

MARKETING STRATEGIES IN TOURISM: BRANDING AND ADVERTISING TECHNOLOGIES

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Abstract

This article analyzes the processes of developing and implementing marketing strategies in the tourism sector. The main focus is on branding and advertising technologies, and methods for successfully positioning tourist services in the market, identifying consumer demands, and creating competitive marketing campaigns are studied. The article analyzes modern digital marketing tools, social media marketing strategies, content marketing, and influencer marketing on a scientific basis.

Keywords

Tourism marketing, branding, advertising technologies, digital marketing, tourism brand, social networks, content marketing, influencer marketing, competitiveness.

Introduction.

With the intensification of competition in the modern tourism industry, the importance of marketing strategies is increasing. Tourist destinations and companies are forced to apply effective marketing approaches to firmly establish themselves in the market, attract the attention of potential clients, and earn their loyalty. This article examines two of the most important marketing strategies in the tourism industry - branding and advertising technologies, analyzes their interrelationship and practical application.

Marketing strategies in the tourism sector are a decisive factor for a company's success in the modern market. In the context of global competition, rapid changes in consumer demands, and digital transformation, tourism companies are turning to innovative marketing tools. The main goal of the marketing strategy is the correct positioning of tourist products and services, the formation of a brand, and ensuring effective communication with clients.[1].

Main Part.

Marketing strategy is a plan developed to achieve the company's long-term goals, which includes tourist services, customer segments, pricing policy, and

advertising channels.[2]. Strategic marketing in tourism is the main tool for strengthening a company's position in the market, attracting new clients, and creating a brand image. Tourist services must be competitive in terms of price and quality, as well as be aimed at meeting the needs of clients.

A brand is a name, symbol, design, and image system that distinguishes a product or service from competitors.[3]. In tourism, a brand shapes the customer's impression of the company or territory. Methods of creating and developing a tourist brand include:

- Brand identifier: logo, colors, slogans.
- Brand image: quality of tourist services, customer reviews, visual content.
- Brand communication: advertising campaigns, PR activities, social networks.[4].

The regional brand serves as a means of promoting tourist attractions and local culture. For example, the Japanese "Japan. Endless Discovery" attracted the attention of international tourists (Japan National Tourism Organization, 2019).

Today's traditional and digital advertising tools are:

1. Traditional advertising: television, radio, newspapers, billboards.
2. Digital advertising: Google Ads, social media ads, email marketing.

Social networks provide direct communication with clients in tourism. On the platforms Instagram, Facebook, and TikTok, the brand can be promoted using content marketing and influencer marketing.[5]. When creating a tourist brand, attracting a client through visual storytelling, blogs, videos, and virtual excursions will be effective. This allows the travel company to increase brand loyalty and stand out from competitors.

Tourism companies identify strengths and weaknesses using SWOT analysis, as well as assess opportunities and threats.[6]. In tourism, market segmentation is carried out according to demographic, geopolitical, psychographic, and behavioral criteria. It is important to develop a marketing strategy suitable for each segment. The tourism company adapts its brand and advertising strategy to the activities of competitors, and also offers innovative services and packages. For example, Disney Parks & Resorts: used storytelling and high service quality to create a global brand.[7]. Visit Dubai: attracted tourists through social networks and influencer marketing (Dubai Tourism Report, 2021).

Branding in tourism is not just about creating a logo or slogan, but a long-term process that affects customer perception of a particular tourist product or destination. A strong brand increases customer trust, provides a competitive price advantage, and ensures repeat sales. A successful tourism brand includes the following elements: Brand identification: A clear image representing the unique

characteristics, values, and goals of a tourist destination. Brand position: The distinctive features of a developing brand from a competitor. Brand promise: A commitment to the experience that is given to customers and what they expect.

Different tourist destinations are trying to create unique brands based on their geographical location, cultural heritage, natural beauty, or infrastructure. For example, the brand "Uzbekistan - the country of the Great Silk Road" is based on the rich historical and cultural heritage of the country.

Digital transformation has created new opportunities in tourism advertising. Along with traditional advertising methods, the effectiveness of advertising campaigns carried out through digital channels is increasing. Digital marketing channels: 1. Social networks: distribution of visual content through such platforms as Instagram, Facebook, TikTok. 2. Search Engine Optimization (SEO): Taking a high position in potential tourist search results. 3. Contextual advertising: Showing advertising to the target audience in accordance with their interests and behavior. 4. Content marketing: Creating and disseminating useful and interesting information for tourists.

New technologies today:

- Personalized offers based on artificial intelligence.
- Virtual travel experiences through augmented reality (AR) technologies.
- Optimization of marketing strategies based on data analysis.

A successful tourism marketing strategy requires a combination of branding and advertising technologies. Brand identification should be consistently expressed in all advertising channels. Modern advertising technologies ensure that the brand reaches the target audience in a more effective and personalized way. When integrating brand and advertising strategies, it is necessary to pay attention to the following factors: consistency of brand values in all communications; brand stories adapted for different audiences; compatibility of advertising channels with the brand image; ensuring communication with the brand at all stages of customer experience.

Conclusion.

Marketing strategies in tourism are the main tool for creating a successful brand and increasing competitiveness. If branding and advertising technologies are combined with modern digital tools, the company will effectively position itself in the market. At the same time, when developing a marketing strategy, it is necessary to take into account customer needs, regional specifics, and analysis of competitors.

To remain competitive in the tourism sector, it is necessary to develop marketing strategies based on in-depth study and integration of branding and advertising technologies. A strong brand increases customer trust, and modern

advertising technologies allow effectively delivering this brand to the target audience. In the future, tourism marketing will require more personalized, data-driven, and technology-enriched approaches, which will make the combination of branding and advertising technologies even more important.

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