

CLASSIFICATION OF TRADITIONAL ADVERTISING IN THE PROMOTION OF TOURIST DESTINATIONS

Bozorova S.K.¹, Toyirova S.A.²

¹*Bozorova Sitora Kodirovna – Lecturer;*

²*Toyirova Sarvinoz Atoevna – Lecturer,*

TOURISM AND HOTEL BUSINESS DEPARTMENT,

BUKHARA STATE UNIVERSITY,

BUKHARA, REPUBLIC OF UZBEKISTAN

Abstract: *this article discusses classification of traditional advertising in the promotion of tourist destinations. Advertising is a management factor in the activities of travel agents and tour operators that promote tourism, hotel management and travel.*

Keywords: *tourism, traditional advertising, outdoor advertising, audio or radio advertising, tourist destinations.*

We know that there are several definitions of advertising. Advertising is a well-known fact, according to Malpan Erickson Inc., an advertising agency that develops advertising campaigns for well-known companies in the United States.

Recognized as the father of modern advertising, Albert Lasker says: "Advertising is the sale of printed matter."

Today there are perspectives based on what advertising is. It is defined as an economic and social process or information process that organizes the movement of goods, communication with society.

Thus, the advertising company seizes every opportunity. They are displayed by different types of advertisements. Of which:

- Placing advertisements in the press;
- outdoor or outdoor advertising;
- delivery by mail or mail;
- audio or radio advertising;
- film advertising
- creation of art design in a corporate style;
- exhibitions, fairs, festivals, presentations.

Publication advertisements used in the press are printed in a print style. In many developed countries, this type of advertising ranks second in total ad spending. The main feature of print advertising is that it is designed for a clear and predetermined circle of consumers and is distributed free of charge.

By the nature of print advertising, it is divided into the following types:

- Catalogs
- Prospects
- Promotional materials and brochures
- Sales letters,
- Applications for the purchase of advertising.

All types of information and advertising are important for a travel agency. This is evidenced by qualifications in the country's newly expanding tourism market.

Knowledge of the functions, purposes, forms, methods and directions of advertising information and the use of all means. Advertising campaigns of companies with firms in different countries and regions are involved in large-scale advertising campaigns for the company's travel products. In addition to advertising activities, such companies have a variety of information products - booklets, brochures, leaflets. Among all the agreements with such things are large tourist centers, international tourist organizations.

Before launching a tourist product on the market through advertising media, it is necessary to answer the following questions. What are we doing? Why? Which market? Who are our programs for? How do we spend them? In order to properly plan an advertising campaign, we follow the process from the emergence of a tourist product to its wide launch on the market. All this can be broken down into stages.

1. Market research to determine the needs of partners, their specific areas and opportunities for leisure activities.

2. Create and maintain a complete package of travel products. Provide customers with all the opportunities for recreation (air tickets, hotel accommodation, transfers, tour packages, etc.).

3. Marketing research of the market in order to identify target groups of partners, ie. consumers of a particular tourism product. Advertising is always targeted at a specific category of adults.

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