

APPLICATION OF THE 4P CONCEPT IN TOURISM

Rakhimova Lolakhon

Asian international university

ARTICLE INFO.

Keywords: Tourism, tourist clusters, international tourism, tourist organization, tourist firm.

Abstract

This article discusses the application of the 4P concept in tourism and its advantages.

<http://www.gospodarkainnowacje.pl/> © 2024 LWAB.

When we take into account that it is a vital necessity for us to develop a strategy for the development of tourism in our economy, we should take into account and understand that when we moved to free market conditions, the attitude towards tourism in the international tourism market changed a lot. By this time, the tourism sector had become a significant and leading economic sector in the economy of many countries of the world. 350 mln. in the field of tourism at this time. a worker, a servant began to work, this indicator is higher than in any service provision sector.

Currently, there are two main tasks in tourism:

- 1) implementation of market relations in tourism and enrichment of these relations with content;
- 2) accepting the change of worldly relations in tourism as a timely innovation.

The first task is very important for the development of tourism in our country. Because the tourism market itself is not yet formed. Organizing this market and filling the market with tourism products is an extensive, multifaceted process that requires time and knowledge.

Since the buyers and consumers of goods and services in the tourism market are changing, maintaining the competitiveness of these market products, selling them and solving many other problems also requires the development of a unique management system in tourism.

Management of socio-economic events in the tourism industry is entrusted to tourist firms and tourist organizations in the conditions of our country.

This is the reason for the diversity of tourism. The main reason for the sudden development of this field is its diversity. All this diversity is understood as a journey made by a person beyond the limits of the environment in which he lives. Tourism is not only an important area of the economy, it is an important part of human life, tourism is an area that covers the relationship of a person with the external environment.

According to the Law of the Republic of Uzbekistan "On Tourism" - "Tourism is a physical person's place of permanent residence for health, educational, professional-practical or other purposes without engaging in paid activities in the place (country) he will leave for a year at the latest."

Tourism is a diversified, cross-sectoral socio-economic infrastructure complex consisting of the tourist

industry, which has production and non-production functions.

The tourism industry is a collection of hotels and other accommodation facilities, transportation facilities, catering establishments, entertainment facilities, dining, business, health and other facilities, tour operators and is a set of organizations that perform travel agency activities and institutions that provide travel services and guide translation services.

Tourism economy is a system of relations formed in the process of production, distribution, exchange and consumption of the results of tourist activity in the field of tourism.

The economy of a tourist firm consists of the sum of factors of production of income and intangible assets obtained as a result of the sale of tourist products and the provision of various other types of services.

Currently, the process of forming a national model of tourism is being implemented in the Republic of Uzbekistan. According to this model, the tourism market developed in the country affects the socio-political and economic situation of the country like any other market. It is an important tool for developing cooperation between countries and determining levels of investment and capital flow. It is known that in countries with a developed market economy, mainly private and commercial companies provide services to tourists. However, under any circumstances, tourism can develop only if the state creates an optimal economic and legal environment. If the state does not deal with the issues of professional training, protection of the natural and cultural environment, information and advertising work and simplification of formalities, then tourism will not reach the expected level of development. It is important to develop methodological and practical approaches related to the development of tourism by the state, the formation of the market of tourist services, the reformation of economic regulation methods and tools, the improvement of the organizational management systems of tourism, the increase of its export potential and, most importantly, the attraction of foreign investments. enough.

At the current stage of the development of society, the field of tourism services is manifested as a system covering social, economic, cultural-educational, political and other relations. Therefore, the relations between the subjects in the field are diverse, comprehensive and complex, and it is very difficult to achieve the goal of tourism without regulating them with clear, firmly established and stable legal norms. Also, in the field of tourism services, countries with countries, international organizations with countries, enterprises, institutions and organizations that are registered in the prescribed manner and have the right to provide tourist services, have a license, all accommodation facilities serving tourists, public catering and the effectiveness of communication processes between transport companies, cultural, educational, sports institutions, tourists, tour group leaders, excursion leaders, employees of the service for ensuring the safety of tourists, agencies protecting the rights of tourists, organizations and other entities in many ways It depends on the correct formation of the organization of the sector from the economic point of view. The reason is that if the development of the tourism services sector is organizationally optimal and flexible in relation to the conjuncture of the services market, then the quality and efficiency of the service will be higher.

In tourism, the 4P program is a traditional marketing model that plans to achieve market success through service creation, pricing, distribution, and promotion. A more complete interpretation of the 4P marketing mix in the field of tourism is as follows:

1. Product:

In tourism, a product is a set of services or experiences offered to a tourist. This can be different:

- Excursions (cultural, historical or eco-tourism destinations)
- Placement services (hotels, resorts, housing rentals)
- Transportation services (flights, bus tours, boat or train trips)

- Additional services (guide services, entertainment, local catering services, etc.)

It is necessary to be competitive in tourism by improving the quality of services and creating new types of services. Diversification of these products is important for tourism companies to attract customers.

2. Price:

The price determines the value of the service for customers and it is a very sensitive factor in the tourism industry. Prices are determined based on the following aspects:

- **Competitiveness:** The price of tourist services should be determined according to market trends. If it is higher than competitors, it is necessary to offer additional services that increase the value of the service or product.
- **Segmentation:** Tourists are divided into different categories based on their budget (high class, medium, budget tourists). Prices are set accordingly.
- **Season and seasonality:** Prices differ in high and low seasons in tourism. Prices are revised based on seasonal demand.

3. Location (Place):

It is the way in which products and services are distributed. Accommodation in tourism means a location that is convenient for customers to use the service. In this:

- **Travel agencies:** Physical or online agencies that sell services and advise tourists.
- **Online platforms:** Using online sites for booking travel and accommodation services (Booking.com, Expedia, etc.).
- **Direct selling:** Some companies provide services directly to their customers over the Internet, where customers book services on their own.
- **Cooperation system:** In tourism, various service entities cooperate (airlines, hotels, guides, etc.), which also creates convenience for customers.

4. Promotion:

This is the process of promoting and advertising tourist services in the market. Promotion strategies include:

- **Advertising:** TV advertising, online banners, advertising campaigns through social networks.
- **PR and marketing activities:** participation in international tourism exhibitions and events, attracting bloggers and journalists.
- **Sales Promotion:** Offering discounts, bonuses, special promotions or bundled services.
- **Digital marketing:** use of digital tools such as SEO, SMM (social media marketing), content marketing.

All this is designed to attract customers and increase loyalty. In the promotion strategy, separate campaigns can be conducted for different markets. For example, a multilingual advertising strategy is developed for international tourists, and additional services or benefits are provided for domestic tourists.

Impact of the 4P Model on Tourism:

The 4P model in tourism is aimed at improving the quality of service, maintaining high competitiveness in the market and meeting the demands of tourists. Successful management of these four factors contributes to the success of a tourism company and increases its market share.

In modern marketing, in addition to the 4P model, additional factors such as convenient and fast delivery of services to customers, improving the quality of services, increasing customer satisfaction and creating ease of use of services are also taken into account.

REFERENCES:

1. Shamsiya, A. (2023). HR MANAGEMENT AND COACHING IN THE INNOVATIVE ECONOMY AS A METHOD OF BUSINESS MANAGEMENT. *Modern Science and Research*, 2(10), 712-717.
2. Abidovna, A. S. (2024). The Importance of Personnel Management in the Operations of an Organization. *Miasto Przyszłości*, 49, 971-975.
3. Alimova, S. O. FEATURES OF THE STRATEGIC MANAGEMENT SYSTEM OF INDUSTRIAL ENTERPRISES. Kielce: Laboratorium Wiedzy Artur Borcuch.
4. Рахматов, Ж. А., Алимова, Ш. А., & Бобомуродов, К. Х. (2021). Стратегия инвестиционной политики Республики Узбекистан.
5. Алимова, Ш. А. (2021). ЦИФРОВАЯ ЭКОНОМИКА КАК НОВЫЙ ЭТАП ГЛОБАЛИЗАЦИИ. АКТУАЛЬНЫЕ ПРОБЛЕМЫ РАЗВИТИЯ НАЦИОНАЛЬНОЙ И РЕГИОНАЛЬНОЙ ЭКОНОМИКИ, 234-238.
6. Alimova, S. (2024). NEW APPROACHES TO THE EFFECTIVENESS OF INTERACTION BETWEEN PROFESSIONAL EDUCATION AND EMPLOYERS. *Modern Science and Research*, 3(7), 211-218.
7. Abidovna, A. S. (2024). COMMUNICATION PROCESS MANAGEMENT AS A TOOL TO IMPROVE THE EFFICIENCY OF MODERN ORGANIZATIONS. *Gospodarka i Innowacje.*, 49, 211-217.
8. Bazarova, M. (2024). MARKETING MANAGEMENT STRATEGY'S IMPORTANCE AND MODERN CONCEPT. *Modern Science and Research*, 3(6).
9. Bazarova, M. (2024). FEATURES OF BANKING MANAGEMENT IN THE ACTIVITIES OF COMMERCIAL BANKS. *Modern Science and Research*, 3(6).
10. Хайитов, Ш. Н., & Базарова, М. С. (2020). Роль иностранных инвестиций в развитии экономики Республики Узбекистан. In *Современные проблемы социально-экономических систем в условиях глобализации* (pp. 284-287).
11. Базарова, М. С., & Пулатов, Ш. Ш. (2019). Проблемы банковской системы узбекистана и пути их решения. *Современные проблемы социально-экономических систем в условиях глобализации*, 131-133.
12. Bazarova, M. S. (2022). FACTORS THAT ENSURE THE SUCCESSFUL IMPLEMENTATION OF A SYSTEM OF KEY PERFORMANCE INDICATORS IN THE FIELD OF HIGHER EDUCATION. *Galaxy International Interdisciplinary Research Journal*, 10(11), 582-586.
13. Базарова, М. С. (2021). ЭКОНОМИКА РЕСПУБЛИКИ УЗБЕКИСТАН И РОЛЬ ИНОСТРАННЫХ ИНВЕСТИЦИЙ В ЕЁ РАЗВИТИИ. In *Современные проблемы социально-экономических систем в условиях глобализации* (pp. 350-354).
14. Khudoynazarovich, S. A. (2023). CREATING VALUE IN A TOURIST DESTINATION.
15. Xudoynazarovich, S. A. (2024). KORXONA VA TASHKILOTLARDA PERSONALNI BOSHQARISH TIZIMI VA TAMOYILLARI. *Gospodarka i Innowacje.*, 48, 685-690.
16. Shadiyev, A. (2024). TA'LIM MENEJMENTI. TA'LIMNI BOSHQARISH USULLARI VA QARORLARI. *Modern Science and Research*, 3(6).

17. Khudoynazarovich, S. A. (2021). An Opportunity of Internet Marketing in Tourism Sphere. *International Journal on Economics, Finance and Sustainable Development*, 3(3), 356-361.
18. Shadiyev, A. (2022). EXPERIENCE IN THE DEVELOPMENT OF SINGAPORE TOURISM IN UZBEKISTAN. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 23(23).
19. Ibdulloevich, I. E. (2024). XIZMATLAR SOHASINI RIVOJLANTIRISHNING XORIJIY TAJRIBALARI.
20. Ibdulloevich, I. E. (2024). XIZMATLAR SIFATI VA RAQOBATBARDOSHLIGINI OSHIRISHNING TASHKILY-IQTISODIY MEKANIZMLARINI TAKOMILLASHTIRISH YO‘NALISHLARI.
21. Ibdulloevich, I. E. (2024). Ijtimoiy Soliq Stavkasini Kamaytirish Orqali Davlat Budjeti Daromatlarini Oshirish Imkoniyatlari. *Gospodarka i Innowacje.*, 48, 348-353.
22. Ikromov, E. (2024). SCIENTIFIC AND THEORETICAL BASIS OF INCREASING THE EFFICIENCY OF SERVICE ENTERPRISES. *Modern Science and Research*, 3(2), 103-109.
23. Ikromov, E. (2024). FEATURES AND ADVANTAGES OF SERVICE ENTERPRISES. *Modern Science and Research*, 3(2), 98-102.
24. Khalilov, B. B. (2024). INTERNATIONAL ACCOUNTING ANALYSIS. *Gospodarka i Innowacje.*, 48, 740-745.
25. Халилов, Б. Б., & Курбанов, Ф. Г. (2020). Важность подготовки кадров в экономике. *Вопросы науки и образования*, (6 (90)), 12-14.
26. Khalilov, B. B. (2024). ROLE OF INTERNAL AUDITING IN INTERNATIONAL COMPANIES. *Gospodarka i Innowacje.*, 47, 413-419.
27. Bakhodirovich, K. B. (2023). CONCEPTUAL FOUNDATIONS OF IMPROVING ACCOUNTING IN SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP. *IMRAS*, 6(6), 161-165.
28. Bahodirovich, K. B. (2023). The International Financial Reporting Standards (IFRS) Mean to Businesses and Investors in Uzbekistan. *Miasto Przyszłości*, 42, 746-750.
29. Nafisa, R. (2024). THE PLACE AND ROLE OF TOURISM IN THE ECONOMY OF UZBEKISTAN. *Gospodarka i Innowacje.*, 48, 279-284.
30. Mukhammedrzaevna, T. M., Bakhridinovna, A. N., & Olimovna, R. N. TOURIST LOGISTICS AND SUPPLY CHAIN MANAGEMENT: STRATEGIES FOR REDUCING COST AND IMPROVING SERVICE. *Zbiór artykułów naukowych recenzowanych*, 90.
31. кизи Рахмонкулова, Н. О. (2023). КИЧИК САНОАТ ЗОНАЛАРИНИНГ ХУДУДЛАР ИҚТИСОДИЁТИНИ РИВОЖЛАНТИРИШДАГИ ЎРНИ. " Экономика и туризм" международный научно-инновационной журнал, 6(14).
32. Орипов, М. А., Аминова, Н. Б., & Рахманкулова, Н. О. (2020). Экологически чистое и устойчивое управление цепочками поставок в экономике платформы. *Вестник науки и образования*, (13-2 (91)), 28-30.
33. Bakhridinovna, A. N., & Kizi, R. N. O. (2021). The impact of the digital economy on resource consumption.
34. Nafisa, R. (2024). THE ROLE OF THE MODERN MANAGER IN THE ECONOMY. *Gospodarka i Innowacje.*, 49, 148-154.
35. Raxmonqulova, N. (2023). THE DEVELOPMENT OF CRYPTOCURRENCIES IN THE

- DIGITAL ECONOMY. Modern Science and Research, 2(10), 192-194.
36. Ruzmetov, B., Jumaeva, Z. K., & Xudayarova, M. (2021). International experience in attracting foreign direct investment. *International Journal on Economics, Finance and Sustainable Development*, 3(4), 38-43.
37. ЖУМАЕВА, З. СТРАТЕГИЧЕСКИЕ НАПРАВЛЕНИЯ ФОРМИРОВАНИЯ ТОЧЕК ПРОИЗВОДСТВЕННОГО РОСТА В БУХАРСКОЙ ОБЛАСТИ. *ЭКОНОМИКА*, 4, 455-458.
38. Жумаева, З. К. (2023). Потенциал инвестиционной стратегии развития региона. *Gospodarka i Innowacje*, 41, 333-337.
39. Jumayeva, Z. (2024). THE NEED FOR AN INNOVATIVE APPROACH IN MANAGING ORGANIZATIONS. *Modern Science and Research*, 3(1), 557-562.
40. Ruzmetov, B., Ruzmetov, S., Bakhtiyarov, S., Dzhumaeva, Z., & Juraev, K. (2023). Formation of supporting points for production growth based on diversification of the regional industry. In *E3S Web of Conferences* (Vol. 449, p. 01001). EDP Sciences.
41. Jumayeva, Z. Q. (2024). METHODOLOGY OF DEVELOPMENT OF COMPREHENSIVE DEVELOPMENT PROGRAMS OF THE REGION BASED ON THE ACTIVATION OF INVESTMENT PROCESSES. *EUROPEAN JOURNAL OF BUSINESS STARTUPS AND OPEN SOCIETY*, 4(7), 137-140.
42. Hakimovich, T. M. (2024). IQDISODIY NOCHOR KORXONALARNI MOLIYAVIY SOGLOMLASHTIRISHNING MOLIYA-KREDIT MEXANIZMLARINI TAKOMILLASHTIRISH.
43. Hakimovich, T. M. (2024). KORPORATIV KORXONALARDA ISH O'RINLARINI YARATISH VA BANDLIKNI TA'MINLASHNING SAMARALI USULLARI.
44. Hakimovich, T. M. (2024). MINTAQALARDA TADBIRKORLIK FAOLIYATI RIVOJLANISHIGA INVESTITSIYA JALB QILISH.
45. Hakimovich, T. M. (2024). ZAMONAVIY MENEJMENT YONDASHUVLARI ASOSIDA XALQ TA'LIMI TIZIMINI BOSHQARISHNI TAKOMILLASHTIRISH.
46. Hakimovich, T. M. (2024). XIZMAT KO 'RSATISH SOHASI RIVOJLANISHINING IJTIMOIIY-IQTISODIY AHAMIYATI VA TAMOYILLARI. *Gospodarka i Innowacje*, 48, 341-347.
47. Toshov, M. (2024). IMPROVING PUBLIC EDUCATION SYSTEM MANAGEMENT BASED ON MODERN MANAGEMENT APPROACHES. *Modern Science and Research*, 3(6), 716-722.
48. Toshov, M. (2024). WAYS TO DEVELOP AGROTOURISM AND ITS INFRASTRUCTURE IN POST-PANDEMIC CONDITIONS. *Modern Science and Research*, 3(6), 723-729.
49. Toshov, M. (2024). EFFECTIVE METHODS OF CREATING JOBS AND PROVIDING EMPLOYMENT IN CORPORATE ENTERPRISES. *Modern Science and Research*, 3(6), 710-715.
50. Toshov, M. (2024). ATTRACTING INVESTMENT TO THE DEVELOPMENT OF BUSINESS ACTIVITIES IN THE REGIONS. *Modern Science and Research*, 3(6), 696-702.
51. Sodiqova, N. (2024). THE MAIN STAGES OF THE INNOVATION PROCESS IN THE ENTERPRISE AND ITS MANAGEMENT. *Modern Science and Research*, 3(6), 703-709.
52. Sodiqova, N. (2024). MANAGEMENT OF INNOVATIONS IN ENTERPRISE ACTIVITY OPPORTUNITIES TO USE FOREIGN EXPERIENCE. *Modern Science and Research*, 3(6), 688-695.
53. Sodiqova, N. (2024). THE MAIN METHODS OF SELECTING INNOVATIVE PROJECTS.

Modern Science and Research, 3(6), 682-687.

54. Turayevna, S. N. (2024). THE ESSENCE AND CONTENT OF THE CONCEPT OF EMPLOYEE MOTIVATION IN BUSINESS MANAGEMENT. *Gospodarka i Innowacje.*, 48, 554-558.
55. Sodiqova, N. (2024). KORXONALARDA INNOVATSION LOYIHALARNI BAHOLASH TARTIBI VA TANLASH USULLARI. *Modern Science and Research*, 3(6).
56. Sodiqova, N. (2024). KORXONADA INNOVATSIYANING MOHIYATI VA UNING ASOSIY TUSHUNCHALARI. *Modern Science and Research*, 3(6).
57. To'rayevna, S. N. (2024). YANGI IQTISODIYOT VA UNING MOLIYA BOZORLARIGA TA'SIRI. *Gospodarka i Innowacje.*, (45), 333-339.
58. Turayevna, S. N. (2024). THE EFFECT OF LABOR PROMOTION ON WORK EFFICIENCY. *Gospodarka i Innowacje.*, 49, 142-147.
59. Bustonovna, D. Z. (2024). CREATIVE THINKING AND ITS APPLICATION IN ECONOMICS.[Data set]. Zenodo.
60. Bostonovna, D. Z. (2023). CONCEPTUAL BASIS OF IMPROVEMENT OF BANK AUDIT IN COMMERCIAL BANKS. *IMRAS*, 6(6), 118-124.
61. Bostonovna, D. Z. (2023). USE OF FOREIGN EXPERIENCE IN IMPROVING THE ORGANIZATIONAL STRUCTURE OF COMMERCIAL BANKS. *International Journal of Education, Social Science & Humanities*. Finland Academic Research Science Publishers, 11(9), 607-613.
62. Bostonovna, D. Z. (2023). WAYS OF USING REENGINEERING IN ENTERPRISES. *International Journal of Education, Social Science & Humanities*. Finland Academic Research Science Publishers, 11(7), 430-435.
63. Bostonovna, D. Z. (2023). CONCEPTUAL BASIS OF IMPROVEMENT OF BANK AUDIT IN COMMERCIAL BANKS. *IMRAS*, 6(6), 118-124.
64. Jumayeva, Z. (2024). ROLE OF THE STATE IN REGULATING THE ECONOMY. *Modern Science and Research*, 3(1), 511-516.
65. Akbarovna, N. N. (2024). XIZMAT KO 'RSATISH SOHASINING TASNIFIY BELGILARI. *Gospodarka i Innowacje.*, 48, 357-364.
66. Akbarovna, N. N. (2024). OPPORTUNITIES FOR THE DEVELOPMENT OF CRYPTOCURRENCIES IN THE DIGITAL ECONOMY. *Gospodarka i Innowacje.*, (45), 320-326.
67. Akbarovna, N. N. (2024). XIZMAT KO 'RSATISH KORXONALARIDA IQTISODIY RESURSLARDAN FOYDALANISH SAMARADORLIGINI BAHOLASH MEZONLARI VA KO 'RSATKICHLARI. *Gospodarka i Innowacje.*, 46, 326-335.
68. Naimova, N. (2024). STRATEGY OF DIGITALIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES OF THE STATE TAX COMMITTEE. *Modern Science and Research*, 3(2), 635-641.
69. Akbarovna, N. N. (2024). KORXONADA MEHNAT FAOLIYATINI TASHKIL ETISHNING MOHIYATI VA ASOSLARI. *Gospodarka i Innowacje.*, 49, 133-141.
70. Akbarovna, N. N. (2023). RAQAMLI IQTISODIYOTDA MOLIYA VA MOLIYAVIY TEXNOLOGIYALARNING ORNI. *Gospodarka i Innowacje.*, 41, 446-449.
71. Naimova, N. (2024). DIGITALIZATION IN OUR COUNTRY'S EDUCATION SYSTEM AND APPLICATION IN THE DIGITAL WORLD. *Modern Science and Research*, 3(1), 912-917.

72. Mahmudovna, Q. G. (2024). RAQOBAT STRATEGIYASINI SHAKLLANTIRISHDA RAQOBATNI BAHOLASH USULLARIDAN SAMARALI FOYDALANISH YO'LLARI. *Gospodarka i Innowacje.*, 48, 715-720.
73. Mahmudovna, Q. G. (2024). Oliy ta'lim muassasalari raqobatbardoshligini oshirishda innovatsion faoliyatning ahamiyati.
74. Mahmudovna, Q. G. (2024). Oliy ta'lim muassasalari raqobatbardoshligini tavsiflovchi omillar. *Gospodarka i Innowacje.*, 46, 620-627.
75. Mahmudovna, G. G. (2024). Competitive strategies, the importance of using innovation in their implementation. *Iqtisodiyot va zamonaviy texnologiya jurnali| journal of economy and modern technology*, 3(5), 8-14.
76. Mahmudovna, Q. G. (2024). Raqobat strategiyalari, ularni amalga oshirishda innovatsiyalardan foydalanishning ahamiyati. *Iqtisodiyot va zamonaviy texnologiya jurnali| journal of economy and modern technology*, 3(5), 15-21.