



## THE ROLE OF ADVERTISING IN THE MOVEMENT OF BUKHARA TOURISM DESTINATION

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**ABSTRACT:** *The purpose of this article is to determine the role of advertising and its effectiveness in promoting tourism destinations. The article mainly analyzes the types of advertising in the tourist destination and their economic significance. Promoting a tourist destination will be a key factor in attracting potential customers and promoting oneself in the future. The article uses the method of analysis of advertising of the tourist destination of Bukhara to identify the main problems in tourism. Then, graphs and charts were used to reflect the dynamics of the process and development. As a rule, the author uses foreign practice to familiarize and adapt modern tourism in the country.*

**Key words:** tourism, advertising, tourist destination, internet marketing, SMM, mobile marketing, effectiveness, social media, travel blogging.

### INTRODUCTION

One of the most essential components in the tourism industry's ability to attract travelers from both the local and worldwide markets is advertising. The tourist industry is in charge of promoting natural resources, culture, and heritage, among other things, so that every visitor can get the most out of their visit. Tourism advertising allows visitors to become acquainted with a location before ever visiting there.

A bad advertisement might cost you money in the tourist industry. Effective marketing does not guarantee success, but it certainly raises the likelihood of it.

Advertising serves three primary functions in the tourism industry:

- To provide travelers with information about a destination and everything they need to know about it.
- Convince tourists to visit a destination;
- Remind tourists of a destination and where to make all of their reservations.



The global travel market, like the advertising sector, is growing. Advertising initiatives to promote foreign tourist destinations are common in western countries. Many advertisers merely want to enhance their revenue by marketing their services, whether it's travel or hotel bookings. Few advertisers, on the other hand, feel compelled to engage with their target audience, which I believe is critical [37].

We live in a marketing and media – driven world. Any organization involved in the leisure and tourism business, arts centers, museums, sports clubs and small hotels to the largest theme parks, airlines and cruise companies, is interested in advertising. Many companies think that they should cut expenditure on advertising and redirect it into sales promotions, direct mail, public relations and other forms of marketing communications. Advertising is not an expensive but, rather, is a strategic activity which should be regarded as an investment in the product or brand.

The role of advertising in tourism increases the familiarity of the locality to tourists who are planning to organize a personalized leisure or business trip. The power of advertising provides basic facts about the tourism industry that can be offered by a certain community. This is in terms of their newly discovered natural resources that are safe and enjoyable to visit for several days. Advertisement transforms curiosity into an interest made by the potential tourists who will be visiting the area to spend leisure time with their family and friends. As a result, there will be an increase in tourism arrivals to the targeted locality where tourists can visit and explore for a certain period of time, the role of tourists enhances the tourism potential of the community to become competitive, driving an economic growth that generates new jobs for the residents and tourists who wants to stay longer in the community.

## **LITERATURE REVIEW**

Given that tourism is an important aspect of any country's economy's infrastructure, its growth and development are critical. Advertising is a critical instrument in growing a country's tourism by attractively presenting the country's historical and cultural points of interest. Advertising has a critical role in growing this business, providing economic growth, direct and indirect employment, and, most significantly, a creative and innovative competition in the national and international travel industry. Importantly, for a successful



tourist industry, travel agencies and government officials from the Ministries of Tourism and Business must work together to achieve these objectives [1].

For professional advantage, the tourism business must employ advertising as its principal tool. The cultural values of each country's tourism promotion are founded on the professionals' understanding of advertising and its values. Professional advertising can be viewed as a successful strategy for economic development both within and beyond a country. Advertising that is inappropriate, insufficient, or inadequate can be a waste of time and money. The marketer must determine the target audience and tourism, as well as the volume of advertising aimed at attracting tourists, in order to enhance tourism, investments, and other good behavior. Each step of tourist advertising, including print, television, and radio stations, has a distinct impact on the tourism business. The tourism sector of each country can generally be assessed based on its ability and plan, as well as the country's interest and need in the industry[2].

Advertisement in various media, including as newspapers, magazines, radio, television, posters, and brochures, plays a vital part in luring people to tourist resorts. Customs, traditions, parts of paradise, tourist attractions, or any other material or intangible object can be amplified, made more widely known, and none the less 'sold' through the appropriate media and advertising. International travel is susceptible to political unrest and economic crisis, and advertising has the potential to offset and reduce the effects of political, economic, and social rumors that may be influencing demand for travel. Successful and long-term travel advertising and promotion, on the other hand, can help to reduce negative and unfavorable publicity while still maintaining a sense of perspective. As a result, ads have the potential to have an economic, social, and cultural influence. In terms of economics, it is usually assumed that advertisements have a positive impact on the economy by encouraging demand for goods and services[3].

## **METHODOLOGY**

In this study, our data collection has been done through a survey. The survey had been conducted among the tourists coming from home and outside. More specifically, this research begins by connecting the theory about the research issue, from which the study logically creates the relationship between ideas and hypotheses. This is a casual study with



the goal of determining the causal correlations between advertisement and marketing in tourism of Uzbekistan.

## **RESULTS AND DISCUSSION**

The role of advertising in tourism enhances the acquaintance of tourists who are planning a personal vacation or business trip. The power of advertising provides basic information about the tourism industry that can be offered by a particular community. This is in terms of their discovered natural resources, they are safe and a pleasure to visit for a few days. The ad turns the curiosity into the interest of potential tourists who visit the region to relax with family and friends. As a result, there will be an increase in tourist visits to the target area where tourists can visit and explore over a period of time, the role of tourists will increase the tourist potential of the community, leading to competitive, economic growth. new jobs for residents and tourists who want to stay in the community for a long time.

Tourism destination advertising is designed to create an attractive image of the whole country or its individual region to attract tourist flows. International practice of tourism organization shows that the better the region is known as a tourist destination, the easier and cheaper it will be to promote certain types of tourism products offered by tourism enterprises in the region. Advertising of tourist routes is carried out mainly by budget funds and in foreign markets by national tourism organizations (associations) and their foreign offices.

The advertisement allows tourists to share their thoughts about their recent trips to internationally and locally promoted areas of interest. The testimonies provided by the tourists reflect their general experience of visiting the area with friends or relatives. From a security standpoint, tourists can attest to the current situation in the area, such as traffic, criminal elements, and community honesty. If tourists protect the safety of the local community, it means that there is an optimistic tourism industry in the region that proves that locals and foreigners should not have to worry about their safety when visiting the region. Advertising contributes to the economic development of an interested society as small and medium enterprises begin to build their businesses to generate income and attract new jobs for the local population.



In the process of integrating Bukhara tourist destination into the economic space of the Republic of Uzbekistan, a number of unresolved issues arise, one of which is the low level of awareness of potential tourists of Bukhara as a destination other than historical tourism. Despite the growing competition, not enough effort is being spent to shape the tourist image of Bukhara region with the help of modern advertising. There is not enough information about the tourist destination of Bukhara. At the same time, the modern tourism industry in the world is one of the brightest examples of the introduction, development and active application of information and communication technologies.

Advertising using social networks, which is a trend today. It is advisable to open accounts on Facebook, Instagram, Telegram, which are widely used around the world, to upload information, and to post videos on YouTube. 16.6% of visitors to Uzbekistan come to the country under the strong influence of social networks. Therefore, it is advisable to further develop the advertising sector of social networks. All social media has certain characteristics that determine their characteristics and uniqueness.

There are many types of advertising tools and their effectiveness varies from industry to industry. Determining which tools will benefit the most in the development of Bukhara's tourist destination is currently a challenge. However, even if you choose the right one for your target audience, it still has its downsides. In order to be profitable, it is necessary to compensate for the losses. Based on the topic,

## **CONCLUSION**

I have considered the effectiveness of the use of advertising in the promotion of Bukhara tourist destination, and below I offer my suggestions:

1. The use of social networks in the development of tourist destinations, as we now know the high levels of Internet advertising;
2. Opening and running channels on Facebook, Instagram, YouTube, Telegram;
3. The Bukhara regional department of the State Committee for Tourism Development should keep its pages on social networks in promoting the Bukhara tourist destination;
4. Coverage of tourist destinations with the help of bloggers



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