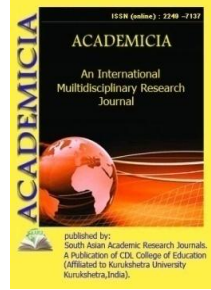




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## BRANDING AS A KEY FACTOR OF IMPROVING TOURISM AND HOTEL MARKETING

**Makhliyo Aripova Salakhiddinova\***

\*Department of Tourism and Hotel Business  
 Bukhara State University,  
 Bukhara, UZBEKISTAN

Email id: aripovamahlie@gmail.com, m.s.aripova@buxdu.uz

### ABSTRACT

*Brands assume a significant part in getting sorted out the hotel industry; brand makes it simpler for costumers to stick out and for buyers to all the more likely comprehend the advantages of every particular great, consequently assisting them with deciding. Significance of visitor maintenance turns into an important issue. Brands give the chance to empower the formation of visitor reliability so ensure that hotel image is solid by remembering these. Each accommodation needs to have a solid face and, regularly, branding turns into the face that draws in your possible crowd, delights them at each touch point of their travel and at last procure their trust. Building brand character is seemingly quite possibly the best methods of getting out the great word about hotel and tourism business [26].*

**KEYWORDS:** *Branding, Marketing, Tourism, Hotel Industry, 4P, Income, Products, Customers.*

### INTRODUCTION

In such manner, numerous of hotels need to rehash the quality and fundamental attributes of the best hotel networks - world pioneers in the hotel business, which definitely prompts a specific closeness of the hotel services advertised. In these conditions, to tackle the issue and decide the uniqueness of the hotel business ventures should utilize uncommon imaginative techniques for advancement focused on the cognizant plan of the brand and its arrangement, communicating the uniqueness and worth of the delivered hotel items.

The irritation of the opposition between the undertakings of the hospitality business strengthens the issue of discovering successful techniques and methods of making upper hands, permitting them to situate themselves all the more unmistakably in the market of the travel industry and

hotel services. With regards to the present status of the hospitality services market, an economical upper hand ought to be in accomplishing a distinction from a contender that is significant for the purchaser through the arrangement of a bunch of measures pointed toward improving the nature of administrations and the organization's picture, fortifying its own image, and applying a client situated way to deal with serving shoppers.

These days, numerous hospitality ventures are confronted with the way that contenders look for in their services to develop the quality and attributes of the best hotel networks - world pioneers, which unavoidably prompts an extraordinary closeness of the hotel services offered and somewhat confounds the selection of buyers. This requires cordiality endeavors to apply extraordinary advancement strategies focused on cognizant brand building and brand development that mirrors the uniqueness and worth of their own hotel items and administrations.

## **METHODS AND RESULTS**

Brands, as the main elusive resources of undertakings, have effectively demonstrated their capacity not exclusively to furnish endeavors with solid upper hands, yet in addition to fundamentally expand their reasonable worth.

At present, a significant errand is to build up a logical reason for the utilization of marking in homegrown ventures of the accommodation business, since there is nobody by and large acknowledged strategy for making long haul shopper inclinations for a specific brand. Marking at homegrown ventures of the friendliness business is simply starting to create.

Regardless of a critical number of distributions committed to the issue of brand the board of labor and products, it ought to be noticed that various issues controlled by the particulars of the hospitality business have not yet been explored. This applies to such angles as techniques and advances of whimsical administration, present day patterns in brand arrangement, methods of utilizing new types of brand advancement, strategies for planning their mix into the general advancement framework, just as the issues of methodological help of brand the executives at ventures of the hospitality business.

Hotel companies are guided in their work, of course, on their customers: real or potential, looking for various ways to attract them, they stop looking for such advantages that would satisfy a wide range of customer needs. Especially when the target segment of the consumer has a fairly high income, and the hospitality company is ready to offer something interesting and unique and respectable for this market segment. For consumers, in turn, it is important that offers from the hotel industry, of course, pay maximum attention to their needs, and the quality of services meets or even exceeds the requested price. This is what consumers are returning to quality and a desire to exceed expectations. [27].

The purpose of branding is to create a clear brand image and a clear formation of the direction of communication. Branding includes work on market research, positioning services, creating a brand name, descriptor, slogan, visual and verbal identification systems (trademark, corporate identity, packaging, special sounds, etc.), the use of identification and communication carriers reflecting and broadcasting the brand idea.

The main stages of branding:

- Analysis of the market situation, target audience (current state of the brand, if it has already been created);

- Planning (formulation of the essence of the brand, positioning; development of a brand management strategy);
- Brand building (creating a system of visual and verbal identification; developing a brand image; creating a set of brand documents);
- Brand promotion (using integrated marketing communications to create strong relationships between consumers and the brand);
- Brand monitoring and assessment of the effectiveness of actions [28].

## **DISCUSSION**

The final stage of brand development is the creation of a single set of documents that unites all the verbal and visual elements of the brand, regulates further work with it, facilitates the implementation of its verbal and visual standards in the daily activities of the company, as well as understanding the philosophy, values and essence of the brand, primarily by ourselves. Employees of the company

Usually the set of documents includes:

- Brand book;
- Guideline.

A brand book is a description of the main elements of identity and brand attributes (essence, position, mission, philosophy, values, and individuality). The purpose of this document is to systematize all ideological elements of the brand, create a comprehensive formed brand picture, as well as detailed recommendations for its use in order to form a holistic brand perception by consumers.

The brand book describes the channels and methods of reaching the target audience, as well as how to use the brand in various communications.

A guideline (passport of standards or logo book) is a guide that describes the basic principles of the correct use of visual brand identifiers on various media in various communications. This document allows you to control the use of the brand, regulate the size of the logo, corporate colors, fonts and other elements that create a corporate identity.

As a rule, the guideline includes a set of rules describing the correct and unacceptable use of brand constants:

- Brand name,
- Logo and block,
- Schemes for constructing a brand name and logo,
- Corporate colors and fonts,
- The location of the brand block,
- Sign (and / or logo) on business documents and advertising media,
- Etc.

All of the above allows us to emphasize the complex nature of the brand and assume that brand formation is a process aimed at its creation and development. In turn, this process in special marketing terminology is defined as branding.

Branding refers to the process of brand management, including brand creation, brand promotion to the market, and brand adaptation to the changing conditions of the external and internal environment.

The process of forming and developing a brand is very significant, as it contributes to the accelerated development of the business. The concept of branding fully conveys the characteristics of the brand as a kind of image formed in the minds of consumers. In this regard, branding can be defined as an integrated technological complex of methods and techniques aimed at creating and promoting branded services, as well as activities to form long-term loyalty programs for certain segments of the consumer market. Such programs are created on the basis of special incentive campaigns and events to create a company's image, highlighting the set of its unique advantages among competitors [3].

A brand in the hospitality industry has three main functions:

- 1) The function of differentiation, since it is the brand that gives the client a clear idea of the main values of the company, makes it possible to convey to the client the uniqueness of the hotel, its dissimilarity from competitors, the material and intangible benefits of living in it, thus positioning the hotel on the market;
- 2) Acts as a promotion tool, creating additional investments in marketing, which pay off due to an increase in demand for hotel services;
- 3) Creates a complex of emotional and rational prerequisites for repeat and multiple clients. It is the presence of a constant, loyal audience that guarantees

Sustainable development of the hotel [3]

## CONCLUSION

In brief, present day branding is pointed toward overseeing customer connections and is an instrument for the viable turn of events and presence of undertakings in the travel industry and accommodation industry. Based on explicit information and input from the two purchasers and different organizations in the business, certain ends can be drawn. Today is as of now unquestionable that a brand can be viewed as an astounding benefit in the approach of any organization, marking assists ventures with getting a name, win a customer, and draw them to purchase certain products.

The possibilities for utilizing this technique can be anticipated as great, in light of the fact that the brand is significant for purchasers today, it fulfills one of the essential human necessities - the requirement for self-articulation. Moreover, brand inns today offer customers a greater of services, in such manner, consumer decision is unsurprising. In this way, we can presume that branding would now be able to be utilized by hotel endeavors as a strategy for managing contenders. This strategy works everywhere on the world, and the act of utilizing it is without a doubt effective.

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