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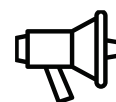
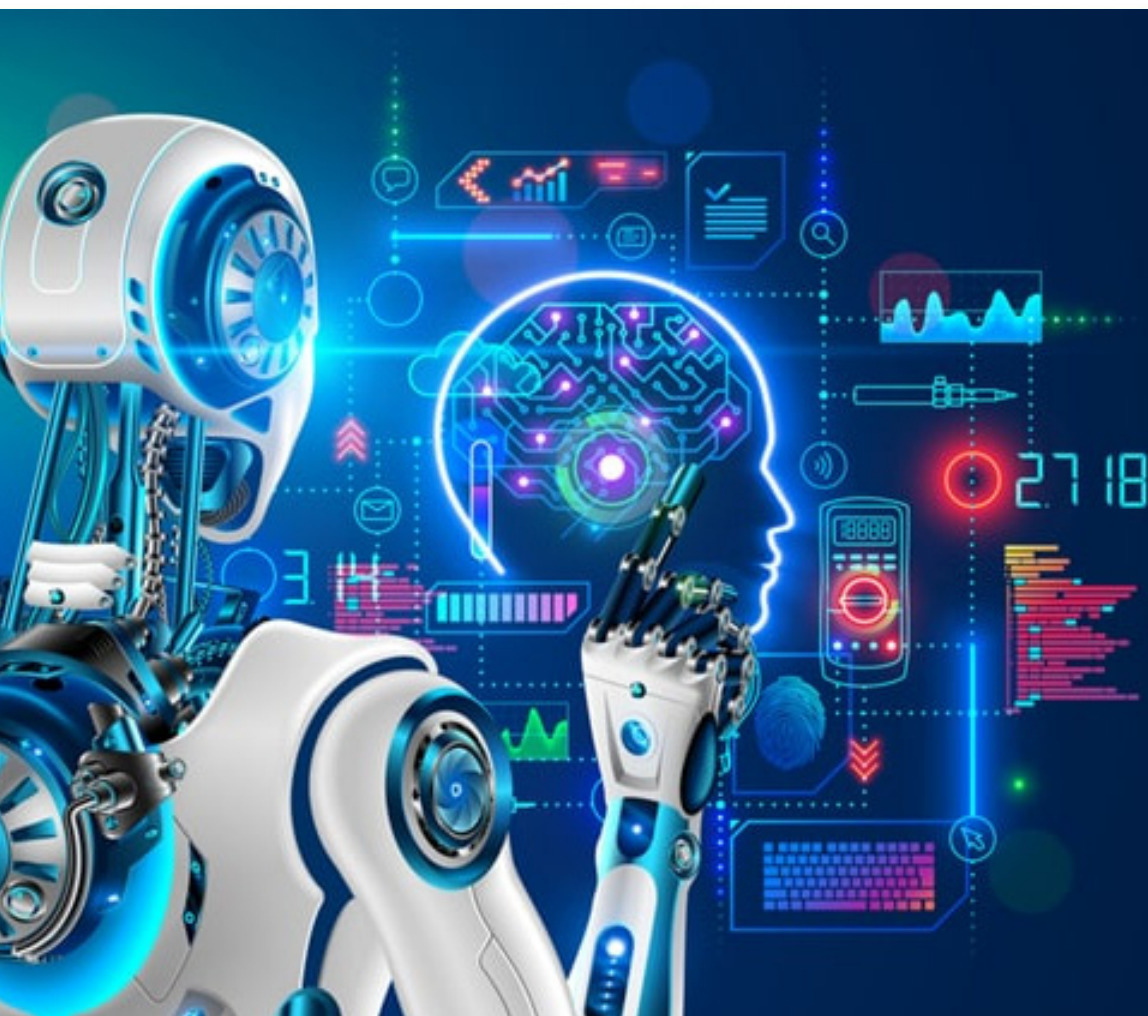


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PROSPECTS FOR THE DEVELOPMENT OF TOURISM BRAND MARKETING IN MODERN CONDITIONS (UAE: DUBAI ON THE EXAMPLE OF A CITY)

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Abstract: This article provides a scientific analysis of the impact of brand marketing and tourism development on the socio-political and economic progress of a country. It examines the concept and essence of brand marketing, identifying the key factors influencing its effective implementation. Using the example of Dubai in the United Arab Emirates, the study highlights strategic territorial branding approaches, innovative tourism-development practices, and mechanisms aimed at enhancing national attractiveness. The findings demonstrate the crucial role of brand marketing in strengthening regional competitiveness and shaping a sustainable tourism environment.

Key words: tourism; brand marketing; territory; region; city; image; territorial branding.

Annotatsiya: Maqolada mamlakatning ijtimoiy-siyosiy va iqtisodiy rivojlanish jarayonida brend-marketing hamda sayohat industriyasining o'zaro ta'siri ilmiy jihatdan tahlil etilgan. Unda brend-marketingning mazmuni, mohiyati va uni samarali shakllantirishga ta'sir ko'rsatuvchi omillar yoritilgan. Shuningdek, Birlashgan Arab Amirliklarining Dubay shahri misolida hududiy brendingning strategik yondashuvlari, sayohatni rivojlantirish bo'yicha ilg'or tajribalar va mamlakat jozibadorligini oshirishga xizmat qiluvchi amaliy qarashlar keltirilgan. Tadqiqot natijalari hududlarning raqobatbardoshligini kuchaytirish hamda barqaror sayyohlik muhitini shakllantirishda brend-marketingning ahamiyatini ko'rsatadi.

Kalit so'zlar: sayohat; brend-marketing; hudud; mintaqqa; shahar; imidj; hududiy brend-marketing.

Аннотация: В статье проведён научный анализ влияния бренд-маркетинга и туристической индустрии на социально-политическое и экономическое развитие государства. Раскрыты сущность и содержание бренд-маркетинга, а также факторы, определяющие его эффективную реализацию. На примере города Дубай Объединённых Арабских Эмиратов представлены стратегические подходы территориального брендинга, современные механизмы развития туризма и методы повышения привлекательности страны. Полученные результаты подчёркивают значимость бренд-маркетинга в укреплении конкурентоспособности регионов и формировании устойчивой туристической среды.

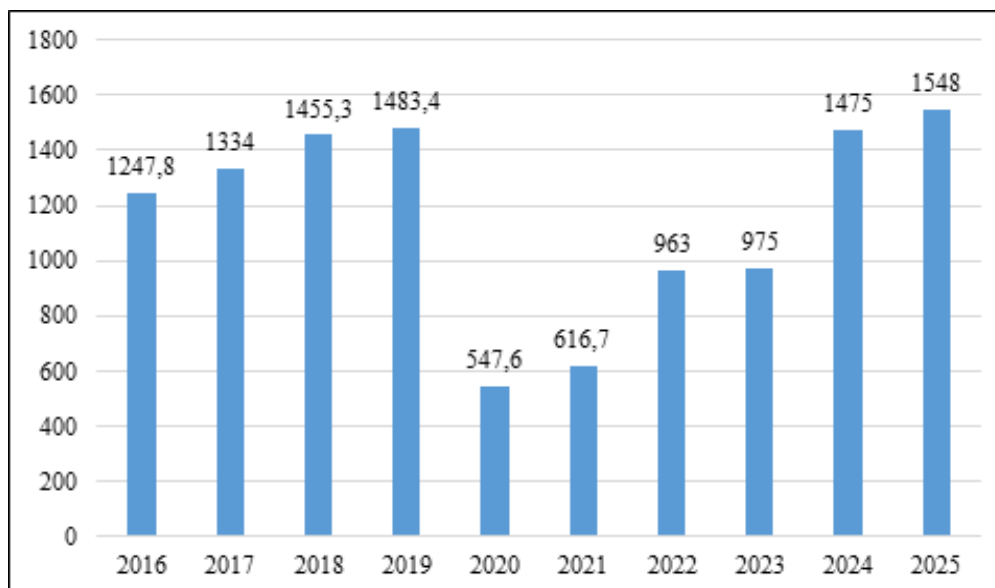
Ключевые слова: туризм; бренд-маркетинг; территория; регион; город; имидж; территориальный брендинг.

INTRODUCTION

Improve the level of living of the population in countries and regions of the world, the actual role has been the continuous development and increase wellbeing. Therefore, in many countries the introduction of new approaches in social and economic development of the region, the application of methods of effective management, sustainable financial resources of the area and to attract the tourist attractiveness defining specific brand-with special attention paid to the development and development of marketing strategy.

In particular, 2016-2024-the number of years in the range of 1 247,8 than 1 million international tourists in the world increased to 475 million, 118,2 percent. According to forecasts of experts, by 2025, from million by the end of the year 548 international tourists is expected to grow 1 percent of the number that have reached 124,1 (1-picture).

Also, in the year of 2025 sayyohat from international exports (receipts and expenses by size) is projected to be us \$ 2.2 trillion. These forecasts, in turn, increased to 24 percent share of the gross domestic product, it means that the structure of travel [1].



1-picture. Travel in the world for years 2016-2025 dynamics, mln.the man [1]

Shavkat mirziyoyev of the republic of uzbekistan on 29 march 2023 sayyohat of the year in the country on the issues of capacity building opportunities for the development of additional travel videoselektor conducted at the meeting were identified. In particular, it would be allocated 100 billion soums, in order to attract tourists through marketing and advertising, he noted. Also, “visit uzbekistan on paper” to develop the brand to renew national travel, international tv channel about the platform and internet advertising stressed the need to increase the number of rollers in uzbekistan [2].

At present, uzbekistan is wide open to the world the election as a result of the number of foreign tourists compared to last year (2024—compared with the corresponding period of the year) 10 million people from that observed in the export of travel services had exceeded 3 billion us dollars [3].

In this context, the development of the region and points towards the growth of specialization, allowing to determine the dimensions of motivation plays an important role. Especially, in the field of travel, which is one of the fastest developing areas of the economy of the territory, the combination of climatic conditions, the stages of historical development, national customs and traditions, such as hospitality of specific factors of great importance [4]. Thus, not only the consumer of the product (goods or services), but also regional, local and regional sayyohat also pays attention to the brand.

“A glossary of economic terms” stated at marketing (marketing, English, market promotion, market activity) — the purchase of goods and services that would encourage exchange and accelerate the development process needs to meet in order to get fuller and higher income market activity is performed [5].

Branding (Latin brands — brand trade mark) marketing and communications within the system while the style of the firm, which distinguishes from its main competitors and the development of specific elements of their enterprise is the process of forming the image [5].

LITERATURE REVIEW

To increase the attractiveness of the territory, the formation of brand and branding tools as part of the marketing strategy, valuation, and the scientific basis of the process of applying them is of particular importance. The theoretical and practical aspects of the creation of the brand in the region, many of foreign and local have been widely studied by researchers. In particular, the theory of compatibility and standardization of international marketing by levi t. put forward direction [6], while the concept of territorial marketing in Kotlet F., Asplund, K., haider, and i. D. may be done by re of the territory (cities, regions and countries) to provide special services to consumers focused on progressing as you go to the commodity form was noted [7]. T. a new marketing term that would cover the concept of nation branding as Ataeva region, the population of the territory thus, the image, the infrastructure and the process is recorded charm designation as key strategic areas [8].

Also, Schwartz and s. g. hofstede cultural principles of the brand, [9], the development of brandy chernatony I. model [10], S. while traveling Anhu, export, investment, culture, and demographic indicators in areas such as international migration and systematic evaluation to create a national brand offers a model of [11]. Despite the fact that these studies exist, the travel brand on the scientific and practical approach to holistic marketing is still the priority.

We, the regional brand-marketing ideas, symbols, values and systemic expressed in the image, it is through the specific characteristics of the territory, which show a unique union. Term in its virtual form, or visual expression, in relation to the territory of a positive impression alarm consumers “paper visit” serves as. Travel brand while marketing the area’s natural, cultural and historical heritage, the sights, the flow of tourists, attracting major events, products and services is determined by a complex craft.

Travel in any area for the development of “brand travel options to create” if you can, the regional brand marketing strategy for the success of its attractive appearance and the formation of stable consumers about the uniqueness of the territory of the strengthening of the imagination, rational use of available resources, to attract the flow of tourists, enhancing the attractiveness of the investment, to increase the economic potential, is directly linked with national prestige and upgrades enable you to participate in the international arena.

Sayyohat management process and the identification of areas in the country should rely on a number of principles. Thus, the area of the territory and the importance of the suggested products (goods or services), the type of the integration process (historical, beach, each extra, business, sports areas) or the presence of development opportunities, the state and business activities of the association of tourism agencies and hotels yetarlgi infrastructure available such as the size of the tourism potential of the territory and the service factors play an important role. Furthermore, the comfortable infrastructure and the effectiveness of the logistics chain was also among the important factors defining the competitiveness of the territory.

Travel brand of the territory-marketing it to pay attention to the socio-economic development will become one of the top priority sectors, which will serve to increase the income and welfare of the population and of living will set the strategic direction.

RESEARCH METHODOLOGY

This research brand-marketing the development of the theoretical and practical aspects of the role rendered travel from complex was studied. First of all, a systemic analysis of foreign and local literature on the subject, the brand-marketing, sexy charm regional, national brand and the image of the territory was based on the basic concept of a scientific clarification of the source of the content. In the process of research, compare, logical mushohada, content analysis, historical-analytical approach and induktiv-deduktiv use methods, with or without the combination of existing theories and practical experiences were assessed.

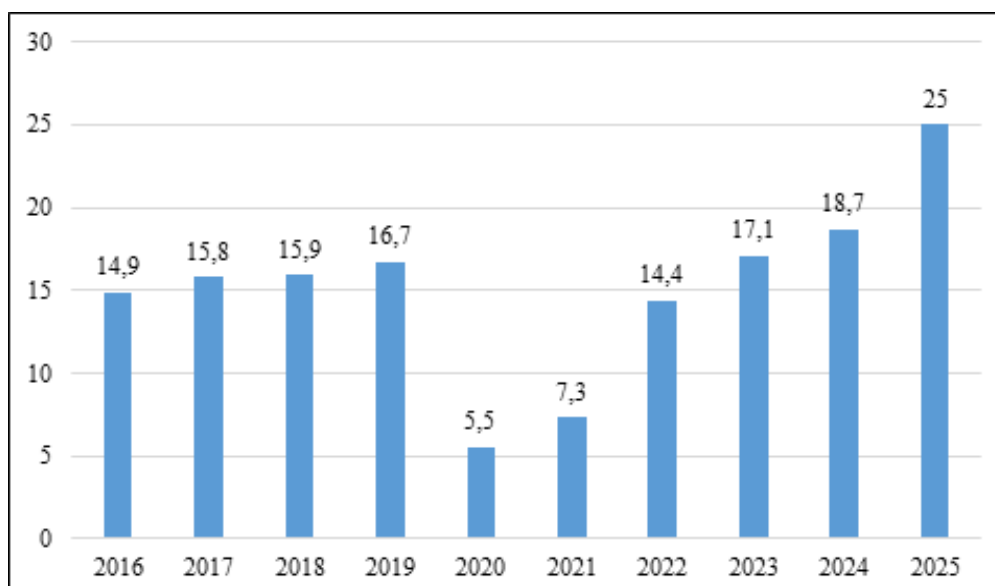
Also, on the example of the city of dubai in the uae travel brand statistical data related to the open marketing strategy, official reports, publications of international organizations was a critique of the scientific and expert analysis. As the factors which influence the formation of the brand of the territory, the dynamics of the tourist flow, potential infrastructure and marketing initiatives on the basis of practical examples analytical approach in determining the correlation between supports. As a result, the brand-marketing in travel and increase the competitiveness of regions of strategic importance was reflected in the capacity of strengthening the scientific basis.

ANALYSIS AND RESULTS

In the article the author, united arab emirates, particularly in the city of dubai travel significant in efforts to increase the attractiveness of the country and the development of a scientific critique lit. Today sayyohat the city of dubai, real estate, education centres in areas such as hotel management and is being raised to the high level of international market. The city did not repeat the achievements of tourists and investors compete for available readers, but stand out with innovative products and services to offer. Dubai brand image and increasing the attractiveness conducted on the marketing policy in the conditions of strong competition in the world market as an important factor in strengthening its position has been demonstrated [12].

Carried out every project in the city of brand marketing strategic approach is based on the example of the global scene and has been recognized as peculiar in unreal. Successful completion of dubai their brand-marketing consistent and effective implementation of the policy said it shows. The city of dubai brand of this analysis-marketing strategy for the country’s socio-economic development and confirmed that it had served to strengthen the global position in [12].

In particular, carried out within the framework of the strategy “in the wilderness each extra resort”, “the coast of dubai on a luxury seven-star hotel,” “the largest artificial island in the world”, “tallest buildings”, different and recreation areas and other projects in the city of the world community, the brand plays an important role in the formation of [12]. 2016-2024-over the years the number of tourists who visit Dubayga 125,5 percent have increased from 25 million people by the end of the year 2025 or have reached their number is projected to grow percent 167,7 [1] (2-picture).



2-picture. 2016-2025 years in the city of dubai travel dynamics,mln.the man [1]

The brand developed in the direction of travel in the city of dubai-regional marketing strategy sayyohat products — the production of goods and services, in particular to increase the competitiveness of the organisation hotel and tourism, to attract consumers new to the area and the local population “service mentality” represents a complex approach to the formation and aimed at strengthening. This strategy to effectively manage a steady growth in the number of tourists in the city, the improvement of a policy to regulate it, infrastructure development, improve the quality of the proposed products and services, as well as marketing initiatives and prioritizing as enhancing the flow of investment services. The main purpose of strategy at international level, dubai vacation, business trip and service for leading address is being presented as if the city of dubai and foreign interested parties — government organizations and business entities to use the collective of opportunities. In particular, the flow of tourists within the framework of the share of market and maintain a high potential is available, as well as the dubai corporation of Tourism & commerce marketing strategy to increase the number of repeated visits through activities is defined as an important component of [13].

CONCLUSION AND RECOMMENDATIONS

The results of research is of practical importance, cited above, the scientific results of the country’s brand-marketing the development of travel as a factor of increase, to strengthen the position in the new economic conditions in the domestic and foreign market and to increase access to a new segment in the market which serve an important competitive tool. This process, first of all, the territory of local scientists brand-marketing to be actively involved deep research of the concept of the brand on the formation of the territory of the approach in practice through the implementation and development of konseptual provides.

Also, measures aimed at enhancing the region into a safe and comfortable environment, on a competitive basis to increase the attractiveness of the territory provide, attract tourists and create new jobs and sources of income also plays an important role in the formation of sustainable. Thus, the country’s brand-marketing a strategic approach to the development of the travel process, socio-political and economic development to be taken out to a new stage in the international arena, its’ and can significantly contribute to increase the prestige.

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