

# **ADVERTISING ACTIVITIES IN THE CONTEXT OF MODERN TOURISM DEVELOPMENT**

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## **Annotation**

The article looks at the concept of advertising acts on a person and the ways to improve its role, which makes research topic relevant.

The scientific article gives scientific definitions to such categories as "advertising" and its types by various scholars and authors. In addition, the article groups advertising programs, summarizes and comprehensively, analyzes the theoretical and scientific approaches to improving their effectiveness.

Having done an extensive analysis of the research materials, the author makes a conclusion about the urgency strengthening measures for social protection of the population in order to avoid further economic recession.

## **Keywords**

Advertising, advertiser, potential customers, favorable environment, product, service, personal cooperation, promote products, gradual creation, long-term goal.

Advertising is a type of communication in the field of marketing between a client and an advertiser with the aim of distributing paid information and attracting new people (potential customers) to a product or service. In other words, this is information that is disseminated in a wide range of people by different methods in order to attract attention, a way to promote products without personal cooperation with potential customers.

The most effective option is advertising created by specialists from special agencies who have the appropriate education and experience. The long-term goal of advertising is the gradual creation of a name, increasing awareness, brand

awareness. At the moment, we are surrounded by quite a few large companies, which have become known not due to some kind of innovation or quality, but due to good marketing. Advertising acts on a person first physically, on the organs of his perception, and then subconsciously, as if pushing him to purchase this service.

Before the popularity of the Internet, television advertising was in great demand and was a form of interpersonal communication, thanks to the so-called "presence effect". In other words, it creates the feeling that you are actually in contact with the advertiser. Therefore, for this reason, advertising on television is so expensive. The media can include: television, radio, print media (newspapers, publications). Recently, they have been classified as media and video bloggers, but they do not fall into this category of domestic articles.

The main format of advertising on the network is small videos of a different nature, which should convey data to people in a short time period and help increase sales. It is quite inexpensive, but its audience is huge.

For advertising to be successful, action is required from users. For example, registration, following a link, downloading an application.

The most popular online advertising right now is targeted advertising. Its advantage lies in the fact that it is shown only to the target audience, based on information from social networks, search queries.

In recent years, the development trends of the tourism industry are observed all over the world. The interest in the development of the tourism industry is due not only to the rapid development of the industry, but also to the successful development of tourism, which has a significant impact on almost all major sectors of the economy. The task of travel agencies and the entire network is to organize a comprehensive service to tourists. Services in tourism vary: transportation, accommodation, meals, excursions, entertainment and personal services, and more.

It is well known that the tourism industry is growing rapidly and is constantly evolving. The success of a business depends in many ways on a well-thought-out advertising policy, a well-developed plan. Nowadays, advertising is a constant companion to people and plays an important role in the life of human

society as a factor that has a great impact on it every day. This role is not limited by the media or even limited market activity. The importance of advertising in their fields is of great importance in economic and social life. Its importance is both educational and aesthetic.

In a modern market economy, the main purpose of advertising is to deliver goods from production to the population, in order to encourage the purchase of certain goods (services), taking into account the socio-demographic characteristics of certain groups of consumers, forming a demand for them. A distinctive feature of the advertising market is its dynamics. With the emergence of a network of international advertising agencies, the boundaries of this market are constantly expanding, international experience is exchanged, industrial concerns are transformed into international halo concerns, international relations are developed. New opportunities for advertising are opening up in connection with the internationalization of the media industry. Satellite and cable television, computer networks are international, new newspapers, magazines, radio and well-known TV channels of a number of countries - all this creates a favorable environment for advertising clients in the media and the selection of appropriate advertising media creating favorable conditions for. Thus, in modern conditions, advertising is becoming transnational, and advertising companies are becoming international. Advertising should be the best guarantee of the quality of goods and services. False, questionable advertising leads to the destruction of the product.

In the market of tourist services, a product is a set of services, the customer is given the right to use. This complex is a product of a travel agency with a special tour of the company that creates it, and the company organizes it from intermediate products - traffic organization, catering, accommodation, excursion programs and modern tourism can not be imagined without advertising. After all, it is the most effective tool in the efforts of the tourist enterprise to inform customers, change their behavior, attract attention to the services offered, create a positive image of the enterprise itself and demonstrate its social significance.

Therefore, effective advertising is the most important in achieving the goals of marketing strategy in general and communication strategy in particular, and World practice shows that the tourism industry is one of the largest advertisers. The experience of foreign travel companies shows that, on average, 5-6% of the income from their activities is spent on the promotion of tourist trips.

As one of the main means of marketing communications in the field of tourism, the specificity of advertising is determined by both the specific features of advertising, and the characteristics of this industry and its product - a tourist product.

1. Impersonal character. The communication signal comes to the potential customer not personally from the company employee, but through various types of intermediaries (media, brochures, catalogs, posters and other advertising media).

2. One-sided attention. Advertising actually has only one direction: from the advertiser to the addressee (object of influence). Feedback signals occur only in the form of the final behavior of the prospect.

3. Uncertainty in determining the effect. This feature is a logical continuation of the previous one. Feedback in advertising activities is probable and uncertain. The fact of purchasing a tourist product often depends on factors that are not directly related to advertising, are subjective and can not be formalized in practice.

4. Mass character. Tourism advertising assumes a special responsibility for the accuracy, truthfulness and precision of the information transmitted through it.

5. Saturation of information. Unlike traditional goods, tourism services that do not have a tangible form, constant quality, need to prioritize the development of advertising functions such as information content and promotion.

6. Appearance and persuasion. It has been proven that the specificity of tourist services does not require the use of visual aids, which provide a more complete presentation of objects of tourist interest.

Advertising, which works within the marketing concept, is a powerful means of influencing the consumer. However, its role and importance cannot be absolutely exaggerated.

When you address the use of advertising in the practice of marketing activities, you should always keep in mind that it is a very powerful tool for influencing consumers. One of the main requirements for advertising is the fact that. Unfortunately, the “golden” rule of business - “don’t promise the customer something you can’t do” is being violated by many tourism businesses. Often, this happens unconsciously when they try to engage the customer in any way and manner with the best of intentions. Subsequently, the firm is unable to deliver on its promises, which negatively affects the overall image of the company and the customer’s satisfaction with their work.

It should therefore be used with care and caution without violating established ethical rules and norms. To prevent the negative effects of advertising on consumers, the International Chamber of Commerce (ICC) has developed codes that define the norms and rules of advertising practice, protect the interests of consumers and limit the activities of advertisers to certain social and ethical circles came out and put it into practice.

Every person has a different attitude to advertising. In some, it leads to hostility and hatred, others pass it by the eyes and ears, and someone treats her very positively, or, in addition, chooses her as their own profession. In this article, we tried to explain in detail what advertising is needed for in order to reduce the negative in relation to this necessary phenomenon.

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