THE IMPORTANCE OF ADVERTISING AND KINOMEDIA IN THE DEVELOPMENT OF ETHNOGRAPHIC TOURISM IN THE REGION

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Abstract: *The article discusses tourism as one of the most dynamically developing sectors of the modern economy, playing a role in the economic growth and cultural development of the state. The success of tourism depends on effective communication and marketing strategies in many areas. In this regard, the importance of advertising and film media in the development of ethnic tourism is deeply analyzed. Through advertising, tourism products and their use are brought to a wide audience, and personal characteristics about them are provided. At the same time, film media - through cinema, television, TV series and other visual media - play a role in enhancing the visual and emotional impact of tourist attractions and national heritage in Khorezm, attracting the attention of tourists. Through films, national culture, national traditions, historical sites and natural beauties are introduced on a global scale, serving as an effective way to attract tourists to these regions. The article also examines strategies for creating and developing ethnographic tourism brands using film media, as well as the effectiveness of advertising campaigns on social media platforms. The results show that if advertising and film media are actively used as interrelated tools in promoting tourism, the economic and cultural potential of ethnographic tourism can be significantly realized.*

Keywords: *Ethnographic tourism development, advertising, film media, ethnographic tourism marketing, tourism brand, tourism promotion, cultural*

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tourism, film and tourism, marketing communications, social media advertising.

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Today, the tourism industry is one of the most promising and rapidly developing sectors of the economy in the world. Tourism not only makes a significant contribution to the gross domestic product of countries, but is also an important tool for the development of cultural exchange and international cooperation. Therefore, as the President of the Republic of Uzbekistan Shavkat Mirziyoyev noted, “The development of tourism is one of the priority areas of our national economy, and the introduction of modern marketing and communication tools in this area can increase the prestige of our country in the international arena.” As competition in the global market intensifies, the role of effective marketing and communication strategies in the tourism sector is increasing. In particular, advertising and film media have become an indispensable element in promoting tourism.

Advertising plays a key role in bringing tourist products and services to a wide audience and raising awareness of tourist attractions and regions. At the same time, film media—cinema, television, TV series, and other visual media—play a significant role in increasing the visual and emotional impact of tourist attractions and attracting the attention of tourists. Through films and TV series, the national culture, national traditions, national cuisine, national clothing, historical sites, and natural beauty of the Khorezm region are introduced to the world, which is an effective tool for attracting tourists. Advertising is a means of presenting a product or service to the public and raising awareness about it. In the ethnographic tourism of the region, advertising is widely used to promote national traditions, i.e. customs, tourist areas, hotels, and tourist packages. Through advertising, tourism companies in the region can distinguish their products from competitors and attract the

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attention of customers. For example, advertisements created by national tourism organizations serve to attract tourists by highlighting the cultural and natural beauties of the country. Social media platforms are also widely used as one of the modern advertising tools, which allows for quick and effective audience coverage. The concept of cinema media includes cinema, television, TV series, and other visual media.[i]

LITERATURE REVIEW

These tools are used to promote the beauty and culture of tourist destinations in the region around the world. Popular films and TV series can feature specific locations and make them attractive to tourists. For example, the films “The Hobbit” and “Lord of the Rings” have made a significant contribution to New Zealand’s tourism. Film media also creates tourism brands and promotes them internationally. The “Concept of Tourism Development in the Republic of Uzbekistan” (2019-2025) adopted by the President of the Republic of Uzbekistan and other regulatory documents are aimed at ensuring the effective use of advertising and film media in the tourism sector. For example, under the leadership of President Shavkat Mirziyoyev, Uzbekistan is doing a lot to restore history and convey it to all generations. Here, the Jaloliddin Manguberdi series was filmed. The tourism industry plays a major role in the global economy. According to the World Tourism Organization (UNWTO), tourism accounts for more than 10% of the world's gross domestic product and provides jobs for millions of people. Tourism is not only a source of economic income, but also plays a significant role in strengthening cultural exchange and international peace. Therefore, it is necessary to use effective marketing strategies and communication tools to develop tourism.

RESEARCH METHODOLOGY

This article mainly studies and analyzes the incomparable role of advertising and film media in the development of ethnographic tourism in the region, as well as the directions for the development of ethnographic tourism.

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It is highlighted that ethnographic tourism should be developed through national dishes, national traditions, national culture, and national clothes, which are developed through advertising and film media. Observation, theoretical and statistical analysis were used in the research process.

ANALYSIS AND MAIN RESULTS

Each company carries out its advertising and media activities by sending advertising and media agents or by creating an advertising and media service or by using the services of special advertising and media agencies. The effectiveness of advertising and media largely depends on the organization of demand research, which helps to identify the circle of buyers and methods of influencing them. Currently, advertising and media are carried out through the press, radio, television, and special advertising and media are shown in films. For the purpose of advertising and cinema, posters, booklets, product catalogs are produced and distributed in a beautiful way. As for the importance of advertising and cinema in tourism, almost all tour operators and tourist companies effectively use advertising and cinema to sell their products, i.e. tour packages, and to attract the attention of consumers, i.e. buyers of tourist products (tourists). Typical goals of advertising and cinema in tourism are:

- Informative;
- Persuasive;
- Reminder.

They, in turn, include the following:

Informative:

- Providing information about the product;
- Forming the image of the product;
- Forming the image of the company;
- Forming ideas about the company's activities.

Persuasive:

- Encouraging the purchase of the product;

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- Making sales;
- Changing the attitude towards the product;
- The negative impact of competition.

Reminder:

- Supporting awareness and demand;
- Confirming the image.

Tourism advertising and film media often use the following tools: press, television, radio, videos, mailings, transport, billboards at points of sale, outdoor and souvenir advertisements, etc. Nowadays, advertisements mainly shown on television, as well as on the Internet and social networks, have become popular. Since everyone from young to old is active on the Internet, entrepreneurs have become accustomed to advertising their products more on social networks and websites. Because advertising and film media made through the Internet reach a large audience. As a result, interest in that product also expands depending on the audience. The following proposals have been developed for the further development of tourism:

- Holding colorful photo shoots around our ancient monuments wearing national costumes and placing them on the Internet to attract the attention of tourists;
- Effective use of marketing research;
- Singing modern songs in a foreign language by our singers describing the beauty of our country and sharing them on social networks;
- Providing information in the form of videos about national cuisine centers in Khorezm;
- Advertising the services of medical centers;
- Writing articles and conducting research in foreign languages about healing places, etc.

Conclusion

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In conclusion, I can say that the effective use of advertising and film media in the development of ethnographic tourism is a modern requirement. In a rapidly developing era, if we cannot present our tourist products to the world using advertising and film media that meet the needs of the time, we will not be able to expand the flow of tourists. Therefore, if we use the existing opportunities and knowledge, prepare and present to the world interesting advertising and film media in a modern interpretation that embodies the rich culture, historical places, recreation areas, national cuisine, national and modern costumes, customs and values of our region, we will definitely be able to ensure that tourists visiting this land will not stop their footsteps.

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