

**ZIYARAT TOURISM" IN THE MARKET OF INTERNATIONAL SERVICES
THE ROLE AND IMPORTANCE OF INTEGRATED MARKETING METHODS
IN BRAND FORMATION AND EFFICIENCY IMPROVEMENT**

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Abstract

In scientific work Developing relations of Uzbekistan with international organizations and foreign countries in the field of tourism, increasing the flow of tourists to our country, creating all conditions for providing services to tourists, improving the quality and culture of service, training personnel in the field organizational and economic that regulates relations related to aspects have been considered.

Keywords: Pilgrimage tourism, diversification, brand, safety, legal-economic base, standard, tolerance, marketing.

Introduction

Pilgrimage tourism in our country " **Ziyarat tourism**" in order to develop **The** developed work of the integrated marketing concept in creating a competitive national tourist product based on the brand and bringing it to the world market of tourism services serves the development of the sector. We know that in ancient times, the role of pilgrimage tourism in the mutual economic-cultural, religious and social relations of different regions had its characteristics and importance. This, in turn, served to ensure economic relations between regions and the exchange of information and data between countries.

In addition, it served as the main tool in the development of cultural values. As a result of the integration of continents and countries, favourable conditions for communication between civilizations have been created and developed. Uzbekistan with its rich cultural and spiritual heritage, memorial and visual art, historical monuments, and Muhammad ibn Ismail al-Bukhari, Muhammad Musa Khorazmi, Abu Nasr Farabi, Ahmad al-Farghani, Abu Ali Ibn Sina, Abu Rayhan Beruni, Ahmed Yassavi, Abu Isa al-Tirmizi, Mirza Ulughbek, Bahauddin Naqshband, Amir Temur, Alisher Navoi, Babur, many famous and great ancestors of the world, attracting world scientists and tourists. Coming This, in turn, shows our unique position and influence in international tourism markets.

According to the results of the conducted scientific analysis, the issues of bringing the national " **Ziyarat tourism**" brand to the world tourist markets have not been sufficiently researched. As a result, " **Ziyarat tourism**" by creating a brand and developing its main principles, it is necessary to activate the export of Uzbekistan's rich cultural and spiritual heritage, memorial and visual art, and historical monuments to international tourist markets.



The activity of the subjects of pilgrimage tourism of Uzbekistan was taken as the object of research. The set of economic relations related to the improvement of the organizational and economic mechanism of pilgrimage tourism of Uzbekistan in the conditions of the global innovative development of the national economy is considered. " **Ziyarat tourism**" in national and international markets **forming** a brand will further expand economic relations, create favourable conditions in trade and investment, develop transport and communication infrastructures, and ensure the cooperation of scientific research centres.

In addition, it serves to ensure harmony and mutual tolerance of peoples, religions, and nations in religious-educational, social, educational and cultural spheres. The appropriateness of the methodological approach and methods used in the research, obtained from the official sources of the information base, including statistical data of the Republic of Uzbekistan and information sources of the Ministry of Tourism and Sports and tourist organizations, as well as the practical testing of relevant conclusions and proposals is explained by the fact that the obtained results have been approved by the competent state bodies.

Ziyarah tourism " in the conditions of rapidly growing competition in the national and international tourism markets create a brand and through the effective use of the concept of integrated marketing, it is possible to increase our image in international markets and expand our share. To develop pilgrimage tourism in our country, as a result of scientific analysis and research of the unique features of the field, " **Ziyarat tourism**" A model for the implementation of the integrated marketing concept was developed to create a brand and bring it to international tourism markets.

The implementation of the strategic goal of this model at the level of national and international tourism associations is defined as one of the priority issues. As a result, the concept of integrated marketing implemented at the macro, meso and micro levels in pilgrimage tourism is reflected in the set of marketing activities aimed at adapting the capabilities of tourism enterprises and organizations to the requirements of consumers of tourism products.

To achieve this goal, the provision and realization of tourism products that meet the needs of consumers are aimed at increasing the economic profit of tourist enterprises and organizations to satisfy the needs of consumers and strengthen the competitive environment in the market. The integrated marketing concept promoted by us is " **Ziyarat tourism**" by creating an attractive image of the country. **Aimed at introducing marketing activities aimed at forming positive opinions of consumers** of international tourism products, supporting, coordinating and regulating the activities of foreign partner operators.

According to the analysis of scientific work, the implementation of the concept of integrated marketing in tourism at several levels is considered one of the main important conditions for achieving positive results in the market of pilgrimage tourism. Innovations in the tourism industry are directly related to information and information technologies. Innovations in the field of information technologies in the world economy are one of the important factors in the innovative development of the tourism sector. Modern tourist business in the tourism industry today shows development and growth indicators with the active implementation of modern information logistics systems.

According to the results of sociological surveys conducted among foreign consumers of tourism products in our country, potential foreign consumers of the tourism market mainly rely on tourism agencies and bureaus and with the help of advice from St. This situation in the development of the



tourism industry, in turn, creates a demand for improving the analytical-information system in the pilgrimage tourism market.

The marketing information system in national tourism markets consists of a complex of resources and methods in constant, regular action for gathering, analyzing, organizing, evaluating and distributing through appropriate channels the necessary information and information for making efficient and effective strategic marketing decisions. The structure of the marketing information system of the complex of resources and methods in regular operation can be divided into four main links. Namely: internal information system; marketing information analysis system; marketing monitoring system on the market situation; and central special marketing research system.

The "Tourism" brand in the international tourism markets, the activity of the marketing information system in tourist enterprises and organizations is aimed at the concentration of relevant resources and technologies in order to create an information and data complex within the Ministry of Tourism of the aspect and volume required for relevant management decisions in the field. Is considered a set of directed complex actions and is reflected in the marketing information system concept shown below.

Existing departments make decisions for work efficiency and management purposes, creating an information environment for all international and national organizations and enterprises.

The marketing information system should become a central mechanism connecting all tourist enterprises participating in tourism markets, as well as all departments in a separate organization, establishing efficient and effective information movement between them, and the information and data received ensures openness, completeness, truthfulness and timeliness.

The final product of the marketing information system in the markets of pilgrimage tourism is a collection of data showing the state of the microenvironment, macroenvironment and internal environment of the enterprise and organization in the form of an information and database or relevant marketing reports.

Within the framework of the information and information system in the markets of pilgrimage tourism, information movement is observed not only vertically, but also horizontally, i.e. between departments of a single management structure or between departments. Effective implementation of information exchange relations between participants in pilgrimage tourism markets is one of the main driving forces for the establishment of cooperative relations between international tour operators and tourist organizations.

Researching the structural characteristics of the central information and database, which is the result of information movements and their systematic flows in the markets of pilgrimage tourism, their formation, and their use in the future will increase productivity.

Based on the Ministry of Tourism and Sports of Uzbekistan, based on the creation of a central information and database, which unites tourist enterprises and organizations into a single centralized information system, improving the republic's tourist web portal in a more perfect form is one of the urgent issues today. The solution to this issue shows the possibilities that ensure the effective development of the field of pilgrimage tourism in our country.

In addition, diversification of products by improving the QR-code technology of displaying virtual objects in real space based on the electronic platform " **Ziyarat tourism** ", virtual tourist branch offices were created as the main basis of the information system for their innovative types, and interactive tourist information system is proposed.



Today, in the world economy, the role of the IT system in the transmission of advertising is important and is considered one of the directions that determine the future. It is known that today Amadeus, GTravel, Sabre, World Spar Service, Anollo and other large electronic systems are operating in our country. Currently, the tourism industry, especially in hotel operations, is effectively using more than twenty areas of automated information systems such as reservation, registration, permanent customer information, interface, accounting, timeshares and others.

Uzbekistan has a high position in the Islamic world with its history. Muslim tourists have a high desire to visit the shrines of Imam Bukhari at-Tirmizi, Moturudi. Also, the Muslim tourist market is expanding year by year, and the demand is increasing. In this regard, "the integration of the pilgrimage tourism industry of Uzbekistan into the system of world tourist markets, the rapprochement of peoples, nationalities and religions of the world strengthens tolerance and ensures economic stability." it is stated.

Muslim countries have the opportunity to attract tourists and create a large tourist flow by developing halal tourism. Therefore, it is necessary to pay attention to the following proposals when forming the infrastructure of pilgrimage tourism, improving the database of pilgrimage sites, and creating comfortable conditions for pilgrims.

1. Currently, the services market is developing rapidly, and its geographical area is expanding. According to the demographic situation, the Muslim population of the world is growing rapidly in the next ten years. This, in turn, will increase the demand for pilgrimage tourism.
2. In order to activate the process of Uzbekistan's entry into the World Trade Organization, it is necessary to pay special attention to the export of pilgrimage tourism products and services, including to the markets of Central Asia, the Middle East and other regions.
3. For this, it will be necessary to develop the national certification system for halal products, study the international certification system according to halal standards, create and develop a regulatory legal framework, and implement organizational and economic measures.
4. Also, taking into account that the huge potential of Uzbekistan in the field of pilgrimage tourism is of interest to the international community, and through this, there are opportunities to further increase the flow of tourists to our country, it is appropriate to improve the organizational and economic mechanism aimed at creating a legal base in this field and building the necessary infrastructure.
5. It is necessary to organize appropriate services and create innovative proposals, taking into account the customs and traditions of representatives of different religions, nations and peoples.

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