BUSINESS OPPORTUNITY FOR TOURISM DEVELOPMENT

Annotation: Jizzakh is a region that does not cease to amaze us; the tourist routes discover the natural and cultural richness of a territory in which the diversity of the landscape, the tradition and hospitality make it an ideal place for tourism. This research presents an exploratory study of a tourist cluster in the central region of the Jizzakh, benefiting small and medium sized companies that offer specialized services.

Key words: tourism cluster, strategic planning, growth in SMEs

Introduction

An alternative to create attraction to tourism through a tourist network, since tourism is considered as the voluntary movement of individuals to diverse
spaces to places of rest, recreation or culture, which is generated by and for the people, consists of seeking bases for the integration of tourism, as well as planning strategies to achieve sustainable cultural tourism development.

The diversity of flora and fauna species in the Jizzakh, Zomin district contains 15 mammal species, 45 bird species, 25 reptiles.

For this reason, the aim is to attract intellectual tourism, to begin to generate behaviours and habits in the community and personnel that provide the service.

The aim of this research is to create a tourist park and analyse the marketing strategies of management and their relationship to create a position for SMEs in the tourism sector, with the aim of developing business networks in this sector. Marketing strategies are instruments by which a business unit hopes to achieve its marketing objectives. The major concern of marketers is to find those parameters that lead to success and to achieve positioning in the mind of the consumer (product or service). Most people easily remember a good service and even recommend it, but they are very difficult to forget when it leaves a trace of bad service. Here lies the importance of this study, in achieving the positioning looking for the necessary strategies measuring the quality of the service provided. This paper seeks to present a synthetic account of the state of the art, considering that the analysis and measurement of the concept of market orientation is one of the research topics recognised as being of greatest interest within marketing.

Marketing strategies allow us to order our ideas by carrying out strategic planning that classifies the most convenient situations in a given time in order to foresee the results.

However, the marketing strategies on which the research focuses are: product, price, distribution, advertising, promotion and sales strategies.

Promotion and advertising strategies will be analysed in greater depth, since promotion is a very important marketing element for an organisation - or
several - with regard to its products and services. And on the other hand there is advertising, which refers to any announcement that is intended for the public with the purpose of promoting the sale of goods and services.

**Problem definition**

One of the fundamental aspects of this study is the decrease in tourism in the region of Jizzakh, due to the insecurity and the current negative news from the media. How can universities, businesses and the tourism sector (government) be involved through a tourism park, benefiting SMEs and the community in general?

**Objective of the research**

The objective of this study is to present an analysis and a reflection on the creation of a tourist park in the region of Jizzakh, benefiting the community in general together with the government and the business sector, promoting a greater rapprochement between them in such a way that their reciprocity contributes to the strengthening of the tourist sector.

**Research questions**

1. Who are the beneficiaries of investing in a tourist park in the region of Jizzakh?
2. How can the economy in the Centre region be increased?
3. What are the tourist offers in the municipality of Jizzakh, Uzbekistan?

**Contextual framework**

- *Centre of the city*: Jizzakh
- *Number of sub municipalities of Jizzakh region*: 12
- *Area*: 21200 km2.
- *Population*: 1,382,00 inhabitants.
- *Population distribution*: 65% urban and 35% rural;
- *Sector of activity that contributes most to the state's GDP*: manufacturing industries.

The production of machinery and equipment stands out.
To meet these challenges, companies need to strengthen their marketing strategies or develop new ones. Stanton (2007) defines strategy as an overall plan of action by which an organization seeks to meet its objectives. Fisher and Mirror (2004) consider the following strategies to be the most important for being a competitive company:

- Product strategies.
- Pricing strategies.
- Distribution strategies.
- Advertising strategies.
- Promotion strategies.

According to Stanton (2007), the product encompasses both tangible and intangible attributes (colour, price, manufacturer's prestige, etc.) that the buyer accepts as offering satisfaction to his wishes and needs.

Kotler (2007) provides a general classification of products:

- **Consumer products**: a product that a final consumer acquires for his or her own personal use. Consumer products include:
  - **Convenience products**. Consumer products that are often purchased, immediately and with a minimum of effort in comparison and purchase; for example: soap, newspaper.
  - **Products to buy**. Consumer products that the customer, in the process of selection and purchase, usually compares in terms of quality, price and style; for example clothing, furniture.
  - **Specialty products**. A consumer product with unique characteristics or brand identification, for which an important group of buyers is willing to make a special purchase effort. For example a car.
  - **Not searched products**. A consumer product that the consumer does not know about or that he or she knows about but does not normally intend to buy. For example, life insurance.

**Conclusions**
The people who live in the municipality of Jizzakh are waiting for the agency of Tourism to help them strategically to attract tourism, since one of the activities of this nature is strong in this community, by obtaining a place within the "Zomin is second Switzerland " and being declared a magical town.

When identifying the failures, both interact in a similar way; finally it was determined that the foundations found will allow to establish a strategic plan related to the marketing of services. The municipality presented evidence to be designated as a magic power in March 2025, thus increasing tourism by 40%. The tourism park will help increase tourism and benefit the small and medium sized tourism sector such as hotels, restaurants, spas, supermarkets, consumer goods and the community in general by increasing the employment sector through a Silk road tourism university (propose tourism park project by Jizzakh), service business sector and government (creation of tours of the municipality); On the other hand, the creation of a service cluster is suggested, as entrepreneurs from the hotel zone, restaurants, spas are interested in being part of this service cluster, thus benefiting the Jizzakh regions.

REFERENCES