



The ways of promotion of the Ziyorat tourism brand on the international tourism market

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Abstract: This article provides how Uzbekistan establishes and develops relations with international organizations and foreign countries in the field of tourism, increases the flow of tourists to our country, creates all conditions for tourists, improves the quality and culture of services, as well as organizational and economic aspects of tourism regulation by cluster management method.

Key words: Cluster, Ziyarah (pilgrimage) tourism, diversification, entrepreneurship, standard, cooperation, experience, legal bases, security, legal and economic base

INTRODUCTION

Today, by utilizing the principles of effective marketing, the Ziyarah tourism brand competes in the fast-growing global economy to amplify the perception of tourism and capture market share. The marketing activities take place within the context of tourism marketing and cater to international tourism markets. With the methods of scientific analysis and research into the distinct qualities of the industry, a model to integrate marketing strategies and establish the "Ziyarah tourism" brand in tourism markets was created.

The Ziyarah tourism brand currently focuses on promoting pilgrimage tourism, religious education, cultural formation, and fostering solidarity and mutual tolerance among different people, religions, and nations. The brand aims to stimulate economic growth by supporting expansion, trade, investment, and the development of transportation and communication infrastructures, as well as research centers. The creation and integration of the Ziyarah tourism brand is also intended to strengthen our position in the global economy and boost our image in international markets. Ultimately, the goal is to increase the brand's share and expand its reach.

The key objective of this approach is to give importance to the implementation of integrated marketing concepts at national and global tourism associations. In turn, this involves marketing strategies aimed at meeting the demands of tourist consumers, which requires the adaptation of capabilities for tourist enterprises and organizations at all levels of pilgrimage tourism. This is reflected in the overall impact.

To attain the objective, tourist enterprises and organizations aim to enhance economic gain by introducing tourism products that cater to the requirements of consumers which in turn boosts satisfaction, and competitiveness in the market. Our approach known as the integrated marketing

concept, concentrates on projecting a favourable image of our "Ziyarah tourism" brand to clients of global tourism products. This is done through creating an alluring picture of the nation, while supporting, coordinating, and regulating activities of foreign tour operators for effective implementation. According to the analysis, the concept of integrated marketing in tourism is mutual implementation at several levels is one of the main important conditions for achieving positive results in the pilgrimage tourism market. Innovation in the tourism industry is immediate related to information technologies. Innovations in the field of information technologies in the world economy are one of the important factors of the development of the tourism industry. Modern travel business in the tourism industry is modern information today shows development and growth indicators with the active implementation of logistics systems.

According to the results of sociological surveys conducted among foreign consumers of tourism products in our country, potential foreign consumers of the tourism market mainly rely on tourism agencies and bureaus to find the necessary information about the tourism world and potential of our country and with the help of friends' advice.

This situation in the development of the tourism industry, in turn, analytical-information in the market of pilgrimage tourism calling for improvement of the system. Marketing in national tourism markets information system is efficient and effective strategic necessary for making marketing decisions gathering information and information, analysis make, regulate, evaluate and belong permanent for distribution through channels, resources and methods in regular action consists of a complex. In regular motion marketing of a complex of resources and methods four main information system structure can be distinguished into syllables. That is: internal information system; marketing information analysis system; according to market conditions marketing tracking system; central special marketing research system. In the international tourism markets "Ziyarah"tourism in strengthening the tourism brand marketing information in enterprises and organizations

System activity is related to the sector aspect required for management decisions and the information contained in TRDQ in volume and in order to create a data set to the concentration of relevant resources and technologies a set of directed complex actions including the marketing shown below reflected in the concept of the information system.

Tourism businesses and groups strive to increase profits by offering products that meet the needs of consumers, leading to greater satisfaction and competitiveness in the market, all in pursuit of the overall goal. Our strategy, referred to as the integrated marketing concept, focuses on promoting our "Ziyarah tourism" brand to tourists worldwide by portraying the country in a positive light and working closely with foreign tour operators to ensure their activities are carried out effectively.

The formation and development of pilgrimage tourism in Uzbekistan has the potential to attract tourists from all over the world, creating a large flow of visitors. To achieve this, there is a need to establish a tourism infrastructure, including a database of shrines, and improve conditions for pilgrims. The international community has expressed an interest in this, which could further increase tourism. However, it is essential to have a legal framework in place, aimed at improving infrastructure and creating an efficient organizational and economic mechanism. The development of an "Ziyarah tourism" brand would attract foreign tourists and expand tourism resources while ensuring efficient use. Scientific research should also be promoted, and a research center for pilgrimage tourism could be established under UzXIA, including a department focused on understanding requirements, laws, and trends. This would ensure a competitive national tourist product that could be presented to the international tourism market.

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