



THE PROBLEM OF BRANDING AND MARKETING IN THE FIELD OF
TOURISM IN UZBEKISTAN

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Annotation: this scientific article is mainly about the problems of branding and its relevance. In addition to being brought to the tourism brand.

Keywords: national brand, marketing, tourism, trade.

As a result of the economic reforms carried out in our country today, special attention is paid to increasing the competitiveness of national goods in the domestic consumer goods market. About these in the third direction of the strategy of action on the five priority areas of development of the Republic of Uzbekistan in 2017-2021, approved by the decree of the president of the Republic of Uzbekistan dated February 7, 2017, "on increasing the competitiveness of national goods...mastering fundamentally new types of products and technologies, on the basis of which to ensure the competitiveness of national goods in the domestic and foreign markets"¹ on the set of ambitious tasks. The effective use of modern concepts of marketing in order to carry out these tasks necessitates further strengthening of government support, and therefore the issue of creating a new, modern and effective mechanism in this regard in the "strategy of action" is defined as one of the priorities. Increasing the competitiveness of national goods is the main solution to problems and Marketing Research in this regard, access to foreign markets and achieving a decent reputation in it, in turn, are associated with the creation of Marketing Science and its foundations inherent in the Uzbek market. In our country, large-scale work and deep reforms are being carried out to increase the competitiveness of national goods, the use of modern marketing concepts in the industry and spheres as a whole.

Branding and the brand itself contribute to an increase in profitability and sales at the enterprise, an expansion of assortment and consumer knowledge about the specific qualities of the product, consolidation in a particular segment and the implementation of a long-term development program. But the most important thing to give the company is customer loyalty, in other words, their permanence. The highest level of consumer loyalty is almost fanatical respect for the brand and firmness to it.

In this regard, the presence of knowledge related to marketing strategies and the development of Brand Development Strategies is of particular importance. This is due to the fact that in countries with a developed market economy, the problem of increasing well-known brands by consumers of goods and services and reducing significant differences between them is now becoming increasingly relevant both for the whole country and for its individual regions. The goods (sausage, beer, butter, etc.) or services (insurance, tourism, commercial health services, etc.) are multiplied so much that domestic buyers no longer differ between the goods or services offered. This forces manufacturers to improve the quality of goods (services), increase advertising costs, stimulate the sale of goods (services), offer their original names, improve containers and packaging. When most competitors do the same, they need to look for new and effective ways to compete without price, and the most

¹ O'zbekiston Respublikasi Prezidentining 2017 yil 7 fevraldagi "2017-2021 yillardagi O'zbekiston Respublikasini rivojlantirishning beshta ustuvor yo'nalishi bo'yicha harakatlar strategiyasi" to'g'risidagi PF-4947-sonli Farmoni. – O'zbekiston Respublikasi qonun hujjatlari to'plami, 2017 y. www.lex.uz.



important tool here is to create and develop a strong brand. Let's try to identify such concepts as "brand "and its derivatives - "branding", " branding " and others.

In recent years, with the development of a market economy, the growing trend of growth in many areas of the national economy, countries have become much more widely used, and even in some ways borrowed the words "brand", "branding", "brand promotion" from "fashionable" English.

Branding is a complex concept covered in several articles and many textbooks. Nevertheless, most people do not have a clear idea of the brand. This is due to the complexity of the concept, which is usually confused with the brand name. For example, the Oxford Dictionary describes the concepts of "brand" and "branding" as follows. "Brand (brand) is a set of all representative offices, ideas, images, associations, etc. about a specific product that belongs to consumers and tells them the following: "Yes, that's exactly what I need to buy." We can say that a similar brand is a prestigious, well-known brand. However, a number of experts argue that it is not necessary to mix branding and branding.

Well-known company brands have a large amount of funds. For example, the McDonald's brand was valued at more than \$ 30 billion. The IBM brand is more than \$ 80 billion, Nokia is about \$ 30 billion. CocaCola has one of the most expensive brands, the price of which is about \$ 70 billion.

Today, the average European is faced with a huge amount of advertising messages every day, and on average there are 25,000-30,000 products in the supermarket. This necessitates the need to concentrate on the main thing, create an image in the consumer's mind and, if necessary, emphasize the most important. It is also necessary that individual elements in brand communication complement each other and create a strong and holistic impression. Only at the same time, a brand that knows how to find something important and valuable for consumers, express it in its symbols and communications, correctly recognize and achieve long-term consumer preferences can be called a full-fledged brand.

Thus, branding is the activity of creating a long-term privilege for a product (service) based on a reinforced effect, combined with a specific idea and the same type of design, to the consumer of a brand (service brand), packaging, advertising messages, sales promotion materials and other advertising elements.

Branding is a picture created on the basis of marketing research by an advertiser, implementing organization and advertising agency, creating a personalized brand image in the mind of the consumer and joint creative work on a large scale (using types, means, images and methods of advertising), that is, as a kind of trademark of a product (service brand) or a brand Family.

The creators of the brand's image take into account the physical characteristics of the product, the sensations that arise in the consumer and refer not only to consciousness, but also to emotions, act under the subconscious. If the product (service) on the market is accompanied by success, high reputation, then there will always be similar products (services) that repeat their popular reputation. Therefore, branding is a constantly evolving activity that bypasses competitors.

Branding is the creative work of an advertiser, implementation organization and advertising agency on a wide scale (using different types, tools, which can achieve a lot), based on marketing research.

- implementation of a long-term program for maintaining the planned volume of sales in a particular market and creating and strengthening the image of a family of products (services) or products (services) in the minds of consumers;

16	ISSN 2319-2836 (online), Published by ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVIEW., under Volume: 12 Issue: 01 in January-2023 https://www.gejournal.net/index.php/APJMMR
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- to increase profitability as a result of the expansion of the assortment of goods (services) and the introduction through the collective image of knowledge about their common specific qualities;
- reflect the culture of the country, region, city, etc. where the product is produced (served) in promotional materials and companies, take into account the needs of consumers, as well as the characteristics of the area in which it is sold;
- three factors that are very important for the circulation and advertising audience are historical roots, the use of today's realities and predictions for the future.

At the same time, it is not easy to carry out branding effectively. Its effectiveness depends not only on the professional knowledge and business culture of the advertiser and the advertising agency with which he cooperates, but also on their ability to work with intellectual property, trademarks, design and texts.

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