

Importance of Public Relations Tools in Tourism Industry

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Abstract: *the article is devoted to the discussion of the importance of public relations in tourism industry. Research article is determined by the need for theoretical understanding of public relations in the field of tourism, which is dictated by socio-cultural conditions for the formation of market relations in Uzbekistan, the search for ways to enhance the role of communicative practices and PR-technologies in the tourism business, the urgent need to build a civilized model of relations between the professional tourist community, consumers of tourist services and government agencies. Analysing the social changes taking place in the modern world, the researchers consider it possible to assess them as forms of formation of a new type of society, which is characterized as post-industrial with its inherent dynamics of socio-cultural globalizing changes, intensive information exchange between actively interacting subjects.*

Keywords: *public relation, publicity, propaganda, advertisement, destination, brand making, public relation models, MICE, integrated applications.*

INTRDUCTION

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.

Thesis suggest other types of tools like establishment of new application, which gives opportunity to track, to mark and discuss tourist objects. Additionally it offer MICE tourism, especially Youth forum as the main diversification tourist field. Besides them there several concepts of tourism development.

LITERATURE REVIEW

For the first time, the expression "public relations" was officially used by American President Thomas Jefferson in 1807 in the Seventh Appeal to Congress. In the 1830s, this concept came into use as "relations for the general good" ("relations for the common good"). The wide circulation of the press caused the emergence of press agents, which in essence are the precursors of future PR-exchanges.

At the beginning of the 20th century the birth of professional PR specialization. This is due to the strengthening of "big business", whose representatives had in the eyes of the majority of the population a negative reputation of people who were ready for any violations of laws and morals for profit.

In the 1950s-1980s RY as an object of research reflexion attracts the attention of foreign authors: the first specialized publications on PR are represented by the works of British sociologist S. Black. Among the authoritative theoreticians and practitioners characterizing the conceptual foundations of the PR should be named J.-P. Baudouin, G.M. Broome, F.A. Boiri, J. Grunig, F. Jeffkins, S.M. Katlip, J.-I. N. Kapferra, E. Marlow, M. Mencher, F. P. Saitel, A. X. Senter, W. Hazlton, T. Hunt, S. Harrison, R. Heywood, J. Shawmeli. The essence and structure of the socio-cultural phenomenon of PR.

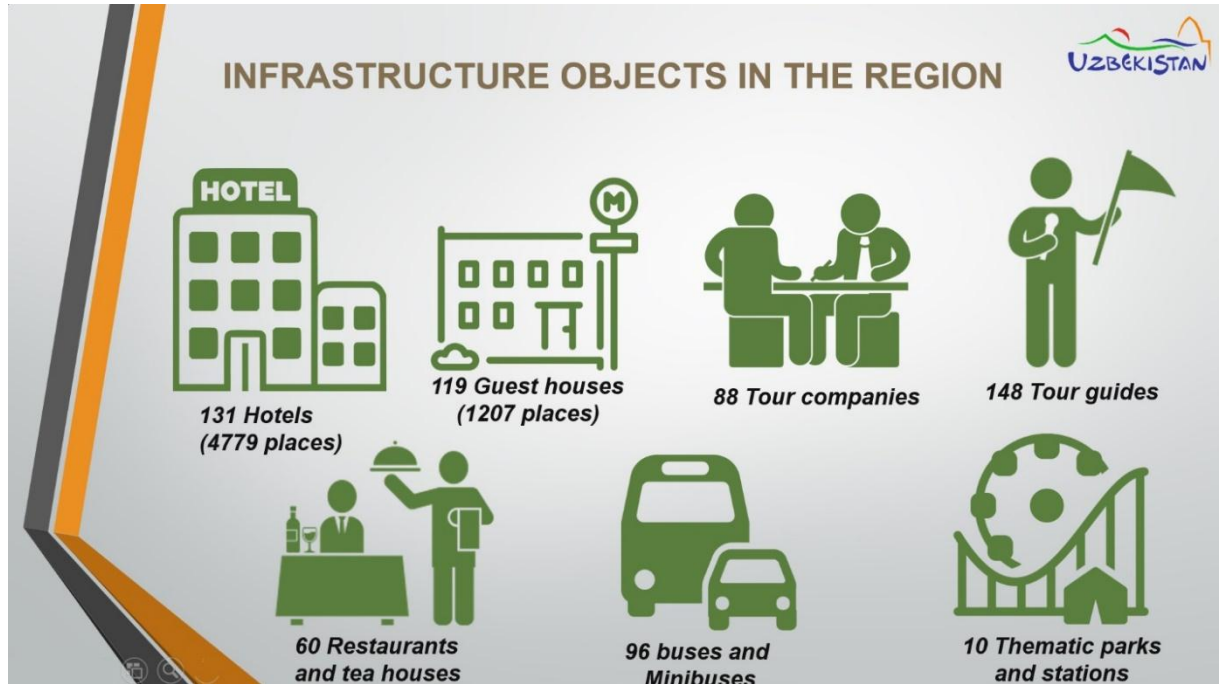
The questions of the essence, genesis, forms and means of implementation of communications, their influence on the formation of norms and values that govern relationships between people are analysed in the works as foreign (B. Berelson, D. Womack, F. Danet, G. V. Ivanchenko, V. F. Kuznetsov, D. Mazura, N. V. Molotkova, A. S. Olshevsky, L. White. Gerbner, E. Giddens, V. Kronen, G. Kronheit, C. Cooley, G. Lassuel, N. Luman, G. M. McLuen, Yu. Habermas).

METHODS OF RESEARCH

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.

RESULTS AND DISCUSSION

During our research we additionally observe other features of Bukhara region. Bukhara as a great potential of cultural and gastronomic tourism. Additionally it is the best place to organize ecotourism also, for example the number of greenhouses and farms can give better opportunity to improve this field.



Picture 1. The main aspects of tourism sphere in Bukhara. (2019)

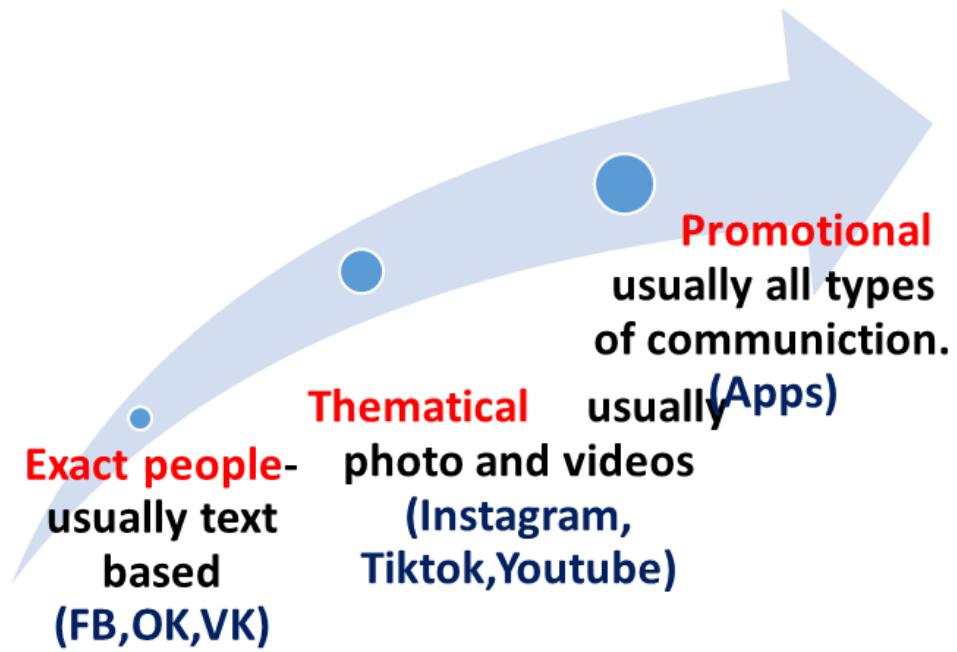
[Source: Given information by Tourism development department of Bukhara region]

According to the data given by department of Tourism of Bukhara region in 2019 total number of hotels increased by 131 (4779 places) and guest houses by 119 (1207 places). The number of tour companies increased to 88 and guides 148. The main important aspect for tourism thematic parks increased by 10 and in the future department try to increase the number twice.

Due to our quiz, we traced main problem occurred with independent travellers (who travel not in group). To solve their problem with navigation, transport, accommodation and food, we suggest a unique and more improved mobile application and web platform. Nowadays we can encounter with several types of application, but the most of them just try to concentrate on one field. Some of them try just navigate and others give just overall information. For example we can find on Play market some application devoted to tourism sphere of Uzbekistan:

- ✓ Samarkand Tourist map (downloaded less than 1000 times)
- ✓ SamTour для Самарканд (downloaded more than 1000 times)
- ✓ Samarkand Map ((downloaded less than 1000 times)
- ✓ Bukhara-Wiki (downloaded less than 1000 times)
- ✓ Bukhara Map and Walks (downloaded less than 1000 times)
- ✓ and others

The major of them were made just for a navigation and mainly aimed for commerce and the most of them were not completed.



Picture 2. Chronical progress of social media.

[Illustrated by author due to experience from observation]

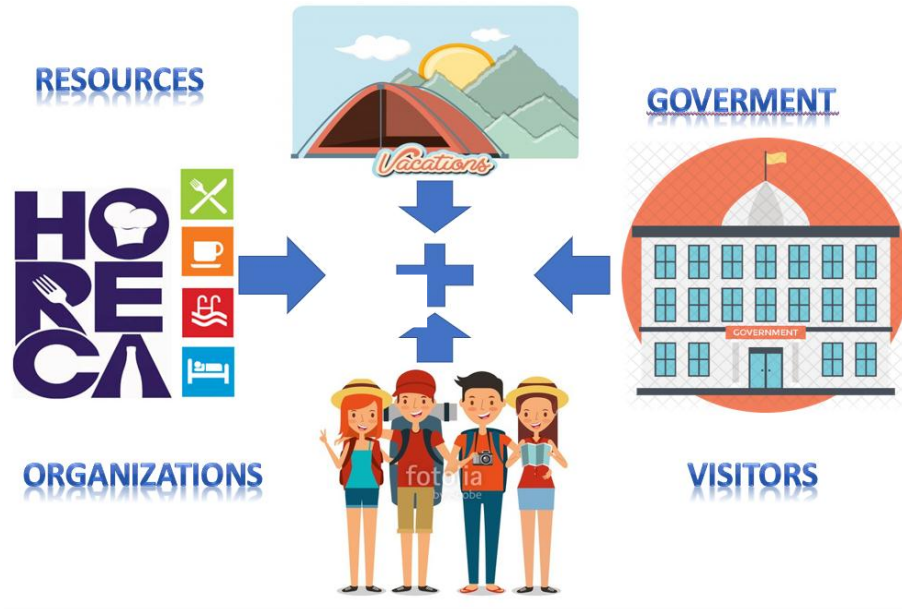
First of all, in network search systems were used usually as main marketing promotion tool, then they tried to pay more attention to social media. We can observe how social media developed and get more another appearance. So due to this progress I want to suggest to create a modern application which can be social network for tourist objects.



Picture 3. The main directions of new application

[Illustrated by author due to experience from observation]

The new app gets a partial place on system of improving destination of Bukhara region. It is the first measurements and gets great content on the progress. The other methods will be start after implementation of new app. In this system we usually use promotional tools of marketing like Public relation to make correct contact with all participants of tourist sphere. We must observe all needs and preferences of our customers and evaluate our resources and after it begin to accept correct action.



Picture 4. Integration of main tourist factors.

[Illustrated by author due to experinece from observation]

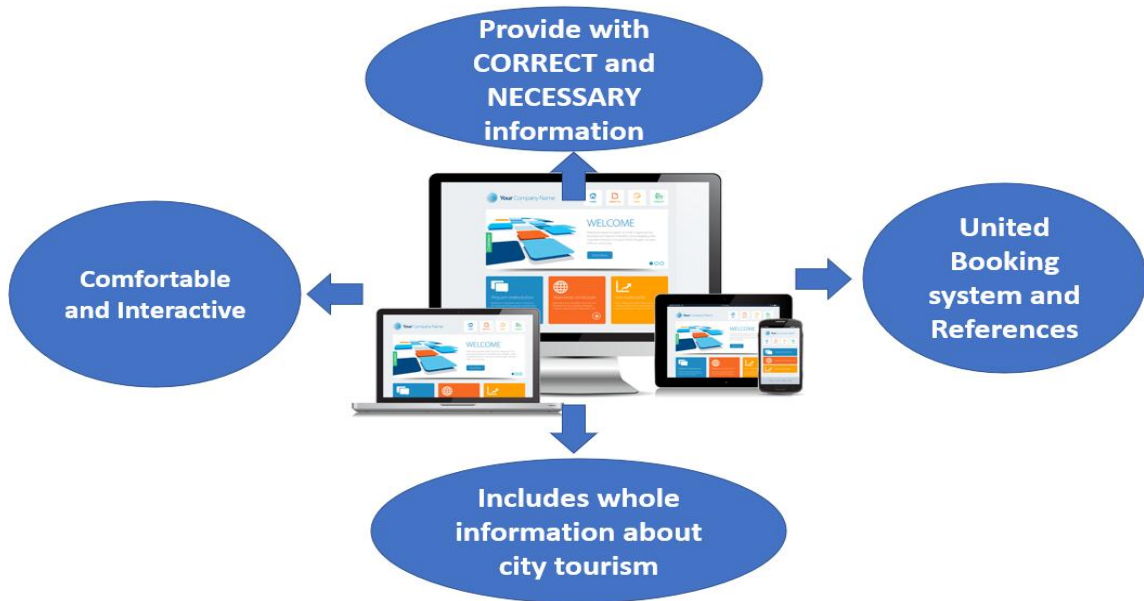
The new app will serve as the main bound among government, visitors, tourist resource and tourism areas (transport, food and accomodation). The main content of app will be:

- the list of all tourist objects (from museum and historical objects even to biotoilets). All of features of objects: location, navigation, contacts, booking, history or legend, comments, photos and etc.
- a schedule of all festivals and fairs with exact dates and location
- virtual tour to museums and historical objects
- integrated contents with social network, payment systems, booking and purchasing apps
- the whole necessary legal information for tourist
- top recomendations
- marking of services and a little quiz

Picture 5. Main aspects of new application.

[Illustrated by author due to experinece from observation]

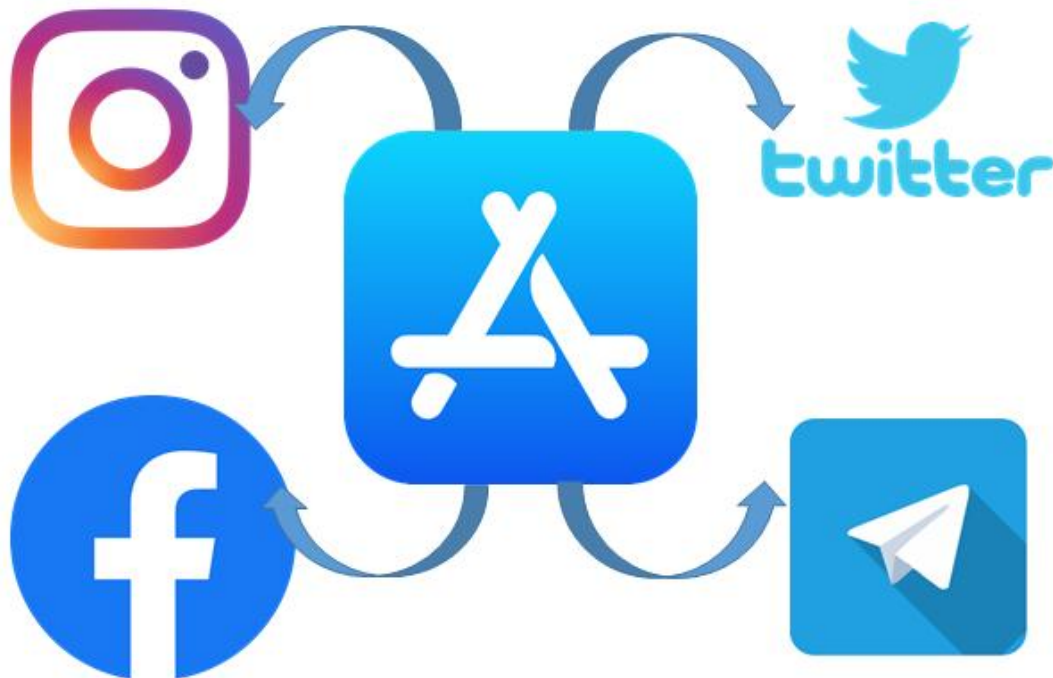
Additionally by developing the app can gain more features which will be usefull for tourist and tourist objects of region.



Picture 6. Key principles of new application.

[Illustared by author due to experinece from observation]

The app will works with four key principles. It focuses on comfort and integration with other systems and social networks. All information will be checked by administrator of app and it gives an opportunity to control app wisely.



Picture 7. Integration of new application with social networks

[Illustared by author due to experinece from observation]

Additionally app will get its place on the most popular social networks. Particular channel and group on Telegram, community on FB, special accounts on Twitter and Instagram.

Table 1

Nº	The name of feature	New application	Google map	Trip Advisor	Social networks
1	Geolocation	+	+	+	-
2	View of object	+	+	+	+
3	Legend of object	+	-	+	+
4	Booking	+	-	+	-
5	Full contacts of object	+	+	+	-
6	Division by groups	+	+	+	-
8	No commerce (ads)	+	-	-	-
9	Integration with social networks	+	-	-	+
10	Integration with national apps(booking, payment, etc.)	+	-	-	-
11	Grade marking	+	+	+	-
12	The list of all objects of the city	+	-	-	-
13	The list of all events of the city	+	-	-	+
14	Sharing opinion by comment	+	-	+	+
15	Control and safety	+	-	-	-

Table 1 .The comparison of main features of new application with other existing analogues.

[Illustrated by author due to experinece from observation]

As most of thematical apps have low effect we tried to compare our app with well known other application. Usually the main difference among them depends on control and changings. Our app can at the same time serve as informational, social network and navigator with recommendations.

The other factors belonging to creation of application shown on the following figure:



Picture 8.*The main requirement of the new application.*

[Illustrated by author due to experience from observation]

The projects can be done by university staff. The major portion of expenses forwarded for the technical side of app and other research actions can be done by professors and students. After first part of creation application can be improved by integration with tourism department, because in the future features we need additional assistance.

On the development tourism in region department of tourism planned good measures devoted to public relation activities like festivals, forums and fairs.

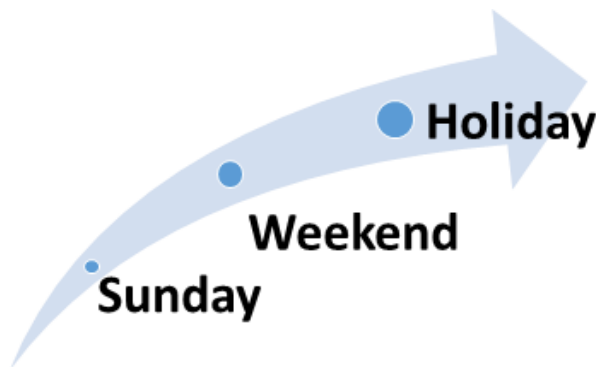


Picture 9. The main measures to improve tourist destination of Bukhara region. (2019)

[Source: Given information by Tourism development department of Bukhara region]

According to the information gained from department, Bukhara tries to add destination center of carpet, jewel craftsmanship, jewel sewing and theatrical performance. In 2019 the number of festivals and fairs increased to 63 (in 2018 was 36) and the most of them belongs to festivals. In 2020 department tries to focus more on forums.

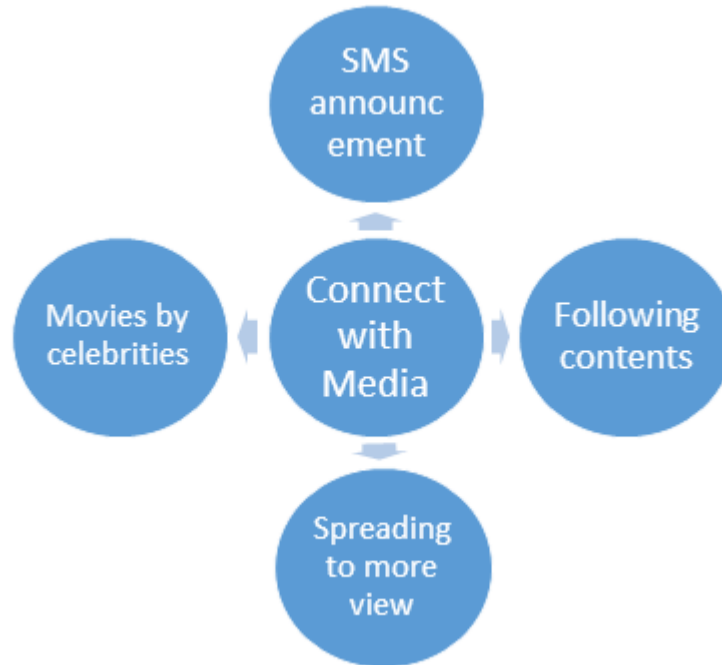
Following measurements and efforts will be good concepts in order to improve tourism in region. First of all, we must change our mind. We must change the word Sunday to Weekends and holidays. It can be good impact for improving domestic tourism and can enlarge the scale of actions.



Picture 10. Concept of Sunday-Weekend-Holiday (CWH)

[Illustrated by author due to experience from observation]

Secondly, we must to put good system of communication and informing audience. Nowadays not every one watch TV or radio. In this case, announcements via SMS or web contents may be usefull.



Picture 11. Communication ways with Media contents.

[Illustared by author due to experinece from observation]

We can use our celebrities for advertisements, whose followers are more than millions on youtube or instagram, additionally integration with foreign celebrities can attract more people. Foreign social networks usually use tracing system by following contens. If you pul like or mark location belonging to their field of interest they try to involve you by likes or follwing to your account.

Thirdly, we can introduce MICE tourism as diversification for region. The main reason why a destination should promote the **MICE segment** is the potential it has for boosting the economy, although there are other reasons that have a direct link with the economic impact and that are worth talking about.

Tourists travelling for business reasons or congresses represent 15% of total tourism. Despite this being a small figure in comparison with the number of tourists who travel for leisure or holidays (53%) the benefits that this type of tourism brings to a city are many, especially for smaller cities or regions that are not amongst the major international tourist destinations.

In the following article, we will set out the main reasons why a destination should promote the **MICE segment**.

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CONCLUSIONS

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.

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