

**" ZIYARAH TOURISM " IN BRINGING ITS BRAND TO INTERNATIONAL TOURISM MARKETS INNOVATIVE MARKETING AND ITS IMPORTANCE**

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Abstract

Marketing activity in international tourism markets is manifested as the main mechanism of effective activity of national tourism enterprises and organizations aimed at gaining competitiveness in world markets. Pilgrimage tourism in our country " Ziyarah tourism " in order to develop the developed work of integrated marketing concept in creating a competitive national tourist product based on the brand and bringing it to the world tourism services market serves the development of the field.

Introduction

" 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 own characteristics and significance. This in turn, served to ensure economic relations between regions and 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, favorable conditions for communication between civilizations have been created and developed. ¹Uzbekistan 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, Ahmad Yassavi, Abu Isa al-Tirmizi, Mirza Ulugg'ek, Bahauddin Naqshband, Amir Temur, Alisher Navoi, Babur, many famous and great ancestors of ours have been attracting world scientists and tourists. This, in turn, shows our unique position and influence in international tourism markets.

According to the results of the analysis, the issues of bringing the national pilgrimage tourism brand to the global tourist markets have not been sufficiently studied. As a result, " Ziyarah tourism " by creating a brand and developing its main principles, it is necessary to

¹ Khudoyarov A.A. Features and trends of the pilgrimage tourism market development in Uzbekistan . Monograph. - Tashkent : Complers Print, 2020.



activate the export of Uzbekistan's rich cultural and spiritual heritage, memorial and visual arts, historical monuments to international tourist markets.

Today " Ziyarah tourism " serves to ensure the harmony and mutual tolerance of peoples, religions, nations in the fields of pilgrimage tourism, religious-educational, education and culture by creating a brand . In addition, further expansion of economic relations, creation of favorable conditions in trade and investment spheres, development of transport and communication infrastructures, and cooperation of scientific research centers are ensured.

Ziyarah t o urism" in the conditions of rapidly growing competition in the global economy create a brand and through the effective use of the integrated marketing concept, it serves to increase our image and share in international markets.

Activities related to the marketing activities carried out in the markets of the international tourism industry are carried out within the characteristics of tourism marketing.

In order to develop pilgrimage tourism in our country, as a result of scientific analysis and research of the unique features of the field, " Z iyarah t o urism" A model for the implementation of the integrated imarketing concept was developed for creating a brand and bringing 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.

In order to achieve the goal, the presentation and realization of tourism products that meet the needs of consumers is aimed at increasing the economic profit of tourist enterprises and organizations in order to satisfy the needs of consumers and strengthen the competitive environment in the market.

Today, in connection with the issues of brand formation in the international tourism industry, the development of a marketing strategy for creating a competitive national tourist product based on the "Great Silk Road" brand and bringing it to the world tourism services market has become an objective necessity for the development of tourism in our country. A.A. ²Eshtoev says.

The integrated marketing concept promoted by us is " Ziyarah t o urism" 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

²A.A. Eshtoev. "Marketing strategy for the development of the tourism industry in the conditions of globalization" (in the case of the tourism network of the Republic of Uzbekistan) Autoreferat. Samarkand 2019.



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 of 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 receive the necessary information about the world of tourism and potential of our country mainly with the help of tourism agencies and bureaus, as well as the advice of their friends.

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; central special marketing research system.

"Ziyarah tourism" brand in the international tourism markets, the activities of the marketing information system in tourist enterprises and organizations are considered as a set of complex actions aimed at the collection of relevant resources and technologies in order to create a complex of information and data in the TRDQ of the aspect and volume required for relevant management decisions in the field. is reflected in the marketing information system concept shown below.

Centralized, systematized information and information on marketing methods and principles in pilgrimage tourism markets can be used by all existing departments to make decisions for work efficiency and management purposes, creating an information environment for all international and national organizations and enterprises.

The marketing information system ensures that all tourist enterprises participating in tourism markets, as well as in a separate organization, become a central mechanism that connects all departments, establishes efficient and effective information movement between them, and ensures the openness, completeness, truthfulness and timeliness of the received information and data. "The final product of the marketing information system in the markets of pilgrimage tourism is a collection of data showing the state of the micro-environment, macro-environment and internal environment of the enterprise and organization in the form of information and database or relevant marketing reports"³

³ Khudoyarov A.A. Basics of tourism and hotel industry . Study guide . - Tashkent : Complers Print, 2020.



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 related to inter-departmental systemic relations. 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 .

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