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**DEVELOPMENT OF THE COUNTRY'S TOURISM IMAGE IN THE
INTERNATIONAL MARKET THROUGH MARKETING MEANS.**

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Abstract. *This article provides a number of recommendations on how to develop the country's tourism image in the international market through marketing tools.*

Key words: *tourist image, tourism marketing, tourist destination, video marketing, tourist image, influencer.*

When defining the touristic image of a regional state object, we use the approach of the World Tourism Organization as a starting point, in which we understand the image of the country as "a set of emotional and rational ideas arising from the comparison of all features."

Applying the marketing approach to tourism, A.F. Gorokhov considers the concept of "tourist destination" and defines this concept as "a place and certain categories of consumers, developed on the basis of the tourism resources and infrastructure of a certain area, time and time defines it as a complex of intensively produced and consumed tourism products. According to foreign authors, the concept of a tourist destination brand represents a dominant creative idea embodied in semantic, graphic, sound, animation expressions, etc., based on the symbolic meaning of the main values and resources of the area.

Thus, we believe that in developing the country's tourist image, special attention should be paid to the following.

1. Effective use of video marketing methods in the market of tourism services.

Video marketing is an effective way to help boost your marketing company in your country. Since videos can be easily shared on social media platforms, they can promote the region's attractions or include other travelers' personal experiences in the country during their visits.

In this process, it would be appropriate if you made a 3-D model of 20 must-see places in Uzbekistan for tourists.

Online or virtual art galleries can be called one of the most effective ways to popularize art and promote the artistic and cultural potential of the whole world. In recent years, online resources of museums and art galleries of various genres of art, 3D tours, digital panoramas and stands, multimedia and animation tools are actively developing in Uzbekistan. 3D tours of art museums, webcasts of international exhibitions, individual



websites of contemporary artists, online art galleries, virtual art and art galleries, digital art collections are widespread today, available to the public.

2. Using social networks to promote tourism in the country.

We do not believe that social media should be used to reach online users and promote the tourism potential of our country. For example, you can use promotional posts, videos, and even contests to drive interest on platforms like Facebook and Instagram.

The biggest advantage of social media is that it allows you to target people based on their location, age or demographics to promote your country.

3. Attracting the country's tourism potential through influencers.

Another effective and indirect marketing strategy is to use influencers to promote our country. These influencers can be celebrities, bloggers, vloggers, or anyone who has a large following on Facebook, YouTube, Instagram, or their blog. The idea is that building trust through influencers with an engaged audience when promoting tourism is desirable.

4. Advertising the country's tourist potential, tourist resources on popular travel websites.

In addition to creating your own website to promote the country's tourism potential, you will also need to reach out to your audience through other trusted and reputable travel websites such as TripAdvisor.

By now, you should have gathered all the relevant information about your target audience. With this information, you can use the right platforms and display advertising to promote the region to the target audience through your own website and third-party websites.

Remarketing is another great way to reach people who are interested in your website.

5. Creating offline marketing strategies to better introduce the country's tourism image.

Now that you know your target market, you need to determine when they will travel to your country.

Newspaper, radio, television ads, or national or local travel shows are paid offline advertising methods that you can use to showcase your country in the areas where your target visitors are located.

6. Use of artificial intelligence.

Artificial intelligence is growing in tourism marketing. It's an effective way to use existing data to create customer profiles and behaviors that you can use in your marketing strategy. When you identify trends and customer demand, you can make informed decisions. Hotels can use AI to create customized packages or deals for their guests.

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