

# ADVERTISING AND MARKETING IN TOURISM

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## Abstract

This article provides necessary information about the role of marketing in tourism, the importance of advertising and their interrelationship, and foreign research studies are reviewed, and proposals and recommendations are developed based on them.

**Keywords:** Advertising, tourism, marketing, tourist services, market, Internet, consumer taste.

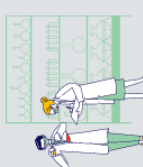
## Introduction

The Law of the Republic of Uzbekistan No. LRU-776 “On Advertising” dated June 7, 2022 was adopted [1]. The validity of this Law applies to all relations in the field of circulation of advertising, regardless of the place of preparation of the advertisement, if this advertisement is intended for use and distribution in the territory of the Republic of Uzbekistan. It is clear from this that every entrepreneur or legal entity must comply with this law when advertising their products and advertise within the framework of the law. Nowadays, entrepreneurs are also using advertisements that disparage and denigrate other products to prove the superiority of their products over other products. This law is of great importance in preventing such situations and ensuring the right of each product to advertise and properly managing them. Marketing in tourism is an activity that increases the flow of consumers by selling and advertising tourist products.

## LITERATURE ANALYSIS

Advertising and service quality play an important role in the development of the tourism industry in any country. It plays a major role in satisfying the needs of tourists. If a tourist product is presented to tourists in an interesting way, it will be a memorable trip for the tourist, and the impression he receives will attract the attention of even more tourists. According to F.K. Kamilova and Z.K. Kamilov, advertising in tourism is a form of impersonal presentation aimed at demonstrating a tourist product, forming demand for it, and creating an image of a tourist organization [2].

A.P. Durovich, depending on the nature and characteristics of advertising, distinguishes between informative, persuasive and reminder types[3]. He divides the types of advertising in tourism according to their characteristics. In his opinion, in practice, authoritative and product advertising in its original form is very rare. As a rule, they are carried out together, only in the first case, attention is paid to the image of the company, and in the second - to the products it offers. For example, in terms of direction, he distinguishes between advertising the capabilities of a tourist enterprise and advertising its needs[4].



Emotional advertising, on the other hand, refers to actions through emotions, memories, and associations. Its favorite tools are images and, to a lesser extent, sound[5].

If we touch on the term marketing in tourism, the first meaning of marketing is the market, and the second meaning is expressed by the concepts of selling and buying in the market and activities in the market. Kwartalnov V. A. - "Marketing is the activity of the producer of products and services - the consumer" - said [6].

Tourism advertising often uses the following media: press, television, radio, videos, mailings, transportation, billboards at points of sale, outdoor and souvenir advertising, etc.

The main task of product advertising is to create and stimulate demand for a tourist product. Such advertising informs potential buyers about its services, arouses interest, and stimulates sales. [7].

## RESEARCH METHODOLOGY

The study examines the theoretical aspects of advertising and marketing in tourism, as well as the implementation of tourism marketing in Uzbekistan. In this process, the method of analysis and synthesis and statistical data were used.

## ANALYSIS AND RESULTS

According to experts, the share of services in tourism is 75%, goods - 25%. There is also a specific feature of the consumption of tourist services and goods at the place of production. These features are non-storability, non-constancy of quality and intangibility. That is, we cannot touch tourist services, we cannot feel them, they are not objects or precious stones. Secondly, we cannot always maintain their quality at the same level, because each tourist product is presented to each tourist according to his taste and it is not always of the same quality, that is, its quality changes. Thirdly, we cannot store a tourist product in a warehouse or in an office. Because it is not a tangible object. It is the result of intellectual labor developed by tour operators.

The travel business needs to know how the purchasing decision-making process works, because the more information a business has, the more it can do to motivate its guests. The purchasing decision process involves five main steps [8]:

- 1) understanding the need to purchase;
- 2) searching for information about the goods;
- 3) evaluating the proposed options;
- 4) purchasing decision;
- 5) post-purchase behavior.

Marketing research focuses on studying the behavior of buyers of goods and services. In the tourism market, the consumer is the tourist himself, who mainly acts through intermediaries - travel companies or directly through tour operators.

In January-July of this year, the number of tourists visiting Uzbekistan amounted to 3.7 million. Among the countries, Tajikistan was the leader with a total of 1.1 million tourists in seven months. In July, 192,900 tourists arrived from this country. In the previous period, Tajikistan

was followed by Kyrgyzstan (912.8 thousand) and Kazakhstan (879 thousand). The top five countries visited by tourists were Russia (417.4 thousand) and Turkey (58 thousand). Also, in seven months, 39.6 thousand tourists arrived from Turkmenistan, 20.2 thousand from South Korea, 20 thousand from India, 17.7 thousand from China and 14.1 thousand from Germany. During this period, the number of tourists visiting Azerbaijan reached 7,989, of which 3,787 were visiting relatives, 3,762 were visiting for recreation, and 435 were visiting for business purposes [12]. The increase in the number of tourists was largely due to the peace in our country, the good level of the tourist environment, and advertising.

## CONCLUSION AND SUGGESTIONS

In conclusion, tourism is one of the most important sectors in the development of our country. The beauty of our country, its peace and prosperity, its customs and traditions will amaze even the most inexperienced tourist. If we effectively use the existing opportunities to prepare videos that can show the beauty of our country to the world, open an official tourism-related website on the Internet, and draw the attention of tourists to these videos, and if we produce new videos every month and show them constantly, it would create an opportunity to expand the flow of tourists and learn their opinions and thoughts. After all, the main purpose of advertising is to inform buyers about the usefulness of a product or service and thereby encourage them to buy it. I think this will have a very positive impact on our country's economy.

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