

INNOVATION SCIENCE AND TECHNOLOGY



Scopus || Electronic journal specializing in Scopus

ISSUE 12



Acceptance of papers **December, 2025**



**Acceptance of
papers**

Published monthly



Topics

economics,
technology, social
sciences

ISSN 3060-5229



EDITOR-IN-CHIEF:

Mirzaliyev Sanjar Makhmatjon ugli

DEPUTY EDITOR-IN-CHIEF:

Makhmudov Nosir Makhmudovich
DSc., Prof., Academician

DEPUTY EDITOR-IN-CHIEF:

Ochilov Bobur Bakhtiyor ugli – Senior
lecturer at TSUI

THE SCIENTIFIC-POPULAR ELECTRONIC
JOURNAL **"INNOVATION SCIENCE AND
TECHNOLOGY"** HAS BEEN REGISTERED
UNDER THE NUMBER **C-5669633** BY THE
AGENCY FOR INFORMATION AND MASS
COMMUNICATIONS (AOKA) OF THE
REPUBLIC OF UZBEKISTAN, EFFECTIVE
FROM OCTOBER 9, 2024.

CONTACTS

Phone: **+998 50 737 87 88**

Website: <https://ist-journal.uz>

Email: innovationist2025@gmail.com

The scientific electronic journal "Innovation Science and Technology" has been included in the list of scientific publications recommended for the publication of main scientific results of dissertations for the award of PhD and DSc degrees in economics and technical sciences, in accordance with the Resolution No. 370 of the Presidium of the Higher Attestation Commission of the Republic of Uzbekistan, dated May 8, 2025.

Electronic publication, Issue 12. 341 pages.
Approved for publication on December, 2025.

Editorial board:



Sharipov Kongiratbay Avezimbetovich,
Doctor of Technical Sciences (DSc), Professor



Abdurakhmanova Gulnora Kalandarovna,
Doctor of Economic Sciences (DSc), Professor



Cham Tat Huei,
Doctor of Philosophy (PhD), Professor (Malaysia)



Muhammad Imran Sadiq
Doctor of Philosophy in Economics (PhD),
Professor, Malaysia



Ahmed Aziz Ismail
Doctor of Technical Sciences (DSc),
Professor (Egypt)



Lee Chin
Doctor of Philosophy in Economics (PhD),
(Malaysia)



Asongu Simplicé
Doctor of Philosophy in Economics (PhD),
Cameroon



Rui Dang
Doctor of Chemistry (DSc), Professor, China



Zahoor Ahmed
Doctor of Philosophy in Economics (PhD), Turkey



Shujaat Abbas
Doctor of Philosophy in Economics (PhD), Russia



Tina A Coffelt
Doctor of Philosophy in Educational Sciences
(PhD), USA



Abdikarimova Dinara Rustamxanovna
Doctor of Economic Sciences (DSc), Professor

CONTENTS

THE THEORETICAL FOUNDATIONS OF APPLYING TAX INCENTIVES FOR INVESTMENTS DIRECTED TOWARD HUMAN CAPITAL	14
Quliyev Begimqul Melikovich	
ECONOMETRIC MODELS OF CASHLESS SETTLEMENTS AMONG ECONOMIC ENTITIES.....	21
Ruzimuradov Shukhrat Khusanovich	
PROSPECTS FOR THE DEVELOPMENT OF TOURISM BRAND MARKETING IN MODERN CONDITIONS (UAE: DUBAI ON THE EXAMPLE OF A CITY).....	26
Ibodova Dilsora Ibodovna	
CREDIT DEFAULT SWAPS AS A WAY TO HEDGE AGAINST FORTHCOMING FUTURE UNCERTAINTIES IN THE DEBT MARKET OF UZBEKISTAN	31
Abduganiev Abdulaziz Alisher o'g'li	
SHOULD THE REGULATION OF THE E-COMMERCE MARKET IN THE REPUBLIC OF UZBEKISTAN BE CARRIED OUT BY THE NATIONAL AGENCY FOR PERSPECTIVE PROJECTS OR THE CENTRAL BANK?	39
Sadikov Aziz Mirsharapovich	
MECHANISM FOR IMPLEMENTING ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE OPERATIONS OF COMMERCIAL BANKS IN UZBEKISTAN.....	46
Bakhriddin Berdiyarov	
INNOVATIVE APPROACHES OF SMALL BUSINESSES IN THE INDUSTRY AND CONSTRUCTION SECTORS AND THEIR IMPACT ON EMPLOYMENT.....	53
Ergasheva Nigora Abdigapparovna	
AI-BASED NORMALIZATION METHODOLOGY FOR COLLECTING AND PROCESSING KPI INDICATORS.....	56
Shuhratov Mamurjon Shuhrat o'g'li	
REFORMS AND PROSPECTS FOR THE DEVELOPMENT OF THE PARTICIPATORY BUDGETING INITIATIVE IN UZBEKISTAN	63
Khamidov Khabibullo Hikmatulla ugli	
PROBLEMS OF THE INWARD PROCESSING CUSTOMS REGIME AND WAYS TO ELIMINATE THEM.....	70
Abdullaev Shakhzodbek	
FINANCIAL ANALYSIS OF SMALL BUSINESS AND PRIVATE ENTREPRENEURSHIP IN CONSTRUCTION	74
Musayeva Shoirazimovna	
MEASURES TO ENHANCE THE ROLE AND EFFECTIVENESS OF SMALL BUSINESS IN REGIONAL ECONOMIC DEVELOPMENT.....	80
Ergashev Jamshid Jamoliddinovich	
THEORETICAL AND METHODOLOGICAL FOUNDATIONS FOR IMPLEMENTING INNOVATIVE TECHNOLOGIES IN EDUCATION.....	84
Alijonova Marjonabonu Jaxongir qizi	
INDIA'S EXPERIENCE IN ENHANCING PUBLIC WELFARE THROUGH THE DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY	88
Aripov Oybek Abdullayevich	
GREEN STRUCTURAL TRANSFORMATION IN UZBEKISTAN: GREEN FINANCE AND ECO-INNOVATION FOR SUSTAINABLE INDUSTRIAL AND AGRICULTURAL DEVELOPMENT.....	93
Egamberdiev Khumoyun	
AGRICULTURAL MANAGEMENT BASED ON INNOVATIVE TECHNOLOGIES AT THE INTERNATIONAL LEVEL: THE EXAMPLE OF UZBEKISTAN.....	101
Bustonov Komiljon Kumakovich	
ANALYSIS OF THE FINANCIAL CONDITION OF ENTERPRISES: ASSESSMENT OF EQUITY EFFICIENCY	110
Umurkul Shukhratovich Fayziev	

IMPROVING THE QUALITY OF ECONOMIC GROWTH THROUGH THE TRANSITION TO THE DIGITAL ECONOMY.....	118
Mamadaliyev Akmaljon	
МЕТОДЫ И МЕХАНИЗМЫ ИССЛЕДОВАНИЯ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ НА ТУРИСТСКОМ РЫНКЕ.....	124
Нурматова Ситора Шавкатовна	
ANALYSIS OF INNOVATION ACTIVITIES.....	133
Alieva Elnara Ametovna	
METHODS AND MECHANISMS FOR STUDYING CONSUMER BEHAVIOR IN THE TOURISM MARKET.....	139
Nurmatova Sitora Shavkatovna	
ALGORITHMS AND METHODS FOR CALCULATING THE AREA OF A GASTRIC ULCER DEFECT USING MODERN MATHEMATICAL TECHNIQUES.....	145
Yusupov Ibrohimbek XXX, Abdusamatova Munira Sultonbek qizi	
UTILIZATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN ENTERPRISE MARKETING ACTIVITIES.....	151
Sadikov Shohrux Shukhratovich	
ENSURING THE FINANCIAL SUSTAINABILITY OF HIGHER EDUCATION INSTITUTIONS: STRATEGIC DIRECTIONS, GLOBAL TRENDS, AND POLICY IMPLICATIONS.....	156
Inomiddin Imomov	
THEORETICAL FOUNDATIONS OF THE STRUCTURE OF THE NATIONAL ECONOMY.....	161
Bustonov Mansurjon Mardonakulovich	
IMPORTANT CHARACTERISTICS OF THE DEVELOPMENT OF E-COMMERCE SERVICES.....	169
Jurakulov Shohruh Bahtiyorovich	
AGRICULTURE PROMOTION AND DEVELOPMENT IN MOUNTAIN AND MOUNTAIN REGIONS.....	173
Abdulxayeva Gulshan Maxmudovna	
IMPROVING MECHANISMS FOR ENHANCING ECONOMIC EFFICIENCY IN SERVICE ENTERPRISES.....	178
Seytimbetov Kabul Serimbetovich	
INTEGRATION OF INTELLIGENT CONTROL IN DRYING SYSTEMS: PROCESS OPTIMIZATION THROUGH SENSORS, ARTIFICIAL INTELLIGENCE, AND MODULAR DRYING.....	184
Yangiboyeva Raxbaroy Mashrabboy qizi	
THEORETICAL MODELS AND CONCEPTS OF ECONOMIC DEVELOPMENT IN THE ENERGY SECTOR.....	190
Nigmatullaeva Gulchekhra Nurullaevna	
STATISTICAL ANALYSIS OF REGIONAL ECONOMIC POTENTIAL (A CASE STUDY OF NAMANGAN REGION).....	196
Tursinbayev Azizbek Nabijon o'g'li, Sirojiddinov Kamoliddin Ikromiddinovich	
DIRECTIONS FOR DEVELOPING INVESTMENT AND EXPORT IN REMOTE SERVICE ENTERPRISES.....	203
Uzakov Ortik Shaymardanovich	
SPECIFIC FEATURES OF ENTREPRENEURSHIP IN INCREASING THE INCOME OF THE POPULATION IN THE REGION.....	207
Kuldasheva Maftuna Musurmon kizi	
KEY FACTORS OF ATTRACTING INVESTMENT THROUGH SUBSIDIES AND INVESTMENTS TO INCREASE AGRICULTURAL CROP PRODUCTION IN UZBEKISTAN.....	211
Mamatkulova Nadira Makkamovna	
RAQAMLI MARKETING VA INNOVATSION TEXNOLOGIYALAR ASOSIDA EKOTIZIM SAMARADORLIGINI OSHIRISH USULLARI.....	216
Sobirov Azizbek Avazbekovich	
WAYS TO IMPROVE THE STATISTICAL ASSESSMENT OF FRUIT AND VEGETABLE PRODUCTION PROCESSES AND EXPORT POTENTIAL IN THE REPUBLIC OF UZBEKISTAN.....	223
Anorboeva Bakhtijamol Daniyar kizi	

THE IMPACT OF DEGRADATION ON THE OPERATIONAL CHARACTERISTICS OF PHOTOVOLTAIC MODULES UNDER SHARPLY CONTINENTAL CLIMATIC CONDITIONS	229
Qurbanov Yunus Murtaza o'g'li	
INTEGRATED NEW MEDIA OPERATION MODEL FOR INTELLIGENT TALENT ASSESSMENT PLATFORMS: THE PATH OF QR CODE ACTIVATION AND CONTENT-DRIVEN ENGAGEMENT.....	235
Wang Biao	
METHODOLOGICAL FOUNDATIONS FOR SHAPING THE CREATIVE ACTIVITY OF YOUNGER PUPILS IN SOLVING MATHEMATICAL PROBLEMS	239
Dzhurakulova Adolat Khalmuratovna	
SOLIDWORKS-BASED MODELING OF AN AIR-BLOWING SYSTEM TO ENSURE HIGH-QUALITY FIBER REMOVAL FROM SAW TEETH	247
Mirzakarimov Mirsharoffiddin Mirzaabdurahimovich	
THEORETICAL STUDY OF TEMPERATURE AND THERMAL PHENOMENA IN MECHANICAL CUTTING OF WHITE CAST IRON.....	256
Allanazarov Akmal Abdulxaqovich	
THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF SUSTAINABLE DEVELOPMENT OF THE REGIONAL ECONOMY	262
Turdiyev Ulug'bek Qayumovich	
THE INTERRELATIONSHIP BETWEEN MIGRATION AND THE INDUSTRIAL ECONOMY	266
Khusanbek Begmatov	
THE IMPACT OF ESG PRINCIPLES ON THE HOTEL INDUSTRY	271
Khusenova Mekhrangiz	
CURRENT STATUS OF INDUSTRIAL PRODUCTION AND SERVICES MARKET IN KASHKADARYA REGION.....	276
Norov Murodjon Makhmudovich	
DEVELOPMENT OF AN ARTIFICIAL INTELLIGENCE-BASED CYBERSECURITY SYSTEM FOR THE AUTOMATIC DETECTION OF FAKE FINANCIAL RECEIPTS, PHISHING URLS, AND MALICIOUS APK FILES	284
Shermatov Axlidin Sharobiddin o'g'li	
WAYS TO INCREASE REVENUES IN COMMERCIAL BANK OPERATIONS	287
Ostonaqulova Gulchehraxon Muhammadyoqub qizi	
INTELLIGENT SYSTEM FOR MONITORING AND MANAGEMENT OF THE VEGETABLE OIL REFINING PROCESS.....	293
Ortiqov Elbek Elmirza o'g'li	
РОЛЬ СВОБОДНЫХ ЭКОНОМИЧЕСКИХ ЗОН В РЕГИОНАЛЬНОМ РАЗВИТИИ И ЗАРУБЕЖНЫЙ ОПЫТ	301
Файзиева Ширин Шодмоновна	
RAQAMLI IQTISODIYOTGA O'TISH SHAROITIDA IQTISODIY O'SISH OMILLARINING TA'SIRINI BAHOLASH METODOLOGIYASI.....	307
Bustonov Mansurjon Mardonakulovich	
FINTECH TRENDS: NEW TOOLS FOR ATTRACTING FINANCING IN THE CONTEXT OF DIGITAL TRANSFORMATION	313
Madjitova Lolakhon Lazizovna	
CHALLENGES AND PROSPECTS FOR THE DEVELOPMENT OF E-COMMERCE IN UZBEKISTAN.....	317
Toshpulatov Akhror Tukhtamurod ugli	
STRATEGIC DETERMINANTS OF FOREIGN DIRECT INVESTMENT IN UZBEKISTAN.....	326
Rustamov Foziljon	
TYPES AND MEANS OF ADVERTISING IN THE FIELD OF TOURISM	335
Bahriyeva Zarina Nasimovna	

TYPES AND MEANS OF ADVERTISING IN THE FIELD OF TOURISM

Bahriyeva Zarina Nasimovna

Researcher at the Silk Road International
University of Tourism and Cultural Heritage

[ORCID: 0009-0003-7025-5236](https://orcid.org/0009-0003-7025-5236)

Abstract: The article analyzes the types and means of advertising used in the field of tourism, reveals the role and importance of advertising in promoting a tourist product on the market, studies its influence on the decision-making process of tourists, and pays special attention to traditional and digital types of advertising, including advertising media, internet platforms, social networks, and mobile technologies.

Key words: tourism sector, hotel services, classification of advertising, consumers of tourist services, informative advertising, persuasive advertising.

Annotatsiya: Maqolada turizm sohasida qo'llaniladigan reklama turlari va vositalari tahlil qilingan bo'lib, turistik mahsulotni bozorda ilgari surishda reklamanning o'рни va ahamiyati ochib berilgan, uning turistlar qaror qabul qilish jarayoniga ta'siri o'rganilgan hamda tadqiqotda an'anaviy va raqamli reklama turlari, jumladan ommaviy axborot vositalari, internet platformalar, ijtimoiy tarmoqlar va mobil texnologiyalar orqali amalga oshiriladigan reklama vositalariga alohida e'tibor qaratilgan.

Kalit so'zlar: turizm sohasi, mehmonxona xizmati, reklama klassifikatsiyasi, turistik xizmat iste'molchilari, ma'lumot beruvchi reklama, ishonitiruvchi reklama.

Аннотация: В статье анализируются виды и средства рекламы, используемые в сфере туризма, раскрывается роль и значение рекламы в продвижении туристического продукта на рынке, изучается ее влияние на процесс принятия решений туристами, а в исследовании особое внимание уделяется традиционным и цифровым видам рекламы, в том числе средствам массовой информации, интернет-платформам, социальным сетям и мобильным технологиям.

Ключевые слова: Сфера туризма, гостиничные услуги, классификация рекламы, потребители туристических услуг, информационная реклама, убедительная реклама.

INTRODUCTION

The tourism sector is one of the fastest-growing sectors of the global economy. So why is advertising so important for this network? Since a tourist product (travel, tour, hotel service) is not material, but emotional and rich in experience, the consumer encounters information asymmetry in the decision-making process. In such conditions, effective management of advertising activities determines the competitive advantage of tourism entities.

The global tourism market showed real growth of 11% by the end of 2024 (UNWTO, 2025). In the post-pandemic environment, competition is determined not by the quality of service, but by the speed and accuracy of information about the service. Due to the fact that the tourism product has the property of "invisible" and delayed consumption, the management of advertising activities has risen to a strategic level.

Modern tourism cannot be imagined without advertising, because it is the most effective means of the tourist enterprise's efforts to convey information to its customers, change their behavior, attract attention to the services offered, demonstrate their social significance, and create a positive image of the enterprise itself. "Effective advertising is the most important tool for achieving the goals of marketing strategy in general and communication strategy in particular. In a certain period, experts noticed that advertising, which is a product of urban culture and has a serious socio-regulatory potential, has become one of the important mechanisms influencing various processes in society, performing socio-pedagogical and socio-cultural tasks. Gradually, advertising began to shape the values and standards of society, the norms and rules of the individual and the

group, public ideas about the ideal model of life and consumption, therefore it became important to analyze its influence, subject matter, and essence.

REVIEW OF LITERATURE ON THE SUBJECT

According to I. Vikentyev and Durovich, advertising in tourism is classified according to a number of characteristics. Depending on the advertising object, we can talk about two main types of advertising - product and image advertising.

The main task of product advertising is to form and stimulate demand for tourist products. Such advertising "informs potential buyers about its services, generates interest, and stimulates sales." "And prestigious or image advertising is advertising the services of this enterprise, which distinguishes it well from competitors. The goal of such advertising is to create an attractive image in the public and, first of all, among active and potential buyers, which will inspire confidence in the tourist company itself and in all the services it offers."

A.P. Durovich distinguishes types of advertising in tourism based on their characteristics. "He believes that in practice, in its original form, there are very few prestigious and product advertisements. As a rule, they are carried out together, only in the first case attention is paid to the company's image, in the second - to the products it offers. For example, in terms of direction, it distinguishes between advertising the capabilities of a tourist enterprise and advertising its needs."

In the tourism industry, there are various ways to develop the tourism market. "Using a trademark or regional cooperation method to attract consumer attention yields good results." However, "the use of advertising as the main means of success requires a thorough analysis of scientific, social, and economic means of behavior."

«Effective means of promoting tourism include books (city or region) throughout the country, advertising, CDs, websites, email, radio, posters, television, press, direct mail, databases, tourist information centers and exhibitions.» According to W.R. Dos, «advertising can be used to promote domestic tourism through radio and television, in addition, travel brochures and posters provide valuable information about the city visited by the tourist and its maps, and are also a widely used and effective means of promoting this industry, informing the consumer about newly opened travel agencies.»

«Enterprises in the tourism sector conduct research on the needs of potential consumers, as well as promote their tourism products in the market and strive to create the most optimal advertising for perception.» Of course, advertising increases the demand for goods. Moreover, «advertising can influence the formation of needs, that is, it in some way determines lifestyle; through advertising, people become acquainted with the latest news, achievements of modern technologies, which determines the corresponding level of needs.»

The results of research conducted by Professors A.G.Awan, M.Ismail, C.P.Majeed, and F.Ghazal show that advertising has a great influence on consumer behavior. «Factors such as need, pleasure, preference, product memorization and promotion greatly help to shape and change consumer purchasing demand, which is a very positive sign for advertising and marketing companies. Their results also confirmed the research model, which shows that advertising has a significant impact on consumer purchasing demand and expands their choice. This research will be useful for marketing and advertising companies in promoting their products.»

RESEARCH METHODOLOGY

The research methodology of this study is based on the collection of secondary and primary data obtained from scientific publications, international tourism statistics, and analytical reports. In addition, qualitative content analysis of advertising materials and comparative analysis of traditional and digital advertising tools were applied. The collected data were processed using descriptive analysis and logical generalization to identify key trends and patterns.

ANALYSIS AND RESULTS

In the promotion of a tourist product, there is a variety of types of advertising, which can be grouped according to various characteristics.

According to the advertising object, advertising is divided into the following three main categories: product advertising, image (prestige) advertising, and tourist destination advertising.

The task of product advertising is to create and stimulate demand for a tourist product.

Image advertising is aimed at forming a positive image of the tourist enterprise among the public, in particular, among active and potential clients, which ensures that this image creates confidence in both the enterprise itself and all its tourist services.

In practice, product and image advertisements are usually used together, not separately. The difference is that in some cases, the main focus is on the company's brand, while in other cases, its tourist offers are given restraint.

Advertising of tourist destinations (Latin *destinazia* - «location») is aimed at creating an attractive image of the country or its specific territory, thereby increasing the flow of tourists. According to international experience, the more well-known a region is in terms of tourism, the easier and cheaper it is to bring the products offered by tour operators to the market. In most cases, destination advertising is carried out at the expense of budget funds; in the foreign market, this function is performed by national tourism organizations (associations) and their representative offices abroad.

According to the method of advertising implementation, it can be divided into direct and hidden forms.

In direct advertising the advertiser is explicitly indicated and directly promotes a specific tourism product or business.

Hidden advertising is carried out in a disguised manner without the use of any open advertising channels, and neither the advertiser nor the nature of the advertisement is directly determined (Table 1).

Table 1. Classification of advertising by the level of territorial coverage

Degree	Definition	Scientific and practical significance	Benefits	Restrictions
Local	Advertising campaigns aimed at a retail outlet or individual settlement.	Uses micro-regional segmentation (in the STP model <i>Segment-Target-Position</i>), taking into account local needs and mental characteristics.	Relatively low costs, quick feedback, personalized message.	The coverage is narrow, scaling is difficult.
Regional	It covers a specific economic-geographical region.	Integrated approach to <i>regional economic factors</i> in PEST analysis.	Brand awareness, cooperation effect (clustering).	High logistics and media print costs for advertising coordination.
Nationwide	Unified image campaign on a national scale.	The concept of Nation Branding (Anholt, 2002) and the basis of WTTC methodology.	The same corporate image, the same identity.	Requires custom content; target audience is heterogeneous.
International	Conducted in several countries or interregional areas.	UNWTO relies on the theory of cross-cultural communication, harmonized with the rules of the «Global Code of Ethics for Tourism.»	Export orientation, currency attraction, synergy with ODA assistance programs.	Legal differences, cultural barriers, large budgets.

For example, a newspaper announcement about a new type of product is considered direct advertising. However, if the same newspaper analyzes the upcoming season and publishes an article showing this particular product as the most profitable offer, this is considered hidden advertising. Practice shows that covert advertising often yields significant results. Therefore, product placement (Eng. product placement) is rapidly developing in marketing - it creates the possibility of skillfully connecting advertising content with tourism products in feature films, literary works, or television programs (Figure 1).

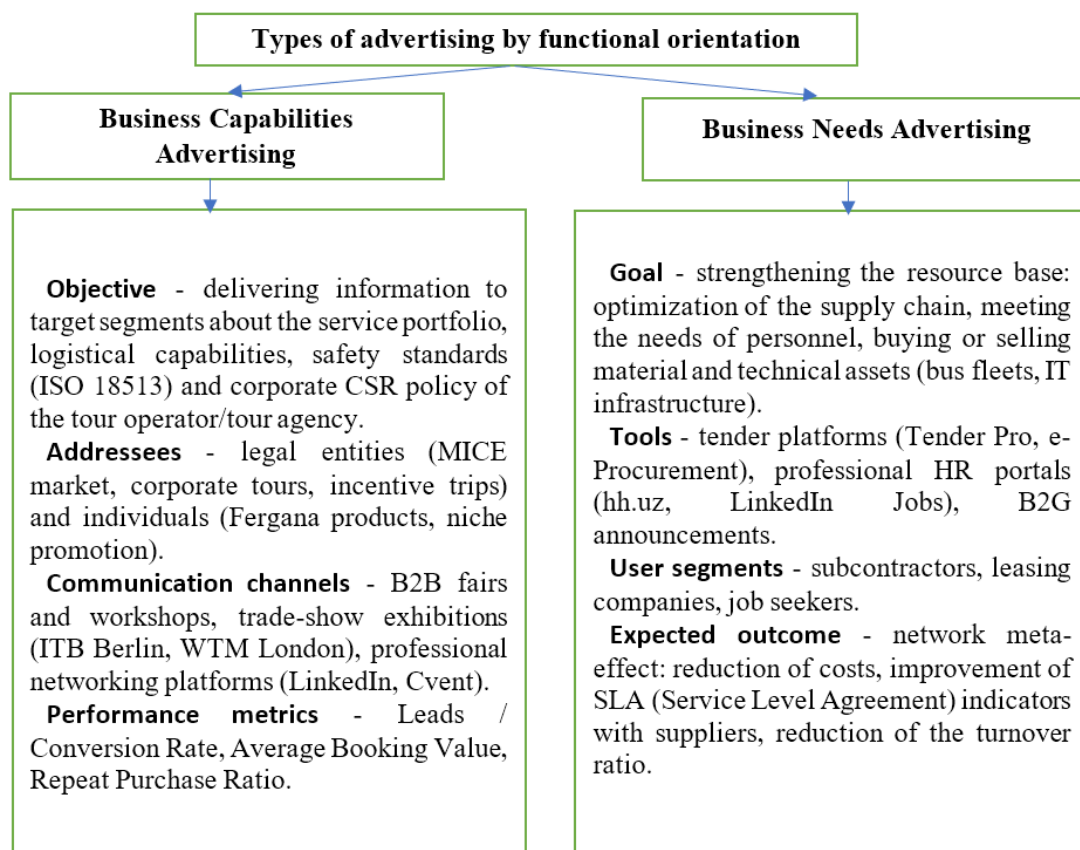


Figure 1. Ad types by functional direction

Throughout the life cycle of a tourist product, advertising appeals are usually divided into three directions: informative, convincing, and reminding advertising.

- The task of informative advertising is to inform potential clients about the enterprise and its types of products, their features, advantages, and innovations. This type of advertising, as a rule, is of great importance at the stage when the product enters the market for the first time and it is necessary to form initial demand.
- Suggestive advertising is a relatively aggressive technique and is triggered when sales are growing rapidly. Its goal is to convince the consumer that this particular tourist product is superior to competitors, to increase the desire to buy, and to stimulate sales through sales supporting factors.
- Reminder advertising serves to maintain a constantly updated perception of the product (or enterprise) that has found its place in the market. Usually, this type of advertising is preferred when the product reaches maturity or «ripeness.»

In marketing theory, advertising is a central element of the communication process between market participants. Advertising for tourist products manifests itself not only as a mechanism for the formation of demand, but also as a sectoral mechanism for strengthening the brand of the country or region, diversifying tourism infrastructure, and positively influencing macroeconomic indicators (currency receipts, employment, etc.). Therefore, it is advisable to systematically study the advertising strategy of a tourist enterprise in two dimensions - territorial coverage and functional orientation (Table 2).

Table 2. Types of advertising by targeted impact

Type	The main point of view in any ad	Features	Typical example
Rational advertising	Addresses the consumer's conscious decision-making process	- Clearly and measurably shows benefits and advantages (discount, bonus, guarantee). - In most cases, logical argumentation, statistical evidence, price-quality ratio are included in the text. - Impact model: AIDA Logical basis at the «Desire» stage in (Attention → Interest → Desire → Action).	A commercial offer, such as «Book early - 25% discount, free accommodation for children.»

Emotional advertising	Stimulates consumer motivation through emotions and subconscious	<ul style="list-style-type: none"> - Uses visual (pictures, videos) and audio symbols, metaphors, aesthetic imagery. - Illuminates psychologically valuable attributes (image, status, romance, sense of security). - Impact model: <i>E-A-U</i> (Emotion → Association → Unification) - evokes a positive memory or association with the product. 	Video of a trip to Greece: views of the sea and rivers, attractive tourists warming in the sun, antique monuments in the background.
-----------------------	--	---	--

Systematic study of advertising activities for tourism enterprises in terms of territorial coverage and functional orientation creates an important methodological basis for making strategic decisions. The combination of scientific views (nation branding, STP, PEST, CSR) and practical tools (digital analytics, programmatic media, supply-chain management) forms priority competitive advantages and serves to occupy a stable position in the market.

Current advertising is often in the form of a hybrid of rational and emotional elements in different proportions, and it is considered effective to be mixed depending on socio-demographic, cultural context, and product position.

CONCLUSIONS AND SUGGESTIONS

Research shows that while traditional advertising is still effective today, advertising carried out through modern digital platforms and social networks significantly increases its effectiveness in attracting tourists. As a result of scientific analysis, it was established that the integrated use of types of advertising, the correct implementation of audience segmentation, and attention to the quality of content are priority factors in tourism marketing. On this basis, tourism entities should create advertising strategies by combining digital and traditional tools, which will serve to increase the competitiveness of tourism products and services.

List of used literature:

1. Алексунин В.А. Маркетинг в отраслях и сферах деятельности. – М.: «Издательский дом Дашков и К», 2005.
2. Ye.V. Serova. Effektivnost reklamnogo vozdeystviya na povedeniya potrebiteley v sfere turizma. Altayskiy gosudarstvenniy universitet. 2008.S.51
3. Prof. A.G.Awan, M.Ismail, C.P.Majeed va F.Ghazal. effects of Advertisement on Consumer's Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan. Journal of Marketing and Consumers Research.Vol.19, 2016.
4. Арженовский И.В. Маркетинг регионов: учеб. пособие для студентов вузов, обучающихся по направлениям «Менеджмент» и «Экономика». - М.: ЮНИТИ-ДАНА, 2011. – 135 с.
5. Безрученко Ю.В. Маркетинг в социально-культурном сервисе и туризме: учебное пособие. - М. «Издательский дом Дашков и К», 2012. – 232 с.
6. Гамаюнов Б.П., Дятлова Г.Н. Маркетинг и продажа услуг. Ростов н/Д: Феникс, 2010. – 413 с.
7. Дашян М.С. Изобретение, товарный знак, ноу-хау, фирменный бенд... Партизанские войны за право быть лучшим. – М.: Эксмо, 2008.
8. Джанджугазова Е.А. Маркетинг туристских территорий. - М.: Академия, 2006.

Proofreader: Zokir ALIBEKOV

Layout and Designer: Oloviddin Sobir ugli

2025. № 12

© When materials are reproduced, the INNOVATION SCIENCE AND TECHNOLOGY journal must be cited as the source. Authors are responsible for the accuracy of the information in materials and advertisements published in the journal. Editorial opinions may not always align with those of the authors. Submitted materials will not be returned to the editorial office.

To publish articles in this journal, you may submit articles, advertisements, stories, and other creative materials through the following links. Materials and advertisements are published on a paid basis.

You may subscribe to the journal at any time using the following details. Once subscribed, please send a screenshot or photo of your payment confirmation to our Telegram page @iqtisodiyot_77. Based on this, we will send the latest issue of the journal to your address each month.

“The journal “INNOVATION SCIENCE AND TECHNOLOGY” has been registered by the Agency for Information and Mass Communications under the Administration of the President of the Republic of Uzbekistan from 09.10.2024 under the registration number №390637. License number: C-5669633. PNFL: 30407832680027

Our address: Tashkent city, Yunusobod district, 19th block,
House 17.



Acceptance of articles
Published every
monthly



Directions
Social, economic, political,
technological, scientific

 **Scopus || Scientific electronic journal specializing in Scopus**

CERTIFICATE NUMBER: №390637

**ORDER NUMBER ACCORDING TO
THE LICENSE REGISTER: C-5669633**

CONTACT:

 Contact us
+998 50 737 87 88

 Telegram channel
t.me/scopus_IST2100

 Journal official website
<https://ist-journal.uz/index.php/IST>