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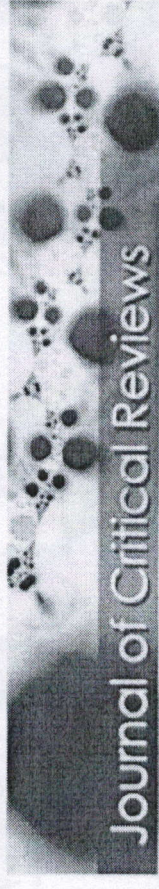
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OPPORTUNITIES OF MOBILE MARKETING IN TOURISM

Aluramey Critikson Kayumovich, Fermanov Erin Alimovich, Snodfer Alisher Khudoyozorovich, Sharifova Shakhobon Shakhobonov, Bazarova Alomidat Sapliyeva

ABSTRACT

This article described opportunities of mobile marketing in tourism. Mobile marketing is the implementation of marketing activities through mobile devices. The use of advanced innovative technologies also has great potential in terms of optimizing the time and variety of choice of the necessary tourist product for travelers. Thanks to real-time information exchanges, reduced documentation required at border crossings and the elimination of language barriers, potential tourists get huge benefits when traveling.

Key words: marketing, digital marketing, tourism, digital tourism, mobile technologies, mobile communication generations, mobile marketing strategy.

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OPPORTUNITIES OF MOBILE MARKETING IN TOURISM

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Abstract

This article describes opportunities of mobile marketing in tourism. Mobile marketing is the implementation of marketing activities through mobile devices. The use of advanced innovative technologies also has great potential in terms of optimizing the time and variety of choice of the necessary tourist product for travelers. Thanks to real-time information exchanges, reduced documentation required at border crossings and the elimination of language barriers, potential tourists get huge benefits when traveling.

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INTRODUCTION

At the present stage of development of the tourism sector, information technologies and software tools play an important role. Evolution and technological progress penetrate tourism and the organization of excursion activities: unique multimedia guides for mobile phones using GPS navigation are developed and offered to tourists.

The penetration of the internet in the tourism sector and the development of appropriate online services allows you to use direct contact with the consumer, instant booking and electronic payments. New projects are developing in the industry, making the tourism product even more affordable, providing an almost perfect market with a multitude of offers and reducing marketing costs for small companies due to profitability of sales.

The widespread use of web resources by potential tourists has led to the emergence of digital tourism, the development of intelligent web services to develop recommendations that help customers make travel directions and decisions in the field of tourism. That digital tourism is the use of digital tools in the planning, organization, control and enjoyment of travel, with a set of electronic services provided to travelers before, during and after the trip [1].

The development of digital tourism has changed the way brands and companies use technology for marketing. As digital platforms are increasingly embedded in marketing plans and everyday life, and as people use digital devices instead of visiting regular offices, digital marketing campaigns are becoming more common and effective.

Although the Internet has changed the methodology of marketing theories, the fundamental principles remain unchanged. People use new technologies for the same old communication result.

Digital marketing covers many common problems of traditional marketing tools, such as strategy, segmentation and market research. However, some specific aspects of the digital environment create a number of unique features. Digital marketing has clear advantages in most areas, but effective communication is an effort.

hotel business has been investigated, the possibilities and advantages of using global reservation and reservation systems of tourism services in the development of the tourism and hospitality market are described, the directions of using multimedia technologies in social and cultural services and tourism are presented [2].

Mobile technologies open up new travel opportunities as digital tourists, for whom travel experiences are reinforced by information and entertainment (but not exclusively) by their new "travel buddy" - a mobile technology device [3]. The tourism industry does not should lose opportunities to attract this new kind of authorized tourist.

Leung et al. [4] argue that these social networks are one of the "megatrends" that have influenced the tourism industry, online reviews now have a significant element of tourism and hospitality activities and management. Companies and researchers should recognize the importance of these customer reviews in sectoral investigation and management [5]. Indeed, Wu and Pearce (2013) and Zhou et al. (2014) noted that the advent of the digital tourism era has provided scientists and researchers with cost-effective "new sources of information" in the form of "ideas and real voices" [6]. Information and communication technologies (ICTs) are revolutionizing tourism and creating opportunities for new levels of service and interaction with the environment [7].

The concept of mobile marketing is a set of marketing activities aimed at promoting goods or services using mobile communications. At the same time, mobile marketing is positioned as an interactive marketing tool, marketing communications in the implementation of which a mobile phone is involved. The main advantages of mobile marketing are efficiency, and the fact that it is easily integrated into a traditional advertising company expands the advertising and media capabilities of other media.

The methodology used in this research was based on the study and analysis of the relevant literature. For this, we used the integrated literature review method. During our research, we have been studied past and present research, which are focused on the mobile marketing and digital tourism. Lectures, conference materials, internet publications and journals devoted

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to the study of this field, as well as new literature on the subject and prospective project data were studied, and methods such as analysis, synthesis, critical thinking, and generalization were used.

RESULT AND DISCUSSION

In the context of globalization of the global economy, tourism plays an important role in the development of states and regions, being the main component of the service sector.

Despite the lower capital intensity compared to modern industrial sectors, tourism generates more employment for the country's population, including job creation. Tourism and travel is one of the largest industries in the world, which is a powerful incentive for global economic development. In the course of the study, the main directions of the use of information technology in tourism were identified.

This is the transformation of tourism into a profitable sector of the national economy by creating a highly profitable industry tourism, capable of producing and marketing a high-quality, competitive product in the conditions of the international tourism market; increase the tourism potential of the region; conservation and rational use of cultural-historical and natural-recreational resources; ensuring the availability of tourist resources for all segments of the population, the maximum satisfaction of needs for tourist services; stimulation of employment; increasing the efficiency of interaction between public and private structures in the field of tourism; small business and private development entrepreneurship.

Generational change in mobile systems is becoming more pronounced and accurate than in the personal computer or television technology industry. Changes in the world of mobile communications: 1G (visual "First Generation" - first generation) - these are analog communication systems (NMT, AMPS standards); the second generation - 2G, digital communication systems based on channel switching (GSM, DAMPS and sdmaOne standards); the third generation - 3G, along with circuit switching, also provides packet switching (UMTS and CDMA-2000 standards); The fourth generation - 4G networks are built on the basis of full packet IP switching (LTE Advanced, IEEE802.16m (WiMAX) and IEEE802.11ac (Wi-Fi) standards; The fifth generation - 5G (Table 1).

Table 1. The evolution of mobile communication systems

Table with 6 columns: Mobile communication generations, Year of commencement of works, Years of launch, Services provided, and three unlabeled columns. Rows include 1G (1970), 2G (1991), 3G (1990), 4G (2000), and 5G (2015).

Source: prepared by author based on the data from internet

In our opinion, the tourism business is a mobile business. Its representatives need to constantly be in touch with customers, coordinate any situations remotely, be able to respond to any questions and comments as quickly as possible, be prepared to offer last-minute tours and tours - the list of actions can be almost endless. An important assistant to the travel agency will be a specially developed mobile application for the tourism industry.

It should be noted that, despite the development of information systems, these technologies are not a significant enough tool in the modern tourism business, while information technologies abroad are an integral part of some major tourism and sociocultural projects. Information systems play a special role in the development of long-term tourism development planning projects in the region. Among IT developers and the most advanced participants in the tourism market, active work is already underway to introduce

and adapt mobile technologies to optimize business and improve the quality of services for tourists. It is mobile technology that will have the greatest impact on ways to search and book travel in the future. A cell phone with a modern operating system and a package of useful programs for travelers will save time and money, find sights and become an indispensable assistant during trips. Mobile technologies can significantly help not only travelers, but also travel managers, giving them the opportunity to expand the

range of services for customers. So, many companies, including those on the Russian market, offer SMS alerts on changes in flight schedules, details and booking status. Mobile technology is beginning to play a very important role in the field of sales. Today, a traveler can pay for air transportation from his mobile phone and receive the necessary bar code for registration and boarding

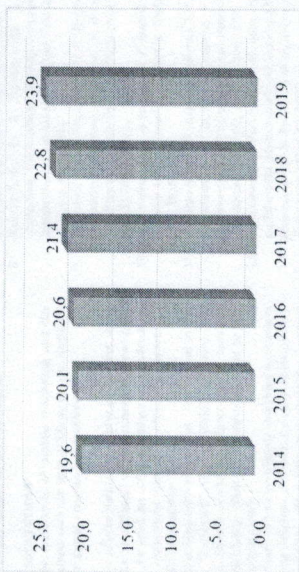


Figure 1. Number of mobile subscribers in Uzbekistan (mln.)

Source: prepared by author based on the data from stat.uz and mitc.uz

Today, mobile marketing has a whole arsenal of technical and marketing solutions that can solve a number of different tasks. The easiest way to differentiate mobile marketing based on the systemization of conventional marketing tools. That is, the same principle applies to mobile marketing: mobile advertising is just one of the tools of mobile marketing. Mobile communities are special mobile portals for communication, dating, entertainment, content sharing and more.

The main value of advertising in mobile applications is the ability to quickly and without large financial investments to get new customers and increase conversion, as well as increase brand awareness of the advertiser company. The number of installed mobile applications is growing exponentially every day. According to statistics, approximately 25 mobile applications are downloaded and updated with one smartphone within a month, about 13 of them are used regularly. A target audience of several thousand and even millions of users is the main goal of successful online retailers. With proper targeting and the form of submitting mobile ads, the number of real sales can be increased by 25% or more.

Among the technical tools that a skilled marketer can successfully use today:

SMS marketing is the most common type of mobile marketing, widely used due to its simplicity and convenience for subscribers and advertisers (e.g. SMS promotions and quizzes). IVR-voice services is a technology that is only gaining momentum in our country. These include voice greetings, toasts, anecdotes, horoscopes, voice chat, etc.

Mobile content - pictures, melodies, logos, themes for decorating phones, slide shows, etc. The advantage of mobile content is that

it can act as a guaranteed prize in any mobile marketing campaign, and it does not force the subscriber to go to the prize center. Any participant can receive prize content on their phone anytime, anywhere. Mobile content can also be branded, i.e. contain branded elements of the brand (company ringtone, pictures with the image of products, etc.)

Applications and games - small programs located in the memory of a mobile phone, written in the Java language. Many companies offer the development of branded Java applets and exciting Java games using their own Java development division. Games and applications can be branded for a specific client (containing branded screensavers, logos, etc. the brand can be integrated into the mechanics of the game).

Wireless technology that allows you to transfer messages, pictures, melodies, any content between phones over a long distance. Bluetooth technology is widely used when holding mass events in clubs or at other events. QR code is a matrix code developed and presented by the Japanese company Denso-Wave in 1994. The abbreviation QR is derived from English, quick response, which translates as "quick response". The main advantage of the QR code is its easy recognition by scanning equipment (including the camera of a mobile phone) which makes it possible to use it in trade, production and logistics. It received the greatest recognition among mobile users by installing a recognition program. The subscriber can instantly enter text information in your phone, add contacts to the address book, follow web links, send SMS messages, etc.

Mobile marketing - marketing communications with the target audience through a mobile phone (Figure-2).

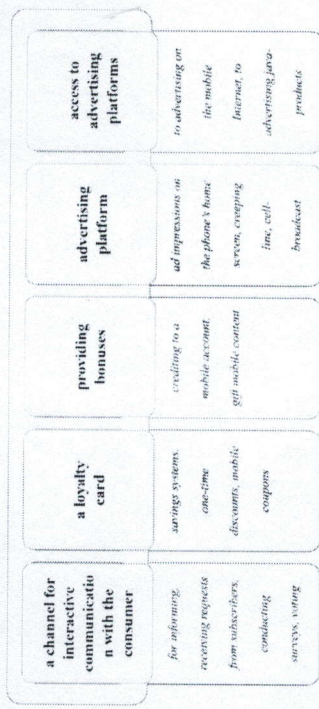


Figure 2. Purpose of using a mobile phone for mobile marketing

Source: prepared by author

Advertising in applications - the main advantages of using advertising in Android iOS and other platforms have a number of advantages compared to alternative channels of information transfer:

- CTR of ads on mobile devices is much higher than on PC;
- coverage of potential buyers of products is higher, and placement fees are much lower;
- work with clients in real time, and rfb advertising will always be shown "in place and in time";

More opportunities to quickly promote a new application, product or service - this is an effective way to strengthen the brand's position.

Modern marketing strategies and technologies that we use allow us to "recognize" a potential customer from thousands of mobile applications based on the instant analysis of many data: geographical, demographic, thematic, time parameters and other. Let's also consider the main tasks that mobile marketing can solve (Table 2).

Table 2. Main tasks of mobile marketing

Sales promotion	a mobile phone is used to register the code found on the package or under the product cover (via SMS). The subscriber finds the code, sends it by SMS to the short number and takes part in the draw, quiz, loyalty program, etc.
Loyalty programs	mobile marketing makes it easy to implement loyalty programs associated with accumulating points, discounts, etc. After each purchase, the subscriber can register the purchase by SMS or through the WAP site, thereby accumulating prize bonuses.
Quizzes	actions aimed at increasing brand awareness; increasing the number of contacts with the brand. After sending a certain code via SMS, the participant receives questions with answer options and sends the correct answers back via SMS.
Surveys	SMS or WAP can be used as a consumer survey channel. Questions can be asked in another media (print, TV, etc).
Competitions	mobile marketing can greatly simplify the conduct of creative competitions. This can be a contest of names, slogans, chants for fans, everything that can be expressed with a short SMS text, or it can be photo contests using cameras in phones and transmitted via MMS or Bluetooth.
Voting	SMS or IVR is ideal for organizing interactive polls organized on the radio, TV, and in the press.
Feedback	provides feedback from consumers (the subscriber can send his message to the advertiser / brand via SMS or dictate to IVR).
Consumer information	SMS perfectly solves the issues of informing consumers about the goods and / or services provided by the company.
Instant promotion of the participants of the action	prize-winning mobile content, or crediting bonus money to the account of a mobile operator.

Source: prepared by author based on the data from internet

Most of the most common mobile marketing tools can solve not just one marketing task, but a whole complex. Perhaps the only exceptions are QR codes, banners in the WAP space, SMS mailings, Java applications and mobile communities; they mostly specialize in advertising, and therefore they can be separated into a separate group - a group of mobile advertising media. But,

in any case, we must not forget that all these funds will be truly effective only if you are well-studied consumer market.

Another conclusion that can be drawn from this typology is that different tools can successfully solve similar problems. For example, sales promotion can be carried out using SMS campaigns, QR codes, banners on WAP resources, mobile community, Bluetooth marketing and branded

Java applications. And to study consumer demand with equal success, you can apply, for example, a mobile community or SMS-voting.

Of course, in each case, the choice of the optimal format for mobile marketing campaigns or a mobile communication channel with the audience will depend on the specific tasks that the company sets itself.

It is worth remembering another important feature of mobile marketing tools: they are perfectly combined with each other, which allows you to create unique, catchy campaigns.

CONCLUSION AND SUGGESTIONS

Having analyzed the main tools of mobile marketing and the tasks that can be solved with the help of them, we can highlight the following advantages of using mobile marketing:

- instant delivery of information. To inform consumers about the action in the "traditional" ways you need to spend quite a lot of time. To send an SMS - message to hundreds of thousands of consumers located in different regions of Ukraine, just click one button "Send".
- Personal relationships with each client. The appeal to the client in the "traditional" way is usually massive and depersonalized. Mobile marketing allows you to consider each client individually. What is his name, what did he buy before, how old is he/she?
- Measurable returns. If you previously informed consumers about something different channels (usually all available): handing out booklets, advertising in a magazine, hanging banners in the city, it was difficult to understand which of the channels how it works. In the case of mobile marketing it is easy to track what works and what doesn't. Show this code at the box office and get a discount. "Call this toll free line. Everything can be calculated and output percentage of return.
- Power. Today we can say that the vast majority of consumers use mobile phones.
- Clear and low cost of contact.

As we see, the field of mobile marketing is extremely wide. All these events give a positive result, that is, the interested parties of these events will find their target audience, the size of which corresponded to their needs, and also receive the necessary information for analysis and formation of certain conclusions from it.

Thus, at the moment there are a large number of channels for promoting goods and services through mobile marketing in a complex but promising market, which was shown in this article as an example of the tourism industry. The trends of mobile marketing and tourism lead to a shift to the intangible nature of tourism services.

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