

**THE MINISTRY OF HIGHER AND SECONDARY SPECIALIZED  
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TOURISM AND ECONOMICS FACULTY**

**SABUROV FERUZBEK KAHRAMON O'G'LI**

**THEME: THE WAYS OF EFFECTIVE USE OF ADVERTISING IN  
TOURISM DEVELOPMENT**

***Speciality: 5A610301 – Tourism (International and domestic)***

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Department

\_\_\_\_\_ F.Abdullaev  
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**Academic supervisor**

\_\_\_\_\_ D.Hudayberganov

**Academic adviser**

\_\_\_\_\_ U.Matyoqubov

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## CONTENTS

<b>№</b>	<b>Composition of the master's thesis</b>	<b>Pages</b>
	<b>INTRODUCTION</b>	<b>3</b>
<b>CHAPTER 1</b>	<b>SCIENTIFIC-METHODOLOGICAL BASIS FOR ORGANIZATION OF ADVERTISEMENT ACTIVITIES</b>	
1.1.	The concept of advertising and its role in development of tourism	<b>8</b>
1.2.	Types of advertising and the principles of its organization	<b>15</b>
1.3.	Foreign experiments and methods of organizing advertisement activity	<b>21</b>
	<b>Conclusion on the first chapter</b>	<b>27</b>
<b>CHAPTER 2</b>	<b>CHARACTERISTICS OF ADVERTISEMENT AND THE USAGE OF ITS OBJECTIVES IN THE FIELD OF TOURISM</b>	
2.1.	Advertising tools and their peculiarities	<b>29</b>
2.2.	Advertising tools, types, classification and main functions of tourism communication	<b>40</b>
2.3.	Significance and importance of advertisement tools in organization of tourist exhibitions and fairs	<b>50</b>
	<b>Conclusion on the second chapter</b>	<b>58</b>
<b>CHAPTER 3</b>	<b>ADVANCED USE AND EXPLOITATION OF ADVERTISEMENT IN THE DEVELOPMENT OF TOURISM</b>	
3.1.	Effective use of advertising tools in the tourism of Khorezm region and the state of the events	<b>59</b>
3.2.	Directions for promoting the use of advertising tools and techniques in the activities of tourist organizations	<b>66</b>
3.3.	Introduction of management and marketing concept in the use of advertising in tourism and the aspects of its perfection	<b>74</b>
	<b>Conclusion on the third chapter</b>	<b>82</b>
	<b>CONCLUSION AND SUGGESTIONS</b>	<b>83</b>
	<b>BIBLIOGRAPHY</b>	<b>87</b>

## INTRODUCTION

**The significance of the topic:** In the Republic of Uzbekistan, along with the development of regional economies, improving the social infrastructure, and expanding the service sector, the employment rate and the growth of real income of the population are considered as one of the most important priorities. In this regard, the President of the Republic of Uzbekistan Sh.M.Mirziyoev adopted the Decree "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan" dated February 7, 2017, PD-4947.<sup>1</sup> According to the decree, the Strategy of Actions in five priority areas of the Republic of Uzbekistan for 2017-2021 has been developed. In particular, the third direction, "Priorities of economic development and liberalization", includes the intensive development of the tourism industry, the liberalization and simplification of exports, and the efficient use of tourist potential within the next five years.

It is necessary to use the existing resources and opportunities of the rich natural, cultural and historical heritage of the country to deepen the reforms in the tourism potential of the republic. First of all, it is important to attract investment, to introduce innovative ideas and technologies into the sphere. It is vital to continue and deepen reforms, carry out effective work on the use of existing marketing standards in our country in the conditions of radical transformation, diversification and modernization of the economy, in order to create more favorable conditions for the development of the sector. In this regard, the Decree of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan", dated February 3, 2017F-5326 has been adopted.<sup>2</sup>

According to this regulatory act SUE "National Center for Tourism Promotion" under the State Committee for Tourism Development of the Republic

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<sup>1</sup>Decree of the President of the Republic of Uzbekistan.On the Strategy of the further development of the Republic of Uzbekistan (Collection of the legislation of the Republic of Uzbekistan, 2017, No. 6, Art. 70).The city of Tashkent, February 7, 2017, PF-4947 Source. [www.lex.uz](http://www.lex.uz)

<sup>2</sup>Decree of the President of the Republic of Uzbekistan "On additional organizational measures to create favorable conditions for the development of tourism potential of the Republic of Uzbekistan" dated February 3, 2017F-5326. Source. [www.lex.uz](http://www.lex.uz)

of Uzbekistan was reorganized into SUE "National PR-Center" under the State Committee of the Republic of Uzbekistan for Tourism Development and has been and a number of tasks were given such as, advertising activities in tourism.

Indeed, today the development of tourist goods and, as a consequence, the increasing competition environment, requires constant contact with tourists and the use of modern advertising tools as a major tool in its development. As a result, the further development of tourism services in the conditions of modernization of the economy, the creation of a competitive environment and its constituent elements will be thoroughly studied. The basis of this is the use of advertising in the development of tourism, and the use of advertising means to meet its potential.

Therefore, promotion of tourism in the tourism sector is organized and ensured by the effective use of advertising. This requires proper selection of advertising and identifying an optimal strategy for advertising. Therefore, tourism is advertised as a means of communication, advertising is advertised through the media, and is widely displayed through exhibitions. This implies the urgent need for effective use of advertising tools in the development of tourism capacities.

**Learning level of the Subject:** L. Borisov, I.A.Golman, D.Dell, G.Karter, A.V.Cavernyuk, F.Kotler, T.Linda, R.I. Makshanov, E.Romat, O. Feofanov, N.Morozov and E.Farbi studied the effective use of advertising tools in the development of tourism in foreign countries.

S.Gulomov, E.Akramov, A.Bekmuradov, J.Jalolov, D.Mukhitdinov, M.Parrev, I.Tukhliev, G.Kudratov, E.Fayziev, J.Fayziev, B. Abdukarimov, F.Kamilova, S.Ro'ziev, A.Samadov, B.Sharipov, Yu.Karrieva, I. Nematov, A.Masharipov, Yu.Egamberdiev, S.Abduraximov, B.Bahronov, M.Alieva, A. Norchaev, B.Safarov, Z.Bobodustov and others examined the issues of effective use of advertising in the development of tourism in Uzbekistan.

**Object and subject of the research:** Socio-economic relationships related to the use of advertising tools in the development of tourism as a subject of research have been taken.

**Objectives and tasks of the research:** The purpose of the work is to develop scientific recommendations and practical recommendations on effective use of advertising tools in tourism development. To this end, the tasks of the research are:

- The concept of advertising and its role in the development of tourism;
- Coverage of advertising types and its principles;
- Organization of advertising activities abroad;
- Explaining the nature of advertising and usage;
- Classification of advertising tools, types, classification and main tasks in tourism communication;
- Demonstrating importance and importance of advertising tools in the organization of tourist exhibitions and fairs;
- Effective use of advertising tools in the tourism industry of Khorezm region and analysis of the state of the activities carried out;
- Explains the concept of managerial and marketing concepts in the use of advertising in tourism and improvements to its performance.

**Scientific novelty of the research** is as follows;

- Improved definition and approaches to advertising concept;
- The use of advertising tools by the dissertation - Independent interpretation of tourism in the Khorezm province;
- Recommendations for the introduction of effective management and marketing concepts in the use of advertising in the region's tourism.

**Scientific and practical importance of the research:** The significance of this research is that the materials presented in this paper are aimed at further improving and improving the provision of modern advertising services in tourism, as well as in higher and secondary specialized educational institutions such as Tourism Marketing, Marketing, and Tourism and Hotel Management marketing ".

**Theoretical and methodological basis** of the research will be devoted to the laws of the Republic of Uzbekistan, decrees and works of the President, decisions of the Cabinet of Ministers, economic literature, websites and statistical information, as well as modern advertising services.

**Methods of the research:** Abstract-logical, monographic, computational-constructive, economic-statistical, comparison, forecasting, indexed and comparative analysis, SWOT analysis were widely used during the research.

**Testing the research:** The dissertation was discussed at the scientific-theoretical seminars at the Department of Tourism and Economics at Urgench State University.

**Approval of the research:** The results of the research were published and approved in the form of lectures and abstracts in three republican scientific-practical conferences. In particular, on February 4, 2017, at the Urgench State University, at the Republican Scientific-Practical Seminar on "State Policy for the Youth - a Factor of Social Development", the "Strategy for the Development of the Republic of Uzbekistan for 2017-2021" was held at the Faculty of Tourism and Economy of Urgench State University on November 25, 2017 in the republican scientific-practical conference "Priorities of further liberalization of the economy" and on November 24, 2017 at Khorezm regional information and library center an "investment in the region's economy: innovative technology, and environmental republican scientific-practical conference on the theme" report.

**Structure of research work:** This study consists of 9 sections, 3 concluding chapters, chapters, and the list of literature used.

Part I of the work is called "Theoretical-methodological bases of advertising activity organization", in which the concept of advertising and its role in the development of tourism, the types and principles of its organization, and the international experience and methods of organizing advertising activities.

Part II is called "Advertising in the sphere of tourism and features of its use", which means advertising features of the use of advertising, promotion tools, types, stages and main tasks in tourism communications, and the importance and significance of the advertising tools in the organization of tourist exhibitions and fairs.

Chapter III provides an overview on the "Directions and Prospects of Using Advertising Tools for Regional Tourism Development" , which provides for the

effective use of promotional materials in the tourism industry of Khorezm region, as well as the situation in the activities of tourist organizations promoting the use of advertising tools and methods as well as the introduction of management and marketing concepts in the use of advertising in tourism and the aspects of improving their performance.

## **CHAPTER I. SCIENTIFIC-METHODOLOGICAL BASIS FOR ORGANIZATION OF ADVERTISEMENT ACTIVITIES**

### **1.1. The concept of advertising and its role in development of tourism**

Reaching activity is nowadays an important place and has its theoretical-methodological foundations. This is defined by the concept of advertising and its role in the development of tourism. Advertising is historically influenced by the producer (seller) to buy the goods to the consumer can be described as a target-oriented influence tool<sup>3</sup>. There are many definitions of advertising in marketing literature.

In fact, the word advertising is derived from the Latin word "advertisement" and means "screaming" or "making a message." Because, in ancient Greece and Rome, the message was read aloud, or publicly accessible, and elsewhere. The history of advertising and its roots go back to very ancient times. The historicity of advertising indicates that the Romans, in the earliest times, decorated the walls with gladiatorial warfare, educated people on the streets, and called people famous gladiator warrior names. In particular, the "golden age" in ancient Greece served as slaves, black goods and other goods. Another form of advertising is a stamp, and the sellers put it in their commodities. For example, at that time, sellers and merchants put marks on the quality of the goods. Then, in 1450, the inventor of the Gutenberg printing machine was the year of big turn in the history of advertising. The first printed edition appeared in 1478 in English. In 1622, advertising became stronger.

In particular, the famous marketer F. Cotter examines and describes advertising as follows: Advertising is a non-communicative form of communication, which is made through paid newsletters with a clear source of funding<sup>4</sup>. This definition is based on the concept of advertising, its essence and functions. It can also be distinguished by its different appearance. That is, the sale

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<sup>3</sup>Samadov A.N, Sharipov I.B. Organization of advertising activity. Educational manual. - T.: TSUE, 2013. - 5 p.

<sup>4</sup>Котлер Ф. Основы маркетинга. – М.:Прогресс, 2002.



of ads is political, religious, and other types of advertising. Accordingly, the types of advertising activities are classified as follows (Table 1.1.1).

**Table 1.1.1**

**Types of advertising activities<sup>5</sup>**

<b>Special areas of advertising activity</b>	<b>Subject of the Advertisement</b>
Economy	Manufacturing, trade, finance, labor supply, job search
Services	Sewing, preparing and living of household and recreational items
Intellectual (mental) services	Education, medicine, books, press, prediction, tourism
Performances	Circus, Theater, Concerts
Religion	Invitations to missionary calls, religious posters, religious rites
Policy	Motivation of candidates, rallies, demonstrations, manifestations (public rallies)
Law	Lost news, search for criminals, invitations to court proceedings
Charity	Reports about charity events, donations
Science and Ecology	Popular promotional advertising, leaflets, posters, avenues, and booklets
Family and interpersonal relationships	Invite friends to get acquainted with sex, acquaintances, travel together, and work

In the table, the types of advertising activities are grouped into separate groups based on specific areas of advertising activity and advertising. This is because it contains emotional paints presented in compact and artistic form, and combines the most important facts about goods and services and information that bring the mind and attention of potential buyers. Advertising, however, is always informative, but information is not always advertisement.

There are two completely contradictory approaches to understanding the essence of the advertisement. In a narrow sense, advertising is only a matter of money, one-way, individually and directly referenced in favor of a particular

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<sup>5</sup>Source: Karrieva Y.K., Nematov I.U., Masharipov A.A., Egamberdiev Y.I., Abdurakhimov S.N., Bakhronov A.Sh. Organizing Advertising Activities: Curriculum. - T.: TSUE, 2009. -8-9 b.

brand. In the broad sense, any application for potential consumer is a promotion. Thus, the keywords in your ad description can be distinguished:<sup>6</sup>

- It is considered to be a fee;
- It is carried out using media or special announcements;
- It has a clearly defined advertiser;
- Informs and promotes them for goods or services.

Advertisement creation and promotion are carried out directly by advertising companies (or advertising agencies). Their functions are reflected in the relevant regulatory and legal acts. On December 25, 1998 the Law of the Republic of Uzbekistan "On advertisement" was adopted and the law consists of 30 items.<sup>7</sup>

In Article 4 of this Law, the advertiser is the person who has made an advertisement for the production and distribution of advertising, the advertiser

- a person who fully or partially executes the advertisement, an advertising distributor

- the person who advertises advertising, the advertising user - group. At the request of this advertiser, advertising is considered to be advertising companies.

In addition, Article 9 of the law also states that the advertising agency, is the manufacturer and distributor of advertising, has the following rights:<sup>8</sup>

- applying to the court with a demand to compensate the damage caused by the advertiser in making a contract and refusing the advertiser to conclude a contract in the event of refusal of the advertiser to accept the contract after receiving the acceptance in the prescribed manner;

- Requesting an appropriate license from an advertiser in cases prescribed by law. However, in accordance with law, the advertiser and distributor will notify the advertiser in due time, if the advertiser provides information that may cause the breach of the law:

- perform advertising activities and sponsorship rules set out in this Law;

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<sup>6</sup>Samadov A.N, Sharipov I.B. Organization of advertising activity.Educational manual. - T .: TSUE, 2013. - 6 p.

<sup>7</sup>The Law of the Republic of Uzbekistan of December 25, 1998 "On Advertising"

<sup>8</sup><http://parliament.gov.uz>

- not to disclose the information of the person giving the information or other materials without his consent;

In general, advertising is a marketing tool designed to disseminate information about the company's services, products, or other activities to attract potential customers' attention. But nowadays advertising is progressing as a result of the high technology of social networking as the most effective media outlet.

However, the appearance of ads performs various functions. For example, sales promotion promotes the quality of customer service delivery. Advertising allows consumers to find the goods they need quickly and conveniently for a while, and buy them for a short time. At the same time, sales of commodities will be accelerated, the efficiency of the sales staff will increase and the costs will be reduced.

Honest advertising must be specific to advertising on aspects such as reality, certainty, purpose-oriented, humanistic, and knowledge-based.

Fairness is the cornerstone of the promotional event that drives the organizer to disclose information about merchandise, quality, realistic achievements and shortcomings.

Certain content is evidenced by reliable credentials and digital content used by the promotion tool. Observing this principle in the advertising graphic excludes ungrounded formalism and unclear methods for the audience. The goal of advertising is to point out that its starting point is the advertising of the goods and market conditions, and the object is the consumer.

Humanity of advertising means that the person's development, the spiritual growth of the person, the expansion of his outlook, the strengthening of his health, his well-being and productivity. Advertising based knowledge is that it is based on various achievements in science and technology (art, sociology, psychology, medicine, ergonomics, design and other).

In addition, the principle of complementing each other in the services sector is step-by-step ch is being performed. In particular, the organization of leisure activities is associated with trade services, tourism services with hotels, cinema,

TV services, advertising and more. <sup>9</sup>This, the whole consumer advertising exposure process should be structured in close coordination with the lifestyle, economic, social and ethical issues of the modern society. Knowing the techniques and methods of the psychological, emotional, and intellectual impact of the expert can play a big role in advertising. Here, tourism is an effective means of communication between consumers and manufacturers of tourist services. Advertising is a permanent tourist destination and is a tourist destination not only for travel but also afterward.

Advertising in tourism is considered to be business, and entrepreneurship is divided into four types: <sup>10</sup>

- for touristic companies;
- for tour operators;
- for professionals;
- for tourists;

In addition, tourism is divided into two types of advertising requirements:

-it is a type of advertising that is needed to inform potential partners about the need for something that needs to be addressed to workers, professionals, unpredictable, or search for a permanent recruitment, material and technical resources as well as material and technical resources to be over, to sell advertising opportunities in the field of tourist services firm to inform interested parties about the possibilities of the parties interested in the type of legal entities and individuals;

-legal entities - domestic and foreign firms, community organizations, enterprises with various forms of ownership. First of all, opportunities for advertising may be in the following areas: - recreational or re-organized public events;

- carrying out sponsorships for their staff; - tourism, affecting the direction of advertising and information activities; there are technical and economic indicators that exclude the possibility of consolidating all or most of the material and

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<sup>9</sup>Writer team.Professors. M. Pardaev and H.M.Musaev are edited. Development of services, service and tourism: problems and their solutions. Monograph. - T.: 2008. - 19 p.

<sup>10</sup>Karimov A. Communication market in tourism. - T., 2003.

technical basis within the network. In addition, advertising is divided into several types by the following types:

**1<sup>st</sup> sign: Target Audience Indicators:**

- Consumer advertising - Advertising for wholesalers - Advertising on production equipment;
- Advertising that encourages the purchase of a particular commodity;
- An advertisement or comparisons that show the advantages of the goods to other similar goods advertising;
- Advertising for goods;
- Advertising that reminds you of the existence of such goods.

**2<sup>nd</sup> sign: Geographical indications:**

- Advertisement for foreigners;
- Nationwide advertising to the people of the country;
- Advertisement for people living in the oceans and territories;

**3<sup>rd</sup> sign: Distribution tools:**

- newspapers;
- magazines;
- radio;
- TV;
- internet;
- advertising on the streets;
- advertising boards.

**4<sup>th</sup> sign: On the promotion tool:**

- advertisement of goods
- advertising of ideas,
- advertising of corporate and image.

Besides advertising types, there are other forms of advertising. The advertising forms are quite different, they are divided into advertising types that are viewed, heard, and reviewed.

The first broad-band is composed of newspapers, magazines, lighting fixtures and photo effects. The advertising companies start with a special plan.

The plan is made in the following stages:

- Analyzing and defining advertisement audiences;
- Identifying the advertising company;
- Defining the advertising company's budget;
- Selection of advertising media;
- Identify the advertising company's parameters and capacities;
- Define advertising efficiency.

In all the definitions given by the experts, the following descriptions of advertising are highlighted separately<sup>11</sup>

1. Individual character. A communicative signal comes from potential buyers not from the advertised merchant, but from different types of intermediaries (media, various advertising tools) .

2. The appeal is from the seller to the buyer unilaterally. Reaction of the receiver to response may be delayed for considerable time.

3. Uncertainty in terms of measurement efficiency. Communication with remittances is potentially flawed and uncertain. The fact of the purchase (the buyer naturally waits for the buyer to buy from the buyer) depends on many factors that are subjective.

4. The advertised brand is legally and universally recognized. Advertisement announcement sponsors, advertisers, it will be explicitly stated at the expense of its name and the subject to be exercised on its behalf. From the beginning, it is well-known that the source of advertising communications is a person who is paying for it. Advertising does not claim impartiality or discrimination. It is widely acknowledged that the primary focus of the advertising application focuses on the priorities of the advertised brand or firm.

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<sup>11</sup>Samadov A.N, Sharipov I.B. Organization of advertising activity.Educational manual. - T .: TSUE, 2013. - 10-11 p.

5. Accuration and sincerity. Multiple repetition of advertising evidence has a psychological impact on the consumer and encourages the purchase. First of all, it should be done in an environment where advertising can be effective. For example, when sending promotional materials or posting promotions, goods that are being processed should be sold within a short time. The effectiveness of advertising can be determined by comparing sales volumes before and after their launch. The long-term advertising campaigns are a completely different matter.

Their effectiveness is not immediately understood. Thus, advertising and demand are the interconnected conceptions. Because advertising and demand are interconnected, because advertising is a risky intervention. If the marketing program involves maintaining the level at a reasonable level, avoiding the drop in demand, then promotional ads will be used. The purpose of this is to remind traders of the goods. If the market capacity is now over, advertising will target the new market segments or the preference of the products being advertised. The event is that the marketing program has the task to reduce the demand. In these cases, advertising about the destructive effect of smoking, that is, the destructive effect of smoking is widely used.

Promotion involves the use of all advertising methods and tools at certain stages of the brand lifecycle, if the task is to increase the demand and increase sales. Advertisement for creating a new demand and transferring the demand to another product is also used by various means. In general, every advertising business is considered to be a high-performing work, taking into account the specifications of the goods and services. Directly these situations represent the concept of advertising and its role in the development of tourism and a better understanding of this type of advertising requires the study of the types of advertising and the principles of its organization.

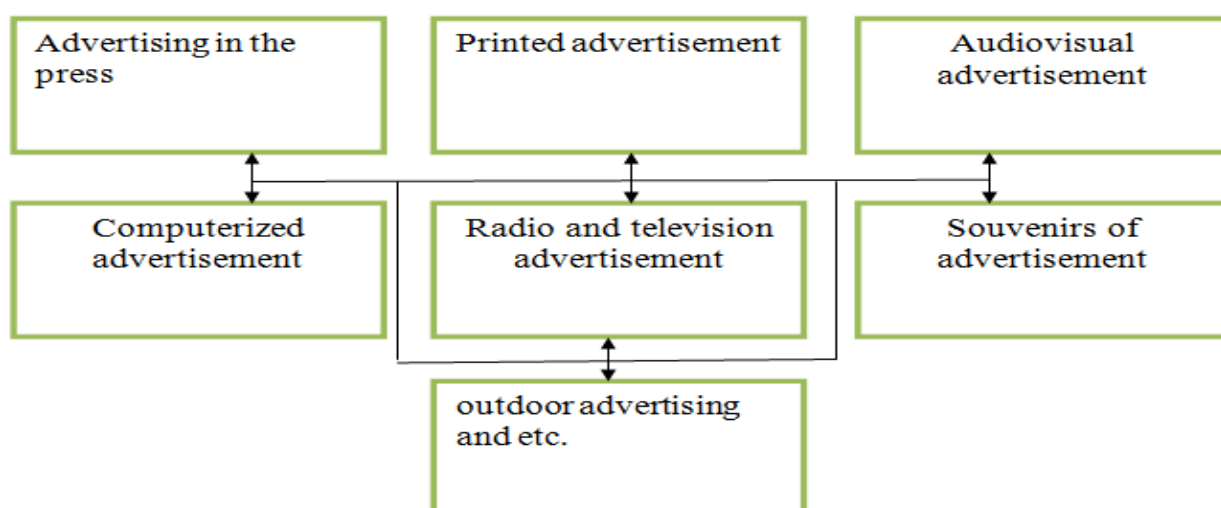
### **1.2. Types of advertising and the principles of its organization**

It is desirable to organize advertising activities correctly and efficiently in the development of tourism. First of all, the implementation of this promotion will focus on the organization of advertising activities.

In particular, today's tourism is being distributed on a variety of means, and the actual situation can be assessed on the basis of it. Advertising in regions, including city and district centers, is widely used in national and international conferences, conferences, fairs, business days and events. Uzbekistan has a great tourism potential in this regard, with its modern cities, historic monuments, ancient monuments, sacred places of worship, beautiful nature and tranquility, unique attractions and traditions of the world tourists.

A special attention is being paid to the complex development of the industry and the development of domestic tourism throughout the country. Particularly, participants of international sporting events are able to provide free international distribution and international tourists. Also, distribution of advertising on tourists with tour operators in the Republic of Karakalpakstan is also a positive result. Because most international tourists are currently visiting the Republic of Karakalpakstan.

First of all, we are working to create a new brand in order to promote advertising in the development of tourism in Khorezm region. At the same time, touristic firms of Khorezm region produce their advertising products. Therefore, today's advertising and advertising activities are divided into the following types:



**Picture 1.2.1. Current types of distribution tools in advertising activities<sup>12</sup>**

<sup>12</sup>Source: Kamilova F.K, Ruziev S.S. Tourism marketing. Educational manual. - T.: TSUE, 2007. - 131-132 b.



Among these tools, advertising is the most common form of advertising in today's media. Newly-established firms use this type of commercial offer. In particular, 85% of the advertising budget for advertising companies will be spent on advertising through the media. This is the most effective way of advertising, thanks to its fast, smooth, and extensive market coverage.

Advertising in the press includes a variety of information. They are divided into advertising ads, articles in description, simple articles, and interviews. Practical results show that such articles have an effective potential for influencing a potential customer, and should be beautifully decorated.

For this reason, advertising in the press should be a good choice for the magazine, newspaper, bulletin, reference book, or guidelines for the expected results, and promotions for the tourism industry should be published in special tourist publications.

Direct mail advertising is a business partner, a potential buyer, a regular mailing of advertising information, and common forms of sending it are letters, postcards, booklets, prospectuses, catalogs, brushes, invitations, programs, and the main differences are:

- Necessary collecting of potential clients;
- lack of time and format in the format;
- availability of large amounts of information simultaneously;
- It is necessary to inform the potential tourists about the changes in the tourist offer;
- availability of personalized descriptions of advertising requests;
- effective communication backbone.

However, the effectiveness of this promotion depends on the list of potential customer-structured tourist companies, and the following list is widely used:

- regular customers;
- responded to previous ads;
- Composite list (according to the order of inquiry);
- Rental list (issued by specially designated companies).

Computerized ads will crash other types of ads in the near future. Because modern lifestyles are widely used by the global network and the Internet. Therefore, the Internet is widely used worldwide, with a unique network of computers.

First of all, it provides you with a wide range of Internet business opportunities, connectivity, travel and the fastest and most-accessible e-mail. However, the Internet is not a matter of sending or receiving mail, but rather a large number of reports. The role of the media bearer in this process is that of the system's web servers.

Typically, a web server is created to accommodate or distribute the content of a particular entity or firm, and the following tasks are analyzed in the process of selecting the desired publication:

- content of information and their value for potential customers;
- coverage of readership audiences - target groups of potential consumers;
- circulation, that is, access to a targeted audience;

- multiple editions of the publication. At the same time, every week newspapers and magazines are kept, which is part of the circular newspaper. First of all, daily newspapers allow the advertising to be up-to-date and to advertise in spite of a short life;

- expenses. This is the cost index for 1000 newspapers.

- Colorful advertising opportunities. In doing so, it is important to color in the promotion.

Accordingly, it should be noted that after selecting a promotional bulletin for advertising activities to promote tourism development, the location of advertising should not be overlooked. However, advertising needs legality, accuracy, reliability, and use of forms and tools that will not harm advertisers. Advertising in such cases is prohibited:

- dissemination of information on the production or sale of products prohibited by the legislation;

- discrimination based on sex, race, nationality, language, religion, social origin, convictions, personality or social status, or any other circumstance;
- Encouraging actions that may lead to a breach of legislation, which may cause a health or life of the individual or the environment, as well as to ignore safety precautions;
- Advertising without the required certificates and permits required for a compulsory certification or which must be manufactured or licensed for sale;
- Used in other product advertising, unless otherwise stated in the copyright and related rights legislation to use the name or image of a physical person without his or her consent. Advertising in the sphere of tourism should develop according to the Oriental and strong historical traditions and move to a certain extent. Therefore, one of the key features of advertising is to show the country's national traditions, Orientalism and nationality.

However, in the advertising of goods and services, it must be able to simultaneously present this nationality in every word, image, and consumer perception.

The study of the peculiarities of advertising in the country will explain how it differs from the advertising of other countries. Advertising here is featured in every word and its design, decorations, and other types. Each ad has its advantages and disadvantages. On the other hand, their behavior is different and the power of influence on consumers is not the same.

Therefore, when choosing promotional items, it is necessary to take into consideration the factors that have to do with their interaction and their impact on the final outcome. The most prominent among them is the tendency of target audiences to certain media, the nature of the goods, the types of appeal, the value of the distribution means, etc.

The art of appealing appeal is to attract and attract the interest of the target market to the extent possible. Here is an appealing way of life. Fantasy elements, music, symbolic staffs can be scientific proofs and so on.

There are also negative aspects of advertising along with the positive side of advertising. The positive side of advertising is that advertisers will be able to attract the attention of the public in a short time and get the full information about the tourist product.

Ads in the social sphere are particularly effective. These are just a few minutes to show the promotional product, but the customer will have a positive impact on it.

Advertising must comply with the mentality of the region and its religion. The advantage of radio advertising is that it is relatively inexpensive and it can be heard everywhere. Moreover, one of the positive aspects of advertising is accelerating the sale of tourist goods.

The negative side of this is that: Frequent and long term placement of TV advertising on various TV shows adds to negative effects on the viewers, effect. In addition, it is a disadvantage of advertisement's territorial mentality, that is, the display of various foreign ads. Because the mentality and the European and American mentality are incompatible.

There are over-the-counter displays on the streets and showcases on the roads, and the use of too many colors can draw on the attention of the customers and cause some disadvantageous consequences. Indeed, the organization of advertising in tourism and advertising, methods of placement of products in advertising, studied. For example, Elena believes that advertising is based on the following principles: <sup>13</sup>

- Advertising is short, meaningful (long-term advertising is not heard or read);
- Advertisement needs to be clear to the client (keep in mind);
- Introduction and conclusion of ad text;
- The information in the advertising should have specific features (appealing, new, unexpectedly available information and ...);

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<sup>13</sup>Ilina E.N. Turopereyting: organizational deduction. M. "Finance and Statistics", 2005. - 148-157 str.

- Sociological survey before advertising, marketing research - Advertising in the tourism is not colorful imagery. There are many buyers who advertise their products.

### **1.3. International experience and methods of advertising activity**

Traditionally, the scope of the advertising activity includes the following tasks:

- studying the consumer's advertising goods and services and market demand;
- developing strategic plans, market boundaries, and advertising plans and development of the necessary measures for its financing;
- tactical determination of the system of expenditure on the selection of advertising in tourism including advertising, publishing,
- publishing and display of advertisements, including writing, layout, design, and production.

Especially, the intensification of competition in the international market and the adoption of relevant decisions and improving information sharing will help achieve that goal. Exchange of international information and reservation of hotels is one of the fastest growing areas in the next decade. Instant messaging systems can be used with the help of personal computers momentum.

There are various forms of computerization in the world of information and information space, including Galileo and Amadeus (European Systems), Sabro, Apollo, Pars (which provides 70% of orders in the United States), Aqabus (Asian system), and Holiday Inn (Hotel chain system). The effective functioning of advertising companies is also directly related to foreign experience.

Accordingly, advertising companies operating in foreign countries are rendering services to the population in the form of a specialized service system. One of such companies is AdShot Creative Creative Advertising Agency, which

has a specific approach to life. The full-circle advertising company specializes in the following areas:<sup>14</sup>

- creativity: complex image advertising, multi-DM communication, packaging design and branding books

- video production production studio: videotaping, video video surveillance, presentations, corporate photography, photomontage, 2D and 3D graphics, animated graphics and compositions, color correction, trekking.

- digital: developing web sites, creating Flash movies on the internet.

Lying video services are also developing and improving. These services include the following services:

- Getting video and video ads;
- Production of video presentations;
- Corporate TV;
- Studying educational videos;
- Objective photography;
- Stage photography.

It is well known that in developed foreign countries services, including the following services:

- new types of business (professional) services: real estate sales, temporary free money placement, information, market

- advertising and inquiry services, accounting and reporting, e-secretarial services; - education and training services for guards, private gardens and schools;

- animal care services: treatment, feeding, traveling and transmitting animals;

Based on this, due to the aggravation of the competitive struggle and the emergence of new commodities and services in the market, advertising expenditures in foreign countries are rising steadily.

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<sup>14</sup><http://adshot.com.ua>

Experts estimate that the global total advertising costs at the beginning of the new millennium will amount to \$ 500 billion. which is 1.25% of world production. The world's leading group includes countries such as the United States, Japan, Germany, Great Britain, France, South Korea, and Italy. The main idea of advertising marketing is the marketing industry's full coverage of all aspects of the economies of developed nations.

For example, in developed economies, the estimated annual expenditure curve for advertising costs will be compiled and will have the following figures (Table 1.3.1):

**Table 1.3.1.**

**Advertising costs in developed countries state expenditure<sup>15</sup>**

<b>Countries</b>	<b>Expenditure on advertising (Billion US Dollars)</b>	<b>Countries</b>	<b>Expenditure on advertising (Billion US Dollars)</b>
the USA	80	Canada	5
Japan	30	Australia	3
Great Britain	12	Netherlands	3
Germany	10	Switzerland	2
France	7	Sweden	2
Italy	5	Finland	1,5
Spain	5	Belgium	1

So, the level and quality of advertising in these countries is dependent on the incomes of the population and the creditworthiness of the enterprises. Because nowadays globalization, mainly in the field of information and the economy, influences the advertising at the international level. This is the worldwide recognition and distribution of a product or service.

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<sup>15</sup>Source: Feofanov O. Advertisement новые технологии в России. - St. Petersburg, 2000.

First, in developed countries, international advertising services make a major contribution to the process of bringing together states as a form of communication. When foreign goods, ideas and values come to the domestic market of any country, people are beginning to understand one another. As globalization, modern technology and the Internet evolve, international advertising services also flourish.

It is important that tourist firms that want to advertise abroad are faced with a number of problems. For example, China, one of the largest secular markets, is characterized by the following characteristics:

- The lack of income of most Chinese people;
- large-scale purchases by special decision, in some cases the purchase of a year;
- Detection of air and press shortage for advertising;
- Advantage of media advertising;
- space and time of advertising in the press and on the air;
- Advertising in sports programs is a great success.

Because the Chinese are loving, reading, and listening to such programs. At the same time, French tour operators, who receive 60 million tourists a year, spend \$ 5-8 on one ad, and earn \$ 45-55 each for advertising. Because advertising is not immediately and quickly. On the contrary, advertising in tourism will start to profit after some time.

Additionally, Japan \$ 30 billion, \$ 12 billion in the United Kingdom, \$ 5 billion in Canada, and \$ 3 billion in Australia spend on advertising. Japan's Densu advertising agency reaches £ 1228 million, the United States Agency for Janch and Rubik, is worth \$ 758 million. £ 538m worth of pound sterling and Alintes £ 740 million, the UK's "Satchi and Clock" agency.pound sterling earnings.

In particular, advertising activities in tourism activities are based on foreign experience. In particular, advertising in the US tourism and economy has made great progress. It is well known from the history that in the US economy such areas as marketing, advertising, and service are the first ones in the economy and have passed its development stages.



The American newspaper "Gazetti colonial", created in 1728 by the father of American advertising, was the largest copy of the American magazine, the largest number of commercials. This, in turn, illustrates the importance of the above points. So, the most important thing for TV advertising. According to the data, the average cost of advertising will be \$ 10, \$ 290. The most expensive advertising is made by American companies. An average of \$ 80 billion in advertising per year. It costs about \$.

Of course, the development of any industry can be caused by some factors. In addition, many factors have influenced the development of advertising in the US economy. These include: <sup>16</sup>

- Loss of manual labor in industrial production;
- Emergence of various forms of ownership. This has given people the right to own a real property
- an increase in production and the expansion of the range of goods. If the number of manufacturers increases, the volume of goods will increase and the problems will arise in the sales of the goods, which will be affected by advertising
- the increase in the number of newspapers and magazines
- the invention of radio and television.

The procedure is applied. The concept of "American lifestyle" here means that a person has a certain average standard: civic tendencies, more than one car in a garage, a successful business. Getting a smile on face and working tomorrow to see the day.

However, if the ultimate goal of advertising in America is to support its own producers directly or indirectly, we will normally be promoting the imported products, thereby damaging the domestic production.

In the US, marketing costs make up 55-60% of the final product cost, more than half of the national production is advertising, promotion, transport, packaging and trading. First of all, today's use of information in organizing modern tourism has been gaining momentum in media advertising in developed countries.

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<sup>16</sup>Bobodustov Z. Organization of advertising activities in tourism. The lecture text. - Samarkand, SamISI, 2011. - 6 p.

In particular, this effect is directly related to the distribution of advertising on TV, radio, the press and other essential media, and promoting advertising. These countries include the USA and Canada (Table 1.3.2).

**Table 1.3.2**

**Share of Advertising Sectors in the United States and Canada <sup>17</sup>(%)**

Countries	TV, %	Radio, %	Press, %	Others, %
USA	22	17	35	36
Canada	52	25	23	-

According to this schedule, 22% , 35% in the press and 36% in other media. In the Canadian state there are 52% on television, 25% on the radio, 23% in the media advertising, and no other means advertised.

In general, advertising around the world is distributed on the following distribution channels:

- TV 36%;
- internet 21%;
- through the radio 27%;
- Through newspapers and other media 16%.

In addition, they are investing in promotional activities and advertising businesses in order to make their businesses more attractive.

This is done directly by the advertising company. Advertising costs are the amount of money needed to organize advertising, with around 2 to 10 percent of the world's funding available. The world experience shows that in each region of the world, a certain amount of expenses are spent to promote advertising and advertising (Table 1.3.3).

**Table 1.3.3**

**Annual growth of advertising expenses in current prices<sup>18</sup>**

<sup>17</sup>Source: Kamilova F.K, Ruziev S.S. Tourism marketing. Educational manual. - T.: TSUE, 2007.

<sup>18</sup>[http://www.rwr.ru/articles/analytics/analytics\\_34225.html](http://www.rwr.ru/articles/analytics/analytics_34225.html)

<b>Parts of the world</b>	<b>2016</b>	<b>2017</b>
International market	4,4	4,0
North America	5,0	3,8
Western Europe	2,9	2,7
Central and Eastern Europe	4,7	5,5
Oceania	3,9	4,2
Latin America	10,0	9,8

According to the table, in 2016, 4.4% of the international market develops through advertising costs, By 4.0% in 2017. In 2016, North America 5.0, Western Europe 2.9, Central and Eastern Europe 4.7, Asia Pacific 3.9 and Latin America 10.0 percent. It is forecasted that in 2017 this figure will make up 4.0%, 3.8%, 2.7%, 5.5%, 4.2% and 9.8% respectively.

Tourists from France, who are taking tourists, spend \$ 5 to \$ 8 on one ad, and earn \$ 45-55 each for advertising.

Generally speaking, in developed countries, the high cost efficiency is achieved thanks to the accurate and accurate advertising. As a result, the world's tourism industry has achieved unprecedented success over the past decade. In addition, the number of Europeans coming to Asian countries is rising every year. Given the above, the increase in sales in European markets is a promising fact. There are some advantages for European tour operators. In France, Spain and Italy, the importance of this method is dwindling, especially in Germany and Great Britain.

### **Conclusion on the first chapter**

The result is that effective use of advertising tools in the sustainable and promising development of the tourism industry depends on the effective organization of advertising. Advertisement is produced and displayed by means of advertising, directly as a system of positive behavioral movements by tourist and other organizations, which include promotion of tourist goods and services to tourists.

First of all, it is the most comfortable marketing tool designed to disseminate information about the services, products or other activities of advertising agencies and companies in order to attract tourists. Advertisement objects are also classified as advertising, audiovisual, computerized, radio and television advertising, promoter advertising, and external advertising.

Analyzes suggest that the use of advertising tools in developed US, Canada, Japan, UK and Germany different aspects are different. Especially, the US and France are making a lot of money in advertising, and they earn high profits. As a result, tourism is also one of the areas with high returns.

## **CHAPTER II.CHARACTERISTICS OF ADVERTISEMENTAND THE USAGE OFITS OBJECTIVES IN THE FIELD OF TOURISM**

### **2.1. Advertising tools and their peculiarities**

We know that the First President of the Republic of Uzbekistan I.A.Karimov is devoted to the main results of the Cabinet of Ministers of the Republic of Uzbekistan for 2012 and the most important priorities of socio-economic development of Uzbekistan in 2013. Speaking about the main challenges facing the economy of Uzbekistan, he said that ... a leading sectors of the economy and accelerate the modernization, technical and technological renewal and expansion of its production, diversification should be the central place, "He said. In the implementation of these issues, marketing research topics are of great importance for the subjects studied, theoretical and practical issues.<sup>19</sup>

These issues are solved through the organization of advertising activities. Because, our country's specialists believe that advertising can only be used efficiently when they are fully marketed. Naturally, it is effective when the market is in a normal environment, and the role of market-oriented advertising activities in the transition period is considerable. Therefore, it is important to learn how to set up advertising activities for developing countries in the market economy. This can be seen in the example of the developed countries that developed in the economic system.

It is important to draw attention to a particular influence on tourist behavior.<sup>20</sup>Caution is the first link in the chain of advertising psychology. The focus is on accompanying the psychic activity of the recipient, such as the acceptance of advertising information and the recycling of the information. This is a unique filter that removes unwanted messages.

The mechanism of psychological impact on advertising can be reflected in the following scheme: The psychological impact of advertising on consumer

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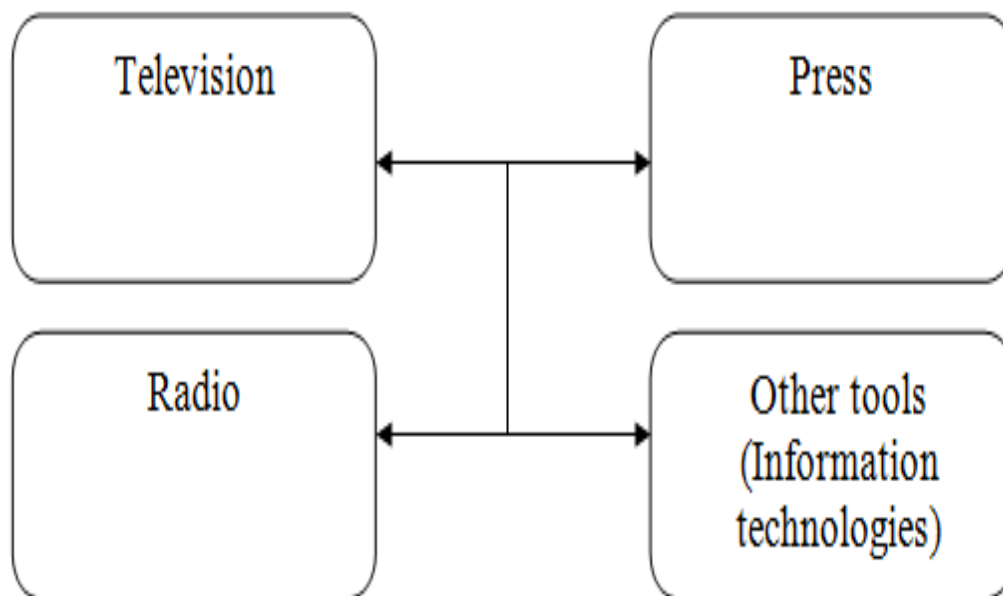
<sup>19</sup>Karimov I.A. Our main goal is to continue the path of large-scale reforms and modernization. // The newspaper "Xalqso'zi", January 13, 2013, No. 13 (5687).

<sup>20</sup>Samadov A.N, Sharipov I.B. Organization of advertising activity.Educational manual. - T .: TSUE, 2013. - 31 p

consciousness requires each stage of promotional action that can provide the greatest psychological effect.

Only a few promotions can attract the attention of the neutralist. In this line, for example, a store showcasing the range of products available at the market. The organization of advertising activities in tourism will be a set of methods, means and types of communication with tourist organizations and enterprises, information on tourist goods and services, communication with them. It is these functions that are carried out by means of advertising tools. In the tourism business, advertising is divided into the following types depending on what they do (Picture 2.1.1).

**Picture 2.1.1. Types of promotional media in the tourism industry<sup>21</sup>**



We would like to highlight the tools used by each advertiser in this picture:

- TV: Combination of one's psychic state with one object leads to disconnection from other objects. For example, the demonstration of new models of TV shows attract the attention of women-and-broadcasters with the rest of the elements of the TV program (targeted radar screening, background, lighting effect).

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<sup>21</sup>[www.uz](http://www.uz)

Attracting the attention of the broadcaster to a particular brand depends on many factors, including the information provided by the television and the specific features of the TV as media.

The experiences, imaginations, and other mental processes that occur when you are receiving adverts will be replaced by familiar faces, attention will be transferred to the room items and the people sitting next to it. However, despite the dynamism, attention to the commercials will be regained<sup>22</sup>.

The importance of paying attention to the advertisement process. An adult is believed to cover up to four or six items simultaneously. When the number of objects decreases, the focus is focused, which helps them to get deeper. The viewer's attention is deeply and steady as it is one of the benefits of advertising. If the image of the ad is overloaded with details, the viewer will not be able to accept the full size of the image as it will be overloaded.

First of all, having a place to advertise on television and having a certain name as a company name require a certain amount of budget. Television advertising is good for mass marketing products. For this reason, fast and fast-food brands such as McDonald's, Burger King, KFC and Wendy's are the companies that display the most television advertising in tourism and hotel management.

Also, satellite television channels have opened new channels for advertising, creating new opportunities for many companies operating in the hotel, tourism and tourism industry. In particular, travel agencies such as Thomas Cook have even created their own channels. These channels are easily accessible through the list of travel agencies' travel packages, seafaring tours and holiday destination countries.

- radio. It is a voice-over advertisement, with only the tourists being able to hear it. Radio broadcasting is the most comprehensive coverage of consumers. Despite the fact that it has not been for a long time, it is constantly competing with other prominent advertising tools. The radio has a strong place in our lives. Turning on the radio, we listen to the radio everyday.

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<sup>22</sup>Samadov A.N, Sharipov I.B. Organization of advertising activity.Educational manual. - T.: TSUE, 2013.-32-33b

This is the fastest and most cost-effective tool for advertising: it does not take much time to advertise on the radio, so it is relatively cheap. Radio advertising is easy and unobtrusive: the radio is served at breakfast, on the car, at work, during lunchtime.

Therefore, the radio relay broadcast should be prepared in a friendly and natural manner, which serves entertainment and learning. If advertising ads in newspapers and magazines are mostly formal and informal, radio broadcasts should be sincere, natural, and improvised. This advertising has become popular, especially since it has had the opportunity to communicate with customers through radio over the past few years.

Radios are divided into subjects and work for people of a particular class, with waves like Top 40, Classical music, Talk, Sport, 60 s to 80 s music<sup>23</sup>. Because of these waves, they are more likely to attract the attention of their listeners than television. Another advantage of the radio is that advertising is not much more expensive than TV. A range of radio waves offer simple and easy-access options for those who want to advertise.

- Press. Advertising in the press includes a variety of promotional materials published in periodicals. They can be conditionally divided into two main groups: advertising ads and commentary ads with character, sometimes with direct, sometimes indirect advertising articles, interviews, and commentary. Advertising on media, radio and television requires strict differentiation of the factor, in accordance with the tasks assigned to each particular case.

In order to be able to reach the targeted audience, advertising in the media should be the most appropriate one. First of all, it is necessary to make a list of newspapers and magazines, including information about their names. It is necessary to select a number of publications that are available for advertising of the offered services from numerous and diverse print media.

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<sup>23</sup>Educational-methodological complex on marketing and communications in tourism. - T., TSUE, 2016. - 60 b.



After reading some of the most important materials on the last two or three editions of a newsletter, one can conclude that the advertised product is potentially attractive to customers.

The valuation factors in the magazine-related advertising are almost identical to the newspaper's features. The only difference is that since the magazines are published, the advertiser can direct his product to interested and needy people, which means he has direct access to the target market.

The second difference is that the life of magazines is longer than the newspapers. Therefore, advertising will take longer. The quality of the journal paper is also high, and there is an opportunity to place ads promoting color and lifestyle by filling in a single page.

However, the following media can be used for advertising companies: <sup>24</sup>

- newspapers;
- magazines;
- tourist information desk; (radio, film, television, telematics)
- posting banner and pop-ups on search sites, reference books and web pages;
- posters and posters;
- Multilanguage media (bus, taxi, overhead and underground trains, petrol stations and so on).

This is the media (press, television, and radio), provide communication with a commercial propaganda or publicity, and ensure the following objectives in the field of tourism:

- arranging press conferences and briefings to discuss issues of its activities; - press releases (or press releases) bulletin boards;

- production of film and TV shows, tele-radio programs with spin-offs;  
Writing articles about herself, her staff, or the field of activity;

- other tools. These include the Internet, which is an interesting form of modern information and communication technologies.

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<sup>24</sup>Educational-methodological complex on marketing and communications in tourism. - T., TSUE, 2016. - p

When selecting advertising virtually the same preference, it is important to adhere to their advantages and limitations, as well as the value of current advertising content. Below are the advantages and disadvantages of the key advertising distribution (Table 2.1.1).

**Table 2.1.1**

**Advantages and disadvantages of key advertising tools<sup>25</sup>**

<b>Advertising tool</b>	<b>Advantages</b>	<b>Disadvantages</b>
Newspapers	Flexibility, timeliness, extensive coverage of the local market, wide recognition, high level of confidence	Short-term availability, poor quality of production, low level of communication between the "secondary" students
Television	Image, sound and movement alignment, emotional effect, high attractiveness, coverage width	Absolute value, overcrowding, adverbial chat, instantaneous circle selection
Radio	Target circle selection, popularity, high geographical and demographic choice, convenience of prices	It's only a matter of voice, attention is lower than TV, and an instant messaging is a momentary one
Magazines	High geographical and demographic choice, reliability, credibility, high quality of reproduction, long existence, a large number of "secondary" students	The great amount of time interval between the appearance of the ad and the place of purchase, the presence of unnecessary circulation
Outdoor Advertisement	Flexibility, repetitive conversions, low price, weak competition	Lack of goal circle, limitations of creative nature

Because today, with the development of the Internet, not only the place and role of participants in tourism business, relationships between them and the whole philosophy of managing, i.e. tourism marketing, are being reviewed.<sup>26</sup>

<sup>25</sup>Samadov A.N., Sharipov I.B. Organization of advertising activity.Educational manual. - T.: TSUE, 2013. - 91 p.

<sup>26</sup>Aliyeva M.T., Norchayev A.N. Tourism management: Curriculum. - T.: TSUE, 2007. - 69 p.

In particular, the global information system makes the traditional marketing methods ineffective. Service providers need to consider these features of the network if they want to use the full range of new electronic communications facilities. Today, the global computer network provides continuous tourist information. Advertising placed on the Internet gives you an incomparable effect. Potential customers can see it anywhere in the world at any time-go ahead. Promotional materials may be equipped with free photographs, graphics and sound effects, animation, and even video. The ads placed on the Internet site are cheaper than ads printed. Multimedia brochures are designed for immediate and easy replacement, which is very convenient for "burning" offers.

In particular, "American Airlines" is not constantly being trained to sell the Net Server page on the weekend. As a result, the airline has increased the coverage of seats in some areas from 60% to 100%. British Airlines has previously posted a large portion of its "burning" advertisements in newspapers and television, and nowadays this company prefers to use the Internet.<sup>27</sup>

In general, modern travel and internet business are recognized as the most beneficial source of travel and trades in business:

- The most interesting and useful division of the Internet for customer satisfaction
- Providing tourist services and products to consumers through visual programs more than usual brochures, catalogs, and booklets;
- It is almost impossible to sell surplus goods because all communication problems have been eliminated;
- Provides all the necessary information and facilitates the development of tour agencies and travel operators with the speed of communication;
- Providing product distribution and agency services is not dependent on the amount of published catalogs, which will be instantly accessible by millions of Internet users;

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<sup>27</sup>Aliyeva M.T., Norchayev A.N. Tourism management: Curriculum. - T.: TSUE, 2007. - 70 p.

- CRS / GDS (centralized order system / global distribution) systems allow the customers to enjoy more and more profitable business.

It is important that customers use the Internet as a combination of additional quality to deliver the highest value provision of travel information, prompt booking, fast ordering, direct delivery and humanitarian. In the modern tourism agencies, the use of the Internet for information on the Internet is not always perfect and affordable; payment is not satisfactory and services are required to communicate directly with travel agencies.

Advertising on the Internet is done through online marketing (market). Online Tourist Bazaar - is the tourism market that has emerged through the internet and other global data networks. <sup>28</sup>Since 1994, online marketing has grown in 1995, though it has no internet marketing expenses, and its revenue is estimated at \$ 300 million. Later, the company spent \$ 200 billion. However, at the beginning of the 90s, when the Internet was first discovered, it was not considered as a promotional tool, but instead it was an Internet e-mail and electronic data exchange tool.

Also, that Internet is not valuable and is not a means of communication to customers. Internet advertising is one of the most effective and modern advertising tools in the field of tourism. Its development also depends on the sites that are created directly. Specifically, the first ad search auction was created in 1998 by Ads.GoTo.com. As a result, Google introduced an AdWords ad-hoc ad campaign in 2000 and a simple quality classification was made in 2002. In this regard, online tourism in the sphere of tourism deals with advertising in the following areas:

- **search engine market.** It is designed to improve the look of the webpage during the search of the results of the page. The search engine will provide sponsor and organic results based on the user's queries that are made on the web-page search. Search engines typically consist of visual gestures to distinguish homogeneous results from organic results.

- **sponsored research.** This is called a sponsored system or interim release. Helps advertisers, including search for sponsored results for your selected

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<sup>28</sup>Aliyeva M.T., Norchayev A.N. Tourism management: Curriculum. - T.: TSUE, 2007. - 71 p.

keywords. Search ads are sold on real time auctions, reflecting the amount of money offered by advertisers in keywords. Modern search engines will have a bid price, expected rate, keyword keywords, and external quality.

- **The social media market.** This is a financial aid rendered through social media websites, and most companies place the latest up-to-date information and profile profiles on their social networking sites. develop their own products by entering special offers.

- **mobile advertising.** Mobile advertising is advertising on smartphones, phone applications, tablets, or small computers. There are many types of mobile ads, such as SMS, MMS, mobile search engine, mobile web site ads, or promotion through mobile research and games. According to the interactive advertising bureau, mobile advertising is progressing in line with that area and other technology achievements are not proportionate to personal computers

- **e-mail advertising.** E-mail ads are ads that are distributed via e-mail or e-mail. E-mail marketing gives the recipient the freedom to opt-out of receiving or rejecting future messages, and will receive advertisements and be forwarded to the recipient's consent.

- **chat ad.** Unlike these usual messages, users will be able to send real-time messages at a specified time. This can be done by using live chat software or by placing ads on certain web sites on the go. In fact, this e-mail may look like an ad, but it's different because it's at times.

- **advertising software.** This software is a computer program that automatically creates ads on the user's computer. Advertisers will automatically appear in the program when users access the web page. The advertising program is set up without the permission of the user. In general, it is important to note the promotional web-sites that have a tourist destination in tourism. Their number is increasing day by day.

The main focus of customer-oriented content, known as Trip advisor.com, was established in 2000. This site is a site for travelers to assist in gathering information, interpreting ideas and feedback, and participating in travel interactive

forums. Website Services The Trip Advisor Media Group is an integral part of Expedia Inc.

Trip Advisor is made up of a large portion of its content and is available to users in the UK, France, Ireland, Germany, Italy, Spain, India, Japan, Portugal, Brazil, Sweden, Netherlands, Canada, Denmark, Turkey, Mexico, Nauru, Poland, Australia, Singapore, Thailand, Russia, Greece, Indonesia and China daodao.com. and kuxun.cn. is one of the largest international community in the world.

It is worth noting that the tourist potential of the Khorezm region does not meet the demand for global Internet resources. For example, [www.booking.com](http://www.booking.com), which is popular in the tourism sector, has 32 hotels in Tashkent, 32 in Samarkand, 22 in Bukhara, and 2 in Khorezm region.

Another [www.tripadvisor.com](http://www.tripadvisor.com) web site has 32 hotels and 26 apartments in Tashkent, 26 hotels in Samarkand and 31 apartments, 19 hotels in Bukhara and 27 flats, with six hotels in Khorezm and 12 each household. This can be attributed to the fact that foreign tourists travel to Khorezm and tourism infrastructure is weaker than other historical cities in Uzbekistan. <sup>29</sup>

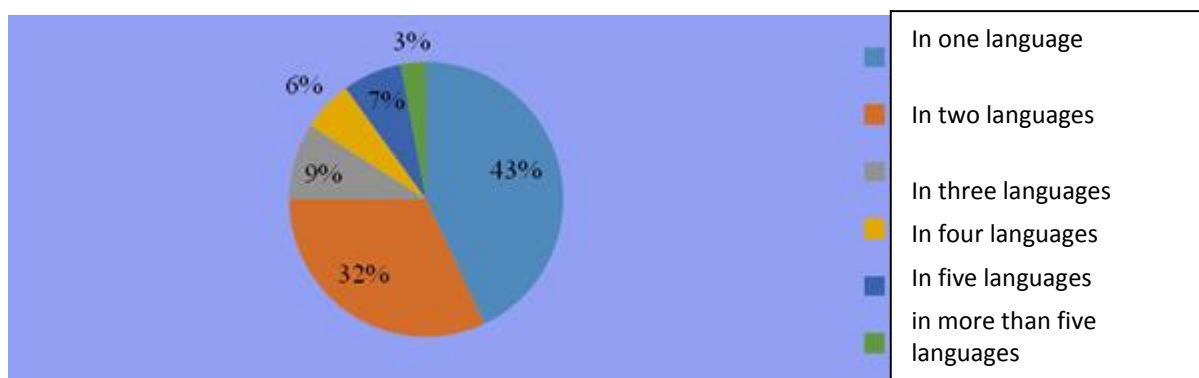
It is desirable for you to create web pages that allow you to work with the Internet to cope with the problems existing in the tourism industry and to further enhance your advertising, and to determine whether your tourists are able to use it properly. Web pages should be available in different languages when working with these sites. This is a linguistic supply, and the researchers have evaluated the websites of 122 tourist companies and hotels operating in Uzbekistan. <sup>30</sup>

When analyzing the websites' linguistic supply, it was found that only 43 per cent of English, 32 per cent in two languages, 9 per cent in three languages, 6 per cent in four languages, 7 per cent in five languages, and 3 per cent in more than five languages (Figure 2.1.2) .

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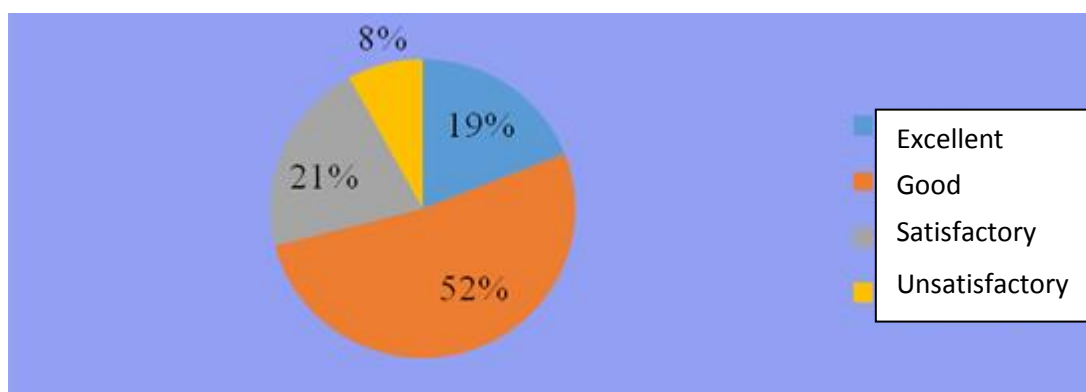
<sup>29</sup>Socio-Economic Development Strategy of Khorezm Region. - Tashkent, 2014.

<sup>30</sup>SafarovB.Sh. Thesis on the theme "Improving the methodological and methodological foundations of innovative development of the market of national tourist services". Samarkand, 2016. - 22 p.



**Picture 2.1.2. Linguistic Support for Web Sites of Tourist Organizations<sup>31</sup>**

Based on the picture, it provides information on design, online order and support on web site, which is one of the key indicators of website design, prepared by tourist organizations. 52% of the hotels and hotels are worthy of the "good" rating, which is the design of their attractiveness. Their "excellent" degrees were 19 percent, while "satisfactory" and "unsatisfactory" were 19 percent (Figure 2.1.3).

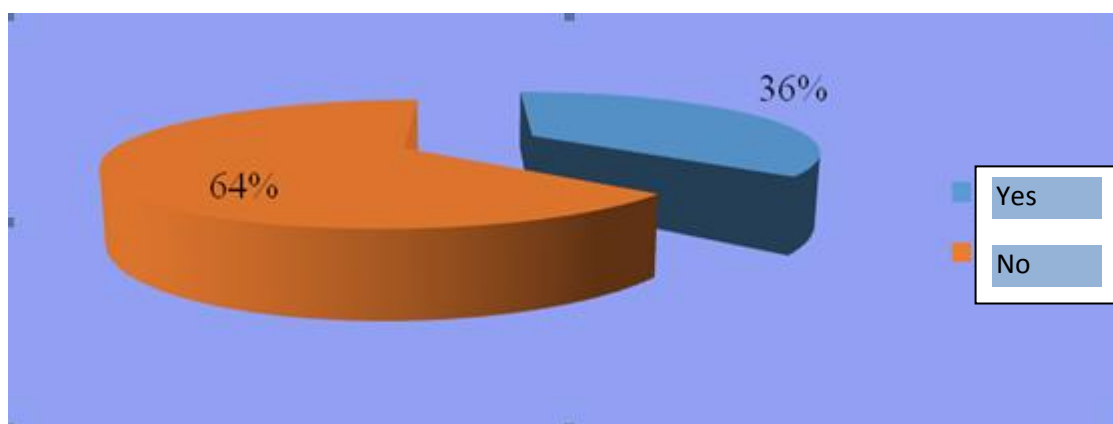


**Figure 2.1.3. Web design of tourist organizations<sup>32</sup>**

This means that websites created by tourist firms and hotels are not in demand and this has a negative impact on sales of existing tourist products. This is evidenced by the fact that 36% of the online order on websites is available. Also, in order to increase the efficiency of web sites prepared by travel companies and hotels, it is necessary to expand their information base, to carry out rapid navigation, downloads and updates. These tasks are carried out online (Figure 2.1.4).

<sup>31</sup>Source: SafarovB.Sh. Thesis on the theme "Improving the methodological and methodological foundations of innovative development of the market of national tourist services". Samarkand, 2016. - 22 p.

<sup>32</sup>Source: SafarovB.Sh. Thesis on the theme "Improving the methodological and methodological foundations of innovative development of the market of national tourist services". Samarkand, 2016. - 22 p.



**Figure 2.1.4. Online shopping at the tourist organization website <sup>33</sup>**

First of all, it is important to invest in tourism to attract foreign investment. This advertising activity will also focus on coverage of Zaamin recreational capacities and will be implemented through local authorities. These situations will help to attract more tourists through the use of advertising in tourist enterprises and by strengthening promotional activities in the future.

In general, tourist travels as a means of promoting Internet in tourism are great for tourists as well as for tourists if they are fully booked and advertised.

## **2.2. Advertising tools, types, classification and main functions of tourism communication**

It is not secret that, diverse firms and individuals affected by the movement towards the consumer. As one of the most important elements of the marketing complex, marketing communications will ultimately serve the company's overall marketing goals.

Advertising in tourism is an effective tool for the communication between the consumer and the developer. The distinctive feature of advertising in the tourism industry is the uniqueness of the network and its tourist services and consists of the following types: <sup>34</sup>

- tourist advertising. It will be responsible for the accuracy and truthfulness of the information it propagates

<sup>33</sup>Source: Safarov B.Sh. Thesis on the theme "Improving the methodological and methodological foundations of innovative development of the market of national tourist services". Samarkand, 2016. - 23 p.

<sup>34</sup>Morozov N.S. Advertising and social-cultural activities and tourism. - M.: Uchebnik. 2008.



- unlike traditional commodities, it will have advertising functions, such as continuous quality, unobtrusive services, advocacy and information;

- specifics of tourist services should be recommended to use visual aids reflecting objects of tourist interest

- advertising is a constant accompaniment of tourism, which serves not only travelers, but also afterwards.

Advertising in the tourism industry is seen as a form of goods and services quality that is understandable to consumers. It includes a product or service that needs to be advertised, market research that needs to be consumed and explored, strategic planning for the purpose of identifying market boundaries, developing plan and creative approaches to the use of advertising tools, and promoting money and advertising tools, graphics and videos tactical decisions on expenditure estimates during the selection of transmissions.

Indeed, in the implementation of tourism communications, ma media types, classification and functions of the following forms:

- a modern store advertising. It is the magazine itself to advertise and sell the goods it sells, and it is closely interconnected with the types of ads, and it's not always clear. Advertising on the store and its products is also carried out inside and outside the shop. Poster advertisement posters and banner boards; vests; outsourcing of the shop; outdoor showcases.

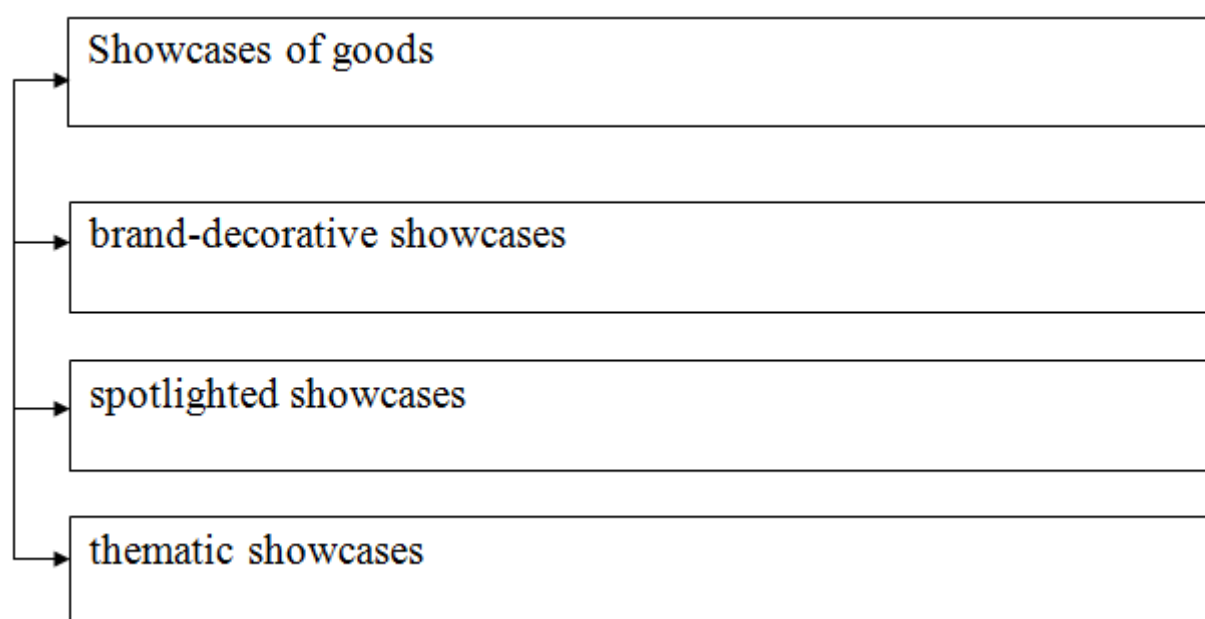
Main interiors of the shop interior advertising interiors; commodity promotion in a commercial enterprise; advertising boards, posters and posters, as well as advertising on the radio, tasting new food items. The attention of the potential buyers is a small portable advertisement, set up at the store, briefly outlining the range of products sold, boards are also attractive.

The shop interior promotes successful sales of commodities and increasing the efficiency of their commercial activities. The shop should have some attractive aspects that define its "firm face". The modern shop is not just a place for the sale of goods, but also as a means of advertising. The display of the modern magazines places special requirements for showcases. Showcases are one of the most

important commercial advertising tools. In the decoration of them, the principle of advertising of the natural goods should be taken as a basis.<sup>35</sup>

The main objectives of the store as a functional part of the store are:

- Introducing the range of products available at the market, reminiscent of the coming or next season;
  - Advertising on goods, reflection of new trends in the fashion;
  - To inform about sales methods available at the store and special services offered to customers
- Apart from the purely advertising role of the screens, it also plays an important educational role because it represents a peculiar exhibition of consumer goods that constantly speaks about the production of nonfoods and foodstuffs, about lifestyle and national traditions. The decoration on the nature of the decoration is as follows:



**Figure 2.2.1. Available types of showcases in advertising activities<sup>36</sup>**

- print advertising. This is just one of the main tools that you can use to see. The entire set of printed promotional materials can be divided into two main categories: advertising and catalog publishing and New Year's promotional gift books. Advertising-directory publications advertise a certain range of goods,

<sup>35</sup>Samadov A.N, Sharipov I.B. Organization of advertising activity.Educational manual. - T .: TSUE, 2013. - 124 p.

<sup>36</sup>Source: Samadov A.N, Sharipov I.B. Organization of advertising activity. Educational manual. - T .: TSUE, 2013. - 126 p.

products, and services. The catalog consists of a systemized list of many goods; Created in the prescribed manner; a printed brochure or a printed brochure with the photographs of the goods, in the text of which, in principle, the text of the manufacturer's name, and then the information on the proposed goods will be given in conjunction with the technical specifications. Bulk dyes, large volumes are designed for long term use.

The print is a printed, printed or printed publication that informs you about any particular product or group of goods. She has a detailed description of the goods offered, and it is beautifully painted.

Unlike the catalog, it can be smaller and has a clearly defined jubilee or prestigious character (the historical role of the enterprise, its significance in the network, etc.).

Unlike the catalog and street prospectus, it is not a brochure, It can be of different sizes, sizes and sizes, but in dimension case its size cannot be greater than the standard typographical size of the printed sheet. The poster is a large, non-volatile edition, often in one-sided image.

A large picture or a photo (sometimes a mixed story) is presented in a figurative and short form, with a slogan "Big Advertising" that reflects the key feature of a branded product or service. To increase the functionality, the calendar is completely removed from the calendar, which sometimes happens in a way that can be torn.

- audiovisual advertising. It includes commercials, video clips and slide shows. The following categories of advertising film are the most simple and easy to use. Advertisement clips are short commercials that advertise consumer goods (services) designed to show to large groups of people, which will last from 15 to 10 minutes. They can be displayed at movie theaters in front of film or TV shows. All cinematographic genres can be used; as a rule, dynamic scenes, acute situations, unexpected conclusions are used.

Commercial and technical films, lasting about 10-20 minutes, which tell about the customer, except product to create a positive feedback on the activities of the

advertiser and to enhance its influence in various targeted groups (experts and wide layers of the population). It is worth mentioning that in the advertising industry there is a tendency to increase the output of video films instead of movies. This is due to the advantages of fast and economical production, reproduction of video clips, access to a wide variety of electronic special effects, ease of access to video, easy access to video cameras, and so on. However, promotional films still have more quality and effect to show on the big screen and large audiences.

- promotional souvenirs. It is widely used for advertising purposes, as it is a good way to promote organizations that use their advertising activity. The credibility of the organization, its focus on its customers and business partners, creates a positive, often preferred relationship with it. Promotional souvenirs can be conditionally classified below.

The souvenir products are utility items, which are widely used by the tourist company as a symbol. These items can be various bridges, breeches, incandescent lamps, hoodies, cufflinks, caps, t-shirts and bags. Variable attributes of artistic decoration of advertising souvenirs are trademarks or firms blocks, sometimes their address and other postal requisites; slogan, or any slogan advertising slogan. Serious souvenir products are also widespread on fancy knit or firmware labels. - Direct mail promotion.

This is a predetermined group of potential business partners or consumers who advertise ads as a direct inclination. Due to direct mail, it is widely used in many countries because advertising is a very effective tool to provide targeted coverage to a large number of potential consumers. Direct mail advertising tailored to send targeted messages to send information or advertising materials. Advert-media messages represent the rule will be published in the employer's letterhead and multiplied.

These letters contain detailed information on the advantages and disadvantages of the proposed product, and certain commercial offers for sale or cooperation. Often these prices include prices, terms and conditions of delivery, terms of payment, etc. information is included. The results of direct mail

advertising, especially the decisions on their purchase, are effective in the sale of specialized equipment and products, which are generally accepted by a small group of specialists in various sectors of the national economy.

The key features that distinguish direct mail from the target audience are the ability to choose the target area, i.e. the selectivity for the potential buyers and for the promotion of goods (services).

Direct mail advertising is one of the types of personalized ads and can give it a privacy feature. Direct advertising, based on its features, does not make any difference to other advertising.

However, direct ad text can be provided in a variety of ways. In this case, the size, shape, font color, and pictures are not predetermined, as in other advertising tools, so their consistency is in each particular position. Direct advertising messages, leaflets, prospects, books, catalogs, postcards, invitations, programs, posters, calendars, printed souvenirs, visiting cards, blank-orders, sales, sow books are used most.

-direct mail advertising. It should be borne in mind that the cost of postage tariffs, as well as the increase in labor costs, materials and printing costs due to inflation, should be taken into account when designing ad payments. This is an effective tool for the promotion of consumer goods as it is primarily intended for the adoption of broader populations.

However, recently a growing number of large industrial enterprises, associations and concern in the promotion of its trademarks in conjunction with a variety of high-profile promotional are being used.<sup>37</sup>

Exterior advertising is among the many and varied types of advertising such as, advertising boards, posters, lighting, electronic table and screens. External advertising consists of short and expressive news, as it is generally accepted, in many cases, because of the long distances and the perceived motion. This promotional materials are key elements of the company (brand, company, unit, company colors), the largest allocation.

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<sup>37</sup>Samadov AN, Sharipov I.B. Organization of advertising activity. Educational manual. - T.: TSUE, 2013. - 219 p.

Advert boards, pictures, posters and billboards are the main lobby of transportation and passenger railroads, sports arenas, stadiums, sports palaces, sports arenas, exhibition and fairs, as well as in other places where people gather well.

Advertising, spreadsheets and screens advertise various goods at night in central streets and squares are to be used. Advertising on the vehicle represents various advertising messages posted on a variety of means (trucks, buses, trains, trams, trolleybuses, etc.).

Occasionally, promotional messages are posted in vehicles. In addition, all kinds of outdoor advertising are placed on railway stations, in a bus station, at the airport. Promoters and advertisers who work with foreign advertising should take into account that, in principle, the main function of outdoor advertising objects is to mention the advertisement, placed in other media, with the company name or trademark.

The online advertising is a means of influencing people not at home or at work, but on the street or on a journey. Outdoor advertising, as well as five of the most important requirements:

**Table 2.2.1.**

**The requirements for external advertising<sup>38</sup>**

1	often catch the attention of the public
2	draw attention to itself
3	being short
4	being easily read while on the go
5	being understandable

- computerized advertising. This is a completely new tool for promoting ads. In addition, the computerization of the traditional means of advertising promotional campaigns significantly increases the effectiveness of training and a lot of news in many countries is included.

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<sup>38</sup>Source: Samadov A.N, Sharipov I.B. Organization of advertising activity. Educational manual. - T.: TSUE, 2013

In many countries around the world, to conduct computerized information, computer operating systems, databases, advertisers will provide information about their firms and their goods (services) for money. Potential customers who are interested in buying any goods or commodities can access this databank by telephone or special terminals and get the necessary information within seconds.

Advertising also has a businesslike nature in tourism and is divided into the following groups: <sup>39</sup>

- advertising for tourist businesses;
- advertising for touristic companies;
- advertising for specialists;
- advertising for tourists.

As a result of studying the market and analyzing the experience of developed countries, national sports games the following three principles play a key role in enabling tourists and turning tourists into direct competitions:

- continuing the work in a straightforward direction;
- planning new plans;
- coordinating performance.

From the experiences of states, it is possible that the measures taken by the tourist firm to maintain its position in the market will lead to a positive outcome in the conduct of extensive work in this direction. In particular, it is known that the use of individually or separately for other types of sporting events, such as the national sporting events for tourists, may significantly reduce the sensitivity of these advertising vehicles.

According to the results of the research, the following major directions will be provided to increase the effectiveness of introducing and organizing national sporting events in the international market<sup>40</sup>:

- Development of state-wide measures aimed at comprehensive support for national sports competitions organized by international tourists;

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<sup>39</sup>Karimov A. Communication market in tourism. - T. 2003.- 86 b.

<sup>40</sup>FayzievaSh.R. Improving the economic mechanism of tourism development in Uzbekistan. Post-graduate dissertation prepared for the degree of Doctor of Economics. - T.: NUU, 2006. - 98 p.

- Strengthen advertising and dissemination efforts.

However, in the field of international tourism advertisement of sports competitions are separated from advertising on television, radio and the internet. When promoting sport tourism, tourists should be able to attract unexpected and broadly popularized sports to develop new sports competitions. Of course, this does not mean that you should not promote or distort the actual advertising facts in sporting events in tourism.

Advertising in developed countries of Europe - Great Britain, Spain and France - is subject to strict control by the relevant organizations through various regulatory documents. For example, the most important factor for the ancient sports type "National Wrestling" and other fun games to attract foreign tourists to Uzbekistan.

Any advertising you make must be directly monitored by the government. It is also important that the advertising is vivid and reliable. It is important for Uzbekistan to engage tourists while organizing and promoting national sports competitions.

Live promotion and government support can lead to the promotion of athletic services at international levels. Promotion measures will be appropriate when supporting other means of communication for the purpose of facilitating and accelerating the sale of tourist services. Based on the above, incentive measures for the conduct of special sports competitions for tourists can be divided into two groups.

First group: organizers or competitors of sports competitions. This group of tour operators and tourists can include all the measures aimed at raising awareness about national sports events (types of visits, visits and exhibits).

The second group: activities aimed at customer service. This group includes direct mail communication with customers. Among them is the writing of letters, brochures and familiarization visits to potential customers.

Also, "public relations" or public relations or communications are an integral part of the communications business. Community relations are specifically planned



continuous actions aimed at shaping and maintaining partnerships between fraternity and community.

The relationship with the public is aimed at the implementation of such communication as sports tourism: In this regard, it is possible to analyze the national sports advertising equipment in Uzbekistan: - Increasing the accuracy of information for tourist journals and magazines.

For example, newspapers and magazines such as TTG (Russia) and Golden Apple (France) are distributed to more than 50 countries. The newspaper, which publishes tourist information, is also available in the "Great Silk Road". This is to improve the quality of the newspaper and its many respected publications.

To further strengthen the relationship with the Uzbek national sports games of the best examples of exhibitions organized by the National and people belonging to sports advertising market tour operators to be considerate.

Indeed, the latest information resources, promoting the growth of tourist attractiveness of Uzbekistan, including the unique history of Uzbekistan, its great past and scholars the importance of creating and disseminating documentary films and TV shows about national cuisine, traditions, customs, attractions, sights, national cuisine and traditions.

In turn, these cases require promotion of advertising, using advertising in tourism. In this regard, for example, the development of the tourism market includes the following activities: <sup>41</sup>

- Conducting information and propagandistic company and disseminating social advertising about tourism in Uzbekistan;
- Creating a bank for photography and video;
- Providing centralized and dedicated information resources on tourism opportunities in the Internet;
- Increasing the number of information portals for tourists, tour operators and investors in tourism;

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<sup>41</sup>[http://parliament.gov.uz/uz/events/committee/22610/?sphrase\\_id=485208](http://parliament.gov.uz/uz/events/committee/22610/?sphrase_id=485208).

- Creation of a network of information centers for tourists in the country and abroad to carry out systematic work on information support for development of domestic and foreign tourism;

- Creation of a network of information points at the tourist attraction centers.

### **2.3. Significance and importance of advertisement tools in organization of tourist exhibitions and fairs**

We know that in 1993, Uzbekistan became a member of the World Tourism Organization, which unites 120 countries. In October 2004, the Silk Road Tourism office opened in Samarkand. Since then, the "VelikiyShelkovy Put (the Great Silk Road)" advertising agency has been operating in Uzbekistan. Since 2005 Tashkent International Tourism Fair has been operating.

These efforts, in turn, show that exhibitions and fairs have been set up. Because exhibitions and fairs have a special place among promotional effects, as they offer broader opportunities to advertise their products for direct contact with customers.

Exhibiting events, along with relevant promotional events, include advertising campaigns, presentations and press conferences, roundtables, meetings with experts and others.

The high efficiency of this advertising tool that also reaffirm that every year the world's largest expenses that require many thousands of events. Exhibition and trade fair in order to avoid confusion, it should be noted that the main purpose of the fairs, presenting the nature of the goods or products market events as a result.

In contrast to these, exhibitions have emerged as a means of public demonstration of some or all of the achievements of mankind, and have become commercial orientation, which was characterized primarily by knowledge, but evident in development. However, on the basis of the following description of them can be demonstrated:<sup>42</sup>

- The main objective of the fair trade agreements on goods trade event;

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<sup>42</sup>Samadov A.N, Sharipov I.B. Organization of advertising activity.Educational manual. - T .: TSUE, 2013. - 52 p.

- The main purpose of the exhibition - commercial time sharing of knowledge, theories and ideas, first and foremost, material or spiritual life of society public demonstration of achievements in the field.

People of any country are more confident in their information than the attractive advertising of another. Even if you advertise it with a great deal of money, attracting tourists is complicated.<sup>43</sup>

The tourism exhibitions and fairs combine with the advertisement on the spot. However, such exhibitions are not intended for demonstration at retail businesses. Their main purpose is not to emphasize the advantages of the advertised type of retail space, but to tell about the expositions.

These new programs and tourism exhibitions in the halls of special visitors for directions and they were forced to offer the product to be a good idea. Exhibition trying to work on the image of one of the most important tasks of touristic agency sustain their brand known. At the same time there will be the trademarks of the following types:

- image or link color of the touristic agency;
- sales symbol or approved trademark;
- service mark or trade name on the tour, sign and trade symbol.

Currently, experts in the field of tourism promotion competition conditions advertising maintain their commercial secrets for their own solutions. The most successful solutions patents are granted and the rights of authors are protected by law.

Also, it is necessary to increase the volume of sales for the development of advertising services based on marketing services. One of such ways of sales is the sale of tourist tickets and their sales are reflected in dynamic changes in Uzbekistan (Table 2.3.1).

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<sup>43</sup>Writer team.Professors. M. Pardaev and HM Musaev are edited. Development of services, service and tourism: problems and their solutions. Monograph. - T.: 2008. - p

**Table 2.3.1**

**The number and value of tourist tickets sold by types of tourism in  
Uzbekistan in 2012-2016<sup>44</sup>**

<b>Indicators</b>	<b>Year</b>					
	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>Change from 2012 to 2016</b>
Number of tourist destinations, units	145906	130742	111716	118358	103093	-42813
directly to the population	144421	128390	105708	115764	101703	-42718

As noted in this table, the number of tourist destinations for the purpose of advertising increased in 2012 to 145,906, while in 2016 it was 103,093 and decreased to 42,813. In 2012, 144421 sales of direct sales to direct sales were reduced to 101703 in 2016 and decreased by 42,718. Also, the positive example of the tourist company at the exhibitions is the attractive factor for partners and customers.

This will encourage them to contact the same travel company to deal with issues of their business or leisure. Particularly, it is the largest and most popular exhibition of travel agencies in Russia and it is international trade-monitoring and is being held in Moscow since 1993. The exhibition works for tourism and hotel business. Representatives of 4,000 Russian firms and 80 other countries participated in the exhibition.

During the exhibition, the sketch of the species also brings good results. Some tourists offer to sell tourist tickets. Bonding requests are sent from the business center. It will be located at the center of the expo center. Here the reservation is confirmed.

The tourist organization participating in the exhibition puts a clear goal. That is, achieving this particular outcome. He prepares the materials presented at the exhibition. Typically, the exhibits presented at the exhibition will be designed for

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<sup>44</sup>Source: Tourism in Uzbekistan. State Committee of the Republic of Uzbekistan on Statistics. - T., 2017.

the whole of the agency's upcoming season. The price structure of foodstuffs at exhibitions is the most important aspect of spinning, and this company depends on the specific features of the market.<sup>45</sup>

Tourist services market review is currently underway. The active participation of the travel agency in the exhibitions will enable him to effectively negotiate with tour operators from different countries and regions, to develop new programs and routes. It is in the process of tourist exposition that every tourist organization can elevate its reputation in front of its partners and customers. Analyze their positive and negative aspects.

There will be opportunities to communicate with consumers, show new programs and provide full information about them, and get new programs and routes from new tour operators. The exhibition is designed to attract new customers and partners, and expand the range of tour operators' business partners and partners. In practice, 50% of the tourism product has been tested in the process of expositional exposition.

Indeed, knowing the technology of preparing and exhibiting exhibit shows demonstrates the precise management influence of the tour operator and the product market. In the process of negotiations with exhibitors and exhibitions conducted by the Tour Operator, the trade network, tourism bands are expanding. This requires management decisions and these decisions should be supported by the technological knowledge of the tour operator and travel agency.

In Uzbekistan, for the first time in 1995, and later in October, at the Uzexpocenter Center in Tashkent, organizing international fairs for tourism development Traditionally held within the Week of Information Technology in the complex "Trade fair center" in Tashkent.. The exhibition, "O'zEkspo-2011" international exhibition of information technologies, was held in Tashkent, Bukhara and Fergana.

The fact that the exhibition was held in three cities simultaneously testifies to the gradual increase in the regional level of introduction of information

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<sup>45</sup>Morozov N.S. Advertising and social-cultural activities and tourism. - M.: Uchebnik, 2008.

technologies in the country. Organized webcast for visitors will enable them to get acquainted with three exhibitors at a time in real time.

Traditionally held UzEkspo-2011 has become one of the most important and prestigious exhibitions in the Central Asian region. Over two hundred companies presented innovations in information technology in three cities. This information and a creation of know-hows are unique communication of specialists in the field. Representatives of China, South Korea, Germany, Russia, Ukraine, Austria, Hungary and other countries took part in the exhibition. They offered wide range of mobile broadband services, digital television technologies, telemedicine projects and many more.

The exhibition program is extensive and diverse, with more training seminars, roundtables, and entertaining events. The exhibition will allow the public to get acquainted with the achievements of the information society in Uzbekistan. Undoubtedly, Uzexpocenter 2011 will serve to further develop the domestic information technologies market, further expand the scope of international cooperation in this area and establish strong business contacts.

The Tashkent International Tourism Fair occupies a special place among the exhibitions in the Central Asian region, is an event. This year it was held on March 17, 2012. In 2012 participated in the international tourism fair "Uzbektourism" (the State Committee for Tourism Development of the Republic of Uzbekistan). At the International Tourism Fair FITUR 2012, held in Madrid, Spain on 18-22 January, tourism potential of Uzbekistan was widely represented.

"FITUR 2012" international tourism fair was a good opportunity to fully demonstrate the potential of Uzbekistan in tourism. It should be noted that FITUR is one of the largest international fairs. It was attended by representatives of about ten thousand tourism firms and companies from 167 countries, experts and scholars.

At the prestigious tourism forum held in Madrid, the national stand of Uzbekistan was in the focus of attention of visitors and guests of the fair with its unique design. The atmosphere of our country has been decorated with bright

national fabrics, images of beautiful country and historical monuments. Information about the sights of Samarkand, Bukhara, Khiva, Tashkent and other albums were presented to the participants of the fair.

At the international tourism fair participated tour companies such as Uzbektourism, Uzbekistan Airways, Uzbekistan Railways, El Mundo Tour, Marco Polo Central Asia Travel and Megatour.

According to the Uzbektourism Company, the participation in this international tourism fair is a continuation of cooperation in the field of tourism, the development of bilateral and multilateral agreements, identifying the tendencies of tourism business development, and the recent developments and innovations in the world tourism market acquainted and exchanged ideas and experiences in this area.

Based on the exhibitions held in our Republic and the accumulated foreign experience, the effectiveness of a company is expanding and activities. In particular, advertising companies are actively involved in various festivals. Advertising companies of our country won various awards at the Central Asian marketing festival.

In accordance with the Decree of the President of the Republic of Uzbekistan of December 6, 2016 "On measures to ensure accelerated development of the tourism industry of the Republic of Uzbekistan" critically evaluating the development of tourism in Uzbekistan, it is necessary to strengthen the tourism role of tourism potential in improving the living standards and quality of the population, in terms of radical reforming of this network, which determines the transition to a new level, particularly tourist activities as well as measures to provide information.

In particular, the creation and development of a favorable tourist information environment with the use of international tourism development trends and the use of modern marketing tools, broad advertising and information activities, tourism information centers in the country, and travel agencies abroad, the active use of the Internet, every year Formation of the positive image of our country in the tourism

sector through the Tashkent International Tourism Fair. Under the presidential decree, the medium-term prepared the Concept of development of tourism in the Republic of Uzbekistan and the wider discussion. It paid special attention to the provision of tourist information, and identified the necessary measures for the development of the industry.

Providing free touristic information in the Republic of Uzbekistan, creating information centers for pre-booking, book, map and gift procurement, forming a unified information base of tourist objects and destinations in Uzbekistan, offering tourist information on the Internet the creation of a special online platform with all the tourist opportunities of Uzbekistan, and the establishment of the international channel UzReport World, which will be held on the basis of Uzreport TV channel since 2018, as well as National Geographic, Discovery, Viasat History such as the creation of documentaries promoting Uzbekistan's unique history, cultural heritage, great scholars and historic figures, national cuisines at the level of foreign news outlets, and other key issues from .<sup>46</sup>

In particular, in the "Red Jolbors Fest - Central Asian Marketing and Advertising" festival in Bishkek, Kyrgyzstan, on August 22-23, 2014 the best advertising work in Central Asia was awarded. More than 500 advertising specialists, marketers and PR (public relations) specialists from Kyrgyzstan, Kazakhstan, Uzbekistan, Tajikistan, Azerbaijan participated in the event.

Over 30 advertising companies participated in the ADFORUM-2016 event. Participants also included advertising companies, design, web, production, studios, printing companies, media and marketing companies.

In 2015, a new project named "HOTELIOS" at the Tashkent International Tourism Fair "Silk Road Tourism-2015" was introduced. This system, which has no analogues among CIS countries, has been developed by local experts, with the help of the largest experts in tourism and hotel business.

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<sup>46</sup>[http://www.norma.uz/bizning\\_sharhlar/turistik\\_faoliyatni\\_ahborot\\_bilan\\_taminlash\\_jahon\\_bozori\\_va\\_halqaro\\_standartlar\\_talabi](http://www.norma.uz/bizning_sharhlar/turistik_faoliyatni_ahborot_bilan_taminlash_jahon_bozori_va_halqaro_standartlar_talabi)



The authors have managed to accommodate more than 100 hotels and dozens of tour operators into a single platform, accelerate interaction through online mode. This system allows the tour operator to find and reserve vacancies at just a few minutes through a "single mirror", confirming it in a moment.

In addition, tourist companies have the opportunity to provide such services as airport pick-ups, observation, CIP Hall and Green Hall services, as well as for the first time in Uzbekistan to obtain electronic insurance policies for foreign tourists and so on. The main advantage of this platform is that it is adapted to the needs of local companies, mutual settlements are carried out in national currency, by transferring money, and transparency and openness.

Also, from 19 to 27 April 2016, ADWEEK.UZ and the Advertising Week took place. For the first time, professionals in the field of advertising, marketing, design, media, technology and entertainment have been summoned to the same place and demonstrated the diversity of innovation solutions in the advertising and marketing communications industry.<sup>47</sup>

On May 29, 2017 a presentation of the National Media Council was held in Tashkent. The event was attended by representatives of ministries and government agencies, broadcasting companies, cable and digital broadcasting platforms, international organizations, advertising companies. The National Media Council has set up a TV audience auditorium in Uzbekistan and its rating was announced by Kantar TNS.

Advertising companies operating in our country also operate in accordance with a well-developed strategy. Examples of promotional events at a highly professional level, such as Samsung UCell and UCELL, can be made occasionally by PR companies.<sup>48</sup>

The main purpose of advertising for advertising campaigns of these companies is to invest in business development. However, the effectiveness of the spent funds depends on the extent to which the advertising strategy is well

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<sup>47</sup><http://kun.uz>

<sup>48</sup><http://globalsolutions.uz>

developed, the proper selection and use of advertising tools, and the size of the event and the attractiveness of the audience.

Taking this into consideration, the company's specialists have extensive experience in business planning, including advertising, including the use of modern IT resources and unique design solutions in the Internet. Because today, advertising in the world of mobile technology is crucial for search of potential customers, sites and purchases all devices that you use, and are the main intermediary computers, laptops, tablets, and mobile phones.

### **Conclusion on the second chapter**

The use of advertising tools in the sphere of tourism is characterized by its distinctive features. In particular, it may be possible to incorporate media into promotional media. These tools include television, radio, print and ICT. Advertising on the Internet based on Internet technologies is rapidly developing.

Especially, on effective accomplishing communication of tourism magazines, print, audio, promotional souvenirs, postage, external and computerized advertising plays important role. Advertising tools can also be used effectively through exhibitions.

The exhibitions will bring good results regardless the season. The good organization of the exhibition will allow the diversity of stands and exposition materials to increase the popularity of the spin-offs among customers and partners, to promote effective contracts and agreements, to expand the range of tourism and product sales.

Today's tourists choose the product, according to their desire and desire. At the same time, the functionality of the aforementioned advertising types is important. In this regard, advertising companies have an impact on consumers' consciousness and they should strive to increase their interest in products and services. Because, in advertising services, trust, quality, accuracy and other elements should be important.

## **CHAPTER III.ADVANCED USE AND EXPLOITATION OF ADVERTISEMENT IN THE DEVELOPMENT OF TOURISM**

### **3.1. Effective use of advertising tools in the tourism of Khorezm region and the state of the events**

Currently, under the initiative of the President of the Republic of Uzbekistan Sh.M.Mirziyoev, the systematic and active work aimed at accelerating the development of tourism in our country is underway. Organizational conditions are being created to develop the country's tourism industry and to increase its role in ensuring rapid economic growth, thereby creating new jobs, raising the potential of the national tourist product in the world market.

These activities require the provision of information to the national tourism industry, the development of modern information technology solutions for tour operators, and the integration of the information market entities, including the media in the media to form the true image of our country internationally.

In accordance with the Decree of the President of the Republic of Uzbekistan,<sup>49</sup>the Khorezm regional khokimiyat and the State Committee for Tourism Development jointly with the Khorezm regional administration and provincial administrations have agreed on the medium-term development of tourism in the Republic of Uzbekistan (2017-2021) in the Khorezm region and the implementation of the Concept If the program is developed, responsible ministries and government agencies for approval has been submitted to the State Committee for the development of tourism.

According to the order of the President of the Republic of Uzbekistan at the Khorezm region's Khiva district, the draft resolution of the President of the Republic of Uzbekistan "On the comprehensive development program of tourist potential of Khiva city in Khorezm region 2017-2021" developed by the State Committee for Tourism Development of the Republic of Uzbekistan was submitted to the Cabinet of Ministers.

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<sup>49</sup>Decree of the President of the Republic of Uzbekistan from December 2, 2016 N PR-4861 "On Measures for Ensuring Rapid Development of the Tourism Industry of the Republic of Uzbekistan".Source. [www.lex.uz](http://www.lex.uz)

In its turn, the draft resolution was submitted to the Cabinet of Ministers on 2 March this year by the State Committee for Tourism Development.

The State Committee for Tourism Development, developed by the Khorezm regional administration, has launched a project proposal to further improve the tourism infrastructure in the region in 2017-2021, further improvement of routes and tourism services, as well as the widespread use of tourism potential of the area, improvement of tourist facilities to ensure the implementation of the program aimed at improving the existing tourism and training of new cadres in the field of tourism, as well as financing sources for tourism.

In order to develop domestic tourism and to transform Khiva and Ichan-Qala museum reserve into one of the international tourism centers, a modern high-speed train on Bukhara-Khiva is scheduled to be launched.

It also envisages improvement of existing tourist routes, renovation and restoration of 49 cultural heritage sites in the region, promotion of religious tourism and creation of new ecotourism projects. The decision was made timely and timely execution of the tasks specified in the Program after the approval of the Decree and Program of the Ministry in charge of the relevant ministries and agencies.

In turn, the State Committee for Tourism Development in Khorezm region and the Khorezm Regional Television and Radio Broadcasting Company the preparation of a promotional video about Khiva and its coverage in the world media, taking into account the tradition, H countries including Russia to increase the flow of tourists and domestic tourism development. New video clips were prepared<sup>50</sup>.

At the same time, the Khorezm region's rich cultural heritage and tourism potential has been created to showcase the tourist opportunities and the regional touristic organizations have begun to participate in the global tourist market, starting from 2013 at the Tashkent International Tourism Exhibition.

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<sup>50</sup>Khorezm Regional Tourism Development Administration data

The road map is published in 10,000 copies and distributed to tourists. Mega-info tours have been organized by foreign mass media and foreign tour operators for the promotion of tourism opportunities in the region, with the participation of 56 media outlets from more than 30 countries and representatives of 423 foreign tourist organizations.

For the purpose of broad coverage of tourism potential of our region in the foreign countries, the leading companies of the world - SMG (China), Kelvinfilm GmbH (Germany), Euronews (France) and BBC (Scotland) tourist documentary film was shot.

Official website of the province ([www.visitkhorezm.uz](http://www.visitkhorezm.uz)) was created and information on tourist potential of the region was posted. In order to demonstrate the tourist potential of the area and ensure the safety of tourists, tourist information offices have been launched at Ichan-Qala and Urgench International Airport. Within the framework of the program, the Khorezm region annually participates in the major international exhibitions of tourist services,

On 24-27 September 2013 at the "TOP REZA" tourism fair in France the participation of the regional tourism companies Bek-Tur and Galajiqtur LLC took place. On the 7th and 9th of April, 2014 in the ITB International Tourism Fair held in Berlin, Germany, the travel agency "Jucar HulkarYulduzi" took part.

For the organization of info tours for foreign travel organizations and field mass media - from 15 to 17 of April of the current year it is planned to organize info tours to the region's mass media.

On May 30, 2011 Lianhe Zaobao and Berita Harian, published in the Republic of Singapore, and info-makers from Khorezm Region for the representatives of the "Industriyaturizma i kultury" and "Tour Press Club" magazines, "Strela" and "Delovoye Peterburg" tour was organized.

On June 13-14, 2011, an informational tour was organized in Khorezm region for the representatives of 7 travel agencies of Malaysia, Italy and Nepal, together with the Marakanda Expedition.

Also, on 28-29 September, 2016, the Euronews vice-president took part in a trip to Khorezm region and a puppet theater in Khorezm region on the Ichan-Kala state museum reserve. 2016 Russian NTV staff visited they commanded.

During the visit, the guests took part in the monumental mosque "Juma Mosque", "Mohammad RakhimkhonFeruzmadrasasi" and "Tomb of Pakhlol Mausoleum" in the territory of the Ichan-Kala State Museum Reserve, as well as the famous scientist Mohammad Musa Al-Khorezmiy.

At the same time, the "Kohna ark" complex was screened at the Concert Program of the Academic and Folk Art Center and the workshops of the Pottery Workshop.

The guests were familiarized with the ecotourism potential of our region and were introduced to the Harrot Tourist Complex in Khiva district and familiarized themselves with the process of cooking Khorezm fish dishes. Also, the NTV television crew took pictures of the national cuisine "ShivitOshi", "Tuxum Barak" and "Kady Barak" in the restaurant of the "Haywaq" Hotel in the Ichan-Kala State Museum Reserve.

In Tashkent the annual International Uzbek Tourism Fair and the Tashkent International Tourism Fair, which will be held annually in Tashkent on 18-19 April, in order to prepare and present the stand and presentation of the Khorezm regional stand Ichan-Kala" State Museum-Reserve, 10 tourist organizations, "Saygal Folklore Folk Ensemble" under the Culture and Sports Department of Khiva District, Khunarmand Department of Khorezm Region and 3 restaurants with a total of 27 employees, attended by an exhibition stand representing regional tourism potential.

On October 5-7, 20th Tashkent hosted the 22nd Tashkent international tourism exhibition. In order to ensure the worthy participation of the tourism organizations of Khorezm region at this international exhibition, exhibition stand, tourist maps, advertising brochures and video clips demonstrating regional tourism potential have been prepared.

That's it as well as representatives of Ichan-Qala State Museum-Reserve and museum exhibits, 22 tourist organizations, representatives of the Saykal Folklore Folk Ensemble under the Cultural and Sports Affairs Department of Khiva District, Khunarmand Administration of Khorezm region, industry professionals. During the exhibition, the hotel and tourism organizations of our region have signed more than 600 agreements with travel agencies operating in Uzbekistan and foreign countries.

At the closing ceremony of the exhibition, the regional department of the Khorezm regional branch of "Uzbektourism" was awarded the diploma of the nomination "The best part in the national pavilion."

Also, the Presidential Decree No. PF-4861 of December 2, 2016 "On measures to ensure the rapid development of the tourism sector of the Republic of Uzbekistan On the introduction of amendments and supplements to the Law of the Republic of Uzbekistan "On the introduction of amendments and supplements to certain legislative acts of the Republic of Uzbekistan" IQ measures program.

Part IV of the Program "Development and implementation of national and regional complex programs for accelerated development of internal and external tourism, as well as traditional, historical and cultural tourism, including religious, ecological, educational, ethnographic, gastronomic, sports, health, industrial, professional and other areas of tourism, creating a large-scale theme and productive tourist attraction in the regions and forming a national system of uniform registration of all tourist objects and museums " .

As the Pahlavon Mahmoud wrestling center is being established by summarizing, holding and broadening of the bids, the main priority is to strengthen sports and congress tourism by carrying out mobile meetings of international wrestling, sambo, judo federations and other organizations in the region.

Provides touristic potential of Khorezm region for the development of informational, print and electronic advertising materials and taking measures to attract tourists the presentation materials (in English and Russian), and videos posted on [www.slideshare.net](http://www.slideshare.net) and [www.youtube.com](http://www.youtube.com).

Videos, tourist maps and promotional booklets about the tourist potential of our region are presented to the Ministry of Foreign Affairs for use in foreign embassies.

Advertising in the Khorezm region is effectively used and various events are being held. In particular, in conjunction with the Khorezm regional branch of the State Committee for Tourism Development through the TV advertising agency, in cooperation with the Worldwide Channel, preparing advertising clips about the tourism potential of Khorezm region and Khiva, as well as for the further promotion and popularization of tourism potential of the region, 24-27 "Welcome" of the TV channel "Dunyobo'ylab" on March, During the visit, the filmmakers took pictures at the Ichan Kala State Museum Reserve, Old Khiva and Qiblatozabog hotels.

Tourist attractions of the region are being promoted through the Euronews channel. Also, the Khorezm regional department of the State Committee for Tourism Development and the Department of Architecture and Construction of the Khiva district are preparing works on preparation of proposals for placement of these objects, based on world architectural standards for construction of 4 streets with shops, restaurants and cafes.

At the same time, the State Committee for Tourism Promotion has developed the experience of the developed countries (PRC Beijing Dashilan Street, Tianjin Street, Tianjin Historic-Cultural Street Tour, Tokyo Street, Sensoji Temple, Street Kokusai Dori Street in Okinawa, Sannensaka-Ninensak Street in Kyoto and Higashiyama Streets, Insadong Street in Seoul (JKR), London, Carnaby Street, Moscow (RF), Arbat Street, etc.) The State Committee for Tourism Development of the Khorezm Regional Department of the 20th of February, 2010 n as the regional architecture and construction department.

The project will be implemented within the framework of the project of the Resolution of the President of the Republic of Uzbekistan "On Comprehensive Development of Tourism Capacity of Khorezm Region and Khiva City for 2017-2021" developed by the State Committee for Tourism Development.



In addition, the State Committee for Tourism Development in Asia among the projects planned by the Development Bank are the development of the infrastructure of Khiva district and the construction of a tourist destination at Hazorasp Kala, Khazarasp district. In Khiva city, this society has been studied and used to attract tourists from European countries and create souvenir products and products for tourists based on the KhivaSopoli limited liability company.

As a result, it was found that problems with obtaining a loan from the commercial bank, modern equipment, repair of the community building, engineering-related communication systems and the need for raw materials for the production of ceramic products around the Sultan Uvays Mountains (Republic of Karakalpakstan) and the draft proposal for inclusion in the program "Complex development program of Khiva city of Khorezm region 2017-2021 years" KhivaSopoli" LLC has sent a letter to Khiva district administration dated February 18, 2017, by the fourth issue of the order # 4, dated February 18, 2017.

Today, the the entity has visited Turkey on the purpose of buying machine tools for production of Souvenir Goods and Accessories. Due to the fact that the prices of these machines are cheaper in China, the machines have not been purchased from the Republic of Turkey.

Representatives of the public planned to go to China to sign a contract for the purchase of machine tools. For the purpose of solving the problem of production of ceramic products, the Khiva district administration and the community administration together with the Beruniy district administration of the Republic of Karakalpakstan, in accordance with the letter of the Khorezm province khokimiyat on April 1, 2017, № 7-1043, the regional department of the State Committee for Tourism Development and the Khorezm Regional Broadcasting Company prepared a critical report on the activities of hotels in the region.

On March 24, The Khorezm region hosted a meeting on further development of tourism. At the meeting, it was agreed to eliminate the existing problems and shortcomings with the relevant organizations in the region.

### **3.2. Directions for promoting the use of advertising tools and techniques in the activities of tourist organizations**

In promoting the activities of tourist organizations in the Khorezm Region, advertising tools are important and are used in promotional activities. The potential of regional tourism is advertised on the Internet, which is mainly information and communication means. Because today the state policy on the effective organization of information provision of the tourism sector is being implemented.

This is the reason for the analysis of its important directions, the development of proposals and recommendations for improving the practice of tourism activities, taking into account the perspectives of using information and communication technologies in the activities of tourism market entities, as well as the introduction of modern information and communication technologies. Nowadays, advertising is widely used in the following ways:

- Advertising - all periodicals (newspapers, magazines, newspapers and magazines specialized in tourism);
- Book advertising - publishing advertisements in popular books;
- Booklets - tourist companies and their services, a special edition dedicated to its products;
- Advertising leaflets - are printed on a single sheet and formulated with different colored text. It is often used for exhibitions, fairs and meetings;
- Catalogs - short description and price, advertising a large list of products and services;
- Banners - advertising boards with portraits, information, photographs;
- Posters - large sized illustrations - calendars, fingerprints, pens, daily bulk cellphones;
- TV broadcasting - broadcasting on TV and showing to the public and tourists;
- Placing ads on the Internet.

It is also a time for automation and acceleration of the business processes of tourism business in the region's tour operators in order to apply these methods through the introduction of computer programs, introduction of tour operators to international global information systems based on GPS-position and provision of local services for sale and employment of tourism services.

Today, advertising in tourism is in different directions. In particular, tourist advertising is divided into the following groups depending on the requirements: <sup>51</sup>

- Advertisement of needs. The availability of this appetizer is a type of advertising that is needed to inform a potential partner of his or her needs, which about temporary or permanent is hiring, the search and sale of material and technical resources to workers, professionals and employees with a certain background and experience.

- Advertising of opportunities. This is a type of advertising that informs interested parties about the company's capabilities in the field of tourism services, and the stakeholders can be both legal entities and individuals.

However, advertising on the regional level is being prepared and promoted in the following two areas:

- a) Advertising by advertising companies based in the region. At the same time, all advertising companies are carrying out outdoor advertising, and they themselves are promoting their advertising brochures and promoting new products and services to consumers. They are mostly using the print media outlets.

- The tourist enterprises located in the region are connected to the websites they open by the Internet. In turn, tourist companies are allocated to hotels and tourist companies.

Currently, 58 hotels are registered and operate in the region. Many of them advertise placement services on their Web site, print booklet (print advertising), e-mail (writing and exchanging information), and Facebook, Telegram etc.

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<sup>51</sup>Hayitboev R., Sattorov A. Technology of developing tourism routes. - Samarkand: SamISI, 2009. - 76-77 b.

Table 3.2.1

**Information regarding the activities of hotels located in the Khorezm region<sup>52</sup>**

<b>№</b>	<b>Name of touristic enterprise</b>	<b>Location</b>	<b>e-mail and web-site</b>
1	Khorezm Palas LLC, a subsidiary of NBU Invest	Urgench	<a href="mailto:khorezmpalace@mail.ru">khorezmpalace@mail.ru</a> <a href="http://www.khorezmpalase.uz">www.khorezmpalase.uz</a>
2	"Navruz" hotel, subsidiary of Urgench El-Tur LLC	Urgench	<a href="mailto:urganch_eltur@mail.ru">urganch_eltur@mail.ru</a>
3	Fayz Hotel	Urgench	<a href="mailto:fayzhotel@mail.ru">fayzhotel@mail.ru</a> <a href="http://www.fayzhotel.uz">www.fayzhotel.uz</a>
4	Sher Hotel Hotel, owned by a private company "Ismail Alay Arslan"	Urgench	<a href="mailto:ulugbekk22@mail.ru">ulugbekk22@mail.ru</a> <a href="mailto:sher-hotel.3star@mail.ru">sher-hotel.3star@mail.ru</a>
5	Urgench Hotel LLC	Urgench	<a href="mailto:hotel.urganch@mail.ru">hotel.urganch@mail.ru</a>
6	Hotel "Green Grand Garden" LLC	Urgench region	<a href="mailto:Urgench_grandhotel@mail.ru">Urgench_grandhotel@mail.ru</a>
7	Hotel Elshod LLC	Urgench	<a href="mailto:elshodhotel@mail.ru">elshodhotel@mail.ru</a>
8	Hotel Mashrab Plus	Urgench	<a href="mailto:gostinita.14@mail.ru">gostinita.14@mail.ru</a>
9	Real Hotel	Urgench	<a href="mailto:urgenchreal@mail.ru">urgenchreal@mail.ru</a>
10	Turon Hotel	Urgench	<a href="mailto:umqs@mail.ru">umqs@mail.ru</a>
11	Avesto Hotel	Urgench	<a href="mailto:sher-hotel.3star@mail.ru">sher-hotel.3star@mail.ru</a>
12	Sadushva Asqar Hotel (Hostel included)	Urgench region	<a href="mailto:atadzhanovanasiba@mail.ru">atadzhanovanasiba@mail.ru</a>
13	Nurmat Bobo Hotel	Urgench	<a href="mailto:timka4080@mail.ru">timka4080@mail.ru</a>
14	Bahor Turizm Servis	Urgench	<a href="mailto:hotelbahor@mail.ru">hotelbahor@mail.ru</a>
15	Lola Hotel	Urgench region	<a href="mailto:alex_19_90_90@mail.ru">alex_19_90_90@mail.ru</a>
16	Hotel Khorezm	Urgench	-
17	Zafar bek Hotel	Khiva	<a href="mailto:sherzood@mail.ru">sherzood@mail.ru</a>
18	Mirzaboshi Hotel	Khiva	<a href="mailto:mirzaboshi@inbox.ru">mirzaboshi@inbox.ru</a>
19	Orient Star Khiva	Khiva	<a href="mailto:orientstarkhiva@rambler.ru">orientstarkhiva@rambler.ru</a>
20	Arkanchi Hotel	Khiva	<a href="mailto:organchi@mail.ru">organchi@mail.ru</a>
21	Khiva Laliopa	Khiva	<a href="mailto:laliopa@mail.ru">laliopa@mail.ru</a>
22	Isoqjon Umidabonu Hotel	Khiva	<a href="mailto:isakjon02@mail.ru">isakjon02@mail.ru</a>
23	Malika Khiva Hotel	Khiva	<a href="mailto:boltaboyd@mail.ru">boltaboyd@mail.ru</a>
24	Heyvaq Hotel	Khiva	<a href="mailto:boltaboyd@mail.ru">boltaboyd@mail.ru</a>
25	Malika Khorezm Hotel	Khiva	<a href="mailto:boltaboyd@mail.ru">boltaboyd@mail.ru</a>
26	Hotel Aziya Khiva	Khiva	<a href="mailto:hotelasiakhiva@rambler.ru">hotelasiakhiva@rambler.ru</a>
27	Khiva Shahrizoda Hotel	Khiva	<a href="mailto:tionshaherezada@mail.ru">tionshaherezada@mail.ru</a>

<sup>52</sup>Source: State Committee for Tourism Development of the Republic of Uzbekistan Data from the Khorezm Regional Department

			<a href="#"><u>u</u></a>
28	Islombek Hotel	Khiva	<a href="mailto:islambek_hotel@rambler.ru"><u>islambek_hotel@rambler.ru</u></a>
29	SabirArkanchi Hotel	Khiva	<a href="mailto:sobir_arkonchi@mail.ru"><u>sobir_arkonchi@mail.ru</u></a>
30	“Мерос” хусусий фирмасига қарашли меҳмонхона	Khiva	<a href="mailto:meros_bnb@mail.ru"><u>meros_bnb@mail.ru</u></a>
31	Madrasah Inomkhan Hotel	Khiva	<a href="mailto:madrasaaminxon@mail.ru"><u>madrasaaminxon@mail.ru</u></a>
32	KhivaAlibek Service hotel	Khiva	<a href="mailto:alibek.hotel@mail.ru"><u>alibek.hotel@mail.ru</u></a>
33	GhanijonAfandi Hotel	Khiva	<a href="mailto:otabek6969@gmail.com"><u>otabek6969@gmail.com</u></a>
34	KhivaOtabek Hotel	Khiva	<a href="mailto:barnush@mail.ru"><u>barnush@mail.ru</u></a>
35	Old Khiva Hotel	Khiva	<a href="mailto:oldkhiva@mail.ru"><u>oldkhiva@mail.ru</u></a> <a href="http://www.hotelkhiva.com"><u>www.hotelkhiva.com</u></a>
36	Qala Hotel	Khiva	<a href="mailto:madyor@bk.ru"><u>madyor@bk.ru</u></a>
37	KhivaQorakol Hotel	Khiva region	<a href="mailto:bek19.08.90@mail.ru"><u>bek19.08.90@mail.ru</u></a>
38	QoshaDarvoza Hotel	Khiva	<a href="mailto:oltintoj@mail.ru"><u>oltintoj@mail.ru</u></a>
39	Hayat Inn Hotel	Khiva	<a href="mailto:hotelhayatinn@mail.ru"><u>hotelhayatinn@mail.ru</u></a>
40	Orzu Hotel	Khiva	<a href="mailto:hotelorzu@gmail.com"><u>hotelorzu@gmail.com</u></a>
41	Khorrot Hotel	Khiva region	<a href="mailto:eshonrovot@gmail.com"><u>eshonrovot@gmail.com</u></a>
42	Eurasia Hotel	Khiva	<a href="mailto:hoteleuroasia@mail.ru"><u>hoteleuroasia@mail.ru</u></a>
43	QuvonchoyBonu Hotel	Khiva	<a href="mailto:quvonchoybonu@inbox.ru"><u>quvonchoybonu@inbox.ru</u></a> <a href="mailto:diyor.91@inbox.ru"><u>diyor.91@inbox.ru</u></a>
44	QiblaToza bog Hotel	Khiva	<a href="mailto:abdullaevj@mail.ru"><u>abdullaevj@mail.ru</u></a> <a href="mailto:hasan3314@mail.ru"><u>hasan3314@mail.ru</u></a>
45	BogchaDarvoza Hotel	Khiva	<a href="mailto:khiva.m.sh@mail.ru"><u>khiva.m.sh@mail.ru</u></a>
46	Shohjahon Hotel	Khiva	<a href="mailto:hotelshokhjakhonkhiva@mail.ru"><u>hotelshokhjakhonkhiva@mail.ru</u></a>
47	KhivaZukhra Hotel	Khiva	<a href="mailto:xiva_zuhra@mail.ru"><u>xiva_zuhra@mail.ru</u></a>
48	SulaymonKhiva Hotel	Khiva	<a href="mailto:sulaymonxiva2016@mail.ru"><u>sulaymonxiva2016@mail.ru</u></a>
49	BekKhiva Hotel	Khiva	<a href="mailto:hotelbekkhiva@mail.ru"><u>hotelbekkhiva@mail.ru</u></a>
50	Shams Khiva Hotel	Khiva	<a href="mailto:hotel.shams-khiva@mail.ru"><u>hotel.shams-khiva@mail.ru</u></a>
51	Orzu Hotel	Khiva	<a href="mailto:madyor@bk.ru"><u>madyor@bk.ru</u></a>
52	Farruh B&B Hotel	Khiva	<a href="mailto:7901005@gmail.com"><u>7901005@gmail.com</u></a>
53	Rayan Hotel	Khiva	<a href="mailto:bunyodbek.jumaniyazov8@mail.ru"><u>bunyodbek.jumaniyazov8@mail.ru</u></a>
54	Camping Khazorasp Hotel (Camping included)	Khazorasp region	<a href="mailto:allabergan_apti@mail.ru"><u>allabergan_apti@mail.ru</u></a>
55	Crystal Hotel	Khazorasp region	<a href="mailto:Mansur_karimov_90@mail.ru"><u>Mansur_karimov_90@mail.ru</u></a>
56	Marvarid Hotel	Khazorasp region	<a href="mailto:marvarid1987@mail.ru"><u>marvarid1987@mail.ru</u></a>
57	Fayz Baraka Hotel	Khazorasp region	<a href="mailto:fayzbaraka1981@mail.ru"><u>fayzbaraka1981@mail.ru</u></a>
58	Versal Hotel	Gurlen region	<a href="mailto:sanat7811@mail.ru"><u>sanat7811@mail.ru</u></a>

In accordance with the table, 3 hotels have opened their official web-site in 58 hotels, including Khorezm Palace and Fayz Hotel which is located in Urgench, as well as Old Khiva Hotel in Khiva. They have been successfully developing due to the presence of a web page and constant updating of the site. There are also 21 tourist companies registered in the region, and some tour agencies have created a web site.

**Table 3.2.2.**

**Information about the activities of tourist companies<sup>53</sup>**

<b>№</b>	<b>Name of touristic organization</b>	<b>Location</b>	<b>e-mail and website</b>
1	Private Enterprise “UlliHauliTorism”	Urgench region	<a href="mailto:hamrobux@mail.ru">hamrobux@mail.ru</a>
2	Bek Tour LLC	Khiva	<a href="mailto:bek-tur@mail.ru">bek-tur@mail.ru</a> <a href="http://www.bektour.uz">www.bektour.uz</a>
3	Vista Travel LLC	Khiva	<a href="mailto:info@vistatravel.uz">info@vistatravel.uz</a> <a href="http://www.vistatravel.uz">www.vistatravel.uz</a>
4	KhorasmiyaKavsar Private Enterprise	Urgench	<a href="mailto:X_kavsartour@mail.ru">X_kavsartour@mail.ru</a>
5	Mitra Travel LLC	Khiva	<a href="mailto:info@mitratravel.uz">info@mitratravel.uz</a>
6	JavharHulkarYulduzi LLC	Urgench	<a href="mailto:makush22@list.ru">makush22@list.ru</a>
7	Zukhro Travel LLC	Urgench	<a href="mailto:zukhrotravel@gmail.com">zukhrotravel@gmail.com</a>
8	SobirMirot Tour LLC	Bagat region	<a href="mailto:sobirmirot_tour@mail.ru">sobirmirot_tour@mail.ru</a>
9	“Golden Ring Travel” LLC	Khiva	<a href="mailto:mcsod89@mail.ru">mcsod89@mail.ru</a>
10	Khorezm Palas LLC, a subsidiary of NBU Invest	Urgench	<a href="mailto:khorezmpalace@mail.ru">khorezmpalace@mail.ru</a> <a href="http://www.khorezmpalase.uz">www.khorezmpalase.uz</a>
11	Urgench El-Tour LLC	Urgench	<a href="mailto:urganch_eltur@mail.ru">urganch_eltur@mail.ru</a>
12	Orient Star Khiva LLC	Khiva	<a href="mailto:orientstarkhiva@rambler.ru">orientstarkhiva@rambler.ru</a>
13	Agrotaminot repairing and manufacturing factory	Khiva	<a href="mailto:islambek_hotel@yahoo.com">islambek_hotel@yahoo.com</a>
14	Khiva Gold Tour LLC	Khiva	<a href="mailto:oldkhiva@mail.ru">oldkhiva@mail.ru</a> <a href="http://www.hotelkhiva.com">www.hotelkhiva.com</a>
15	KhivaMalikasi American-Uzbek Joint venture in the form of LLC	Khiva	<a href="mailto:odilbek.madrimov@yandex.ru">odilbek.madrimov@yandex.ru</a>
16	NilufarSoliha Private Enterprise	Khazorasp region	<a href="mailto:mansur_karimov_90@mail.ru">mansur_karimov_90@mail.ru</a>
17	“Expert navigator” LLC	Urgench	<a href="mailto:bobur@entour.uz">bobur@entour.uz</a>
18	“Xorazmko’hinur” LLC	Urgench	<a href="mailto:are_82@mail.ru">are_82@mail.ru</a>
19	“Xiva Shuxrat trans servis” LLC	Khiva region	<a href="mailto:iamshezod@gmail.com">iamshezod@gmail.com</a>
20	“Atlas travel agency” LLC	Khiva region	<a href="mailto:atlastravel.uz@gmail.com">atlastravel.uz@gmail.com</a>
21	IbragimovDoniyorbek Service LLC	Urgench	<a href="mailto:aziza_travels@mail.ru">aziza_travels@mail.ru</a>

<sup>53</sup>Source: State Committee for Tourism Development of the Republic of Uzbekistan Data from the Khorezm Regional Department

According to this table, in the region of four travel companies on its Web site and they are publishing their own tourist products on these sites. Among them are "Bektur" LLC, "Vista travel" LLC, "Khorezm Palace" LLC and "Khiva gold tour" LLC.

Therefore, the creation of the tourist web portal of Khorezm region and its promotional activities, the expansion of participation is also a good result. However, nowadays the site [www.xorazm.uz](http://www.xorazm.uz) is functioning.

This site has a tourism section that combines important information about tourist companies and hotels. Therefore, it is necessary to promote promotional advertising in Khorezm region.

In addition, creating high-quality art and documentary films about Khorezm culture, the lifestyle of the local population and historical heroes of Khorezm will contribute to the development of tourism<sup>54</sup>. This method is widely used in promoting tourism potential in Turkey, Brazil and Argentina.

Therefore, learning more foreign experience in promotion of tourism potential of Khorezm region is important for creating new advertising and marketing business, recording legends about historical monuments and the need to create new tourist destinations.

According to research, hotel advertising in the region is gradually developing. The Ichan Kala and the Dishon Fortress in Khiva, also known as the Open Skies Museum, are internationally promoted.

Archeological ruins and findings related to the ancient Khorezm state are gradually being promoted to international tourism and displayed on advertising.<sup>55</sup>

a) advertising by advertising companies based in the region. Today advertising companies of the region operate as an agency. Most of them are engaged in outdoor advertising and advertising in all areas. There are 5 advertising agencies in Khorezm, of which four have their own business.

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<sup>54</sup>Socio-Economic Development Strategy of Khorezm Region. - T., 2014. - 132 p.

<sup>55</sup>Matyakubov U.R. Directions and prospects of improving tourism efficiency considering the ecological situation (on the example of Khorezm region). Thesis dissertation for the degree of Candidate of Economic Sciences. - Samarkand, 2011. - 19 p.

**Table.3.2.3**

**Information about some advertising agencies operating in Khorezm region in 2017<sup>56</sup>**

<b>№</b>	<b>Name of the advertisement agency</b>	<b>Main activity</b>	<b>Website</b>	<b>Areas of activity</b>
1	Ussod Design	Outdoor advertisement	<a href="http://www.ussodesign.com">www.ussodesign.com</a>	Uzbekistan
2	Orange Media	Outdoor advertisement	<a href="http://www.orange-media.uz">www.orange-media.uz</a>	Uzbekistan
3	Rim.uz	indoor, outdoor and transportation advertisement	<a href="http://www.rim.uz">www.rim.uz</a>	Khorezm Province and the Republic of Karakalpakstan
4	VMG	Outdoor advertisement	<a href="http://www.vectormg.uz">www.vectormg.uz</a>	Urgench

Conducting companies, as they are presented in the table, have their web pages and carry out activities throughout Uzbekistan. Advertising companies also use other types of advertising tools.

**Table 3.2.4.**

**Information on advertisement users in the Khorezm region<sup>57</sup>**

<b>№</b>	<b>Name of the advertisement tools</b>	<b>Name of the organization performing the advertisement</b>
1	press	KhorazmElonlari LLC
2	printed advertisement	KhorazmElonlari LLC
3	audiovisual advertisement	S-iqbolstudio
4	radio and television advertisement	S-iqbolstudio, 8-TV channel, Tele-radio company of Khorezm Province
5	outdoor advertisement	Ussod Design, Orange Media, Rim.uzand VMGadvertisement agencies

According to this table advertising in the region is based on 5 types of advertisement and they are widely used by Khorezm, Inc., S-Iqbol studio, 8-TV channel, Khorezm regional broadcasting company and advertising agencies. In particular, the press and advertising advertisement was produced by Khorezm's advertising company by S-Ibolbol studio of audiovisual advertising, radio and television broadcasting S-Ibolbol studio, TV channel 8 and Khorezm regional

<sup>56</sup>Information from advertising companies

<sup>57</sup>Information from advertising companies



television company, as well as external advertising Usso Design, Orange Media, Rim.uz and VMG advertising agencies.

Also, some of the advertising agencies operating in Khorezm have been investigated and SWOT analyzed. As a result of the analysis, the strengths, weaknesses, opportunities and threats of their activity were identified.

**Table 3.2.5**

**SWOT analysis of some advertising agencies operating in the Khorezm Region<sup>58</sup>**

Name of the advertisement agency	SWOT таркиби			
	S (Strong sides)	W (Weak sides)	O (Opportunities)	T (Threat)
Usso Design	Availability of the website	Lack of knowledge of the representatives	Permanent collaboration with other organizations	Lack of demand
Orange Media	Availability of the website	Absence of representative performing the functions	Presence of multilateral network	Unawareness of the situation
Rim.uz	Convenient location, Availability of the website, designer and installing the advertisement	Lack of responsible specialists, high costs of installing the advertisement	Availability of its private building and production	Changes in the exchange rates, presence bureaucratic challenges
VMG	Availability of the website, designer and installer	Poor quality of service	Use of its own rights	Presence of large competitors

Analytics provide a realistic view of the activities of advertising agencies and will help develop the prospects for development. In general, with the tourists visiting the region to accelerate the development of tourism industry, performance should also be improved. Because, it will serve as an advertisement in the form of an event, which will depend on the free time of tourists. Tourist firms and hotels staff are constantly working with tourists and organizing various events with them.

In particular, it is necessary to take measures in order to create an advertisement aimed at organizing leisure time of the tourists in the region:

- First of all, avoiding leisure of tourists and organizing propaganda for tourists;

<sup>58</sup>Information from advertising companies

- Create adequate conditions for active participation of tourists in effective organization and conduct of events;
- Organizing and conducting regular cultural events, roundtables, meetings and meetings with various cultural content, organizing and conducting interesting and intensive events;
- Providing and encouraging tourists to participate regularly in national holidays and sports games;
- Organizing leisure activities of tourists, including information and resource centers, and consistently ensuring their activity;
- Bringing tourists to excursions to different historical and cultural sites, to organize the exciting youth literacy and literary literacy, and to encourage tourists to be the most active of them;
- Organize public events on a variety of topics, including tourists;
- Provide timely demonstration;
- Train various teams to promote tourists and facilitate workshops as well as providing tourists with a group of tourists, actively participating in meetings and regular interviews with tourists, identifying their interests, hobbies and finding the best kind of advertising, etc.

### **3.3. Introduction of management and marketing concept in the use of advertising in tourism and the aspects of its perfection**

Promotion of advertising in the Khorezm region requires the effective utilization of advertisement. This will depend on the introduction of direct management and marketing concept and its performance. First of all, it is based on the concept of management and marketing. Here, the concept is the way or theory that ensures achievement of the goal.

In fact, the Concept of tourism development has been adopted in Uzbekistan. The main purpose of this concept is to create a modern, high-efficient and competitive tourist complex, providing broad opportunities for Uzbekistan and foreigners to meet the needs of tourism services, while on the other hand develops the country's economy, including the reduction of tax revenues to the national

budget and programs that are related to the conservation and rational use of our cultural and natural heritage.<sup>59</sup>

Management is a practical activity that is focused on the management of tourist enterprises and is based on the theory, principles, methods and tools. In order to achieve these goals, the following measures are envisaged in the Khorezm region:

- The list of main directions of the restructuring of tourism in the region;
- Implementation of the state program "Development of tourism in Khorezm region" for 2017-2021;
- Compliance with international legal practice Formation of a legal framework for the development of tourism, Formation of incentive mechanisms for the development of foreign and domestic tourism, Investment and (licensing) of tourist activities and certification of tourism activities;
- Development of material and technical base of the sector;
- Maintenance of international and domestic tourism market by providing tax and customs privileges and other forms of state support to the state guarantees;
- Creation of favorable conditions for cooperation of tourism, banking structures, transport, hotels and insurance companies with the purpose of formation of high-tech complex of tourism service.

Indeed, it is another area of tourism in Khorezm region and the regional tourism development organization, which has different forms of ownership, operating at the level of microeconomics. Especially nowadays, the tourism system formed in the region is currently dominated by a highly centralized administrative system, based on the predominance of state property forms, mechanism. In the market economy, the right to carry out decentralized tourism activities, regardless of the form of ownership, should be provided to enterprises.

The efficiency of management in the tourism industry reflects the scope of the management concept. This concept is a socio-economic phenomenon and process

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<sup>59</sup>Tukhliyev IE, Hayitboyev R., SafarovB.Sh.,Tursunova G.R. Tourism Basics. Textbook. - T: Economy and Finance, 2014. - 262 p

of tourism. Therefore, an increase in the influence of tourism on society requires increasing the efficiency of managerial activity in tourist companies and organizations, which are the basis of this industry.

However, the effectiveness of tourism in tourism is not determined by the majority of production of tourist goods, but is determined by the extent to which the satisfaction of the tourist product's consumer needs. In understanding the full impact of tourism on the country's economy and the interaction of the economy with tourism, it is necessary to solve the following four related issues.<sup>60</sup>

- determining the contribution of tourism to the gross national product of the country;
- identifying new economic trends derived from tourism activities;
- determining tourism contribution in the national economy by socio-economic indicators;
- development of measures to promote the contribution of tourism to the national economy.

The manager of the tourist company is also the chief of the company's operations management. However, the manager of all tourist companies does not have the same function. The activities of the traveling company are grouped in the following areas:

- Managing the implementation of management decisions in the traveling company and the implementation of these decisions.
- Managers' information management is also a very responsible and timely requirement.
- As the manager of the tourist company, the company's internal and external environment in a positive way.

The concept of management is a new direction for effective management, which includes a new management-based organization that provides sustainable tourism development based on the effective use of advertising tools.

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<sup>60</sup>Tukhliyev IE, Hayitboyev R., SafarovB.Sh.,Tursunova G.R. Tourism Basics. Textbook. - T: Economy and Finance, 2014. - 243 p.

Research on these issues is based on the need to establish a Khorezm tourist advertising agency that aims to improve advertising in Khorezm Region for tourism development. <sup>61</sup>The main objectives of this agency are:

- Creation of the advertising catalog of regional tourism resources (history, description, accessibility of international and domestic tourism, the role of the tourism market, etc.);
- Creating a dynamically growing information and advertising system of tourist services in the region (hotels, meals, transportation services, tourist excursion services, etc.);
- Regular advertisement of new tourist attractions in the region;
- Providing touristic opportunities and tourism in the region, and promotion of new tourist goods at the Tashkent International Tourism Fair annually by the Khorezm Tourism brand;
- Holding the Republican (International) Scientific and Practical Conference "Khorezm Tourism" once a year;
- Establishment of the monthly publicity magazine in order to ensure regularity of tourism promotion in Khorezm region;
- Creating the ways of using international and domestic tourists an advert.

Initially, marketing methods are to meet the needs and the need for exchange of human activity. The main purpose of it is to study the demand of tourists.

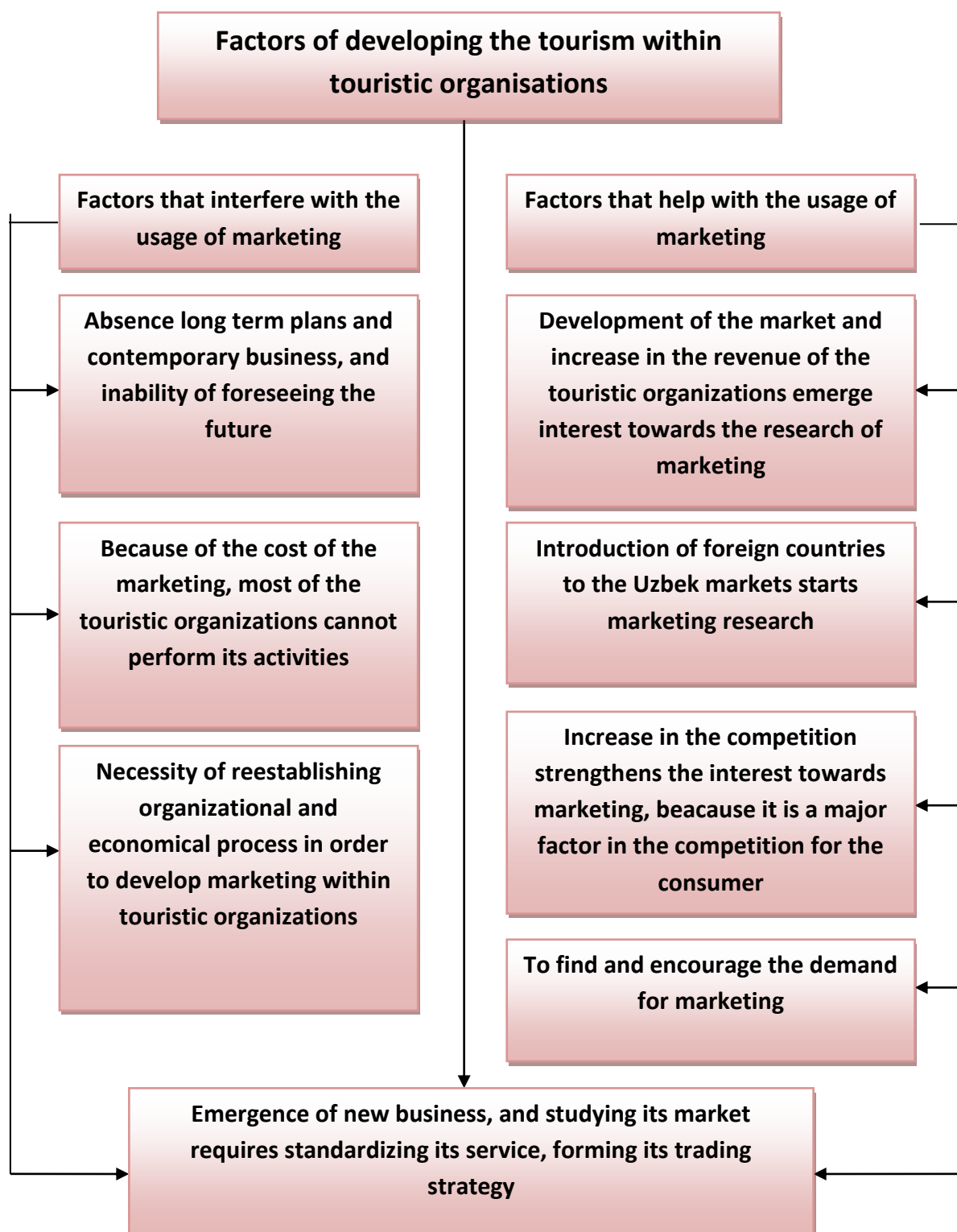
One of the main reasons for the emergence of marketing is the increase in production volumes, the emergence of new industries, the rise in the range of goods, and the problem of sales of goods between entrepreneurs. The essence of marketing is that today the definition of tourism marketing is based on the following scientists' conclusions.

"Tourism marketing consists of systematic actions that meet the needs and needs of tourists in national and international tourism, national tourism

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<sup>61</sup>Matyakubov U.R. Directions and prospects of improving tourism efficiency considering the ecological situation (on the example of Khorezm region). Thesis dissertation for the degree of Candidate of Economic Sciences. - Samarkand, 2011. - 19 p.

organizations or tourism organizations," said Tukhliev<sup>62</sup>. Indeed, there are specific factors for the development of marketing in distresses, and they play an important role in promoting advertising (Figure 3.3.1).



**Picture 3.3.1. Factors for development of the marketing in touristic organizations<sup>63</sup>**

<sup>62</sup>Tukhliyev I.E, Hayitboyev R., Safarov B.Sh., Tursunova G.R. Tourism Basics. Textbook. - T: Economy and Finance, 2014. - 248 p.

So, tourism marketing is an attempt to provide tourists with the products and services that meet tourist needs. The essence of the main definition of tourism marketing is the demand of tourists and marketing of goods and services that meet the needs of the market. The concept of marketing is a system that is aimed at bringing tourists to the region as a new direction of the tourist market, improving the functioning of the modern tourism market, promoting tourist goods. In order to achieve this goal, the market of Khorezm region's tourism has been undergone changes, which is reflected in the number of hotels and their number in the activities of touristic firms (Table 3.3.1).

**Table 3.3.1.**

**The regional tourism market information about the results achieved in 2012-2016<sup>64</sup>**

Years	Number of the touristic companies			Amount of performed service		Number of the tourists (thousand)		
	Total	Hotels	Touristic organizations	Soums (thousand)	Dollars (thousand)	Total	Including	
							Foreign	Local
2012	30	23	7	5562147,1	3347,1	63,6	47,4	16,2
2013	36	26	10	8673658,8	1888,6	73,3	53,3	20,0
2014	51	35	16	8314590,0	2166,7	67,7	46.2	21,5
2015	59	42	17	8757247,0	1977.5	63.4	40.6	22.8
2016	72	52	20	11389963,7	2308.2	75.8	46.6	29.2

According to the table the number of foreign tourists visited the region in 2016 exceeds 46,600, and by 2015 this year this figure was 40.6 thousand people. In other words, the number of foreign tourists visited the region increased by 15% compared to the same period of 2015. The number of tourists visiting the Ichan-Kala state museum-preserve, located in Khiva, has grown and is composed of local and foreign tourists (Table 3.3.2).

<sup>63</sup> Source: Tukhliyev IS, Hayitboyev R., SafarovB.Sh.,Tursunova G.R. Tourism Basics. Textbook. - T: Economy and Finance, 2014.

<sup>64</sup> Source: Khorezm Regional Tourism Development Administration data

**Table 3.3.2**

**Information about tourists visiting the Ichan-Kala state museum-reserve in  
Khorezm region in 2013-2016<sup>65</sup>**

<b>Tourgroupp</b>	<b>Years</b>			
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>
<b>Total</b>	<b>728665</b>	<b>735004</b>	<b>737801</b>	<b>741614</b>
local	687628	698079	707526	708229
foreign	41037	36925	30275	33385

According to this schedule, in 2016, 741 614 tourists visited the Ichan-Kala state museum, 708,229 of them are local tourists and 33,385 foreign tourists.

Also, the concept of marketing is based on the strategic analysis of the planned and ongoing business activity<sup>66</sup>. The concept of marketing is usually comprised of the following steps:

- Implementation of strategic analysis of internal and external environment;
- Identification of marketing activities and objectives of the tourist enterprise;
- Identification of marketing strategy;
- Selection of elements of marketing activities to achieve planned results.

Additionally, business marketing concept of the production of the following concepts:

- the concept of production;
- the concept of goods;
- the concept of trade;
- the concept of traditional marketing;
- social-communicative concept;
- the concept of mutual marketing;

<sup>65</sup> Source: State Committee for Tourism Development Khorezm region territorial administration

<sup>66</sup>Qosimova MS, YusupovM.A., Ergashhodzhaeva Sh. Marketing.Textbook. - T .: TSUE, 2010. - 17 p.



In order to further improve the advertising of tourism, the tour operators, which make up the productive marketing concept, are expected to work on the following priority areas:

- Ensure that new tour partners in the emerging market share a higher appreciation of Uzbekistan;
- programmatic and charter flights with learning intriguing;
- collaborating tour operators.

The services provided by the Khorezm region are based on the following trends in promoting tourism in the following areas:

- effective and promising directions;
- Advertising of ancient Khorezm provinces, archaeological sites, fortresses and monuments in the area of English, Russian and development of Uzbek language;

- Creating advertising boards with history and description for each of the 30 large, historical monuments in Khiva for the development of historical monuments;

To promote tourism in the region, it is desirable to develop advertising on biodiversity resources in tourism in the following areas:

- The use of natural resources of the Khorezm region (biological resources of the steppe zone Advertising);
- the world of biological resources (animals and plants);
- the Amu Darya and advertising of water bodies (lakes, beaches, rivers and water reservoirs);
- the biological resources of the Nature Reserve "Khorezm" are advertised.

In particular, the unique advertising of national culture, art and folk creativity in Khorezm region should cover the following areas:

- Khorezm ceramic art centers and the work of masters of ceramic advertising; Khorezm;
- the famous carpet industry advertising; national musical industry, folk and ethnic art forms of advertising;
- national crafts of carpet producing;

- Khorezm People's National Games and traditions of advertising.

It is necessary to create a route ad for Khorezm region. This allows the region's rare animal world, natural landscapes, unique and medicinal plants to be displayed in advertising.

### **Conclusion on the third chapter**

The tourism potential of the Khorezm region is best viewed through advertising. Basically, the means of legal instruments in the region are being organized by the regional department of tourism development in Khorezm region and a number of positive achievements. Basically, inland tourism advertising is well-developed.

Today, information and communication technologies have been introduced in the activities of tourist organizations throughout the region, and as a result tourist organizations have access to Internet and mail exchange. As a result, tourist advertising was organized by them. There are 58 hotels and 21 tourist companies registered and operating in the region. There are 3 hotel and tourist companies in their web site, using Facebook and Telegram.

At the same time these organizations organize advertising and present these results through their booklets. Also, [www.xorazm.uz](http://www.xorazm.uz) provides general information about their products and services, which are constantly being promoted through advertising agencies, newspapers, TV and radio companies located in the region.

Advertising should be used in the sustainable development of the Khorezm region's tourism industry. However, in these cases it is necessary to introduce the concept of effective management and marketing, and thus to improve the advertising performance. The implementation of these measures was fully covered in the case.

## CONCLUSION AND SUGGESTIONS

The effective use of advertising in the sustainable and promising development of tourism industry in our country depends on the effective organization of advertising. In addition, the media include media, such as television, radio and the press, as well as information and communication technologies. Advertising is made and displayed by them. However, they are different from each other.

First of all, it is the most comfortable marketing tool designed to disseminate information about the services, products or other activities of advertising agencies and companies in order to attract tourists. In the first chapter of the work, the role of advertising in this task has been emphasized in the development of tourism. Advertisements are also classified as advertising objects by means of print, audiovisual, computerized, radio and television advertising, advertising souvenirs and outdoor advertising.

In this section, foreign experiments and methods of advertising activities have been investigated and, accordingly, The process of promoting advertising in the US, Canada, Japan, the UK, and Germany varies from one perspective to another. Accordingly, the use of advertising in the tourism industry is characterized by its specificity. In particular, advertising can include media and internet technologies in advertising. The internet advertising is rapidly developing.

Especially, one of the most important considerations is the role of magazines, print, audio, advertising souvenirs, post, external and computerized advertising in the effective implementation of tourism communications. These types of ads are described in more detail in the second chapter of the study.

It is also a good idea to hold tourist exhibitions and fairs and to use their advertising tools efficiently. Because, it is important for the travel company to keep its reputation in front of consumers and partners, to communicate with ordinary consumers, and to know their ideas about spinning programs. In particular, professionalism in exhibitions leads to good results throughout the season. The good organization of the exhibition will allow the diversity of tourist bands and exposition materials to increase the popularity of spinning among

customers and partners, to promote effective contracts and agreements, to expand touristic ties and product lines. At the same time, the functionality of the aforementioned advertising types is important.

In this regard, advertising companies have an impact on consumers' consciousness and they should strive to increase their interest in products and services. Because, in advertising services, trust, quality, accuracy and other elements should be important.

The tourism potential of the Khorezm region is best viewed through advertising. It is done indirectly through advertising tools. As a result, the role of the industry will be enhanced, creating new jobs, increasing the potential of the national tourist product in the world market, as a result of which the regional economy will grow rapidly.

In particular, advertising activities aimed at increasing the tourism efficiency through advertising in the region will be based on decrees of the President of the Republic of Uzbekistan on tourism, as well as in line with the new Tourism Development Program 2017-2021, the Khorezm Regional Tourism Development Regional Office lying and onea number of positive results have been achieved. These findings are described in more detail in Chapter Three. In particular, the promotion of domestic tourism in the region is well-developed.

Today, information and communication technologies have been introduced in the activities of touristic organizations throughout the region as a result of which tourism organizations have access to Internet and mail exchange. As a result, tourist advertising was organized by them. There are 58 hotels and 21 tourist companies registered and operating in the region.

While all of them use internet advertising, 3 out of 58 hotels have their own website and 3 of 21 tour agencies have their own website. They are also promoting their news through using Facebook and Telegram. This section of the paper provides detailed information about them. These organizations also advertise themselves on the brochures they have prepared.

Also, [www.xorazm.uz](http://www.xorazm.uz) provides general information about their products and services, which are advertised in the regional advertising agencies and in the press by Khorezm's advertising company, TV-radio advertising S-Ibolbol studio, TV channel 8 and Khorezm regional TV and Radio Company. At the same time, advertising should be used in the sustainable development of the Khorezm region's tourism industry. However, in these cases it is necessary to introduce the concept of effective management and marketing, and thus to improve the advertising performance. Implementation of these measures was fully elaborated in the final part of the case.

In general, taking into account that tourism is an important industry in Uzbekistan, one of the important tasks is the creation, management, development and effective use of tourism opportunities, and the formation of a national tourism model. In particular, it is desirable to study the traditions of tourism development and to analyze the accomplishments achieved in shaping the national tourism model.

The main goal is to ensure Uzbekistan's position in world tourism through the promotion and sale of products, to provide the necessary currency flow to the economy of the country, to achieve tourism in the economy, to improve the quality of service, and to expand export opportunities.

Based on these conclusions, it is necessary to take measures to effectively utilize advertising in the development of tourism in Khorezm region:

- Organizing information tours for Khorezm region for representatives of foreign travel agencies and field media;
- Providing constant participation of tourist organizations of Khorezm region and interested organizations at the international tourism fair in Tashkent;
- Development of programs for foreign tourists in the tourism sector, excursion, recreational, gastronomic, ecological and other types of tourism;
- Carrying out presentations on tourist attractions and present tourist programs of Khorezm region and presentations on tourist and other events held in foreign countries;

- For the purpose of oral presentation of historic sites during travel, Japan, Italy, Spain, China and Korea train and train experienced and experienced translators of Japanese, Italian, Spanish, Chinese, Korean, and other interested parties;

- Increase the number of tourists and create a new image of the region through various cultural and entertainment events, such as - [www.visitkhorezm.uz](http://www.visitkhorezm.uz); - Organization of colorful laser show system at cultural entertainment sites in Ichan-Kala, Khiva;

- Renting tablets in Khiva's tourist zones arranging rarities and mapping of sightseeing attractions of Khorezm region.

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