

THE ROLE AND IMPORTANCE OF INTEGRATED MARKETING STRATEGY IN INCREASING THE EFFECTIVENESS OF THE UZBEK BRAND "ZIYARAH TOURISM"

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Annotation

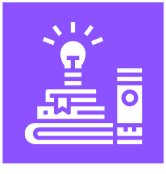
The article focuses on the development of Uzbekistan's relations with international organizations and foreign countries in the field of tourism, increasing the inflow of tourists to the country, creating all conditions for tourist services, improving the quality and culture of service, training and economic development. aspects have been considered.

Keywords: Pilgrimage tourism, diversification, branding, security, legal and economic framework, standards, tolerance, marketing.

Introduction

In order to develop pilgrimage tourism in our country, the development of an integrated marketing concept in the creation of competitive national tourism products under the brand "Ziyarah tourism" and the introduction of global tourism services to the market will contribute to the development of the industry. We know that in ancient times, the role of pilgrimage tourism in the economic, cultural, religious and social relations of different regions had its own characteristics and importance. This, in turn, served to ensure economic relations between the regions and the exchange of information and data between states.

At the same time, it played a key role in the development of cultural values. As a result of the integration of continents and states, favorable conditions for the dialogue of civilizations have been created and developed. Uzbekistan, with its rich cultural and spiritual heritage, memorial and fine arts, historical monuments, as well as Muhammad ibn Ismail al-Bukhari, Muhammad Musa Khorezmi, Abu Nasr Farobi, Ahmad al-Fargani, Abu Ali ibn Sino, Abu Rayhan



Beruni, Ahmad Yahya. Many world-famous and great ancestors, such as Abu Isa al-Termizi, Mirzo Uluggek, Bahauddin Naqshband, Amir Temur, Alisher Navoi, Babur, attract scientists and travelers from around the world. This, in turn, reflects our unique position and prestige in international tourism markets.

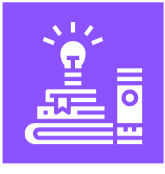
According to the results of scientific analysis, the issues of launching the national brand "Ziyarah tourism" in the world tourism markets have not been sufficiently studied. As a result, there is a need to intensify the export of Uzbekistan's rich cultural and spiritual heritage, memorial and fine arts, historical monuments to international tourist markets through the creation of the brand "Ziyarah tourism" and the development of its main trends. "The growing importance of tourism in the world is explained, first of all, by the increase in its share in national income and, consequently, its steady growth in the economy" [Abdullayev RV.4.]

Material and method.

The objects of research are the subjects of pilgrimage tourism in Uzbekistan. In the context of global innovative development of the national economy, the development of the organizational and economic mechanism of pilgrimage tourism in Uzbekistan is a complex of economic relations in the field of international trade and national tourism. creation of favorable conditions, development of transport and communication infrastructure and cooperation of scientific research centers. At the same time, it serves to ensure the unity and tolerance of peoples, religions and nations in the religious, social, educational and cultural spheres. The appropriateness of the methodological approaches and methods used in the study is based on official data from official databases, including statistics from the State Statistics Committee of the Republic of Uzbekistan and explained by the approval of the proposals from the State Committee for Tourism Development and tourism organizations.

Results

In the context of growing competition in the national and international tourism markets, we will be able to increase our image and expand our share in international markets through the creation of the brand "Ziyarah tourism" and the effective use of the concept of integrated marketing. As a result of scientific analysis and research of the specifics of the industry for the development of



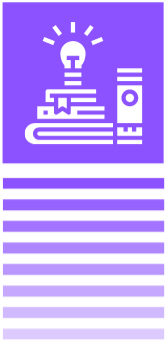
pilgrimage tourism in our country, the concept of building, which is integrated into the creation of the brand "Ziyarah tourism" and its export to international tourism markets, was developed.

The implementation of the strategic goal of this model at the level of national and international tourism associations is one of the priorities. As a result, the concept of integrated marketing, implemented at the macro, meso and micro levels in pilgrimage tourism, is reflected in a set of marketing measures aimed at adapting the capabilities of tourism enterprises and organizations to the needs of consumers of tourism products. In order to achieve this goal, the supply and sale of tourism products that meet the needs of consumers is aimed at increasing the economic benefits of tourism enterprises and organizations in order to meet the needs of consumers in the future and strengthen the competitive environment in the market. The concept of integrated marketing, which we are pushing for, promotes the formation of a positive image of the Ziyarah tourism brand for consumers of international tourism products by creating an attractive image of the country, promoting the activities of foreign partners and marketing.

According to the analysis of scientific work, the implementation of the concept of integrated marketing in tourism to some extent is one of the most important conditions for achieving a positive effect in the market of pilgrimage tourism. Innovations in the tourism industry are directly related to information and information technology. Innovation in the field of information technology in the world economy is one of the important factors in the innovative development of tourism. Today, the modern tourism business in the tourism industry is showing growth and development with the active implementation of modern information logistics systems.

According to opinion polls conducted among foreign consumers of tourism products in our country, potential external consumers of the tourism market in our country to obtain the necessary information about the world and potential of tourism, mainly in the offices of travel agencies and bureaus. In the development of the tourism industry, this situation, in turn, leads to the need to improve the system of analytical information in the tourism market.

The marketing information system in the national tourism markets consists of a set of constantly moving resources and methods for collecting, analyzing, organizing, evaluating and disseminating information and data necessary for



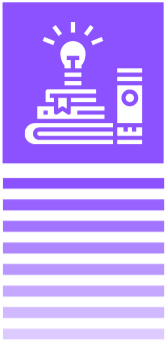
effective and efficient strategic marketing decisions through relevant channels. The structure of the marketing information system of a set of constantly moving resources and methods can be divided into four main links. Namely: internal information system; marketing information analysis system; market surveillance system; system of central specialized marketing research.

In order to strengthen the brand "Ziyarah tourism" in the international tourism markets, the marketing information system in tourism enterprises and organizations is a necessary resource and technology for the creation of a complex of information and data complex in the direction and volume required for management decisions in the field. reflected in the concept of information system.

From the centralized, systematized data and information on the marketing style and trends in the pilgrimage tourism markets, a decision-making process can be made by all existing departments to create an informational environment for international and national organizations and enterprises.

The marketing information system is a central mechanism that connects all the departments of the tourism market, as well as all the departments of a particular organization, to facilitate the effective and efficient flow of information between them, as well as the openness of information, transparency and openness. The result of the marketing information system in the pilgrimage tourism markets is a set of information on the state of the microenvironment, macroenvironment and internal environment of the enterprise and organization in the form of information and databases or relevant marketing reports.

In the pilgrimage tourism markets, the movement of information is monitored not only vertically but also horizontally within the information and information system, ie between separate departments of the administrative structure or between departments on systematic communication. Effective exchange of information between the participants of the pilgrimage tourism markets is one of the main driving forces of cooperation between international tour operators and tourism organizations. The study of the structural characteristics of the central information and database, which is the result of information movements and their systematic flows in the markets of pilgrimage tourism, increases their efficiency in the formation and use in the future.



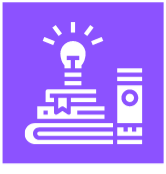
Today it is necessary to further improve the national tourism web portal on the basis of the Central Committee of Tourism and Development of Uzbekistan, creating a single database, uniting tourism enterprises and organizations into a single centralized information system. The solution to this problem demonstrates the opportunities for the effective development of pilgrimage tourism in our country. At the same time, the diversification of products based on the electronic platform "Ziyarah tourism" through the development of QR-code technology for real-time imaging of virtual objects, the creation of a network of information systems on their innovative types, and the creation of a virtual network as a branch office.

Today, in the global economy, the role of the IT system in advertising is one of the most important and promising areas. It is known that today Amadeus, GTravel, Sabre, World Spar Service, Anollo and other large electronic systems are operating in our country. Today, the tourism industry, in particular the hotel, makes effective use of automated information systems such as backup, registration, regular customer information, interface, accounting, timers and more than twenty other directions.

Conclusion

Uzbekistan has a high position in the Islamic world with its history. Muslim tourists are eager to visit the shrines of Imam Bukhari al-Termizi and Moturudi. In addition, the Muslim tourism market is expanding year by year and the demand is growing. "The integration of the Uzbek pilgrimage industry into the system of world tourism markets, the rapprochement of the peoples, nations and religions of the world, strengthens tolerance and provides economic stability." [Khudoyarov.A. 9] Therefore, it is necessary to pay attention to the following proposals in the formation of the infrastructure of pilgrimage tourism, the improvement of the database of shrines and the creation of favorable conditions for pilgrims.

1. At present, the market of halal products and services (halal industry) is developing rapidly, its geographical area is expanding. Due to the demographic situation, the world's Muslim population will increase rapidly in the next ten years. It is necessary to further expand the areas of halal industry, such as Islamic finance, tourism, healthcare and cosmetics.
2. In order to intensify the process of Uzbekistan's accession to the World Trade



Organization, special attention should be paid to the export of halal industrial products and services, including to the markets of Central Asia, the Middle East and other regions.

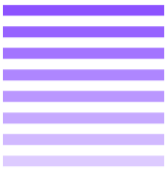
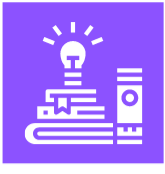
3. To do this, it is necessary to develop a national system of certification of halal products, study the list of international certification of halal standards, create and develop a regulatory framework, implement organizational and economic measures.

4. Considering that Uzbekistan's great potential in the field of halal tourism is of great interest to the international community, there are opportunities to further increase the flow of tourists to our country, it is necessary to create a legal framework in this area and create the necessary infrastructure.

5. Organization of relevant services, creation of innovative proposals, taking into account the customs and traditions of different religions, nations and peoples.

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