

MAIN FEATURES OF ADVERTISING IN TOURISM
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Abstract: *tourism is such a concept that it is impossible to imagine it without advertising. The tourism sector is responsible for promoting natural resources, culture, heritage, etc., which helps every visitor to get to know the destination. Tourist advertising helps the tourist to get to know this place before a personal visit. Advertising in tourism is intended not only to attract tourists, but also to form a clear positive tourist image. Advertising is a unique way of communication, the main purpose of which is to draw attention to any product or service.*

Keywords: *advertising, information, visual weapons, the economic factor, accuracy of data, product advertising, prestigious advertising.*

ОСНОВНЫЕ ОСОБЕННОСТИ РЕКЛАМЫ В ТУРИЗМЕ
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Аннотация: *туризм - это такое понятие, что его невозможно представить без рекламы. Сектор туризма отвечает за продвижение природных ресурсов, культуры, наследия и т.д., что помогает каждому посетителю познакомиться с местом назначения. Туристическая реклама помогает туристу познакомиться с этим местом перед личным посещением. Реклама в туризме предназначена не только для привлечения туристов, но и для формирования четкого положительного туристического имиджа. Реклама - это уникальный способ общения, основная цель которого - привлечь внимание к любому товару или услуге.*

Ключевые слова: *реклама, информация, визуальное оружие, экономический фактор, точность данных, реклама продукта, престижная реклама.*

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On February 6, 2018, the Decree of the President of the Republic Uzbekistan No. PP-3509 "On measures for the development of inbound tourism" was adopted; improving the orientation of tourists, the right to place advertising information on their products (services and works) on these signs is granted, while the total area of the posted information should be no more than 40 percent of the area of the sign, ensuring compliance with the requirements of advertising legislation. However, for theorists of tourism, the issue of scientific study of basic concepts such as tourist advertising remains relevant [1].

Tourism is such a concept that it is impossible to imagine it without advertising. The tourism sector is responsible for promoting natural resources, culture, heritage, etc., which helps every visitor to get to know the destination. Tourist advertising helps the tourist to get to know this place before a personal visit. Advertising in tourism is intended not only to attract tourists, but also to form a clear positive tourist image.

Advertising is a unique way of communication, the main purpose of which is to draw attention to any product or service. The manufacturer must emphasize the product he produces and important information about the enterprise as a whole, using artistic forms, emotional coloring and other advertising techniques. Inappropriate advertising can lead to losses in the travel business. Positive advertising does not guarantee success, but it certainly increases its chances.

Advertising plays three main roles in the tourism industry:

- tell tourists everything they need to know about this place and tourists.

- to persuade tourists to go to their destination.
- remind tourists of their destination and where to place all orders [2].

Advertising in tourism is a form of indirect connection between a tourism product and a consumer. Advertising of this tourism company should leave the choice of potential customers in this company and its products and convince them of the correct choice of the client.

Advertising allows you to increase sales. Active marketing of travel services ensures the growth of income for travel companies. But for this, advertising must be as imaginative and vivid as possible, and in no case should it be aggressive and aggressive [3].

The main features of advertising in tourism are:

1. Information. The main task of travel advertising companies is to provide clients with accurate, and most importantly, reliable information about the proposed trips.

2. Visual weapons. In the travel industry, this is one of the best ways to attract customers to the services offered. Visuals have a big impact on a person, which is why advertisers often use bright images to convince potential buyers. This is a great way to promote your travel services.

3. The economic factor. For most clients, the economic factor is very important. Therefore, the advertising should emphasize the economic benefits. News about discounts, gifts, promotions attract attention. The optimal ratio of price and quality attracts potential customers not only in the tourism sector, but in all areas.

4. Accuracy of data. Unfortunately, the basic rule of business “don't promise what you can't” is now violated by many travel companies. Of course, you can attract customers with promises and strong embellishments of the truth. Well, only then can a company face customer complaint of broken promises and dissatisfaction with the service. In general, tourism advertising is characterized by:

a clear and reasonable formulation of advertising objectives; accurate selection of the target audience; to achieve maximum efficiency for tourists at minimum cost; completeness of the product, its ability to fully meet the needs of tourism; to convince potential customers of the correctness of their choice; create interesting and unusual advertising for the audience; create immortal images; the exact choice of advertising time; sustainable approach; the impression of the ease of creation [4].

Advertising is distinguished by the variety of types used to promote a tourist product. They can be classified according to a number of characteristics.

There are three main types of advertising depending on the object:

- product advertising - prestigious advertising - advertising of tourist destinations.

Product advertising is aimed at creating and stimulating demand for tourism products.

Prestigious advertising (advertising image) is aimed at creating an attractive image of a travel company, which inspires confidence in all tourism products among the population, especially among active and potential consumers.

In practice, prestigious and branded advertising is very rare.

In short, advertising is a very important aspect of the tourism business, as it is its main engine in the global market. Harmonious, colorful and, most importantly, honest compositional advertising attracts many tourists, which in turn has a positive effect on the overall state of the world economy. Today, the development of tourism in developing countries is one of the most important tasks. It is based on the improvement of many international relations, the creation of new jobs, the preservation of national identity and the recognition of the country in the world.

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