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WAYS TO DEVELOP ADVERTISING IN THE HOTEL "LEGEND OF SAMARKAND"

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Annotation

In this article, advertising for the hotel is not only a means of attracting customers, but also a means of regular communication with foreign partners. In the hotel industry, advertising is considered to be of special importance.

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The next step in developing an advertising strategy is to choose the structure of the advertising package. They represent a combination of individual elements that drive the structure of an organization's communication complex. In very rare cases, only one element of advertising is used. In many cases, the firm tries to apply their most effective combination. To do this, first of all, it is necessary to identify the strengths and weaknesses of each element, because through this it is necessary to know what to expect from each element.

Advertising - brand, services, any form of paid delivery of ideas and impersonation.

Sales incentives are various short-term incentive measures aimed at encouraging purchases or experimenting with a product or service.

Public relations and press releases are a variety of programs designed to protect and promote a company's image or products.

Personal sales are direct interactions with one or more potential buyers in order to organize presentations, answer questions, and receive orders.

Direct marketing is the use of mail, telephone, fax, email and other impersonal means of communication to directly influence actual or potential customers.

Advertising for the hotel "Legend (Samarkand)" is not only a means of attracting customers, but also a means of regular contact with foreign partners. Advertising has a special significance in the hotel industry, but its effectiveness in the hotel is not enough, because most of the guests are accommodated through travel agencies. The number of guests staying on their own initiative is not large. In order to analyze advertising activity, it is expedient to identify its pros and cons.

The second element of marketing communication is personal sales. Personal sales in the hotel business are characterized by direct contact with customers. As mentioned above, the Legend Samarkand Hotel does not pay enough attention to personal sales. To improve this situation, the content of personal trade should be analyzed.

Advantages of personal trade:

1. Provides a personal relationship with the client and has the ability to communicate with him.
2. Creates a response action by the potential consumer.
3. Can adapt to individual consumer demand.
4. The number of useless areas is significantly reduced.
5. Can adapt quickly to specific market segments.
6. Maintains regular customers.

Disadvantages of personal sales:

1. Does not have full notification of customers because employees work with a small number of customers.
2. High-level reserves calculated per potential consumer.
3. Cannot occupy a large market geographically.
4. Requires an increase in the number of employees of the firm engaged in sales.

«Legend of Samarkand »hotel has opportunities for personal business development. First, to attract potential customers by foreign partners. These include, first of all, efforts to attract tourists to Uzbekistan and accommodate them in the hotel "Legend Samarkand".

Opportunities to increase the efficiency of the network will be created through interaction with other hotels of private trade - Asia Fergana, Asia Bukhara, Asia Shakhrisabz. Then the guest can be given discounts and bonuses for all hotels in the network. Through the conveniences provided as a result of personal sales, a customer who comes to one region will be able to get acquainted with other regions.

Thus, each element of communication must be used taking into account the existing shortcomings. In this case, it is necessary to determine the conditions of effectiveness of this or that element. The general efficiency conditions of the elements look very simple: the costs for a particular element must be as low as possible. For small firms, limited budgets deprive them of access to expensive advertising. Other conditions of efficiency may be influenced by factors such as product characteristics, level of competitiveness in the market, consumer willingness to apply for travel services, as well as specific conditions that have formed in the market at a particular time.

The budget of the advertising complex in the hotel is the amount of funds used for its individual elements. In general, it is also a marketing budget. Here are some methods of calculating the budget of the communication complex at the Legend Samarkand Hotel:

1. Estimated cost method.
2. Fixed percentage method.
3. Maximum cost method.
4. Methodology of being in line with competitors.
5. The style specific to the purpose and issue of the hotel.

In order for the strategy developed by the hotel to achieve its goals, a system of results analysis must be created. It should assess the response efforts of the target regions to formulate the offer and support the sale of their services. Depending on the information received from the recipients of the hotel's advertising message, it is done in accordance with the mood of the target audience and, if necessary, changes are made to each element.

Depending on the strategy chosen, specific actions can be prepared and conducted for each element and other synthetic forms of marketing relationships.

In addition, the reputation of the advertiser is also important. The most reliable sources are those that are considered real.

To transmit information, the sender must select different communication channels. There are two types of communication channels - personal and non-personal.

A personal communication channel is a message intended to introduce or discuss two or more people with a product or idea.

Communication can take the form of dialogue, in the form of a person's address to the audience, a telephone conversation.

The effectiveness of personal communication channels is determined by the degree of individuality of the presentation and the receipt of feedback.

Personal communication channels include:

1. Lawyerchannels are sales representatives of the company connected with representatives of the target audience.
2. Expert channels - consist of independent experts who address the target audience.
3. Public channels - consist of neighbors, friends, relatives, colleagues who talk to representatives of the target audience.

Non-personal channels of communication transmit the application without personal participation. Non-personal channels of communication include the media, interiors, and events.

Mass media include publishing media (newspapers, magazines, direct mail), radio, television, outdoor advertising (advertisements, posters) and others.

Interiors are an "environmental tool" that encourages the customer to buy the product.

Measures are actions aimed at conveying certain appeals to a contact audience.

A shift mix is a set of different tools and techniques that enable companies to successfully bring services to market, promote sales, and create companies that are user-friendly.

When developing their own shift-mix programs, companies need to consider several factors: the type of market in which the hotel operates, strategic objectives, customer readiness to make a purchase, the role of services in the life cycle.

Advertising media have evolved over time. One of the most effective methods today is internet advertising. We can also see this from the steady increase in the annual cost of Internet users and this type of advertising on a global scale.

As one of the main means of transporting Internet advertising, we can focus on banners on websites. They show that it is possible to go to the advertised web page with certain dimensions. We will look at a number of popular social networks and visits to them today, how popular they are and the prices of advertising banners.

One of the most important tasks of Samarkand tourism companies and enterprises is to choose these advertising tools. In particular, a sociological survey of 144 tourists visiting Samarkand was aimed at identifying modern methods of advertising. Analysis of the survey results allowed to obtain the following data (Table 1)

Sources of information that motivate tourists to choose a hotel

Table 1.

Advertising tools	Number of responses from respondents	Percentage in (%)
Internet, TV, radio, press	71	49.3
From conversations with relatives, friends	25	17.36
From books	4	2.78
From the movies	33	22.92
From other sources	11	7.64
Total:	144	100.0

Based on the above, the importance of advertising is one of the main means of effective use of tourism facilities and services in Uzbekistan, contributing to and promoting their attractiveness. Currently, 25% of the advertising budget of tourism enterprises is spent on advertising.

One of the disadvantages of this means of advertising is that it can be used only by those who have the ability and capacity to work on the Internet. For example, young children, some disabled people are deprived of such an opportunity.

Nevertheless, Internet advertising has a number of obvious advantages over other advertisers:

- Due to the short time and high prices in the media, it is not possible to dwell on the advertised product or service, its detailed parameters.

- Internet advertising helps to overcome one of the main shortcomings of advertising. More precisely, when advertising is promoted by other means, the “return reaction” remains abstract. On the Internet, there are opportunities to analyze the results: the number of visits, the number of customer comments, and so on.

- This tool can squeeze competitors out of the Internet advertising space.

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