

**ADVERTISING-BRAND MAP OF THE DEVELOPMENT OF ECOLOGICAL
AND RECREATIONAL TOURISM IN JIZZAKH
REGION AND CREATE ROUTES**

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Abstract: This article examines the process of creating an advertising-brand map and routes for the development of ecological and recreational tourism in Jizzakh region. The goal is the rich nature of the region resources and ecotourism of possibilities efficient tourists through the use is to attract . of Jizzakh typical nature landscapes , historical and cultural objects are also ecological to the point have information about the regions in the advertising-brand map reflection will be delivered . Touristic routes while ecological clean and beautiful welcome tourists through places directions offer is enough This article is an advertising-brand map and of routes to the current tourism infrastructure through development new to add opportunities and Jizzakh aims to develop tourism in the region .

Keywords: Jizzakh region, ecological tourism, recreation tourism, advertising-brand map, tourist routes, natural treasures, ecological resources, tourism infrastructure, landscape, exploration.

Introduction.

It is known that advertising is the most powerful means of attracting consumers in the field of tourism. Advertising and advertising of tourism can be at the state level or within the boundaries of a small tourist company. It is a well-known process that government agencies carry out state-level advertising of tourism through tourism exhibitions, showing tourism products in other countries, international tourism exhibitions, and so on. Tourist companies can only advertise their tourism products.

Brand. Today, the successful guarantee of business activity is the movement of products (goods or services) and trademarks to the market (internal and external), and the correct production of management processes. One of the main factors that determine the development of a trademark is its fair value, because the market capitalization and the price of tangible assets are estimated by the price of intangible assets that are the trademark.

Every year, new brands of goods and services are introduced to the market in huge quantities. In this case, goods with regular customers will still become obsolete over time under the influence of new technologies, that is, the brand will not have time to convey all the innovations of improved goods to its customers. Therefore, the manufacturer uses new advertising, demand stimulation (discounts), forming positive opinions of the majority and other marketing communication methods to attract the attention of its customers.

Analysis and results.

Globalization of marketing communications, as a result of market competition (especially unfair, priceless and between industries), does not have time to prevent the increase of new goods and services from causing confusion to regular customers, at the present time, entrepreneurs of Uzbekistan, where marketing communications are weak, have a new term-brand (English-brand-mark, sign, stamp) entered.

Today, the brand is considered the most powerful weapon of business. *A brand* is a name, word, expression, interpretation, sign, symbol, design solution or a combination of the above words that distinguishes the goods and services of a specific seller, group of sellers from those of competitors.

Many countries use the American Marketing Association's definition of a brand word as "name, sign, symbol, design, or a combination of all of these." In another source, the word "brand" comes from the ancient Scandinavian word "brander" - "to light a fire". Scandinavians used tavron-"brander"-to mark their goods by heating them on fire.

In the literature, the tariffs and essence of the brand are very different. We present the tariff of internationally recognized scientists in marketing to determine the essence of the brand. Their conclusions help to understand the meaning and essence of the brand:

1. Emphasis (accent) of identification (similarity, equalization, homogenization) in the brand-goods and its differentiation from competitors. A brand name or symbol that identifies a product. A perfect brand does not leave any competitive opportunities for competitors by identifying the product ¹.

2. The brand-consumer's perception, knowledge, emphasis on mastering the brand. The brand is the sum of the consumer's perception, knowledge, interest, liking and mastering of the product ². "The modern concept of the brand" includes alliances and associations arising from the support of the people around him and the public as a result of the consumer's personal experiences with the product ³.

3. Emphasis (accent) of the brand-producer on the consumer. A brand is a promise made to a consumer and the sum total of the name and other symbols used to identify the product ⁴. A brand is a promise that the offered goods and services have positive qualities and do not deceive the consumer's expectations ⁵.

4. Emphasis on the value added to the brand. A brand is a product that meets the functional requirements of some users and adds value to them, creates a clear mental demand and encourages them to buy ⁶. A brand is an isolated product valued by the consumer ⁷.

Above, we have presented the tariffs of experts recognized abroad about the content and essence of the brand. Our conclusions based on the results of

¹. McDonald M. Marketing Plans-How to Prepare Them, How to Use Them . Oxford , Butterworth Heinemann, 1999.- r .162

². Feldwick R. What is Brand Equity Anyway? Henley -on-Thames: World Advertising Research Centre, 1999.- r .137

³Rudaya E. Basic brand management. M.: Aspect Press, 2006.- 17 p .

⁴. Kretov I., Karyagin N. Product strategy and Moroccan technology and modern marketing. M.: Economista, 2005.- 72 p .

⁵. Dowling G. Marketing science and art / Per. English SPb.: Vector, 2006.-210 p .

⁶. Jones F. Rol reklamy v sozdani silnyx brandov / Per. English M.: Williams, 2005.-53 p .

⁷. Ambler T. Practical marketing / Per. English SPb.: Peter, 1999.-59 p .

familiarization with these tariffs are that Brand is in most cases a synonym for a trademark. But in the main cases, it is a perfected modern advertisement that affects the consumer mentality of goods and services, fully guarantees the high quality that consumers expect from goods and services, and encourages them to buy them. Technologies developed to create and implement a brand are called *branding* .

At this point, the following functions of the brand in relation to the consumer will also help to fully understand the brand ⁸:

1. Identification-exactly likening, equating, making one (Identification)-accuracy, perfection of the offer, speedy possibilities of searching for interesting recommendations.

2. Practicality – gives the opportunity to reduce the effort and time spent on a specific brand and a similar purchase.

3. Guarantee (guarantee) - assurance of the same quality product (service) regardless of time and place of purchase.

4. Optimization - optimization, option selection (optimization) - making sure that I get the best product I like for my chosen purpose.

5. Image, characterization - shows and confirms the image of the consumer or the people around him.

6. Continuity – permanent satisfaction due to closeness to the brand, having used it for many years, and having a good impression of friendly relations.

7. Satisfaction (hedonistic) - getting satisfaction from the attractiveness of the brand, friendly relations with the consumer.

8. Ethical - getting satisfaction from respectable, considerate and friendly relations of the brand to the community and society (environmental environment, unemployment, civic responsibility, lack of sensational advertisements).

Requirements and *answers* in the development of "Ecotourism-recreation brand map of Jizzakh region" :

⁸. Starov S. A., "Brand: ponyatie, suschnost, evolutsiya" Vestnik Sankt-Peterburgskogo universiteta, ser, 8, vyp 2, "Marketing", 2008.71 p .

1. *Identification* (Identification)- -Availability of ecotourism-recreational resources in the region - *ecotourism-recreational resources in the region make up 4 districts, which differ from each other in terms of attractiveness.*

2. Practicality – Traditional environmental organizations - *Department of Ecology, Environmental Protection and Climate Change of Jizzakh Region is working.*

3. Guarantee - *it is allowed to use ecotourism-recreation, pilgrimage and recreation resources in domestic and international tourism in the region*

4. Optimization - *the adoption of decisions of the President of the Republic of Uzbekistan on the development of ecotourism and recreation in the region.*

5. Creation of image, characterization - the abundance of consumers of ecotourism-recreational resources in domestic and international tourism.

6. Continuity – *of the population of the region and the country to be satisfied with the closeness to the brand, the fact that he has been using it for many years, and he has a good impression of friendly relations.*

7. Satisfaction (hedonistic) - Respect for the environment - *"Zomin National Park", "Zomin State Nature Reserve", "Nurota State Nature Reserve", "Aydarkol Nature Reservation" and State Forestry in Jizzakh region.*

8. Ethical - teaching of natural sciences in educational institutions.

Conclusions.

We recommend the "Ecotourism-recreation brand map of Jizzakh region" from the presence of answers to the above requirements of the brand (Fig. 1). Tourism, which is rapidly developing in the countries of the world, is the most profitable sector in the country's economy. Therefore, the development of tourism in Uzbekistan is a matter of state importance. The relevance of this issue is that the international development of the tourism market has its own characteristics, which change rapidly depending on the innovation.



Figure 1. Ecotourism-recreation brand map of Jizzakh region

Nowadays, it requires knowledge of the changing characteristics, relations and new trends in the tourism market, and the correct identification of the problems of tourism development. Because, without knowing the new types and directions in the international tourism market, joining the world tourism community and cooperation and developing tourism in Uzbekistan at the international and local level will be delayed. Foreign countries with developed ecotourism-recreational tourism are promoting ecotourism-recreational tourism in the form of a brand as mentioned in the above section. Following this method, we developed the " ecotourism-recreation brand map of Jizzakh region" (Fig. 1).

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