

# It is Necessary to Write About Increasing the Attractiveness of National Tourism Products (In the Case of Artisans)

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**Annotation:** This article substantiates the need for the development of regional marketing in Uzbekistan as an initial tool for managing the tourism potential of the regions. Clarifications of the concept and composition of regional marketing, given the requirements for managing the economy of the region, are given, and the role of marketing thinking in shaping the image of the region is shown.

**Keywords:** Regional marketing, tourism industry, tourism, marketing of tourist territories, regional promotion plan

Today, the study of the training of qualified specialists in the field of tourism requires work on the basis of sustainable development. This situation is one of the most important issues in this area today. First of all, the training of qualified specialists in the field of tourism is a comprehensive step-by-step interaction with the community in order to create the most favorable conditions for individual employees to work proactively, consciously and creatively to achieve their goals [1].

The formation and promotion of a country cannot be considered in isolation from its regions. Many regions of the Republic of Uzbekistan today are in conditions of increasing competition for the influx of resources (investment, information, tourism, human resources, innovative, environmental, etc.), the possibility of their effective use and management. The winners will be those who are already thinking about the image, positioning and managing the loyalty of residents, investors, entrepreneurs, tourists, etc.

The marketing approach in the management of the regions contributes to the selection of priority strategic directions of development, the formation of the structure of the regional economy in accordance with the needs of society, and the most rational use of resources.

Regional marketing is carried out in the interests of the development of the region, its internal entities, as well as external entities, in the attention of which this region is interested. Regional marketing is an effective tool for socio-economic development, as it is aimed at creating and maintaining: attractiveness, prestige of the region as a whole; attractiveness of diverse resources concentrated in the region.

The concept of regional marketing requires orientation of all management structures responsible for the fate of the region and enterprises to the needs of target groups of consumers of goods and services, as well as creating better competitive advantages in comparison with other territories to optimally satisfy all categories of consumers. The task of regional marketing is the effective use of existing, as well as the creation of new benefits to attract to the region economic entities that can improve the well-being of its residents.

Today, the main subjects of regional marketing are: territorial authorities and administrations that attract and coordinate the efforts of all potential subjects of regional marketing:

non-profit organizations (sports societies and federations, national and trade unions);

commercial organizations (tour operators and agents, airlines, hospitality and leisure facilities, trade and industrial enterprises);

private individuals (famous craftsmen, native speakers of original culture and languages);

structures localized in territories that are active, act in the public interest, do not strive for direct profit, and consider the main goal of their activity to be the successful socio-economic development of the territory for a comfortable stay [2].

The plan is supplemented by sections on its financing and control procedures. This plan is a system of actions that create and support the competitive advantages of the region that can persist for a long time.

The whole process of regional marketing formation is divided into two blocks: the positioning of the region and its promotion program.

The main factors affecting the attractiveness of a particular region or territory for investors and the public are the following:

The real level of development and well-being of the region is the level of urbanization of the territory; migration situation, opportunities for labor and social mobility of the population; demographic situation; functioning of the housing market; regional problems of the development of education, health, transport infrastructure and some others.

The image of the territory - a set of emotional and rational ideas arising from a comparison of all the signs of the territory, people's own experiences and rumors that affect the creation of a certain image.

Reputation - a dynamic characteristic of the life and activity of a territory, which is formed over a long period of time from a combination of reliable information about it.

The regions of Uzbekistan today are faced with the need to pursue an independent socio-economic policy, since most of all revenues remain in the region itself. In this regard, the problem of forming an effective regional policy aimed at reforming the economy and, as a result, attracting investments arises [3].

Taking into account the entire tourism potential of Uzbekistan, it can be noted that regional marketing can successfully serve as an incentive for tourism development in the region. Uzbekistan is a country where a rich historical and architectural heritage organically coexists with modern buildings, high technology, and the work of artisans create unique works of architecture. A country in which there are high mountains, hot deserts, endless lakes, wonderful valleys and gardens. And all this can be found in different regions of this one country.

Marketing of tourist zones is a system of measures for a marketing strategy for the development of tourism in a particular territory, aimed at attracting tourists, regulating tourist flows taking into account the recreational load on the territory and the attitude of local residents to visitors.

Territory marketing is used to develop the tourism market, to increase the attractiveness of the tourism industry, to increase the flow of tourists and investment in the territory. Marketing of tourist areas involves the development of a strategy for attracting tourists to a certain territory and the regulation of tourist flows.

Territory marketing in tourism can be considered in the format of the following stepwise algorithm:  
conducting a marketing analysis of the territory (determining the territorial product and its properties, analyzing its cost and place, identifying real and potential consumers);  
determination of development priorities;  
selection of the target audience, understanding of the needs and goals of tourist travels of the selected audience;  
assessment of the ability to meet needs, taking into account the existing territorial product;  
selection of a positioning strategy and designing competitive advantages;  
development of a strategy for promoting the territory in order to inform and attract potential consumers.

Studying and working with each element of the marketing mix helps to develop an effective decision on the strategy of promoting the territory, taking into account its initial capabilities, needs and expectations of consumers and to provide a competitive advantage that provides opportunities for its development. Only an integrated approach with a deep analysis of each element and their interaction allows us to competently manage the competitiveness of the territory and make it attractive to tourist flows.

The State Committee of the Republic of Uzbekistan for the Development of Tourism for 2017-2018 has taken a number of measures for the development of the tourism sector, including the creation of communication tools for marketing activities.

Communication tools of marketing activities include visual brand identifiers, meaningful, value markers, all stable associative symbols that pop up in the memory of a potential tourist when he thinks about the region he wants to visit.

Such markers can be famous thinkers (Bahauddin Naqshband, Abu Ali Ibn Sina (Avicenna) for Bukhara; Ulugbek for Samarkand, etc.), sights, well-known historical events. Sometimes these persons or events are much more famous than the territories themselves, and create fame, interest and attractiveness for them to visit. Such markers can be used in advertising and PR programs promoting the territory.

Advertising, various commercial events, during which all interested parties are told about these territories play a huge role in the promotion of territories.

The means formally related to the sphere of public relations include: press tours for journalists organized by administrations of interested territories; various press activities, involving the appearance of

publications in the media of those countries or cities, the attraction of tourists or investors from which is desirable. Presentations and days of cities, regions, meetings with famous residents, etc. are organized [4].

As world practice shows, sporting events, festivals, exhibitions and other special events in the field of culture organized in a particular region can attract significant tourist flows. Throughout the year, in various regions of the country, you can get to the colorful harvest festivals - "Kovun Sali", celebrate with Navruz residents or go to Surkhandarya to "Boysun Bahori" (Baysun Spring) or the Bakhshi Art Festival, become spectators of the mesmerizing "Raks Sekhri" (festival dance).

One of the most important components of the image of the region is the cultural component. So, certain material objects created by people, especially architectural structures, cause stable associations with a specific region, its culture. For example, Kalyan Minaret should activate the idea of Bukhara, Ichan Kala - about Khiva, Registan and Shahi Zinda - about Samarkand, etc.

Common traditional stereotypes: the Uzbek national character took shape under the special influence of the natural-geographical environment, spatial scope and religion. For a long time, the existing state status of the Muslim religion determined the desire for harmony, patience, and appreciation for all that is in the national character of the people.

The historical component of the image of the region traditionally reflects those associative representations that are associated with the process of development of the region over time. Consequently, any component can be used to activate ideas about the region, but the main thing is that this idea should be bright and emotionally saturated.

Thus, the expectations and demand of tourists in relation to a particular territory are largely determined by the following factors:

- achievement of the advantage of the territory in comparison with others;
- focus on local and regional interests with simultaneous integration with national goals;
- finding your own marketing strategy that would stand out on the market in a competitive environment;
- integration of information technology in the marketing plan;
- creating your own image, advocacy and dissemination of information.

Today, increased competition is forcing tourist administrations to search for new marketing tools aimed at increasing tourist arrivals and tourism revenues. In the future, in the context of an ever-increasing supply of tourism products, traditional advertising and PR- actions may be ineffective. Recently, the use of modern Internet technologies (websites, social networks) has become a critical factor in the competitive advantage in tourism. Authorities and enthusiasts in many cities must create large cluster projects for which areas are allocated in order for them to be occupied by artists, musicians, and theater figures.

Subsequently, tourist marketing in Uzbekistan should include:

research of previously unused potential opportunities and prospects for the development of the tourist region to attract the optimal number of tourists; search and application of the most effective methods and tools of marketing areas;

determination of innovative types of services that arouse the greatest interest among the target audience, and their volumes.

## References

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