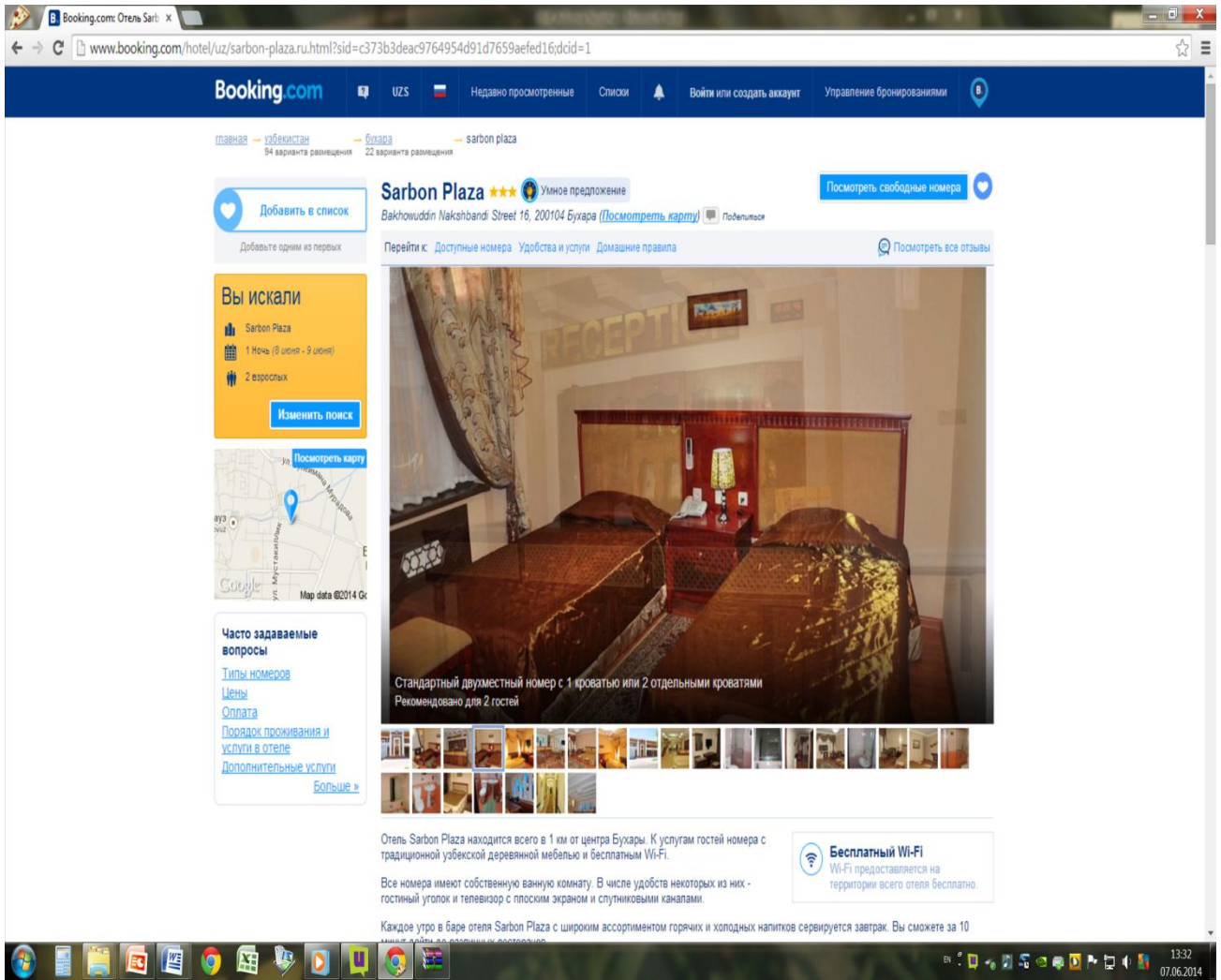


The screenshot shows the Lonely Planet website interface. At the top, there is a navigation bar with the Lonely Planet logo and links for Destinations, Interests, Shop, Thorn Tree Forum, Bookings, and Insurance. Below this, the location is identified as Bukhara (Buxoro), Uzbekistan. The main heading is 'Sarbon Plaza', followed by '3 star hotel · Bakhowuddin Nakshbandi Street 16 Bukhara · See nearby area'. A large image of the hotel's entrance is displayed. To the right of the image is a 'Book a room' section with the text 'For rates, enter dates/guests'. Below this, there are two input fields: 'Check in' with the date '02 Jun 2014' and 'Check out' with the date '03 Jun 2014'.

Source: <http://www.lonelyplanet.com/uzbekistan/central-uzbekistan/bukhara/hotels/sarbon-plaza>

Aziza said that the hotel receives on average approximately 20 emails per day and that 90% of the booking take place online. The hotel prefers online transactions and people that phone the hotel are asked to make reservations online if at all possible. The hotel uses the Internet extensively in both marketing capacity and also in trying to keep ahead of the curve, realizing what the customer wants and what is most popular at that time. It does this, in part at least, by closely following both direct competitors and similar hotels in other parts of the world and seeing what they offer and what innovations are taking place. Aziza said that if an idea is a good one and that it, or something similar, can be implemented at Hotel **SARBON PLAZA** she would not hesitate to adapt it to the hotel or its surroundings.

Hotel SARBON PLAZA has had a concise and specific marketing mix made annually and the Internet always plays a key role in that mix. As a part of that the hotel's website is in constant development and the hotel encourages its guests to point out what may be done differently or better .



As a part of the analytical process this year was looking into up to 180 visits per day, but this did not result in a single booking. But why had no one reserved a room? The most probable explanation is that since the hotel's website is only available in Uzbek and English but not in other foreign languages. In a response to this the website has now been translated into many foreign languages and will be updated with the different language texts soon. Another similar case was a sudden spike in online visits from the United States. Again, this resulted in very few bookings, and the most likely explanation is thought to be that prices were only available in Uzbek sum and Euros. Having the prices available in Dollars is also being implemented onto the site. There has also been some thought of making the website more accessible to German customers, but those plans have not been followed through since Hotel SARBON PLAZA has been fortunate enough to deal with 3 partners in Germany that have translated the information they need regarding the hotel.

Hotel SARBON PLAZA does little to cater to large groups of tourist with almost all, or around 95%, of the reservations being for 2 people. When the season starts in late August, early September. SARBON PLAZA hosts a number of these during the winter, both for Uzbek gatherings and foreign businesses. Foreign conferences constitute about 30% of the total during the wintertime.

SWOT analysis is a method used to the evaluation of the company’s strengths (S), weaknesses (W), opportunities (O) and threats (T). It provides the company an analysis of the markets and marketing environment by describing the opportunities and threats. It is also a method to analyze the company’s internal factors; its strengths and weaknesses. The SWOT analysis is an important part of situational analysis as it can be viewed as an inventory of the internal strengths and weaknesses and examining the external opportunities and threats that may affect your organization.

Figure 1 presents hotel SARBON PLAZA’s internal and external factors and also shows how they affect the communications side of their operations.

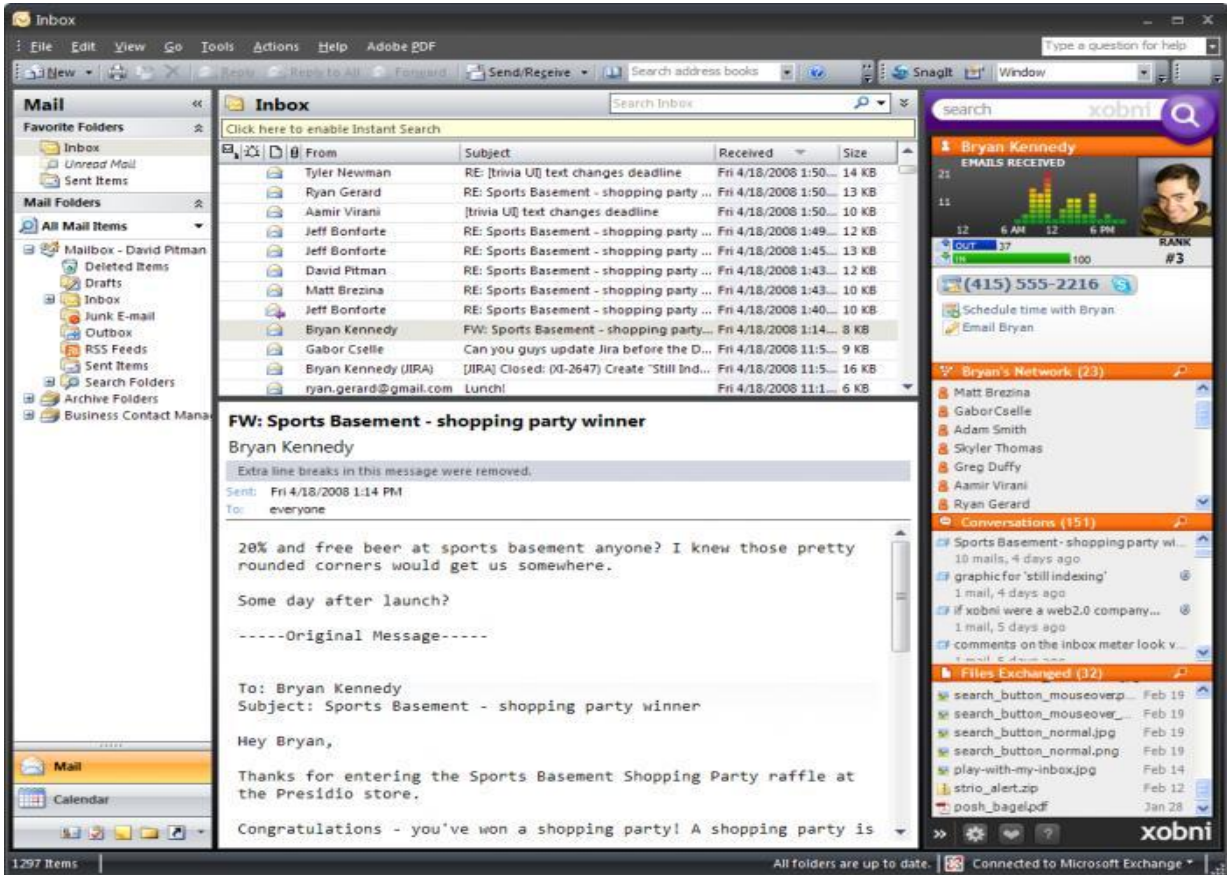
Figure.1 SWOT analyze of hotel SARBON PLAZA

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> uniqueness of attractions</li> <li><input type="checkbox"/> wide variety of services</li> <li><input type="checkbox"/> established presence in the media</li> <li><input type="checkbox"/> customer base</li> <li><input type="checkbox"/> professional material ready for use in marketing communications</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> resources</li> <li><input type="checkbox"/> marketing</li> <li><input type="checkbox"/> season dependence</li> <li><input type="checkbox"/> profitability</li> <li><input type="checkbox"/> lack of interest in social media</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> rise in popularity of e-commerce, digital marketing and social media</li> <li><input type="checkbox"/> cooperation with other organizations</li> <li><input type="checkbox"/> growth in the tourism industry</li> <li><input type="checkbox"/> feedback and product development</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> world’s economical state</li> <li><input type="checkbox"/> competitors</li> </ul>

Source: Author



Hotel SARBON PLAZA has an active mailing list where those that sign up are informed of everything that is going on concerning the hotel. Nothing has been done to encourage individuals to sign up for the mailing list other than having the form clearly visible on the hotel's web site. One thing that Aziza mentioned especially during the interview was the hotel's usage of software named **Xobni**.



It is an email application that can, among other things, search automatically online for people that have sent the hotel an email enquiry. Cross-referencing the users email address with websites like Facebook.com, Hoovers.com and LinkedIn.com does this and that in turn gives the hotel a better image of the potential client . Is it someone that is looking for a cheap option or is it someone that would be willing to spend more and in turn get more luxury. Aziza states that using Xobni has been very beneficial and saved both time and labor.

### **3.2. Operating a successful SMS program and ways to lease a common short code in Uzbekistan.**

Short codes showcase the power of mobile communications by highlighting the versatility of mobile as more than a voice portal. They present an unlimited array of contact possibilities, all focused on increasing interaction with mobile consumers.

Also, short codes help brands and organizations establish a two-way conversation with the people that matter most — consumers who are potential paying customers.

There are some critical points to keep in mind when creating and implementing an effective SMS program.

#### ***Getting Subscribers/Promotion***

- Mobile interaction does not stand alone. Rather, it leverages other forms of communication including print, radio, television, online and out-of-home ads
- All advertising and promotional material must clearly indicate if the service is a subscription
- Subscription terms and billing intervals must be specified

or disclosed to the consumer

- Clearly communicate all material terms and conditions of the program
- Service pricing information must be clearly and conspicuously indicated
- All advertising, promotional material and service Help messages clearly display the opt-out data
- The service is not promoted as “free” when premium fees are associated with the service that the subscriber will pay with a reasonable level of participation in the program

#### ***Getting Permission***

- ❖ It is vital to respect a mobile subscriber’s right to privacy. Always gain permission from the people you plan to engage by employing an opt-in procedure
- ❖ Gaining permission saves money. Each message sent costs money. Ensuring the consumer wants to receive messages avoids any waste of the budget
- ❖ Sending unsolicited messages creates a negative impression and erodes agency/brand recognition, prompting subscribers to avoid the service and file complaints
- ❖ Avoid purchasing lists of numbers. Always have subscribers opt-in and subscribe to receive content.



- ❖ For applications that require payment, create a double-opt-in process for subscribers that ensure willing participation

#### Getting Creative

- ✚ Short codes enable a host of possible applications, limited only by the ability to design and build the mechanisms to support the SMS program.
- ✚ Review business goals and objectives It is likely that more than one type of campaign will be applicable.

#### WAYS TO LEASE A SHORT COMMON CODE

There are three easy steps to obtain a short code.

First, from the Common Short Code Administration Web site at <http://www.shortcodes.com>, find the short code that the nonprofit organization seeks. If a specific code is not necessary, the system will assign a random code upon request.

Next, apply for the code by submitting necessary registration data and wait for approval.

Once approved and paid for, the short code will be assigned to the nonprofit organization for use. The nonprofit organization can renew the short code if it wishes to continue using it.

Use the ShortCodes.com search engine to determine if the desired code is available

#### ***Apply***

Fill out the online application and submit for review of completeness and accuracy.

Apply for a random short code or select a specific code within the range of available five-digit (20000 to 99999) or six-digit (222222–899999) codes.

The final approval decision is emailed to the applicant and the payment processed once the applicant is accepted.

#### ***Receive***

Once payment is received for an accepted short code, the Common Short Code Administration assigns the number to the applicant for the period of time that the government agency has requested.

Wireless service providers are notified of the assignment, and no one else can lease that short code for the duration of the organizations contract.

#### ***Pricing Information***

Registering and leasing a short code costs \$1,000 per month for each selected (vanity) short code and \$500 per month for each random short code.

These fees are non-refundable regardless of whether any wireless carrier agrees to activate the nonprofit organization's short code.

The registry must receive payment in full for the duration of the registration at the time the application is approved.

The Common Short Code Administration offers registration terms of three months, six months and one year.

Because fees are due upfront, if the applicant has registered a selected short code for three months, the cost is \$3,000.

The random short code for three months is \$1,500.

### **3.3. Guide to smart SMS marketing in airlines, hotels as well as tourism organizations in Uzbekistan.**

#### ***Why SMS for Travel, Tourism and Hospitality in Uzbekistan***

The general availability of SMS — those 160-character messages exchanged on mobile phones — on everything from the most basic handsets to the most feature-rich smartphones makes text messaging the lowest common denominator for information dissemination, for sending out alerts, mobile coupons and other incentives driving consumer loyalty and encouraging repeat bookings and visits.

Moreover, consumers do not need smartphones or expensive data plans to sign up for alerts or receive an offer. Under-served segments of the population, especially in terms of Internet access and other information-delivery mechanisms, can also be reached using SMS.

Put simply, the key benefit of SMS to the travel, tourism and hospitality sectors is the ubiquity of SMS — which nearly 100 percent of mobile phones can support — and the high likelihood of text messages being read soon after receipt.

As mobile phones overtake landline service in many homes, permission-based mobile communications becomes even more critical for travel, tourism and hospitality companies.

In this part, I will discuss how SMS can help companies and organizations in the travel, tourism and hospitality sectors disseminate alerts and calls-to-action quickly and to a wider base of population, driving traffic and increasing revenue.

Since most consumers have their mobile phone within reach and keep the device always on, they can respond to alerts, deals and discount offers, new product announcements and other calls-to-action anytime and anywhere, simply by sending a text message.

Another benefit of SMS is the two-way communication that is achieved with the general population. Indeed, SMS offers a simple and effective way to communicate with consumers when they are in the process of making travel plans and purchase decisions, keeping them up-to-date on sales, influencing which brand or destination they choose and driving them to specific bricks-and-mortar locations with mobile coupons or other incentives.

This opens the door for companies in the travel, tourism and hospitality sectors to re-market to opted-in consumers by sending them targeted, relevant messaging that adds value by providing incentives for participation and streamlining consumers' travel experience.

The SMS opportunity for the travel, tourism and hospitality sectors is immense. SMS not only improves communication between companies/organizations and customers/guests with speed, but also cuts down waste. It is the ideal tool for hotels and resorts, airlines and tourism organizations in an age when everyone is mobile.

It is my hope that you enjoy “How Uzbek Travel, Tourism and Hospitality Companies Can Use SMS.” This is one in a series of white papers produced to offer a roadmap to smarter SMS outreach. Enjoy the text.

## AIRLINES



Uzbekistan Airways should use SMS for  
to cut call center costs

- ✚ improve customer service
- ✚ send out alerts for flight delays and cancellations
- ✚ bolster their marketing initiatives
- ✚ cut airport wait time and inbound passenger calls
- ✚ gate changes

It is more important to contact passengers on their mobile devices:

- ✓ More voice messages are being left, which creates the potential to miss critical flight information.
- ✓ Many passengers started listing mobile phone numbers and email addresses as their primary mode of communication when purchasing tickets.

Uzbekistan Airways needs a way to reach these customers over their preferred channel while maintaining streamlined communications that integrated easily with its existing customer service infrastructure.

Uzbekistan Airways should use automated outbound messaging service to notify customers of flight cancellations, offer an apology and explain the new arrangements being offered, as well as provide the option to transfer to a call agent.

The new SMS strategy is designed to increase proactive passenger outreach, reduce inbound calls and improve contact center management.

The center should let customers set their flight status notification preferences one time and then automatically receive messages for all their future flights, as long as their AAdvantage number is included in their flight reservation

When setting up a profile, customers choose how they would like American to notify them, by phone, text message or e-mail. The following is an example of a text message a customer would receive:

“FLIGHT INFO AA 1234 ON TIME DEPARTS DFW 11:30AM  
GATE A23 ARRIVES ORD 12:52PM GATE B34 BAG B35.”

American then will automatically provide the member — and the member’s selected contacts — with the desired flight information.

In addition, third-party travel booking sites should use SMS to provide up-to-date information on flight status, including the average time of delay and how long it may last, average security wait times by terminal and by check point, nearby hotel room availability, as well as traffic, parking and weather.

When customers book a flight with booking sites they can set up their preferences and enable SMS alerts at the My account section.

## HOTELS

The hospitality industry also uses SMS as a tool for improving customer service.

Text messaging should be a key aspect of the customer relationship management initiatives and loyalty programs of all hotels and resorts.

Providing information about on-site events, as well as dining and entertainment options, can boost revenue for the properties.

In addition, mobilizing a hotelier’s existing loyalty initiatives can increase convenience and customer participation.

Offering incentives such as mobile coupons via SMS is easy for the hotel or resort to distribute, and easy for consumers to redeem.

Receiving a text message now and then from a hospitality brand keeps the hotel or resort top of mind, and could be the difference between a consumer deciding to remain loyal to that brand or stray to a competitor.

Guests at Uzbekistan hotels should text a keyword to a short code to opt in to get targeted special offers, alerts, contests and quizzes via SMS.

The promotions also include real-time offers texted to guests' mobile phones, property information and entertainment promotions such as deals on show tickets or meals in hotel restaurants.

These initiatives are all about ensuring the guest gets the right offer or incentive based on the guest's interests, playing history and location in or out of market.

This approach ensures that guests see this program as a tangible benefit and thus drives revenue .



Source:[chrome-extension://oemmndcblboiebfnladdacbfmadadm/http://www.neustar.biz/](http://chrome-extension://oemmndcblboiebfnladdacbfmadadm/http://www.neustar.biz/)

Mobile is ideal for any sort of perishable inventory such as show tickets, buffets and hotel rooms. So allowing line managers at the various properties to trigger campaigns, when the inventory would otherwise go to waste, all in a very controlled, meter-able environment is just good business.

In addition to those steps, guests can also opt-in to download the Text-Offers mobile application. The first text dynamically generates links to download the application or WAP. Essentially, users can pull information as well as receive offers from property restaurants, shows and entertainment through their stay.

The objective here was to get consumers to opt-in and register with the program in order to get access to the offers and benefits

This mobile marketing program can serve as both an on-ramp for new customers to become highly brand-engaged, loyal customers as well as provide valuable loyalty offers via SMS to keep hotel's rewards members happy.

Guests and players are informed about the mobile program at the reception desk, via promotional cards with their check-in information and through hotel staff informing customers if they are waiting to check into the hotel.

Hotels should capitalize on the strengths of SMS-database-driven mobile marketing to get the most relevant and timely offer to the customer most likely to find value from it. SMS will help hotels to continue to grow and fortify its loyal customer base by extending the of their investment in their database marketing and loyalty infrastructure with one of the most cost-efficient communication channels available.

## TOURISM ORGANIZATIONS

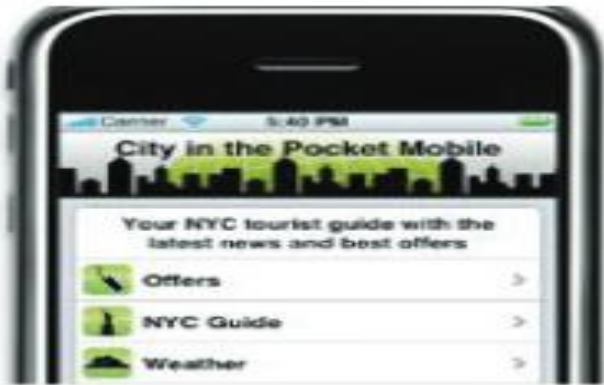
In Uzbekistan. not just private-sector companies are taking advantage of mobile. Government agencies and tourism organizations can reap the benefits of SMS as well.



City-In-The-Pocket mobile marketing programs let marketers get their messages out via mobile content — from businesses to tourists. The launch in Uzbekistan will consist of two mobile programs:

- City in the Pocket: Daily Text Alerts,
- City In the Pocket: Mobile City Guide

With the City in the Pocket text, WAP and application based platform, consumers can determine the way they receive information. This also provides a medium for clients to deliver targeted messages, whether they are informational, value-driven, time-sensitive or location-based.



This offering takes advantage of all of the key areas of eMap mobile marketing platform, with SMS, WAP and application offerings all in a platform that can be easily replicated in many markets throughout Uzbekistan.





The three programs combine the latest in mobile marketing technology: two-way SMS, mobile Internet and downloadable applications.

Programs allow the clients a low-barrier entry into the mobile marketing arena by using shared short code technology.

Tourist simply text UZALERTS to 71297 to receive daily text alerts with the latest offers and news.

SMS is the best way yet to connect marketers with consumers at the right moment — just when they are making a final purchasing decision.

## **Conclusions and recommendations**

Without online and mobile marketing, tourism and hotel businesses will miss out this growing consumer trend. This thesis investigates online and mobile marketing as a marketing channel used for promoting tourism and hotel products and services. An increasing number of tourist destinations use new technology and solutions to promote their tourism products and services.

This thesis defined the role of online and mobile marketing for promoting tourism products and services; it examines their advantages, the impact of online and mobile marketing on the tourism supply and demand, as well as the estimated future development of this channel. Furthermore, the paper analyzes mobile applications as a new tool to promoting and advertising tourism and hotel products and services. Since the amount of mobile devices constantly increasing, mobile applications can be a key point to sending immediate messages to consumers at the right time, in the right place. The findings in this paper may be useful in developing online and mobile marketing strategies in tourism and hospitality industry. Online and mobile marketing still has growth potential as technological development never stops and that will completely change the traditional and conventional types of advertising.

While all the tourism companies that were involved in this research use the Internet in some capacity there is a lot more that they can do. All the interviewees acknowledged the importance of the Internet and all showed considerable ambition to make their companies more visible online and to use the Internet in a more effective manner. The main reasons for not implementing these changes already is the lack of knowledge, time and funds. With the ever-increasing supply of tools for online developers it does not have to be complicated to develop and maintain a decent website. Applications like Google Sites, for example, are quite easy to operate and with just a minimal knowledge of computers and no previous knowledge of web design almost everyone should be able to do so.

Opening a website is of course not enough. The website and the business needs exposure and potential customers need to know that it exists. All those interviewed realize this and all have some way of exposing themselves online. At Hotel SARBON PLAZA they have not used social networks like Facebook in any real way. But now they plan to change this and use Facebook especially to market Uzbekistan.

Since most of the small businesses in this trade only have limited staff where the owners may be the backbone of the business and time is limited, it can only be beneficial to set aside a

certain period of time to update the website and social network account frequently, answer emails and enquired within an acceptable amount of time, say 24 hours. Another big issue is the potential cost that comes with advertising and becoming more visible online. While this is of course a factor, the benefits can be a vast increase in visits and can therefore be very beneficial in the long run.

This could very well benefit all parties and minimize the cost each company has to bear. It is always going to cost a bit to get things where they need to be and to make them acceptable to the modern traveler, but if the money side is what keeps the owners of the establishments from updating their resources they should remember the old saying: “You’ve got to spend money to make money.”

These examples show that hotel proprietors and others in the tourism industry should be really well informed about the Internet importance and most have certainly done something to make their businesses more visible online but they can still do a lot more.

- ✓ In a bid to increase their visibility on the Internet companies in the tourism trade have a number of options available to them. One such option is to increase the use of purchased advertisements of keywords on search engines like Google and Yahoo! This has been shown to benefit businesses greatly and can very well increase Uzbekistan visibility online.
- ✓ By having an active mailing list companies contact their former and would be clients in a fast and easy way with hardly any financial expenditure at all. Having some kind of special promotion to encourage people to sign up for the mailing list could be very beneficial and attract parties that may otherwise not have signed up for receiving the mail.
- ✓ By encouraging satisfied to write a review on websites like TripAdvisor, which has millions of active users, companies may very well get business that they otherwise would not have gotten. All the parties interviewed during the research mentioned that customers had mentioned that a favorable review on TripAdvisor had caused them to visit that location. An active profile on a social network like Facebook can bring attention to the establishment for the sites users that may otherwise never have known it existed.
- ✓ Developing smart SMS marketing as well as mobile tourist applications in airlines, hotels and tourism organization to improve customer service by sending alerts, deals and discount offers, new product announcements simply by sending a text message.

**“Turizmدا onlayn va mobil marketingning afzalliklari” ( Preferences of online and mobile marketing in tourism industry) mavzuidagi bitiruv malakaviy ishiga**

**ANNOTATSIYA**

**Mavzuning dolzarbligi.** Prezident I. A. Karimov O'zbekiston Respublikasi Oliy Majlisi Qonunchilik palatasi va Senatining qo'shma majlisidagi ma'ruzasida ham ushbu masalalarga katta e'tibor berdi:

Mamlakatimiz iqtisodiy taraqqiyotining eng muhim istiqbollari va ustuvor yo'nalishlarini belgilab olar ekanmiz, biz ichki ehtiyojning o'sishiga alohida e'tibor qaratishimiz kerak bo'ladi. Jahon moliyaviy - iqtisodiy inqirozi oqibatlarini yumshatishga qaratilgan inqirozga qarshi choralar dasturida ana shunday yondoshuv asosida ish tutganimiz o'tgan yillarda o'zini to'la oqladi. Ta'kidlash kerakki, bugungi kunda Osiyodagi ko'plab mamlakatlar aynan shunday pozistiyaga amal qilib kelmoqda. Shundan kelib chiqqan holda, bizning yaqin istiqboldagi eng muhim vazifamiz boshlagan ishlarimizni izchil davom ettirish - iste'mol talabini kengaytirish maqsadida sostial sohani rivojlantirish, mehnatga haq to'lashni yanada oshirish, xizmat ko'rsatish sektorini, infratuzilma ob'ektlarini rivojlantirishga, transport va kommunikastiya loyihalari amalga oshirilishiga alohida e'tibor berishdir" .

Internet rivojlanishi bilan birga nafaqat turistik biznesda qatnashuvchilarning joyi va roli, ular o'rtasidagi munosabatlar balki xo'jalik yuritishining butun falsafasi-turistik marketing qayta ko'rib chiqilmoqda. Umumjahon informatsion tizimi ana'naviy marketing usullarini samarasiz qilib qo'yimoqda. Xizmat ko'rsatish soqasida ishlovchi marketologlar yangi elektron aloqa vositalari imkoniyatlaridan to'la qonli foydalanishni istasalar tarmoqning bu xususiyatlarini hisobga olishi zarur. Shunday zamonlar bo'lganki, odamlar kompyuterlar bir necha yillar davomida qilinadigan ish hajmini soniyalar davomida bajarishini, fan va texnologiyalar hozirgi kunlarda qo'llanilayotgan qamrovlarda tadbiq etilishi haqida tasavvur ham qila olishmagan. Ellik yil oldin eng rivojlangan mamlakatlarda kapital qo'yilmalar yiliga 3%dan ortiq o'smagan, lekin fan sohasidagi tadqiqotlarga qo'yilmalar yiliga 6-15 %ga o'sgan.

**Bitiruv malakaviy ishining maqsadi** bo'lib turizmدا onlayn va mobil marketingning imkoniyatlari va istiqbollari nazariy bilimlarni hosil qilish va mehmonxona xo'jaligida olingan bilimlarni qo'llash.

**Bitiruv malakaviy ishining vazifalari.** Qo'yilgan maqsadga erishish quyidagi vazifalar yechimi bilan bog'liq:

- Turizmدا onlayn va mobil marketing haqida tushuncha.

- Elektron turizm soxasida veb saytning roli.
- Elektron turizmدا internet texnologiyalari.
- Turistik saytlar va ularning tavsiloti.
- Turistik saytlar sifatini baholashda modellardan foydalanish.
- Tur firmalar veb saytlarini baholash natijalari.

**Bitiruv malakaviy ishi** kirish, 3ta bob, xulosa va takliflar, foydalanilgan adabiyotlar ro'yxati va iboralardan iborat.

1-bobda Internet marketingning turizm va mehmonnavozlik sanoatida tutgan o'rni va ustunliklari ochib berilgan. Unda elektron marketingning tasnifi, tarixi, usullari, turistik korxonalar uchun manfaatli tomonlari, zamonaviy turizm va sayohat kompaniyalari uchun qulayliklar batafsil bayon qilingan.

2-bobda turizmni taqdim etishda mobil marketing vositalaridan foydalanish haqida bo'lib, unda mobil marketing tushunchasi, tasnifi, ijtimoiy tarmoqlar orqali integratsiyalashganligi, ijtimoiy tarmoqlar tushunchasi, mohiyati, turizm sohasida mobil marketing vositalarini qo'llash imkoniyatlari ochib berilgan.

3-bobda O'zbekistonda internet va mobil marketingni rivojlantirish yo'llariga bag'ishlangan bo'lib, unda Sarbon Plaza mehmonxonasi misol qilib olingan, SWOT tahlil qilingan, O'zbekistondagi turistik muassasalar uchun muvaffaqiyatli SMS dasturi va qisqa kodlarni qo'llash bo'yicha takliflar, hamda avia kompaniya, mehmonxona, turistik muassasalar uchun SMS marketing imkoniyatlarini qo'llash bo'yicha taklif va mulohazalar berilgan.

Turistik yo'nalishlarni rivojlantirish uchun asosiy omil bu kadrlarning bilimi va tajriba potensialidir. Hozirda respublikamizda turistik yo'nalishlarni rivojlantirish uchun keng imkoniyatlar mavjud bo'lsa ham juda kam yo'nalishlar ishlab chiqilgan. Faqat ularni yuqori darajada tanishtirish, yangi yo'nalishlar tizimi va turistlarni o'sha joylarga joylashtirish yo'llari ishlab chiqilishi kerak.

O'zbekistonda turizm iqtisodiyotini rivojlantirishdan asosiy maqsad jamiyat ehtiyojlarini qondirish, xizmat ko'rsatish sifati va hajmini kengaytirgan holda dunyo standartlari darajasida bozor iqtisodiyoti modelining turizmga kirib kelishini ta'minlashdir. Yuqorida bayon qilinganlardan xulosa qilib quyidagi takliflar bayonini keltiramiz: respublika turizmida resurslarning samarali ishlatilishi uchun kichik va xususiy tadbirkorlikni keng avj oldirish; zamonaviy turistik komplekslar bunyod etish, ularni xalqaro andozalarga moslash, xorijiy sarmoyalarni jalb qilish; yirik xorijiy turfirmalar bilan barcha turistik xizmat ko'rsatishning yangi shakllarini tashkil qilish; jahon turistlarining talabini o'rgangan holda milliy taomlar tayyorlashni yo'lga qo'yish; yuqori malakali menejer, barmenlar va malakali xodimlarni tayyorlash va qayta tayyorlovni yo'lga qo'yish.

Turizm iqtisodiyotiga kompyuter texnologiyalari katta foyda keltira boshlagan tarmoqlaridan biriga aylanib qoldi. Bularga aviachiptalar, boshqa turdagi transport vositalari uchun chiptalar, sayohatlar va meqmonxolarda xonalar uchun avvaldan buyurtma berib qo'yish tizimlari kiradi. Bugungi kunda Amadens, Gabriel, Sabre, World Spar, Apollo va boshqalar kabi eng yirik tizimlarning O'zbekistonda o'z vakolatxonalarini ochilgan. Bundan tashqari Internet - jahon axborot tarmog'ining ahamiyati bu sohada kun sayin ortib bormoqda. Internet-texnologiyalar turistik firmalarga xalqaro telefon suhbatlari va faks yo'llash uchun xarajatlarni qisqartirish evaziga katta miqdordagi mablag'larni tejashda yaqindan yordam beradi. Yil sayin aviachiptalar va meqmonxonalariga avvaldan buyurtma berish tizimidan foydalanayotgan turistik firmalarining soni ortib bormoqda. Bunday tizimlar jahonning barcha mehmonxonalarida xonaga buyurtma berish qisqa vaqt davomida ish joyini tark etmagan holda buyurtma berish shartlari, narxlar, imtiyozlar to'g'risida ma'lumot olish imkoniyatini beradi. Avvallari bu ishlarni amalga oshirish uchun uzoq vaqt va mablag' kerak bo'lardi. Tizimga kiruvchi agentliklar hozirgi kunda o'tgan yilgi ma'lumotnomalardan emas, balki eng oxirgi ma'lumotlardan foydalanishadi.

Internetda u yoki bu turistik mahsulot haqidagi video, rasmlarni tomosha qilishingiz va bu mahsulotlar to'g'risida boshqalar qoldirgan fikrlarni o'qishingiz mumkin. Siz o'z dam olishingizni modellashtirasiz, o'zizga moslab olasiz. Turagentliklar turli reklama va qiziqtiruvchi takliflarga boy. Tog' turizmi, velosiped turizmi, piyoda, suvda va hokazo. Siz faqatgina turlarning xillari, narxi, yashash sharoitlari, madaniy programmalariga ko'ra saralashingiz va eng yaxshisini tanlashingiz mumkin.

Elektron turizm-bu faqatgina pul tejashning ajoyib yo'li bo'libgina emas, balki qimmatli vaqt va asablargizni ham asrashga yordam beruvchi usuldir.

Texnika sohasidagi taraqqiyot bir joyda turmaydi, va u o'z ta'sirini ko'rsatmagan soha ham yo'q. Bu taraqqiyot turli yo'l hujjatlari, asosan avia chiptalari savdosiga ham ta'sir ko'rsatdi. Bizning kundalik lug'atimizga elektron avia chipta degan ifoda o'rnashdi. Bu kabi chiptalar samalyot uchun odatiy chiptalar hisoblanib, turli ko'rinishlari mavjud. Biz aviakompaniya dizayni bilan bezatilgan standart avia chiptalarini ko'rishga ko'nikkanmiz. Bu kabi chiptalar parvozingiz to'g'risidagi ma'lumotni ham o'z ichiga oladi. Elektron chiptalarda ham xuddi shunday ma'lumotlar mavjud, faqatgina ular biror bir aviakompaniyaga taaluqli dizaynga ega emas. Elektron chiptalarning bir nechta afzalliklari bor: bunday chiptalarni yo'qotish, bexosdan tashlab yuborish, hattoki o'g'irlatish ham mumkin emas. Yo'lovchi va uning reysi haqidagi to'liq ma'lumot avia kompaniya serverida elektron shaklda saqlanadi. Mijoz qo'liga marshrut-kvitansiyasini (itinerary receipt) oladi va uni istalgan printerda osonlikcha chiqarish mumkin.

Elektron avia chipta biz ko'rishga ko'nikkan odatiy avia chiptalardan hech qanday kamchiligi yo'q yo'l hujjati hisoblanadi. Bunday avia chiptadan foydalanishda sizga hech qanday qiyinchilik paydo bo'lmaydi. Reysga ro'yxatga olish vaqtida siz avia chiptani xarid qilayotganizda qo'llagan shaxsingizni tasdiqlovchi hujjatni ko'rsatsangiz bas. Ichki reyslar uchun bu fuqarolik pasporti va xalqaro aviareyslar uchun xorijga chiqish uchun pasportdir. E'tiborga olinishi kerak bo'lgan yana bir narsa shuki, ba'zi bir aviakompaniyalar tasdiq sifatida chipta xarid qilayotganingizda foydalangan plastic kartochkangizni ko'rsatishni talab qilishadi. Ammo siz to'lovni naqd to'lov usuli yoki diler qo'llaydigan boshqa to'lov usulida amalga oshirgan bo'lsangiz yoningizga kartochka bo'lishida hojat yo'q.

Bitiruv malakaviy ishda shunday qilib, mehmondo'stlikning ilgari siljishi uchun effektiv usullar ochib berilgan. Internetda ham, qidiruv faollashuvi, konteks reklama, internetda ilgari siljish, mavzuviy blog va forumlar, e mail. Tarqatma lekin bularning barchasi resursning internetda populatsion uchun mo'ljallangan. Konversiya ko'rsatgichining yuqoriga ko'tarilishi uchun emas, saytdagi buyurtmachilar sonini ko'paytirish uchun komplekt marketing tahlil o'tkazishi lozim, o'z navbatida veb-sayt bo'limlarida va marketing kompaniyalarining yo'nalishida effektiv natija beradi.

Bu natijalarning qayta ishlanishi va ularni ishda qo'llanishi kelajakdagi internet-proektida populatsiyasi uchun va maqsadiy auditoriyada mashhurlashtirish uchun konversiyaning koeffitsentining o'sishiga kafolat beradi. Shu bilan bir qatorda kompaniya daromadini ham, internet-reklamaga sarf-xarajat ko'p bo'lmasligiga pul sarflash faqat o'shandagina kafolat bera oladigan qachonki mehmonxona xodimi ilgari siljish metodlarini rasmiy holda namoyon qilgan bo'lsa, saytlarda qo'llanuvchilarning to'liq ish harakatini nazorat qilsa, har doim mijozlarni jalb qilish tannarxini hisobga olish mumkin va har doim internet-proektining modernezatsiyasi ustida ishlaydi. Turizm xizmat ko'rsatishga mo'ljallangan dinamik soha hisoblanadi. AQSHda voyaga yetgan aholining 45% sayohat qilish, bo'sh vaqt yoki dam olish kuninio'tkazish uchun joy qidirish, mehmonxonalar, avtomashinalar, avia va poyezd chiptalarini bron qilish maqsadidaveb-resurslaridan foydalanishadi. Bu kabi intilish ba'zi bir Yevropa davlatlarida ham kuzatiladi. Potensial turistlarning veb-resurslaridan keng foydalanishi elektron turizmning paydo bo'lishiga, mijozlarga sahoyat yo'nalishi borasida qaror qilishga ko'maklashuvchi tavsiyalar ishlab chiqish uchun intellektual veb-resurslarning rivojlanishiga va turizm sanoatida informatsion tizimning paydo bo'lishiga olib keldi. Hozirgi kunda butun dunyoda an'anaviy turizm industriyasini elektron turizm industriyasi(e-tourism) bilan "almashtirishga" intilishni kuzatish mumkin. Elektron turizm odatda quyidagi elektron xizmatlar turlarini o'z ichiga oladi:

- informatsion xizmatlar(masalan, belgilangan punktlar, turistik yo'nalishlari yoki mehmonxonalar to'g'risida ma'lumot berish);
- kommunikatsion xizmatlar (masalan, mijoz bilan muzokaralar olib borish yoki elektron pochta yuborish);
- kelishuvlar yoki tranzaksiyalar xizmati (masalan bron qilish, rezerv qilish, to'lovlar haqida ma'lumot).

Turistik xizmatlar ko'rsatuvchi turli agentliklar veb-resurslarining dunyo bo'yicha shiddat bilan ortib borishi potensial turistning- internet foydalanuvchisining ulkan hajmli ma'lumotlar olamida orientatsiya qilishi mushkul, shuning uchun foydalanuvchi bilan tabiiy "muloqot"ga imkon beruvchi, foydalanuvchi talablariga javob beruvchi ma'lumot qidirish va sayohat yo'nalishi borasida qaror qilishga yordam beruvchi ma'lumotlarni o'z ichiga olgan veb-mazmuni taxliliga bag'ishlangan samarali intellektual analiz va intellektual informatsion xizmatlar ishlab chiqish elektron kommersiya va elektron turizm industriyasida muhim vazifalardan biri hisoblanadi.

Yevropa davlatlari 2-jahon urushidan keyin o'zlarining iqtisodiyotlarini tiklash maqsadida asosan turizm sohasini rivojlantirishga katta e'tibor berdilar va qisqa vaqt ichida bu soha orqali katta yutuqlarga erishdilar. Bu yutuqlardan millionlab turistlarning tashrif buyurishi va shular orqali davlatlarning boyishiga olib keldi. Shu sababdan turizmni rivojlantirish O'zbekiston Respublikasining davlat siyosatiga aylandi. Jumladan,

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tarmog'ining standart texnologiyalariga asoslangan. Global kompyuter tarmog'i yer sharining istalgan burchagida tunu-kun turistik informatsiya olishga imkoniyat yaratadi. Internetga joylashtirilgan reklama hech nima bilan solishtirib bo'lmaydigan samara beradi. Uni yer sharining har bir burchagida potentsial mijozlar xohlagan vaqtda ko'radi. Reklama materiallari erkin fotosuratlar, grafika va tovush effektlari, multiplikatsiya va hatto video bilan jihozlangan bo'lishi mumkin. Internet saytiga qo'yilgan reklama bosma ko'rinishda chiqqan reklamaga nisbatan ancha arzon bo'ladi. Multimediya broshyuralari zudlik bilan va yengil almashtirilish imkoniyatiga ega, bu esa "yonayotgan" takliflar uchun juda qulaydir. "Amerikan Eyrlayner" aviakompaniyasi doimiy ravishda "Net Seyver" varoqini, dam olish kuni xarid qilinmagan joylarni doimiy ravishda, sotish uchun qo'llaydi. Natijada, aviakompaniya ayrim yo'nalishlarda joylarning to'ldirishini 60% dan 100% gacha ko'tardi. "British Eyrveyz" aviakompaniyasi oldinlari "yonayotgan" reklamaning katta qismini gazeta va televideniya joylashtirar edi, hozirgi kunda esa ushbu kompaniya internet tarmog'idan foydalanishni afzal ko'rayapti.

Internetning katta afzalligi - paydo bo'lgan muammoni hal etish zaruratining paydo bo'lishiga qarab har kuni va sutka davomida turli xizmatlar taqdim eta olish imkoniyatidir. Ma'lum muammolarni bartaraf etish masofadan kompyuter diagnostikasi yordamida amalga oshiriladi. Tovar realizatsiyasi tizimi jihatlaridan biri xaridor o'z xaridini amalga oshiradigan joydir. Internetda an'anaviy sotuvdan farqli sotuvning jismoniy o'rni yo'q. Iste'molchilar bilan o'zaro ta'sir amalga oshiriluvchi borliqning virtual nuqtasi bor xolos. Jismonan, web-server yoki web-sahifalar internetning istalgan web- serverida joylashishi mumkin. Internetda marketing kommunikatsiya tarmoq texnika vositalari va auditoriyasi bilan shartlangan xususiyatlarga ega. Sayt yaratilishi uning Internetda ilgari surilishi strategiyasi bilan borishi kerak, bu ham ma'lum xarajatlarni talab etadi, biroq ularsiz sarflangan mablag'lar havoga ketadi. Sotuvni rag'batlantirishda tarmoqda an'anaviy marketing usullari foydalaniladi.

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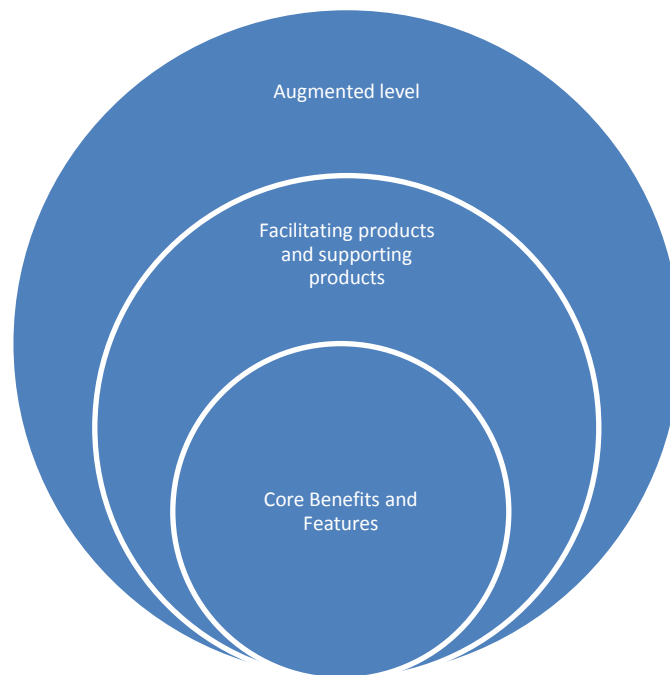
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## APPENDIX

### Product Analysis

In the tourism industry, the marketer needs to think about the product on four levels; the core product, the facilitating product, supporting product and the augmented product. The basic level, i.e. the core product, states the main benefit to the consumer which the marketers use to sell the product rather than just selling its features. The facilitating product aspects are services and goods that allow the customer to utilize the core product's services. The augmented product includes elements such as consumer participation and interaction with the service organization, accessibility, atmosphere and customers' interaction with each others.

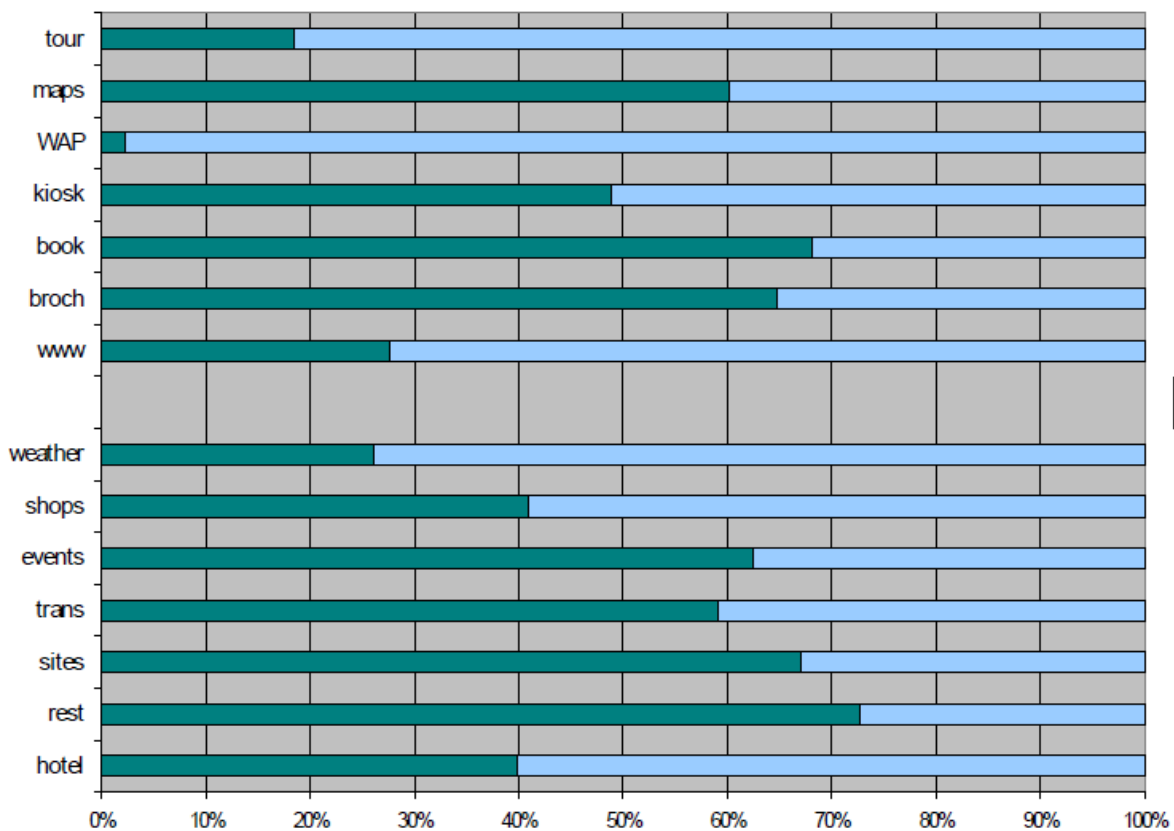
FIGURE . Levels of product



## Travelers information need while on tour

The top half of Figure 7 show what sources of information the respondents utilize while they travel, the bottom half show what information they search for. Here we can see that books, maps and brochures are the primary sources of information; and that the most popular things to look up while travelling are restaurants, sites and events.

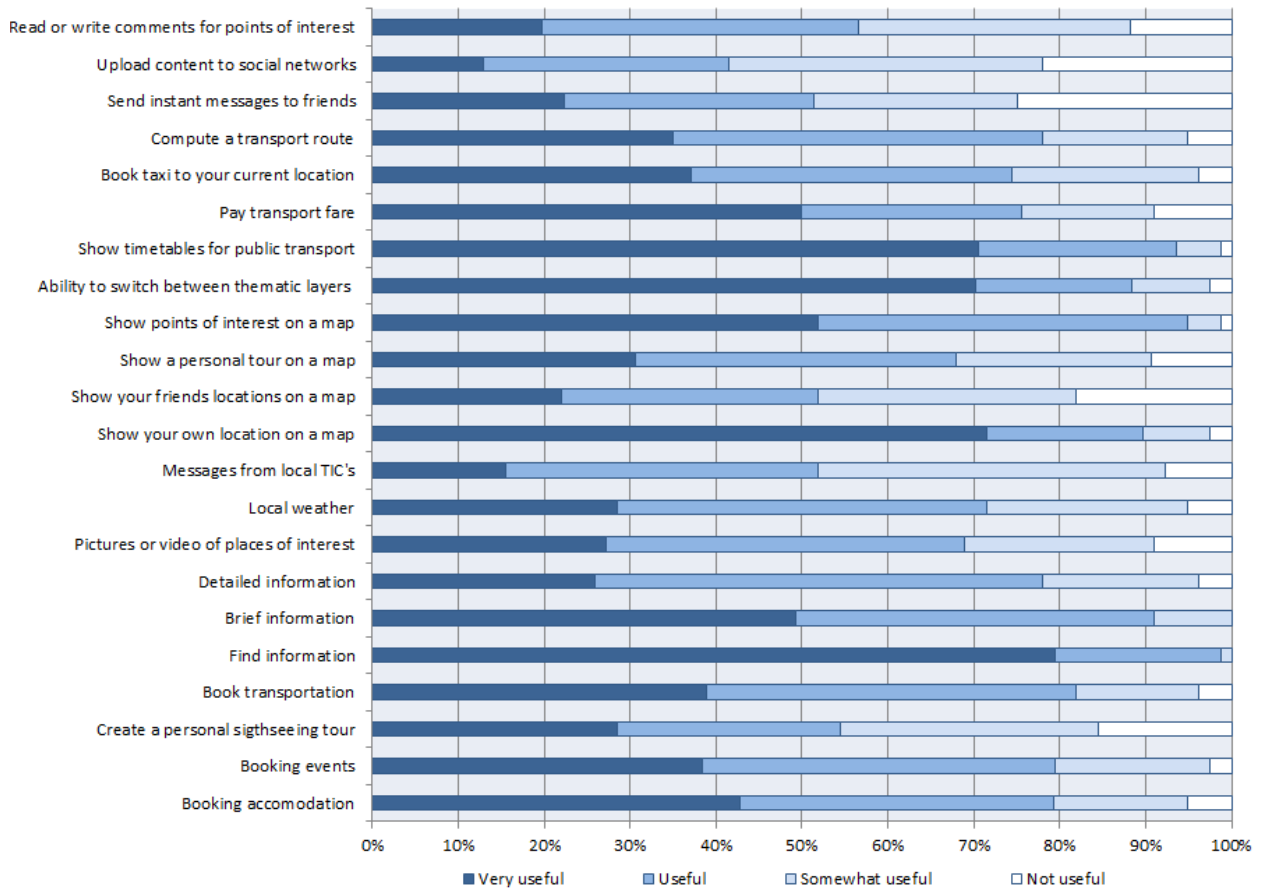
**Figure 3 – CRUMPET survey - Tourists information needs while on tour**



Source: Schmit-Belz, Laukkanen, Laamanen, Verissimio, Zipf, Aras, Posland 2010, p.15

When it comes to ranking possible functionality for a mobile tourist information application we present our findings in Figure 4 below. Here we note that almost 80% of the respondents think that being able to find information is a very important feature. Showing your own position on a map and viewing timetables for public are two other popular features. Notable here is that all three “social” functions, show friends location on a map, send instant messages to friends and upload content to social networks are ranked relatively low. They are ranked as very important only about 10-20% of the respondents.





Source: G. D. Abowd, C. G. Atkeson, J. Hong, S. Long, R. Kooper & M. Pinkerton (2012)

*Cyberguide: Atlanta*