

21. Radjabov, O., & Rajabova, M. (2021). CREATION OF FREE ECONOMIC ZONES IN BUKHARA: PROBLEMS AND SOLUTIONS. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz)*, 8(8).
22. Rozikov, H. H. (2021). THE ROLE OF INNOVATIVE TECHNOLOGIES IN IMPROVING THE QUALITY OF TRANSPORT SERVICES. *World Bulletin of Management and Law*, 3, 4-8.
23. Radjabov, O., & Dushanova, Y. (2021). Efficient Ways Of Using Public Relations Tools In Tourism. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz)*, 8(8).
24. Sarvinov, S. (2021). ЖОЙЛАШТИРИШ МУАССАСАЛАРИ РАҚОБАТБАРДОШЛИГИНИ ОШИРИШДА РАҚАМЛИ МАРКЕТИНГДАН ФОЙДАЛАНИШ ИМКОНИЯТЛАРИ. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz)*, 8(8).
25. Sharifovich, Y. K. (2021). Ways to Improve Information and Consulting Services in the Field of Tourism. *International Journal of Business, Technology and Organizational Behavior (IJTOB)*, 1(2), 98-104.
26. Salimova, S. F. (2021). JOYLASHTIRISH VOSITALARIDA MARKETING FAOLIYATINING AHAMIYATI. *Scientific progress*, 1(6).
27. Юлдашев, К. Ш. (2021). СПОСОБЫ УЛУЧШЕНИЯ ИНФОРМАЦИОННЫХ И КОНСАЛТИНГОВЫХ УСЛУГ В СФЕРЕ ТУРИЗМА. In *НАУКА, ОБЩЕСТВО, ИННОВАЦИИ: АКТУАЛЬНЫЕ ВОПРОСЫ И СОВРЕМЕННЫЕ АСПЕКТЫ* (pp. 95-105).
28. Sarvinov, S. (2021). THE IMPORTANCE OF MARKETING ACTIVITIES IN PLACEMENT TOOLS. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu.uz)*, 8(8).
29. Olimovich, D. I., Bakhtiyorovich, T. M., & Salimovna, N. G. (2020). Improving of personnel training in hotel bussines. *Academy*, (2 (53)).
30. https://ozlib.com/895146/ekonomika/transportnye_uslugi_turizme
31. <http://jijiji.ru/transportnye-uslugi-v-turizme/>
32. <http://www.unwto.org/> - UNWTO Jahon sayyohlik tashkilotining sayti

Bozorova Sitora Kadirovna – lecturer, Bukhara state university
Odil Olimovich Radjabov- PhD researcher,
Valencia Polytechnic University

THE ROLE OF ADVERTISING IN THE MOVEMENT OF BUKHARA TOURISM DESTINATION

Annotatsiya: ushbu maqolada turistik yo'nalishlarni targ'ib qilishda reklamaning roli va uning samaradorligini aniqlash belgilangan. Maqolada asosan turistik yo'nalishdagi reklama turlari va ularning iqtisodiy ahamiyati tahlil qilinadi. Sayyohlik yo'nalishini targ'ib qilish kelajakda potentsial mijozlarni jalb qilish va o'zini reklama qilishda asosiy omil bo'ladi.

Kalit so'zlar: turizm, reklama, turizm reklamasi, turistik destinatsiya, reklama ta'siri, reklama turlari, Internet-marketing, SMM.

Аннотация: целью данной статьи является определение роли рекламы и ее эффективности в продвижении туристических дестинаций. В статье в основном анализируются виды рекламы в туристской дестинации и их экономическое значение. Продвижение туристического направления станет ключевым фактором привлечения потенциальных клиентов и продвижения себя в будущем.

Ключевые слова: туризм, реклама, туристическая реклама, туристическая дестинация, рекламный эффект, виды рекламы, интернет-маркетинг, SMM.

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.

Key words: *tourism, advertising, tourism advertising, tourist destination, effect of advertising, types of advertising, Internet marketing, SMM.*

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 is travel or hotel bookings. Few advertisers, on the other hand, feel compelled to engage with their target audience, which I believe is critical [33].

Main part. 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 that 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.

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. 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. 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].

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.

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.

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.

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

References:

1. Salehi, H., & Farahbakhsh, M. (2014). Tourism advertisement management and effective tools in tourism industry. *International Journal of Geography and Geology*, 3(10), 124-134.)
2. Ketabchi and M. Mohammad, 2004. Marketing of travel and tourism. Tehran: Feres.

3. ANITHA, G., & HM&CS, M. T. M. “The role of advertising in travel trade” Shanlax International Journal of Arts, Science and Humanities.2017
4. Гусев В.С. Аналитика веб-сайтов. Использование аналитических инструментов для продвижения в Интернет. - М.: «Диалектика», «Вильямс», 2013. - С.105-117.
5. Alimovich, F. E., Habibulloevna, K. S., & Bahodirovna, D. N. (2020). Central features of halal tourism and halal food. *Academy*, (3 (54))
6. Bozorova, S. K., & Abdukhalimov, M. A. (2021). FEATURES OF ONLINE ADVERTISING IN THE PROMOTION OF TRAVEL DESTINATIONS. In *EUROPEAN RESEARCH* (pp. 182-184).
7. Bozorova, S. K., Toyirova, S. A., Kodirovna–Lecturer, B. S., & Atoevna–Lecturer, T. S. (2021). Classification of traditional advertising in the promotion of tourist destinations. *Academy*, (4 (67)).
8. Davronov, I. O. (2019). Innovative ways of improving excursion service around the touristic destinations. *Мировая наука*, (4), 508-510.
9. Davronov, I. O. (2021). Economic Development Mechanisms of Innovative Services in Bukhara Hotels. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(6), 500-509.
10. Davronov, I. O. (2021). Economic Importance of Innovative Technologies for Improving Hotel Services. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(3), 169-175.
11. Davronov, I. O. (2021). THE ECONOMIC IMPACT OF INNOVATIVE SERVICES IN THE HOTEL INDUSTRY. In *EUROPEAN RESEARCH: INNOVATION IN SCIENCE, EDUCATION AND TECHNOLOGY* (pp. 26-27).
12. Dushanova, Y. F., & Radjabov, O. O. (2021). Importance and development of tourist clusters in Uzbekistan. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(5), 342-347.
13. Farmanov, E. A., Kadirova, S. H., & Djurayeva, N. B. (2020). CENTRAL FEATURES OF HALAL TOURISM AND HALAL FOOD. *Academy*, (3), 43-45.
14. Kizi, S. S. F. (2021). The importance of marketing activities in placement tools. *ACADEMICIA: An International Multidisciplinary Research Journal*, 11(4), 693-699.
15. Kodirovna, B. S., Atoevna, T. S., & Oktyamovna, A. S. (2020). Main features of advertising in tourism. *Economics*, (4 (47)).
16. Nurov, Z. S., & Nurova, G. N. (2021, March). Conceptual framework for factors affecting the feasibility of the isi. In *E-Conference Globe* (pp. 276-280).
17. Nurov, Z. S., Khamroyeva, F. K., & Kadirova, D. R. (2021, March). Development of domestic tourism as a priority of the economy. In *E-Conference Globe* (pp. 271-275).
18. Nurov, Z., & Nurova, G. (2021). Results of ISI Implementation in Uzbekistan (in The Example of Uzbek Automotive Industry): Achievements and Negative Outcomes. *International Journal of Business, Technology and Organizational Behavior (IJBTOB)*, 1(3), 214-225.
19. Olimovich, D. I. (2015). Tourism potential of Uzbekistan. *Lucrările Seminarului Geografic "Dimitrie Cantemir"*, 40, 125-130.
20. Oktyamovna, A. S., Atoevna, T. S., & Kodirovna, B. S. (2020). The role of animator to the development of tourism animation activities. *Academy*, (12 (63)).
21. OLIMOVICH, D. I., BAXTIYOROVICH, T. M., & CHORIEVICH, B. A. Description of Technological Processes in Restaurant Services. *JournalNX*, 6(05), 248-252.
22. Olimovich, D. I., Temirkulovich, U. J., & Bakhodirovna, M. M. (2020). Mechanisms of improving staff training. *Academy*, (2 (53)).
23. Radjabov, O., & Dushanova, Y. (2021). Efficient Ways Of Using Public Relations Tools In Tourism. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 8(8).
24. Radjabov, O., & Rajabova, M. (2021). CREATION OF FREE ECONOMIC ZONES IN BUKHARA: PROBLEMS AND SOLUTIONS. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 8(8).

25. Samatovich, R. S. (2021). Importance of Marketing in Tourism and Hotel Industry. *International Journal of Business, Technology and Organizational Behavior (IJTOB)*, 1(2), 79-84.
26. Sarvinoz, S. (2021). THE IMPORTANCE OF MARKETING ACTIVITIES IN PLACEMENT TOOLS. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 8(8).
27. Sarvinoz, S. (2021). ЖОЙЛАШТИРИШ МУАССАСАЛАРИ РАҚОБАТБАРДОШЛИГИНИ ОШИРИШДА РАҚАМЛИ МАРКЕТИНГДАН ФОЙДАЛАНИШ ИМКОНИЯТЛАРИ. *ЦЕНТР НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 8(8).
28. Sharifovich, Y. K. (2021). Ways to Improve Information and Consulting Services in the Field of Tourism. *International Journal of Business, Technology and Organizational Behavior (IJTOB)*, 1(2), 98-104.
29. Tadjieva, S. U., & Bozorova, S. K. (2020). STUDYING THE EFFECT OF ADVERTISING ON TOURISM. In *International scientific review of the problems of economics, finance and management* (pp. 47-54).
30. Бозорова, С. К. (2021). РОЛЬ РЕКЛАМЫ В РАЗВИТИИ ТУРИСТСКОЙ ДЕСТИНАЦИИ. In *НАУКА, ОБЩЕСТВО, ИННОВАЦИИ: АКТУАЛЬНЫЕ ВОПРОСЫ И СОВРЕМЕННЫЕ АСПЕКТЫ* (pp. 84-94).
31. Раджабов, О. О. (2021). ЭФФЕКТИВНЫЕ СПОСОБЫ ИСПОЛЬЗОВАНИЯ ИНСТРУМЕНТОВ PR-PUBLIC RELATION (СВЯЗЕЙ С ОБЩЕСТВЕННОСТЬЮ) В ТУРИЗМЕ. In *НАУКА, ОБЩЕСТВО, ИННОВАЦИИ: АКТУАЛЬНЫЕ ВОПРОСЫ И СОВРЕМЕННЫЕ АСПЕКТЫ* (pp. 106-117).
32. Юлдашев, К. Ш. (2021). СПОСОБЫ УЛУЧШЕНИЯ ИНФОРМАЦИОННЫХ И КОНСАЛТИНГОВЫХ УСЛУГ В СФЕРЕ ТУРИЗМА. In *НАУКА, ОБЩЕСТВО, ИННОВАЦИИ: АКТУАЛЬНЫЕ ВОПРОСЫ И СОВРЕМЕННЫЕ АСПЕКТЫ* (pp. 95-105).
33. <https://travel.earth/why-tourism-advertising-important>

*Istamkhuja Olimovich Davronov- PhD researcher,
Bukhara state university*

Ziyodulla Saymuradovich Nurov-PhD, Bukhara state university

Kamol Sharifovich Yuldashev- lecturer, Bukhara state university

Odil Olimovich Radjabov- PhD researcher, Valencia Polytechnic University

PRIORITIES FOR IMPROVING THE QUALITY OF HOTEL SERVICES THROUGH INNOVATIVE DEVELOPMENT

Annotatsiya: *ushbu maqolada asosan innovatsion rivojlantirish orqali mehmonxonda xizmatlar sifatini oshirishning ustuvor yo'nalishlari, mehmonxonalarda izmat ko'rsatish turlari va ularnirivojlantish, mehmonxonada sifatli xizmat ko'rsatish orqali potensial mijozlar oqimini ko'paytirish yo'llari ko'rsatib o'tilgan.*

Kalit so'zlar: *innovatsiya, mehmonxona, xizmat ko'rsatish turlari, texnologik innovatsiyalar, samaradorlik, xizmatlar sifati.*

Аннотация: *В данной статье в основном показаны приоритеты повышения качества гостиничных услуг за счет инновационного развития, виды гостиничных услуг и их развитие, пути увеличения потока потенциальных клиентов за счет качественных гостиничных услуг.*

Ключевые слова: *инновации, гостиница, виды услуг, технологические инновации, эффективность, качество услуг.*

Abstract: *This article mainly shows the priorities for improving the quality of hotel services through innovative development, types of hotel services and their development, ways to increase the flow of potential customers through quality hotel services.*