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THE IMPACT OF DIGITAL MARKETING ON PILGRIMAGE TOURISM DEVELOPMENT IN UZBEKISTAN

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Abstract:

This article discusses ways to develop tourism in Uzbekistan, as well as many digital advertising methods used to attract tourists to Uzbekistan. The article analyzes static data, examines different forms of digital advertising, and gives key recommendations for using digital advertising to increase the number of tourists visiting Uzbekistan.

Key words: Digital marketing, digital advertising, types of advertising, global tourism, international Tourism

INTRODUCTION

The number of tourists coming to Uzbekistan is increasing every year: in 2005, the number of tourists who visited Uzbekistan was 240,000 people from 117 countries of the world, and in 2017, more than 2.5 million tourists visited Uzbekistan. In 2018, the number of tourists was 5.3 million, of which 5 million came from the CIS countries, 325,000 came from far abroad. Every year in autumn, the International Tourism Fair is held in Uzbekistan.

LITERATURE ANALYSIS

Tourism in Uzbekistan is a three-hundred-year-old industry that helps and enriches the culture, culture and nature of Uygunligin as a source of housing on the island. At the same time, as in the case of other national entities such as Yuksalishi bir kancha, Jumladan, political reforms, information and propaganda activities, and countries that are not given due attention, Imam Hussein (peace and blessings of Allah be upon him) helped to promote the efforts of the Birgalikdag movement. World Tourism Organization (UNWTO) information about Kura, Uzbekistan people's tourist son of sezilarly darajada oshgan, 6.7 million visits to buyuruvchi 2019 yesnatgan record (UNWTO, 2019).



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The coronavirus pandemic is caused by global tourism, which has caused damage to the islands of Biriga. According to UNWTO, 1.6 million tourists visited Buyurgan in 2020, and 1.9 million tourists visited Buyurgan in 2021 (UNWTO, 2022). Uzbekistan state statistics the volume of data for 2022 in the country registered 2.8 times more errors among tourists, 5 million 200 thousand (Stat.uz , 2023). Samarkand Yang Tourist Center attracted 2 million tourists. The organizer of the tour, joriy yilda Uzbekistan, met with the Assembly of kengkulamli ta'irgarlik ishlari olib borilmokda.

In 2023, the NBT held the 24th Assembly of the Uzbek Tarikhia Samarkand, the city of Yuksak samarlaridan, the capital of deb tanland (UzA.uz , 2023). Kursiv.uz ga Binoan Yale continues 10 million foreign tourists and 20 million local tourists to visit Uzbekistan. The safari pilgrimage through Turkey, India, Indonesia, Malaysia, Israel, Pakistan, Japan, Bangladesh and the Foreign Ministry was visited by 1.2 million local residents of the shrine (Kursiv.uz , 2023)

METHODOLOGY

In this article, we rely on statistics and determine the flow of tourists coming to Uzbekistan, and determine which cities are becoming clear to them and the level of their provision for the use of digital technologies. As we all know, Uzbekistan is a very promising country with a rich cultural heritage that can attract tourists in different directions. Today, the above-mentioned tourism routes have been developed and are still developing in Uzbekistan, and an effective digital marketing and advertising strategy is required to fully realize this potential. To find out which ones are most effective, let's look at the statistics on Digital Advertising.

ANALYSIS AND RESULTS

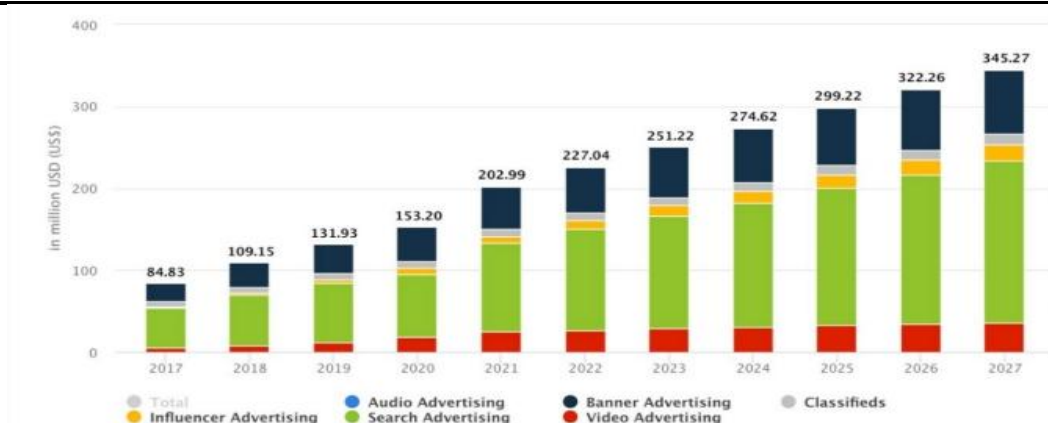
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Source: Statista Market Insights Aug. 2023

Statista.com according to the statistical forecast for 2023, the digital advertising industry was planned to have a total advertising cost of us 251.20 \$ million. Among the major segments, search advertising was expected to have the largest market size of us 137.60 \$ million in 2023. In terms of Global comparison, the United States dominates advertising costs, with an estimated 20-23 \$ billion in 20 years. Given a special look at the search advertising industry, the average advertising consumption for the user in 2023 is expected to be 4.72 \$. In addition, as of 2027, mobile advertising is estimated to account for 43% of all advertising costs in the digital advertising market. In addition, software advertising is estimated to account for 83% of digital advertising revenue in 2027. (Statista.com, 2023). It should be noted that the search and banner advertising is expected to rise until 2027, with a greater emphasis on the distribution of income for items or services.

CONCLUSIONS AND SUGGESTIONS

The growth of Digital Advertising in the tourist business of Uzbekistan is developing steadily and successfully. Uzbekistan is taking full advantage of the Internet opportunities to demonstrate its cultural and historical wealth to the world, which leads to a significant increase in the number of tourists. Uzbekistan leads as a tourist destination in Central Asia through the implementation of digital marketing tactics. Finally, quantitative studies show that Internet advertising has a pronounced effect on attracting tourists to Uzbekistan. To increase the flow of tourists to Uzbekistan, it is necessary to develop different types of Tourism, provide new



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conditions, and then sell tourist places through digital marketing and advertising, and pay more attention to new tourist routes that can be developed in Uzbekistan. Through ongoing innovation and strategic planning, the country is in a very good position to further develop the tourism sector, which supports economic growth and cultural cooperation.

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