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ADVERTISING IN THE DEVELOPMENT OF MUSEUM TOURISM, LOCATION OF ROUTES AND EXCURSIONS

Abstract: The article is devoted to the development of advertisements, routes and excursions for the effective organization and development of museum tourism in Uzbekistan, and recommendations are given in these areas.

Keywords: values, economic function, social function, communicative function, standards, models, dentsu group.

Аннотatsiya: Статья посвящена разработке рекламных материалов, маршрутов и экскурсий для эффективной организatsii и развития музейного туризма в Узбекистане, а также содержит рекомендatsii в этих областях.

Ключевые слова: ценности, экономическая функция, социальная функция, коммуникативная функция, стандарты, модели, группа Дентсу.

Аннотatsiya: мақола Ўзбекистонда музей туризмини самарали ташкил қилиш ва ривожлантиришининг рекламалари, маршрутлари ва экскурсияларини ишлаб чиқишга бағишланган бўлиб, бу йўналишлар бўйича тавсиялар берилган.

Калит сўзлар: кадриятлар, иқтисодий функция, ижтимоий функция, коммуникатив функция, стандартлар, моделлар, денцу гурухи.

Advertising is a set of information that is made public to the general public about the quality, composition, price, conditions of sale of manufactured goods and services, as well as information about the seller and manufacturer of these goods and services.

Advertising in the tourism sector is an active means of establishing contacts between consumers and producers of tourist services. Advertising is a constant companion of the tourism sector, serving tourists not only during the trip, but also after it. The tourism sector is a market for the sale of goods and services of other sectors, and advertising directs information activities to active work with various markets and producers of tourist products.

In the organization and development of museum tourism in Uzbekistan, advertising performs the following functions:

- The economic function of advertising (regulates needs and demands, ensures an increase in the company's income);
- The social function of advertising (the advertising agency takes into account the moral models, values, habits and standard thinking of consumers in their understanding of goods and services);
- The marketing function of advertising (advertising does not sell the product, it forms the need and demand for it, arouses interest in the product, justifies the usefulness of the product) and
- The communicative functions of advertising (informing the target audience of consumers about the product).

Advertising in tourism is divided into 2 groups according to the level of students:

1. Needs advertising is a type of advertising that is necessary to inform potential partners about the existence of the company and its need for something. Such needs can be:

- about hiring workers, specialists, employees with certain qualifications and experience for temporary or permanent employment;
- about searching for material and technical resources;
- about selling material and technical resources.

2. Opportunity advertising is a type of advertising that informs interested parties about the company's opportunities in the field of providing tourist services. Interested parties are legal entities and individuals. Legal entities are domestic and foreign companies, public organizations, enterprises of various forms of ownership. Opportunity advertising can be as follows:

- organizing mass events that are repeated or held once in a certain period;
- organizing recreation for its employees;
- conducting sponsored trips.

Based on the above characteristics of advertising in the organization and development of museum tourism, we recommend developing museum tourism advertisements, excursions and tourist routes in Uzbekistan in the following complex (Figure 1).

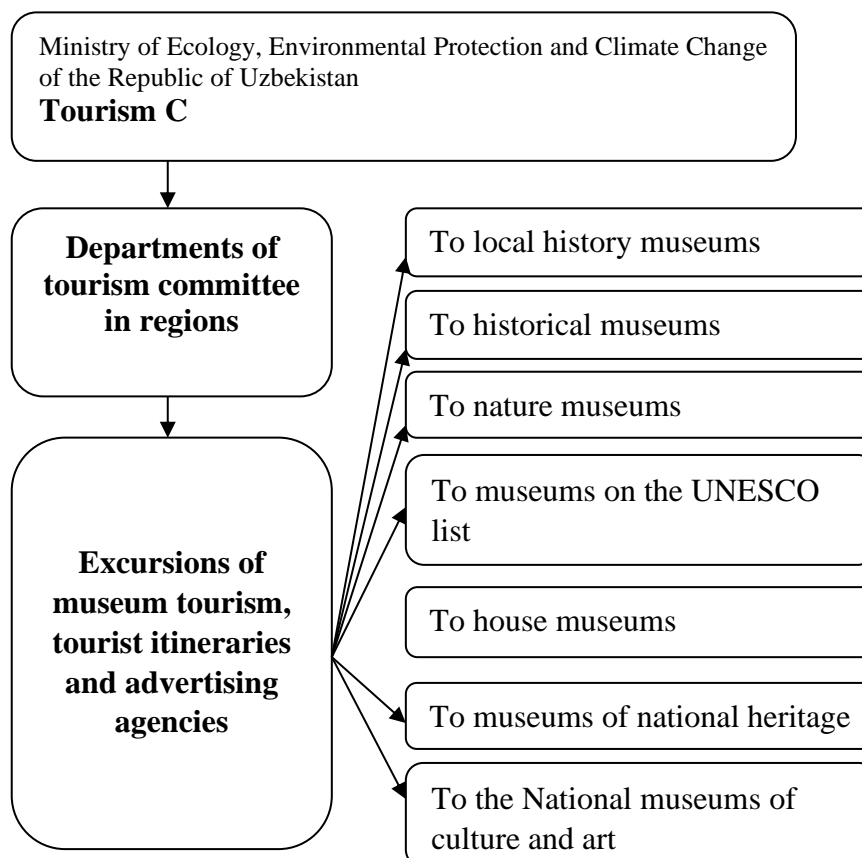


Figure 1. System for developing advertisements, excursions and itineraries for the development of museum tourism in Uzbekistan

In the era of modern technological development, the global advertising market is developing rapidly. According to the Dentsu Group, the global advertising market in 2021 was \$682.5 billion, and in 2022 it was \$745 billion.

So far, in Uzbekistan's national tourism, more international tourism advertisements are being broadcast than domestic tourism advertisements. However, according to the recommendations of the World Tourism Organization, countries around the world should create and implement programs to promote domestic tourism and domestic tourism types in their countries after the tragic consequences of the Pandemic-19 begin to subside. It has become clear that it would be expedient to distribute advertisements for the development of domestic tourism and its domestic types only through republican and local TV, direct mail.

According to reports from the Organization for International Economic Cooperation and Development, more than 40 countries allocate family funds to their citizens to develop domestic tourism and domestic tourism types. Secondly, the World Tourism Organization in its Bulletin recommends that countries with developed tourism in the world provide financial incentives for their citizens to increase their domestic tourism activities. In particular:

-In Italy, the government will provide 500 euros from the state budget to families with a family income of 40,000 euros for domestic tourism;

-The Malaysian government will allocate 113 million dollars in vouchers and 227 million dollars in preferential loans for domestic tourism trips. This means that a family that has made domestic tourism trips will receive 113 dollars.

-The Costa Rican government allocates certain amounts of money every year for traveling on Mondays;

-The Argentine government has established a free observatory for domestic tourism to observe and watch celestial bodies;

-In the United States, a draft resolution is being considered in the parliament to allocate 4 thousand dollars to each adult US citizen who has engaged in domestic tourism, and 500 dollars for children;

- In Russia, a citizen who performs domestic tourism activities is reimbursed part of his expenses with the cashback option;

- In Greece, the state pays 15% of the expenses of citizens for domestic tourism, and 25% of the expenses for accommodation;

- Spain pays 50% of the expenses of its citizens for domestic tourism activities from state funds.

The most important thing in the rapid development of domestic tourism in Uzbekistan is to take an example from the state-funded incentives of developed countries for organizing domestic trips for their citizens. Secondly, when we analyze the changing trends in world tourism, we see that in any country where the flow of domestic tourism has a large and constant growth, the flow of international tourism also maintains dynamic growth. Thirdly, the opportunities for museum tourism in tourism development are much more advantageous than international tourism. These opportunities are:

1. Cheaper travel compared to international travel;
2. Not requiring a foreign passport for travel;
3. No visa required;
- 4- absence of tour guide;
5. Not requiring medical documents on adaptation to the climate;
6. Free choice of travel objects around the country;
7. Free choice of placement services and other...

From the presented data, it can be concluded that since those who work in domestic museum tourism are mainly residents of Uzbekistan, the creation of a system of annual festive incentives for the most active domestic tourists, the most active family tourists and the most active organizations of domestic tourism will strengthen the flow of domestic tourism.

Prospects for the planned organization and development of museum tourism in domestic tourism in Uzbekistan. In the 21st century, the tourism sector is becoming one of the fastest growing broad-based systems in the world economy. Tourism is considered the main driving force for ensuring the sustainable development of the country and regions and improving the living standards of the population.

The socio-economic importance of domestic tourism in the development of the national economy of Uzbekistan is significant. In particular, the role and importance of domestic tourism in ensuring employment, increasing population incomes, and developing the economies of regions is growing as a growth point for the regional economy.

“According to the World Tourism Organization, the share of domestic tourism in the main tourist destinations is about 70.0 percent, and in developed and developing countries, income from domestic tourism accounts for 70-80 percent of total income”¹.

In recent years, the scale of measures aimed at developing domestic tourism in Uzbekistan has increased sharply. In particular, specific plans have been outlined to implement mechanisms

¹UNWTO (2022). Tourism Highlights: <https://www.unwto.org>

to support the development of domestic tourism and to sharply increase the flow of tourists in the future. In accordance with the "Uzbekistan-2030" strategy, it is planned to "increase the number of domestic tourists by 25 million people"¹. Our government should require the management of all museums in Uzbekistan to develop annual quantitative plans for attracting domestic museum tourists to their museums in order to make their worthy contribution to this tourist flow.

Conclusions and recommendations:

1. In the development of museum tourism in Uzbekistan, the system of advertising, excursions and routes for the development of museum tourism in Uzbekistan will give the expected results. The development of museum tourism should be considered a promising type of development of domestic tourism in our country. Because in museum tourism, domestic tourists form groups (schoolchildren, students of institutes and universities, teams of organizations).

2. When using museums in Uzbekistan in the organization and development of domestic museum tourism, it is necessary to study the types of existing museums, sectors, and academic and house museums.

3. The resources of domestic museum tourism are all museums of our country. It would be correct to use our museums in domestic museum tourism in the direction from locality (regional history museums) to complexity (specialized museums, sectoral museums, etc.). Because schoolchildren are first interested in visiting the regional history museums of the districts and regions where they live, and then famous museums in other regions and large cities.

4. Including topics such as "Museums as a Place of Knowledge", "Our History of Museums", "Animal World of Uzbekistan", "Plant World of Uzbekistan", "Famous Children of Uzbekistan", "Famous Writers of Uzbekistan" in the curricula of subjects that require the presentation of museums in all education systems will also increase the love, pride, and knowledge of our younger generations for our homeland and encourage them to perfection.

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