

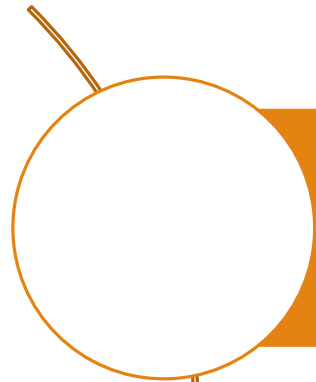
# 7-MAVZU

## Turistik marketingi strategiyasi

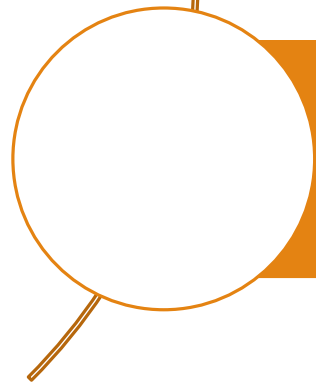
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# Reja

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**7.1. Turistik bozorning tuzilishi**



**7.2. Turizm bozorida yuz berayotgan jarayonlar**

# Turistik bozorning tuzilishi

“Bozor” tushunchasining mazmuniga ta’rif berishga nisbatan ikki asosiy yondashuvni qayd etish mumkin.

Birinchi yondashuv siyosiy-mafkuraviy va falsafiy mazmunni ajratishga asoslanadi.

Bozor tushunchasiga ta’rif berishga nisbatan ikkinchi yondashuv uning konkret-iqtisodiy mazmunini qayd etishga asoslanadi

# Birinchi yondashuv

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Bunda *bozorning asosiy xususiyatlari* sifatida quyidagilar qaraladi:

ijtimoiy ishlab  
chiqarishni tashkil  
etish usuli;

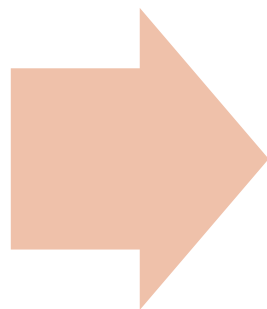
xo'jalik  
ob'yektlarining  
xulq-atvor usuli;

fikrlash usuli.

# Ikkinchi yondashuv

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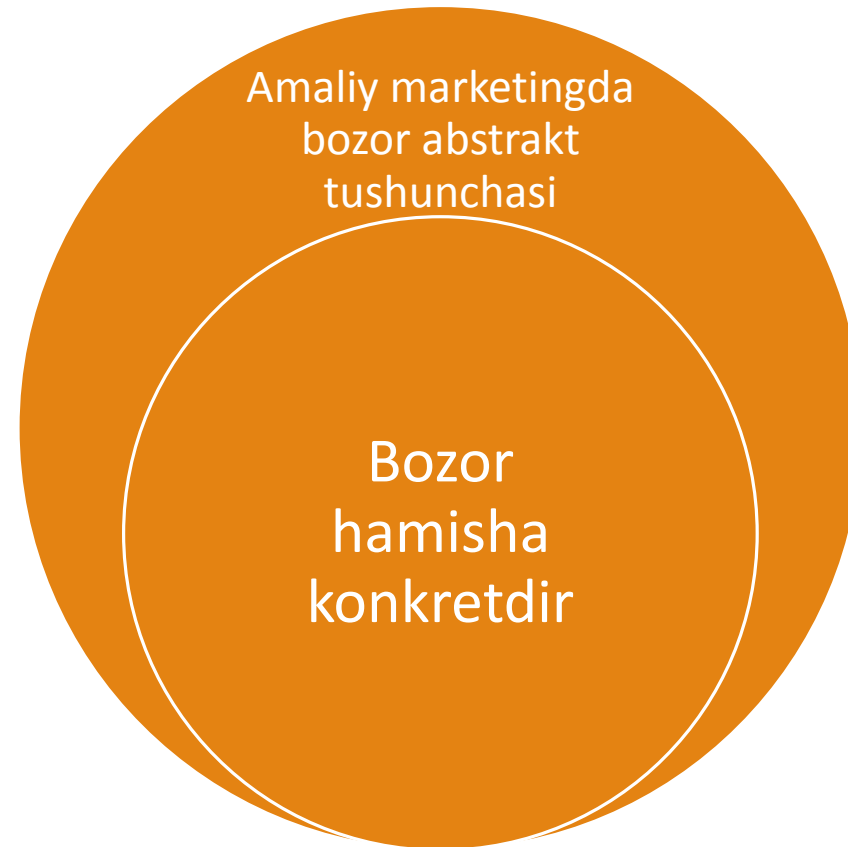
Konkret-  
iqtisodiy  
mazmun



Turli xil tovarlar  
va xizmatlarga  
bo'lgan talab va  
taklifning  
nisbatini  
tenglashtirish

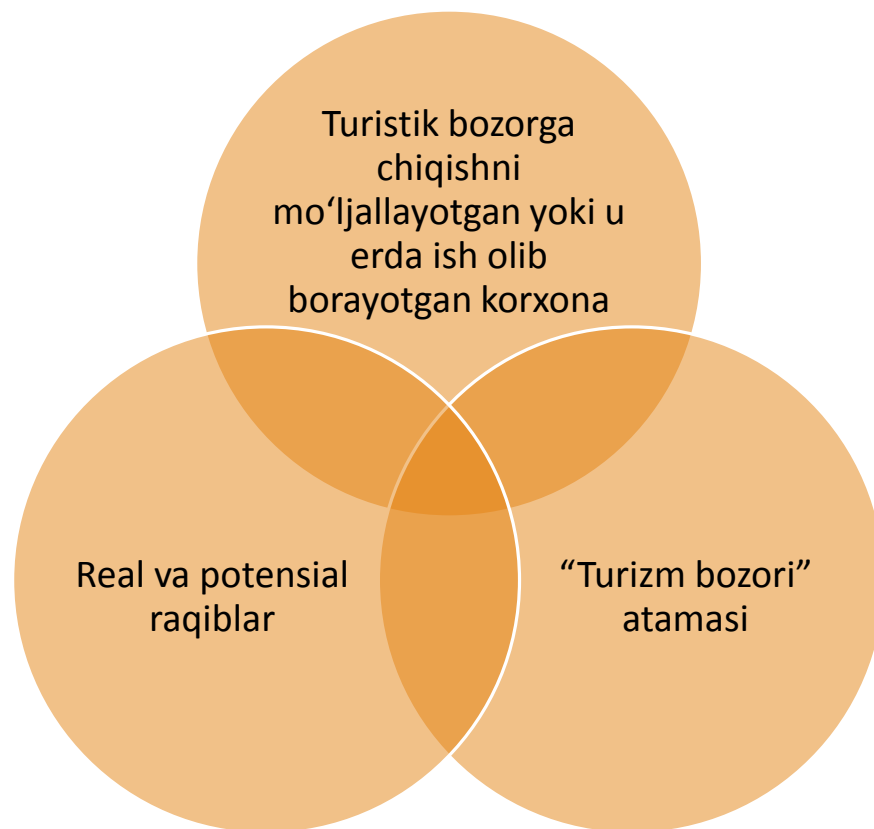
# Amaliy marketing

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# Bozor haqida tasavvur

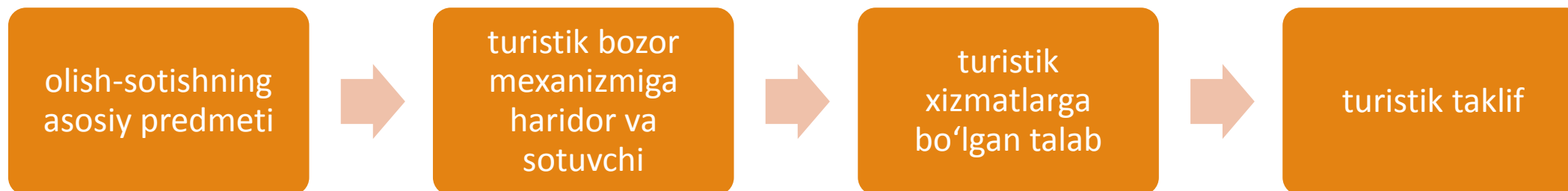
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# Turizm bozori

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Turizm bozorini tavsiflashda quyidagi omillarni hisobga olish zarur:



# Turizm bozorida yuz berayotgan jarayonlar

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Raqobat, narx  
belgilash,  
sotuvlar va sh.k.

Turistik  
xizmatning  
o'rindoshlari soni

# Iste'molchi xizmati

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Transport xizmatlari

Ovqatlanish xizmatlari ko'ngilochar  
tadbirlar va hokazolarni sotib olish

# Muayyan hudud

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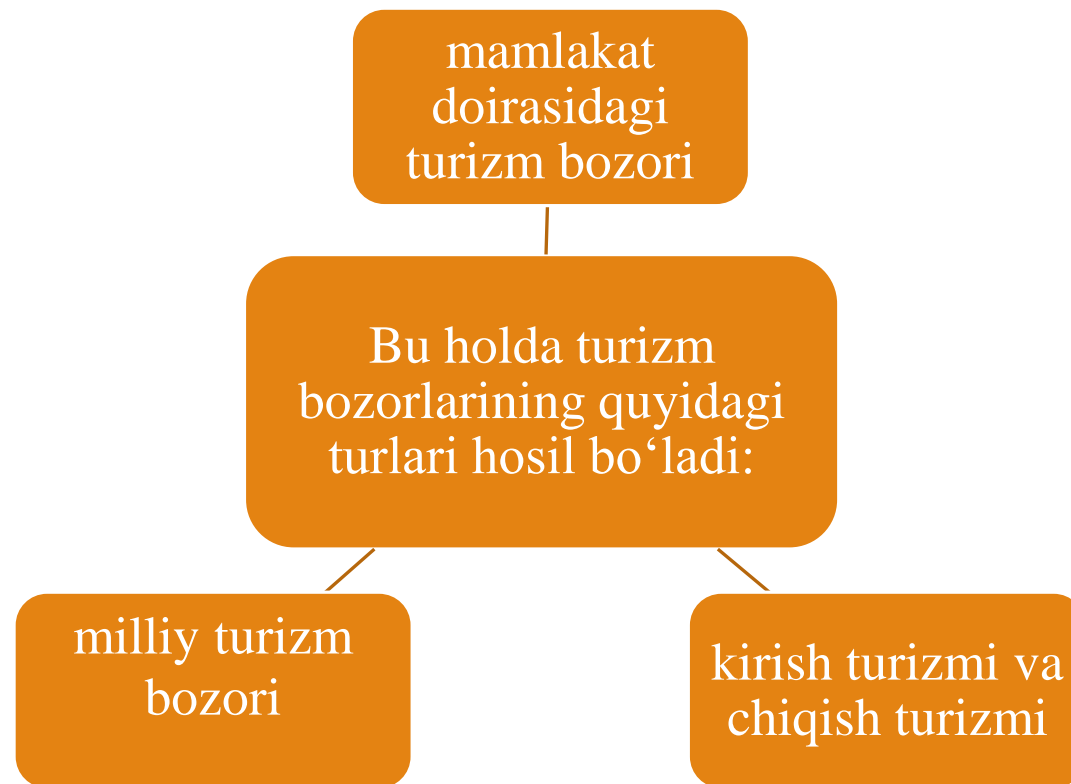
Muayyan hudud aholisining mazkur hudud bo'ylab sayohatlari

muayyan hudud bo'ylab aholi tarkibi

muayyan hudud aholisining boshqa hududga sayohatlari

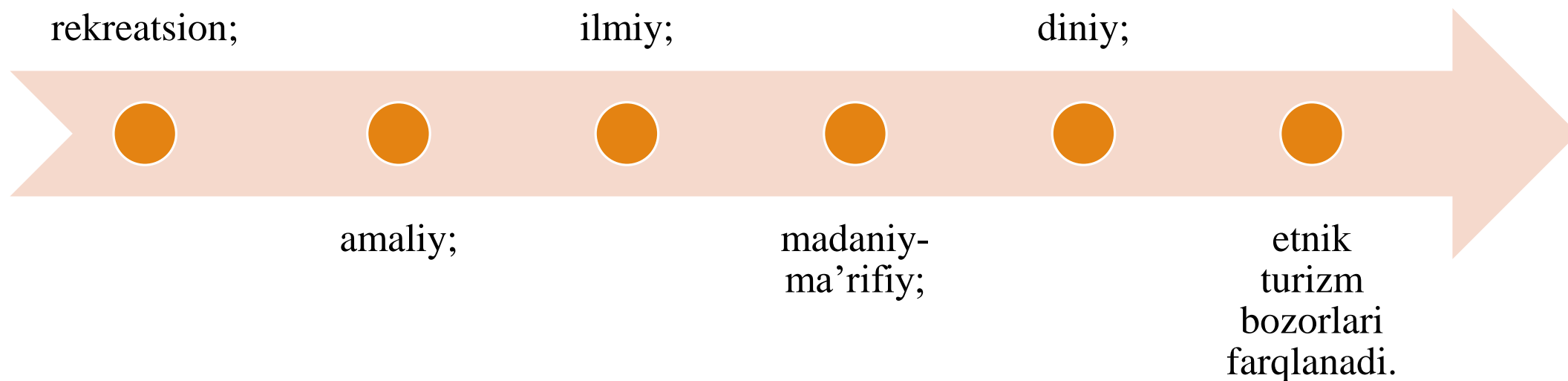
## “Ichki” va “kirish” turizmi atamalarining turli xil birikmalarini qo‘llash

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Turizm bozorining boshqa belgilarga ko'ra tasniflari ham muhimdir. Sayohat maqsadiga qarab:

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Sayohatni tashkil etish xususiyatiga qarab uyushgan va uyushmagan turizm bozorlari farqlanadi.

Harakatlanish usuliga qarab quyidagi turizm bozorlari farqlanadi:

piyoda  
turizm  
bozori;

temir yo'l  
turizmi  
bozori;

aviatsion  
turizm  
bozori;

dengiz va  
daryo  
turizmi  
bozori;

avtomobil  
turizmi  
bozori.

# Marketing faoliyatining xususiyatlari va mazmuni

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# Turizm bozorining sifat jihatidan tuzilishi:

$a$  – butun bozor;  $b$  – potensial bozor

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**a**

**100% Aholi soni**

**10% Potensial bozor**

**b**

**Potensial bozor 100%**

**Haqiqiy bozor 40%**

**Malakali bozor 20%**

**Xizmat ko'rsatilayotgan bozor**

**10%**

**O'zlashtirilgan bozor 5%**

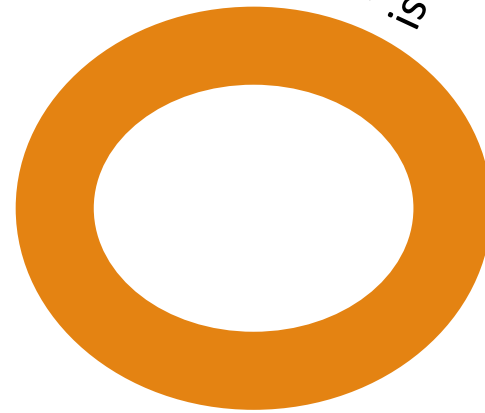
# *Potensial bozor*

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*Mamlakat, mintaqa,  
shahar*



*To'lovga qobiliyatli  
iste'molchilar*



# *O'zlashtirilgan bozor*

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Korxonalar xizmatlarini afzal ko'ruvchi mijozlar

Sotuvlarning hajmlaridan qanoatlanmagan firma

Bozorni eng avvalo uning xizmat ko'rsatilayotgan qismi hisobiga kengaytirish

# Qisqacha xulosalar

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Bozorni o'rganishniyo'nalishlari



Bozor sig'imining kattaligi

