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Efficient Ways Of Using Public Relations Tools In Tourism

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ABSTRACT

This article analysis the efficient ways of using public relations tools in tourism and hospitality business. The main aim of the article is defining useful aspects of PR and their adoption for tourist sphere. Enlarge using of foreign successful practise of PR in our regional and country tourism. Establishment of effective system of PR among subjects. The progress of modern information and communication technologies brings new opportunities: with the help of the means and methods of the Republic of Uzbekistan the regulatory impact on the state of economic, political and cultural development of society is being implemented. Modern information and saturated society offer wide opportunities for individualization of market offers, bilateral communications through both personal contacts and in the format of media communication. The growing informatization of subjects' activities in the sphere of tourism leads to the increase of communicative impact with the purpose of forming preferences of the target public, broadcasting cultural knowledge, norms, traditions and values, transformation of old stereotypes and new behavioural practices. The urgency of the scientific problem of PR support is dictated by the need of the formation of favourable images and recognizable brands of travel companies, maintaining positive reputations in order to harmonize internal and external PR-communications in the field of tourism.

KEYWORDS

Public relation, publicity, propaganda, advertisement, destination, brand making, public relation models, MICE

INTRODUCTION

The tourism sphere in Uzbekistan become more popular and rapid increasing field, due to several factors like solution of unemployment, rich source of traditional and cultural heritages, new field of economy and it is deemed as the most perspective branch of economy of republic. In recent two years the total number of tourism export increased to 2.5 times and get place of the main sphere in republic economy.

According to the Decree of the President of the Republic of Uzbekistan of February 3, 2018 № DP-5326 section 4: To transform the State Unitary Enterprise the Centre for Promotion of National Tourism Product under the State Committee of the Republic of Uzbekistan for Development of Tourism to the State Unitary Enterprise the National PR-Centre under State Committee of the Republic of Uzbekistan for Development of Tourism, while entrusting it with the tasks of organizing a promotion of tourist potential of the republic. Besides this decree of Cabinet of Ministers of republic establish another with number 747 on 20.09.2017 which gives preferences for foreign countries' media companies to co-operate with our tourism department. It contains preferences devoted in order to encourage PR activities of tourism industry. Additionally, implementation of decree of President on 25.10.2018 under the number PD-3982 makes good impact on spreading necessary information around the countries and support status of our country by compatriots living in foreign countries

METHODS AND RESULTS

In the thesis is used method of quiz observation around the Bukhara city to defining main problems in tourism. Then was used graphs and figures to illustrate dynamics of process and progress. Usually author uses foreign practise to implement and adoption in current tourism of country.

In order to promote the tourist potential of the country abroad, the following technologies of PR-company are applied: December 17-21, 2019 in Tokyo (Japan) on Shibuya Square there was organized broadcasting of video clip about the tourist potential of Uzbekistan, which was demonstrated 120 times a day (or 8 times during an hour) from 9:00 am to 24:00 am. A similar video was shown in front of the main railway station in Nagoya, 12-19 December, from 6:00 am to 136 times a day (8 times a day).

Participated with the national tourism stand "Uzbekistan" in 12 international tourism exhibitions and fairs, in particular: International Travel and Tourism Fair FITUR-2019 (Madrid, Spain), the exhibition ITB-2019 (Berlin, Germany), the exhibition of recreation and travel MITT-2019 (Moscow, Russia). Moscow, Russian Federation), IMTM-2019 (Tel Aviv, Israel), EMITT-2019 (Stam Bull, Turkey), Vacation-2019 (Republic of Belarus), SITIF (South Korea), ATM (Tel Aviv, Israel), Vacation and Travel Fair EMITT-2019 (Stam Bull, Turkey), Vacation-2019 (Republic of Belarus), SITIF (South Korea), ATM (Tel Aviv, Germany). (Dubai, UAE), "IFTM Top Resa" (Paris, France) "ITB Asia 2019" (Singapore), "Tourism Expo Japan" (Osaka, Japan) "WTM" (London, UK).

The State Committee for Tourism in Russia organized an event with the participation of specialists of the State Committee for Tourism "All Experts Recommend Uzbekistan for Travel" with the participation of more than 50 journalists, bloggers, influencers, industry media. On the day of the event, a briefing was held by representatives of the State Tourism Committee, as well as partners of "Ostrovok.ru" and "Avialsales.ru".

About 160 representatives of more than 30 foreign mass media and companies (PBS (USA), Trans7 (Indonesia), REN TV (Russia), Lost Avocado (Italy), Mystery Box (USA)) have made trips to Uzbekistan, of the Turkish film industry "TRT BELGESEL", leading German media headed by the General Director of "Gebeco GmbH & Co", "National Geographic

Israel", "Society for Cultural Development of Beijing City Mass Media and Tour Operators of China", etc.), as well as visiting bloggers, the Halilintar family (Indonesia), the Genhalilintar family of bloggers, video blogger Jacob Schwartz, and the travel writer, blogger and co-founder of the leading Italian website "The Lost Avocado" Sarah Izzy.

In addition, together with our compatriots, 90 actions were held in the UK, Germany, India, China, Latvia, Malaysia, UAE, Poland, Russia, USA, Thailand, Turkey, Sweden, Czech Republic, Japan, etc. to present the tourism potential of Uzbekistan and promote the national brand "Uzbekistan". In total, more than 6 thousand people in 20 countries were involved in the process of promoting the tourist potential of Uzbekistan abroad.

It is extremely difficult to give an accurate and comprehensive definition of PR because of the breadth of goals and actions covered by this concept. Therefore, there is still no clear universally accepted wording.

The main principles according to which public relations should be built were formulated by S. Black:

- Transparency of information;
- Reliance on the objective laws of mass consciousness, as well as relations between people, organizations, firms and the public;
- A decisive rejection of subjectivity, a voluntary approach, pressure on the public, manipulative attempts to wishful thinking;
- Respect for individuality, orientation to a person, his creative abilities;
- Recruitment of highly qualified specialists with the maximum delegation of authority up to the most low-level performers. [4]

DISCUSSIONS

An internationally topical subject is the concept of responsible tourism. Responsible tourism is about taking responsibility,

responding, taking action to address the social, economic and environmental issues of sustainability that arise in destinations. According to the Cape Town Declaration (2002, pp.3-4), environmental concerns should be managed, "throughout the life cycle of tourist establishments and operations - including the planning and design phase"; the responsible tourism is defined as having a number of characteristics:

- Minimising negative economic, environmental, and social impacts;
- Generating greater economic benefits for local people and enhancing the well-being of host communities;
- Involving local people in decisions that affect their lives and life chances;
- Contributing to the conservations of natural and cultural heritage, to the maintenance of the world's diversity;
- Providing more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- Providing access for physically challenged people;
- Being culturally sensitive, engenders respect between tourists and hosts, and building local pride and confidence.

Responsible tourism recognizes the diversity of the world's cultures and environments and encourages the positive interaction between the tourism industry, local communities and travellers" [5]. At the same time, responsible tourism offers an opportunity to connect with the people who create the holiday experience, stimulating the holidaymakers to talk about their experiences and to tell stories. As John King observes the travel is about "experiences, fulfilment and rejuvenation" rather than about "places and things" and that this lifestyle market is of increasing importance. [6]

In terms of public relations, responsible tourism represents a process of responsibility

of the public as well as of the tourism agents regarding the need of practicing tourism responsibly, with all the resulting implications.

Responsible tourism aims at the responsible consumption of tourist products, respectively

the impact and benefits that this type of tourism should have upon the environment and local communities, economically, socially and environmentally. [26]

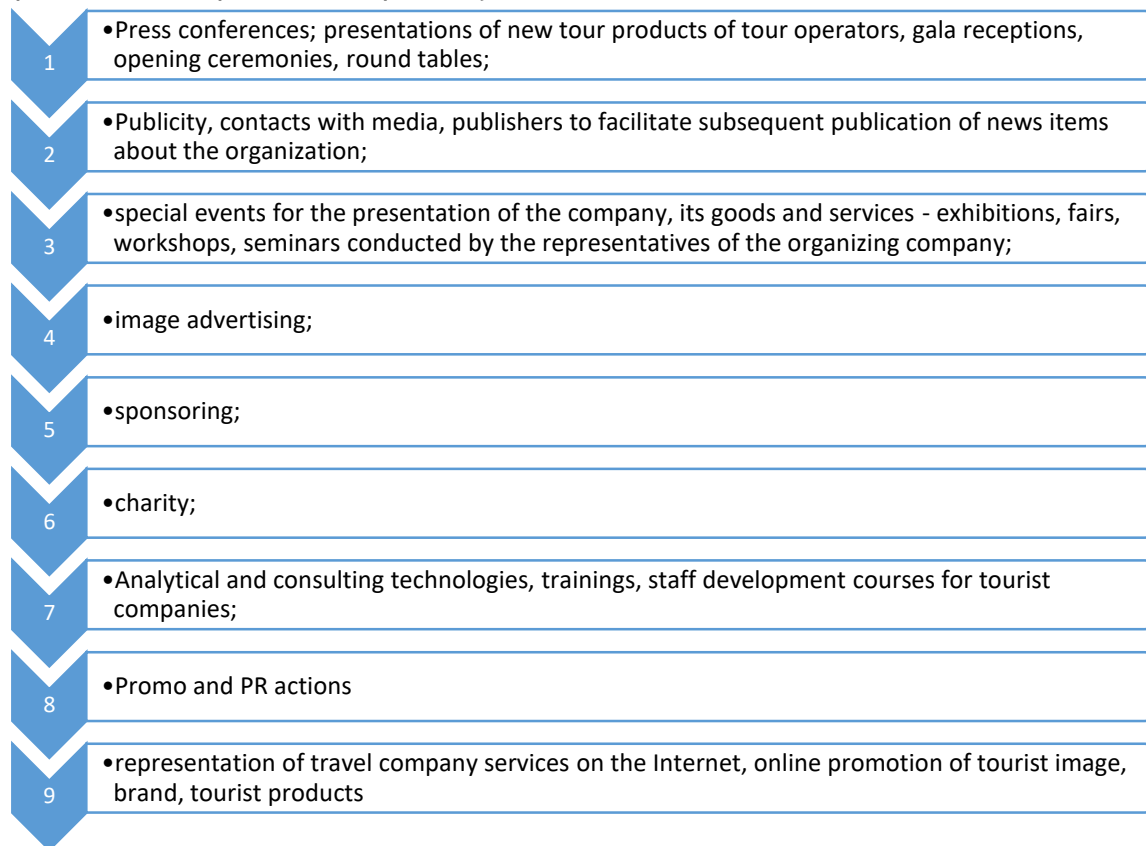


Figure -1. More used forms of PR in tourism sphere.

[Source: Illustrated by author according to the results of research]

PR in the tourism industry is aimed at studying the emerging public opinion and the formation of a friendly attitude towards the tourism company and its activities on the part of target audiences and the general public.

In this case, PR pursues such goals as:

- Establishing two-way communication between organizations, offering a tourism product and target audiences, as well as the media to identify common beliefs and common interests;

- Achievement of mutual understanding based on truth, knowledge and full awareness;
- Establishing mutual understanding and trust between a tourism company and the public;
- Ensuring the popularity of the company;
- Creating and maintaining the image of the company;
- Popularization of the tourism product and tourism in general; - refutation of distorted and unfavourable information;

- Providing support from various targeted audiences.

The purpose of public relations (PR) in the field of tourism is to establish two-way communication in order to identify common ideas or common interests and achieve mutual understanding based on truth, knowledge and full awareness of tourism products.

CONCLUSION

A variety of approaches are used to promote a tourism product. The most popular are marketing and PR. Marketing allows you to deliver a tourist product from producer to consumer in order to maximize profits by meeting the target needs of tourists. Marketing activities provide a flexible adaptation of the tourism activities of the enterprise to the changing economic situation and the requirements of consumers in the market. In recent years, tourist marketing has changed somewhat. This is due to such reasons: the stereotypes of behaviour and the age structure of tourists have changed, the circle of potential consumers has expanded, outbound tourism is developing. Tourists increasingly prefer individual tours that are designed independently to their liking. Consumer requirements for quality and service levels are increasing. Of particular importance in the marketing of tourism enterprises is the relationship with consumers. The main function of PR in the field of tourism is defined as the implementation of the relationship of the company with the mass public so that it can realize its interests and plans, taking into account the opinion of the public. As part of PR promotion, various events are used.

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