

ISSUES OF SATISFYING THE NEEDS OF TOURISTS THROUGH THE ADVANTAGES OF GEOGRAPHICAL SEGMENTATION IN TASHKENT REGION

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Annotation: *In this article, taking into account the market conditions in the Tashkent region, the ways of meeting the primary needs of local and foreign tourists are described in detail in the light of a number of useful aspects of geographic segmentation.*

Key words: *Tourism, geographic segmentation, market, infrastructure, Tashkent region, Free Economic Zone, industrial parks, need, potential travelers, benefit, income streams, diversification, geographical factors, distribution, dealers*

INTRODUCTION

In the dynamic world of tourism, understanding and meeting the diverse needs of travelers is critical to success. One effective way to do this is through geographic segmentation. By segmenting the market based on geographic factors such as location, climate, and cultural preferences, tourism businesses can tailor their offerings and marketing strategies to specific customer segments. This article highlights the importance of geographic segmentation in the tourism industry of Tashkent region and examines how it can lead to increased business opportunities and satisfaction of local and foreign tourists. It should be noted that one of the main pillars of market infrastructure is geographic segmentation.

MAIN PART

Tashkent region is currently experiencing rapid economic, social, and tourism changes as its market infrastructure continues to adapt to the changing economic landscape. With a focus on modernization, innovation and investment, the province is becoming a vibrant hub that attracts local and international business. Special economic zones and industrial parks were established in Tashkent region to attract investments and help expand business. Due to the fact that Uzbekistan is gradually transitioning to a market economy, primarily developing small and medium-sized businesses, new forms of territorial organization of industry such as a free economic zone and a small industrial zone have emerged in our country. Today, 14 free economic zones are operating in our country. 62 projects have been implemented in the free economic zones "Navoi", "Angren", "Jizzakh", "Urgut", "Gijduvon", "Kokand" and "Hazorasp". Development of 7 new free economic zones, such as "Nukus-farm", "Zominfarm", "Kosonsoy-farm", "Sirdaryo-farm", "Boysun-farm", "Bo'stonliqfarm", "Parkent-farm" specializing in the field of pharmaceuticals consistent work is being carried out [1]. These special zones provide a

number of benefits for businesses, including tax breaks, simplified administrative procedures and access to modern infrastructure. Notable examples in the region include Angren Free Economic Zone and Parkent Free Economic Zone. These zones have been successful in attracting local and foreign investors, developing various sectors, including manufacturing, logistics, technology and services. The establishment of SEZs and industrial parks not only created employment opportunities but also increased the overall economic growth of the region. Tashkent region has a huge tourist potential. For example, the region has natural conditions for the development of extreme and mountain tourism, i.e. sledding, snowboarding, paragliding and hang-gliding, cycling, motor sports and extreme sports, as well as ecological and agricultural tourism. In particular, in the mountains of the Tashkent region, there is the Charvoq reservoir, on its shores there are many boarding houses, recreation areas and children's sports health camps. The majestic western Tianshan Mountains are home to many hiking trails and trails, waterfalls, caves, ravines, groves and gardens, which were included in the UNESCO World Heritage List in 2016. In addition, "Ugom-Chotkal" National Park includes 230 species of animals, 1800 species of plants and 4 natural lakes (Urungach, Bodak, Shovuri, Ikhnoj) [2].

Geographic segmentation is a marketing strategy that involves dividing the market based on various geographic factors such as location, climate, culture, and infrastructure. This segmentation method aims to understand the specific needs and preferences of customers in a particular region. In the example of Tashkent region, geographic segmentation plays a crucial role in meeting the various needs of tourists visiting this wonderful region of Uzbekistan. One of the main effects of geographic segmentation for the needs of tourists in the Tashkent region is the adaptation of offers based on the specific characteristics of different regions. Uzbekistan, especially its capital, Tashkent, is known for its rich cultural heritage, unique architecture and vibrant traditions. By segmenting a region, geographers can analyze the attributes of each region and select experiences that match the preferences and interests of tourists in those specific locations. For example, historical and cultural sites such as the Khasti Imam Complex or Chorsu Bazaar in Old Tashkent attract tourists looking for an authentic local experience [3]. On the other hand, geographic segmentation also helps to cater to the needs of adventure and nature lovers. In particular, the Chimyon Mountains in the Tashkent region and the nearby Charvoq Reservoir offer a variety of outdoor activities, such as skiing and water sports. Recognizing this segment of tourists, geographers can develop packages that include adventure tours, sports equipment rental services, and comfortable accommodations at mountain resorts. In addition, geographic segmentation allows for better infrastructure planning and development. Depending on the specific needs of tourists in different regions, investments can be made to improve transport, communication networks and accommodation options. This, in turn, attracts more tourists to explore the Tashkent region, benefiting both the local economy and the tourism industry. Another effect of geographic segmentation is the ability to target markets more effectively. For example, the

region's rich Islamic heritage makes it a major attraction for Muslim tourists. Knowing this, marketers can focus on creating halal-friendly packages that include access to mosques, providing halal food, and information about mosques and places of religious significance. Tashkent region can present itself as such, adapting its offerings to meet the specific needs of commodity markets. However, it should be noted that geographic segmentation can also have disadvantages. Focusing too much on certain segments can lead to neglect of other potential markets and limit the overall growth and diversity of tourism in Tashkent region. Therefore, a balanced approach is essential to ensure that the benefits of geographic segmentation are maximized while taking into account the broader market. Geographical features of this approach include administrative demarcations, geographic divisions, and climatic divisions. For example, in which administrative territorial border is the buyer located more. There are 13 territorial units in our republic. These divisions differ from each other in population density, number and socio-economic level. People also have different purchasing power. Also, these territorial divisions can be divided into several groups depending on the condition of the land. For example, fertile, swampy valleys, newly developed lands, steppe, desert, barren zones. Another sign that must be taken into account when dividing buyers into segments in our Republic is the level of urbanization of the population. That is, currently only 35-40% of the population of the republic live in cities, and the remaining 60-65% live in villages. This affects the determination of the nature of the population's needs for goods [4].

We can consider ways to increase the benefits of geographic segmentation in the following points:

1. Targeting potential travelers. Geographic segmentation plays a crucial role in identifying and targeting potential travelers. By analyzing data related to demographics, interests, and geographic locations, tourism businesses can identify profitable markets. For example, a beach destination may focus its efforts on attracting ocean-loving tourists from landlocked regions, while a winter sports resort may target individuals living in cold climates where winter activities are limited. By understanding the needs and preferences of different geographic segments, businesses can effectively tailor their marketing campaigns and offers to attract the right customers.

2. Tailoring Experiences: Geographic segmentation allows tourism businesses to customize experiences for specific customer groups. Different regions have their own characteristics, attractions and cultural nuances. By considering these characteristics, businesses can provide personalized experiences tailored to travelers in a specific geographic segment. For example, a tour operator that makes packages for adventure enthusiasts might offer mountain tours or wildlife safaris, while for urban explorers, they might offer city tours or cultural experiences in busy cities. Such personalized experiences increase customer satisfaction and encourage repeat visits.

3. Adapting to local preferences: Understanding the cultural and social preferences associated with specific geographic regions is important in the tourism industry. By taking

into account local customs, traditions and languages, businesses can offer services that match the expectations of target customers. This can be as simple as providing multilingual staff, including local cuisine in menu options, or adapting entertainment to local traditions. Adapting to local preferences not only enhances the overall traveler experience, but also fosters cross-cultural exchange and appreciation.

4. Diversification of revenue streams: Geographical segmentation can also open up new sources of revenue for the tourism business. By targeting different geographic segments, companies can expand their customer base and enter previously untapped markets. For example, a hotel that previously catered primarily to domestic travelers may be able to market itself strategically.

5. Based on general information Geographic segmentation—or data-based segments in general—also has the following advantages: They define or construct segments based on data that is judged to be available. It is very suitable for tourist service experience. For example, interesting leisure activities are probably better for tourists to convey to potential visitors than to appeal to them. By constructing relatively homogeneous segments using socio-demographic criteria, the pieces of information that have the greatest impact on decision-making are faced with the uniformity of the tourist service with leisure activities, which represent an integral part of the process (destination selection process). arrival brings relief [5].

Dealers can segment the market based on geographic criteria, such as states, regions, countries, cities, neighborhoods, or zip codes. A geo-cluster strategy does not mix demographic data with geographic data for greater accuracy or definition. In rainy areas, dealers can easily sell raincoats and umbrellas. Can sell warm clothes in winter areas. A small business product store targets local customers, while a larger department store focuses its marketing on different areas within a larger city or region. This segmentation is very important and defined as the first step for international marketing [6]. Geographic segmentation takes into account factors such as country, city, climate, landscape and proximity to attractions. By analyzing these factors, tourism operators can gain valuable insights into the preferences and motivations of potential customers in different geographic areas. For example, tourists from colder regions may seek destinations with warmer climates, while those from cities may be drawn to nature-based experiences in rural areas. One of the main advantages of geographic segmentation in tourism is the ability to adjust marketing efforts. By understanding the characteristics and characteristics of different regions, tourism businesses can tailor their advertising activities to resonate with specific target markets. For example, an adventure tourism company could create different advertising campaigns in mountain areas and coastal areas, highlighting the unique outdoor activities available to customers in each location. Geographic segmentation also allows tourism operators to tailor their products and experiences to specific geographic preferences. For example, a resort in a tropical destination will prioritize amenities such as beach access, water sports facilities, and lush gardens to

attract tourists from cold climate regions. Similarly, a tour operator targeting urban visitors may focus on offering cultural experiences, city tours, and shopping opportunities. In addition, geographic segmentation plays a crucial role in target marketing and development. By identifying key markets and target segments for a target, tourism authorities can effectively allocate resources, develop appropriate infrastructure, and plan promotional campaigns. In addition, understanding the geographic profile of visitors can help tourism destinations diversify their offerings and develop tourism products tailored to specific geographic segments, thereby promoting sustainable tourism. Geographical segmentation basically means dividing the market based on location. The belief that consumers living in one region share some interrelated wants and needs and that those wants and needs may be very different from consumers living in other regions of the world is based on geographic segmentation. For example, some products and services are in high demand in one region, but not in other regions. Despite its meaning, geographic segmentation can vary from region to region [7].

CONCLUSION

In conclusion, it can be said that geographical segmentation is of great importance in the formation of tourism industry in Tashkent region. By segmenting the market based on geographic factors such as location, proximity, and accessibility, tourism authorities and businesses can offer their offerings to local and foreign tourists. Also, the role of geographic segmentation in tourism cannot be ignored. In an increasingly competitive industry, researching the current needs and preferences of tourists is essential for tourism businesses to effectively target and tailor their offerings.

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