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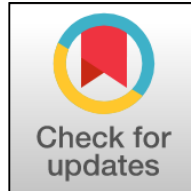
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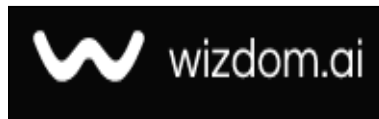
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## **Public Relations in Tourism**

### *Hubungan Masyarakat di Pariwisata*

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#### **Abstract**

Nowadays the topic of public relations is being actively promoted in literature and press. It is obvious that, it has become clear that this is an important part of our daily bases. It deals with the sphere of management, especially with the issue concerned Uzbekistan. Sometimes countries are constantly exposed to various crises with serious consequences. To balance these effects, the management and public relations have been applied. So that that a great deal of attention is paid to political PR. As for political PR, the ability of public relations to manage crises, to relieve tension, to ease the situation, to reset public attitudes, to regain people's approval and trust in the activities of the authorities is also widely used in the spectrum of its debate. Important to note that, the business sector has been studied less than it should be. Traditional aspects of the research are election campaigns, work for the prestige of politicians, and in the commercial area, banks and some large companies. We should take into consideration that small and medium business as it is in this domain that lies the basis of development for our country. Besides, it seems to me that although public relations in small companies do not have this scale, they are very important for healthy development. Therefore, it is necessary to explore and develop methods of public relations for the private business sphere.

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## INTRODUCTION

Recently the theme of public relations has been actively promoted in literature and press. Obviously, it has become clear that this is an integral part of our daily life. First of all, it concerns the sphere of management. I agree with Professor E.A. Utkin, who notes that public relations are particularly vital in Uzbekistan. Sometimes countries are constantly exposed to various crises with serious consequences. To reduce these effects, measures of anti-crisis management and public relations have been applied [Mirziyoyev Sh.M. 2017]. It is evidently for this reason that a great deal of attention is paid to political PR. In the case of political PR, the ability of public relations to manage crises, to relieve tension, to ease the situation, to reset public attitudes, to regain people's approval and trust in the activities of the authorities is also widely used.

Unfortunately, the business sector has been left out a little. Traditional aspects of the research are election campaigns, work on the image of politicians, and in the commercial sector, banks and some large companies. Nevertheless, we should not forget about small and medium business as it is in this domain that lies the basis of development for our country. Besides, it seems to me that although public relations in small companies do not have this scale, they are very important for healthy development.

Therefore, it is necessary to study and develop methods of public relations for the private business sphere. Even quite famous PR-companies do not conduct research on this topic. It seems to me that such inattention is undeserved.

## M ETHOD OF RESEACH

The sphere of tourism is now quite dynamically developing, every year the turnover of funds in this area is increasing. In addition, according to experts in tourism hides a huge potential for development and prosperity of Uzbekistan. No other country has such natural and cultural riches, and they can make this industry one of the important sources of national income. However, as it will be shown below, PR activities in tourism are too underdeveloped. Its volume cannot even be compared to the political sphere. Probably one of the reasons for this is that the in-depth study of public relations has started quite recently. Many managers have simply not yet had time to master this unusual area. For most of those who started their working activity under the Soviet system, it is not at all clear what this is or why it is necessary. The second reason, in my opinion, is that politics, which is more characterized by manipulation of human consciousness and behavior, is more likely to perceive all the methods that can help it. All of the above makes it important and useful to consider the place and role of public relations in tourism. However, before turning to the topic of public relations, it is important to determine what public relations are. There are many definitions. For example, Professor Renee Harlow (USA) counted them 427 and proposed his 428th: "The PR is one of the management functions that helps to establish and maintain communication, understanding, location and cooperation between an organization and its public ...". [Public Releases. Public relations in business sphere. 1999]. The Institute of Public Relations (IPR), established in the UK in 1948, offers the following interpretation: "Public relations is a planned long-term effort to create and maintain friendly relations and understanding between the organization and the public" [Public Affairs. 1999]. Also interesting to me was the definition of the Dictionary of Foreign Words, prepared at MSU in 1995: "Public relations is the organization of public opinion for the purpose of the most successful functioning of an enterprise (institution, firm) and improving its reputation. It is carried out in various ways, but primarily through the media. The art of relations between state (management), public structures and citizens in the interests of the whole society" [A.N. Chumikov, 2000]. As for the latter definition in particular, one can notice a certain inclination towards state and public organizations, generally typical for the practice of public relations in Uzbekistan.

PR in tourism can be sub-divided into two main areas: the activities of countries to attract tourists and travel agencies to attract customers. Reasons, conditions and methods of PR-actions in these two areas are different and therefore require special attention.

## RESULT OF THE RESEACH

### **PR campaign of the tourism departments**

In terms of tourism, all countries in the world can be divided into 3 groups:

1. countries, for which tourism is not a significant source of income, and therefore have little interest in additional attraction of tourists.
2. "wealthy" countries - for them tourism is a significant source of income, and tourists are actively visiting them.
3. " underdeveloped " countries - for them tourism is an important source of income, but the flow of tourists is declining because of the negative image formed for some reason.

The countries of the first group pay little attention to additional attraction of clients. Governments either do not allocate funds for this or are limited to direct advertising. Azerbaijan, Iraq, etc. are likely to be an example of such a country. However, it should be noted that there are fewer and fewer such countries recently.

The countries in the second group are the most visited countries in the world. These are traditionally prosperous countries and the existing tourist flow is quite in line with their needs. Examples of such countries are: France (in 1999 the share of France in the world market of tourist services was 10.9%), Spain (7.9%), USA (7.2%) [A.N. Chumikov. ] and a number of other countries. Basically, these countries are also limited to direct advertising only, and then insignificant amounts. PR campaigns are applied by the tourism departments of these countries only in case of any events that may negatively affect their image.

For example, French analysts in 1996 concluded that the country's tourism business was threatened by two circumstances: a wave of terrorist attacks, and the arrogance and dislike of the French themselves, who rarely recall the interests of other peoples. What were the only nuclear tests in the Pacific Ocean in 1995-1996 that France had conducted without listening to anyone's opinion? The stormy outrage in the rest of the world had led to a drop in sales of French manufacturers and a decrease in tourist flows. To remedy the situation, the authorities timed to the beginning of the tourist season in 1996 a powerful PR campaign. Its basis was "hospitality contracts", which were signed by about 20 thousand service companies. They pledged to "smile", "watch their appearance", "respond to phone calls in a friendly and qualified manner". Relevant materials were also distributed to hotel and restaurant workers: phrasebooks, instructions, information on customs and mores of other peoples, advice on international etiquette. As a result, France not only did not lose the third largest tourist flow in the world by 1996, but also rose to the first level by 1999, overtaking Spain and the USA. [History of tourism. OTV. 2014]. As already noted, on average, the costs of these countries to promote their own services are insignificant. Exceptions can be made by Spain and Germany, which in 1999 took the second and eleventh places in the list of the most visited by tourist's countries of the world, respectively, the second and third places in the world by the expenses of state organizations on tourism on advertising. [7.231].

The countries of the third group are of greatest interest. These are countries whose income is highly dependent on tourism, but which have an unstable reputation. Among them are such countries popular with Uzbek tourists as Turkey, Egypt, Cyprus, Israel and others. They offer quite comfortable and inexpensive rest, but various events taking place in these countries regularly scare off tourists. It is clear that these so-called problem countries are primarily interested in holding large-scale PR-actions instead of direct advertising campaigns. We would like to talk about them in more detail.

The main reasons why the state departments of tourism appeal to PR-actions are as follows:

1. a large number of countries that offer, in general, the same type of holiday (for example, Turkey and Greece).
2. Various events that negatively affect the country's image in the eyes of tourists (e.g. the threat of terrorist acts)
3. emergence of new countries and new tourist destinations (for example, not long ago Uzbek tourists discovered Morocco).

Among the methods of PR-activities also can be distinguished the main areas of common interest:

1. Work with mass media. Here both articles in newspapers and magazines and work with radio and television are used. An example of such action can be the activity of PR-agency "Capitoline/MS&L" by order of Turkish Tourism Administration. [8.12] The analysis conducted by this agency confirmed the information that under the influence of various movies, as well as the lack of necessary information, potential tourists have formed a negative image of "dangerous" Turkey and "uncivilized" Turks. Capitoline/MS&L focused on working with journalists and the media. Firstly, a documentary film about Turkey and a number of video clips on television were produced. Secondly, an educational and entertainment radio tour for different audiences was conducted. Thirdly, a Turkish tourism news bureau was established. This body, which was provided with a large database and a photo bank of 600 slides, provided information on a hotline to major consumers and journalists writing about tourism. In addition, the bureau regularly distributed a special press packet and press releases, and organized materials in the mass media. Thanks to the active work of the news bureau, more than 750 journalists were involved in the campaign. The Office has achieved an impressive amount and quality of publications in the press. The number of positive responses about Turkey increased by 137% and the number of travel notes in thematic publications almost tripled. As recognized by the heads of many travel agencies and government agencies on tourism, the dream of any PR-campaign is to participate in its promotion of Sergei Krylov, author of the program "Travel notes" channel ORT. This program is made at a high level and is popular among TV viewers. Therefore, Sergey Krylov's authority and his positive personal impressions of the country dramatically increase the level of demand for trips to this or that country.

2. Issue of information materials. I can point out from personal experience that the lack of information about this or that country slows down the most. Modern Uzbek tourists are quite demanding and want to know as much as possible about where they are going. Availability of information booklets, maps, etc. "first hand", i.e. directly from the tourism department of a country facilitates the work of a tourist operator and increases the flow of tourists into the country.



3. organization of promotional trips. As you know, the best advertisement in Uzbekistan is people. If a person has had a good rest in this or that country, then his or her friends are likely to go to that country too, and then their friends and so on. Two types of trips are organized:

- For clients. It is a cheap or almost free trip to a high level resort with a certain set of excursions. To get it, the customer usually has to participate in the lottery, or answer questions about the country. The purpose of this campaign is to create a good impression of the country for the client, which he will then pass on to his friends and acquaintances.

- For travel agency employees. It is also an almost free trip to several resorts with visits to different areas and hotels. The purpose of such an action is also to create a good impression of the country, introduce potential agents to leisure opportunities and establish business contacts.

Some countries also conduct even more interesting trips. For example, in February 2000, the Northern Territories Tourist Commission invited PR-managers from the countries whose tourist markets are of the greatest interest to Australia to visit [9.56]. These countries are Germany, Japan, New Zealand, Singapore, England and Spain. The visiting specialists are responsible for promoting Australia as a tourist destination in their countries. Within two weeks PR-managers could visit the main tourist centers and sights of the country. The Tourism Commission of the Northern Territories of Australia considered that such an action will help PR-managers in their work and show respect of Australian tourist organizations to their partners in other countries. Organization of a major event in the country that would attract tourists. An example can be the exhibition "Expo-2000" held in Hanover from June to October 31, 2000. This event led to a sharp increase in the number of tourists wishing to visit Germany. The Executive Director of Expo 2000, Dr. Reinhard Volck, believes that this exhibition gives the tourism industry a chance to renew its activities globally in the third millennium.

Some departments, for example, the Maryland's Office of Tourism Development [10.38] and Egypt have similar trips for journalists. This campaign can also be seen as an element of media outreach. Such events allow journalists, first, to see the country they are writing about directly. Secondly, they can be convinced of the reliability and worthy service of the organizing firm. Thirdly, they can establish good relations between representatives of tourism business and the press.

It should be noted the need for strategic planning of PR activities, the behavior of large-scale actions, not just partial reports in special media. As noted by the Tourism Adviser of the Embassy of the Republic of Tunisia, "Effective public relations are impossible without solving many problems": lack of necessary contacts, ignorance of social and ethnic peculiarities of the population of Uzbekistan.

All of the above is true. But then the question is why he did not use the services of PR-agencies. The answer was the following: because none of them knows about the existence of such agencies in Uzbekistan. Therefore, it is necessary to create a PR-organization in Uzbekistan, specializing in tourism. This PR-organization should be engaged not only in public relations, but also in related market research. PR-organization should provide a full range of services for its customers: market analysis, search for a potential tour operator, identifying the most interesting types of tourism in the country, strategic development and assistance in conducting PR-campaigns. And services of PR-organization agency should be used by travel agencies of Hong Kong, Mexico, Singapore and many other countries. Helen Lloyd notes that direct advertising "today is not only expensive, but often ineffective. It is much more effective to work by means of PR on carefully tested segments of the market ...".

"PR - Department" at the State Committee on Tourism of the Republic of Uzbekistan helps tourism departments of different regions and countries, as well as travel agencies in finding clients, partners, customers, sponsors, as well as in working with journalists. The main activities of the "PR - department":

- "Uzbekistan - country of tourism" - representation of Uzbek regions. Acquaintance, opportunities of regional tourism development.

- "World tourism" - representation of diplomatic missions, counselors of different countries.

- "Leaders of world and Uzbek tourism business" - getting acquainted with heads of tourism firms, reliable Uzbek and foreign tour operators.

- "Resorts of the world" - exploring the resorts of different countries, mainly through operators offering their tour packages, as well as through representatives of hotel business.

The basis of "PR-Department" activity is cooperation with journalists, for which, in particular, a club uniting journalists who professionally cover tourism was created". The main forms of work "PR - department" - briefings, round tables, press conferences, creative evenings, meetings, as well as assistance in organizing study tours for journalists and much more. Promotional activities - holding press conferences with representatives of diplomatic missions and tourism departments.

As for the current situation, I would like to note that the best PR-action for the Department of Tourism of any

country can be considered as attracting the attention of such programs as "Travel Notes", "Travelers' Club" and so on. After the release of such a program on the air there is a noticeable increase in customers' attention to the above-mentioned country. Tourists, having watched an interesting program, want to see and try all the beauties of this or that region with their own eyes.

## **Samples of PR actions of some countries.**

Most frequently, the need to conduct PR-campaigns is caused by a real or mythical threat of a terror attack and natural disasters. According to Inna Konstantinova, a journalist and member of the Association "Tourism and the Press", PR-campaigns of Egypt, Israel, Turkey and Cyprus can be considered as model ones.

### **Turkey.**

Turkey became a leader in financing in 2000, spending about \$10 million to improve its image. [14.231] It should be noted that for a long time Turkey was limited to a direct advertisement, attracting tourists at the cost of cheap comfortable leisure, as well as the absence of the visa requirement. However, over time it no longer works, as the threat of terrorist acts and earthquakes gradually began to outweigh all these advantages. Therefore, the leaders of tourism industry of Turkey have adjusted their PR-activities. Using mainly the media, they are gradually trying to inspire potential tourists and employees of travel agencies to think about the safety of rest in their country: a terror attack in Turkey is almost ruled out, and resort areas are far from the centers of earthquakes.

In addition, the Turkish Tourism Department was one of the first to contact a professional PR agency to develop its campaign strategy and tactics.

The development of cultural and historical monuments visiting programs has also become a new direction. For the first time Turkey was regarded not only as a country of so-called "beach holidays", but also as a state with rich cultural and historical traditions. These themes are constantly featured in the speeches of Turkish representatives, both in general and specialized media (e.g. the professional magazine "World of Tourism").

As for other PR methods, the Department of Tourism actively organizes study tours for the staff of tourism companies, some of which are among the most inexpensive but comfortable trips.

Why does Turkey have to use public relations so actively? The fact is that Uzbek tourists (like others) bring considerable income to Turkey. Moreover, they also visit the country during the heat period (when tourists from other countries do not like to be there). Direct advertising has become less effective, also because Turkey has a serious competitor in the Uzbek market - Cyprus.

### **Cyprus**

Cyprus traditionally competes with Turkey, both in the field of tourism (these are countries with similar climate, cultural-historical and visa conditions), but also in military and political terms. It is the latter point that creates certain difficulties for the island of Cyprus. The political leadership of Cyprus has severely damaged the tourism industry of the country with its statements about readiness to deploy Russian S-300 missile systems in the south of the island and discussions about confrontation with Turkey. Responding to the requests of the leaders of the tourism industry, Cypriot politicians have changed their behaviour and become more reasonable and self-contained in their statements, especially regarding their main national problem - the Turkish occupation of the north of the island.

At the moment, it is difficult to find notes about some political difficulties on the island of Cyprus in the media, so many tourists are not even aware of this (unlike the situation in Turkey).

One of the main slogans of the PR campaign of this country is "Cyprus - Aphrodite Island". Cyprus in general is trying to create an image of a quiet, stable country with a rich historical past, a favorable climate and opportunities for comfortable recreation.

As a result, we can say that Cyprus and Turkey are in constant competition for tourists, and so far, despite all the efforts of Cyprus, Turkey wins.

### **Israel**

As for Israel, the PR activities of this country are just an example to follow. Although it is a politically unfavorable country, the number of tourists wishing to visit it is quite high.

The largest PR-action, conducted by Israel, took place in 1997. After a series of terrorist acts conducted by Palestinian fighters, the flow of tourists began to fall. To improve the situation, the leaders of the Israeli tourism business decided to hold an international seminar on tourism. The participants of the seminar were able to visit the majority of tourist sights all over the country and communicate with representatives of local tourism industry. This not only made it possible to establish business relations, but also convinced potential foreign partners in the safety

of rest in Israel. The name of Israel's national airline, El-Lyal, has long been a symbol of the highest safety for tourists and travel agency employees.

By marketing its services, Israel is trying to find a unique niche. Now with the word "Israel" most tourists have the image of a country with a unique cultural heritage and one of the world's best sanatoriums and hospitals. Even the threat of war and terrorist attacks are periodically relegated to the background. Although, it should be noted that politicians and tourism business leaders could not find here the same compromise as in Cyprus - the regular political turmoil and difficulty in obtaining visas discourage many tourists.

## **PR activities of travel companies**

Another aspect of PR in tourism is the activity of travel agencies to attract clients. After the tourism industry has been recovered from the 1998 crisis, many large and small tourist firms have emerged on the market offering their services. It is possible to notice that the majority of these firms offer the same product and a standard set of directions. Therefore, the client is finding it very difficult to understand the plenitude of firms, and studies show that only a small number of tourists from year to year prefer the same company. Most choose the company that is closer to home, to work, or just passing by accident.

In addition, Uzbek clients began to be exposed to aggressive advertising and information media, which at first had the desired effect. All advertisement magazines and newspapers were covered with hundreds of large and small ads. Over time, however, the effectiveness of advertising began to decline and there was a need for something new.

In addition, due to the market fullness of the host countries, prices for tourist vouchers became, on average, rising. In addition, according to Inna Konstantinova, the market of tourist services is being revived, which forces companies to intensify advertising and information efforts in the fight for clients. [15.321]

All of the above, as well as the abundance of Uzbek consumers in advertising in general and the lack of trust in it, led to the fact that firms have faced the problem of finding new ways to attract clients. However, travel agencies did not immediately understand the effectiveness of public relations methods. "The problem touches on a fundamental point - the recognition of the importance of public opinion and the desire (or lack thereof) to reckon with it when making responsible decisions" (Alexander Borisov, president of the Russian Association of Public Relations) [16.39].

Yet, Uzbek companies have 'grown' to understand the importance of public relations. Although to this day only a limited number of the largest firms have carried out strategic large-scale campaigns, virtually all agencies have taken some action in this direction.

There is generally no fundamental difference between the activities of tourism firms and those of other industries in public relations. However, the degree of attention to this area in tourism is somewhat lower. For example, I could not find any mention of a specialized PR department even in large Uzbek companies.

Nevertheless, it is possible to distinguish the following main directions of activity of tourist firms in the field of public relations:

1. work with mass media. Here we can consider both work with general mass media and with specialized media.

The main professional publication is the magazine "World of Tourism". It seems to me that this very publication largely determines the reputation of the company in the professional environment.

Firstly, this magazine conducts numerous researches and makes numerous ratings. For example, there is a rubric where representatives of various agencies anonymously express their opinion about certain operators. Such surveys, as well as characteristics given to this or that operator, have a significant impact on the desire of smaller agencies to cooperate with it. In addition, the ratings of different companies for previous seasons, etc., are given. Of course, the company's performance last season does not guarantee the same success in the current season (there were many examples of this), but, if necessary, to make a choice, the manager will take into account the opinion of such a reputable magazine.

Secondly, various articles are being published in the "World of Tourism". They can be devoted to the biography of a manager or manager of a company, the history of its foundation, and even just a curious case that happened to one of the employees. However, every article constantly gives a positive characteristic of a company's activity. Such headings are just interesting to read, so they are read mainly by everyone - from the general director to the manager of tourism and even an accountant. Therefore, a positive image of this or that operator is recorded in the minds of agency employees.

Thirdly, journalists of "The World of Tourism" cover all novelties in the market. They can be new directions developed by this or that company; new charter flights; new services offered. In any case, the effect of such a note will be much higher than that of direct advertising of tickets for the same charter flight.

Finally, the "World of Tourism" holds various contests. At first glance it may seem that they are not related to PR activities of travel companies, but they are not. Firstly, it is possible to sponsor this or that competition by offering a valuable prize to the winner. For instance, there are often firms that give prizes to the winner of the contest. And then, if a company cannot afford such a prize, participation in the competition itself is already important. The appearance of a photo in the same contest, as it will not seem strange, in a certain way affects the attractiveness of this firm in the eyes of managers of other firms. And besides, there are contests for the funniest photo of employees on vacation, the funniest or unspoken name and many others.

## DISCUSSION

The "World of Tourism" also has an electronic version, which is available on the website or via electronic mailing list.

Thus, it seems to me that a competent employee of a travel company engaged in public relations should first of all make sure that the name of the company is mentioned more often in the "World of Tourism". But one should be careful, because negative material in the magazine can cause certain damage to the reputation of the company.

As for the work with non-specialized mass media, it is not particularly different from the companies of other industries. For tourism firms, as well as for departments of different countries, the dream is to participate in TV programs. A simple phrase such as "Thank you for your help in organizing a film shoot in such a country" may have a significant effect.

In the media, travel agencies are mentioned quite rarely, and almost always in connection with any scandal or "puncture". Printed non-specialized media is the stock, which, if properly used, can still yield stunning results.

### 2. holding seminars.

Holding seminars (fairs, workshops) is an important element of PR-activities of a travel company. Usually, seminars are held in the main activity of the company. These are free meetings in a rather informal atmosphere over a cup of coffee, during which the representatives of the organizing company talk about the peculiarities of its direction (for example, the country), various resorts, peculiarities of visa and customs clearance, as well as other details that can help in the work. At the end of the meeting, visitors are usually provided with information materials, catalogues and so on. Moreover, the seminars are attended by both company specialists and representatives of travel agencies, which enhances the effect. In the course of such a meeting, those present can see the experience and professionalism of employees of the organizing firm, as well as the prospects of cooperation with it. The motives here are similar to the activities of tourism departments of different countries to provide information materials and advice. Such actions can be both regular and one-off.

### 3. organizing study tours for travel agency staff.

The main reasons and principles for organizing such trips are already described in the chapter on the activities of departments in different countries above. We can only add that, allowing managers of tourism "on their own shoes" to assess the safety of travel and high quality service, as well as personally see all the proposed resorts, the operator creates a powerful agency network. Agents will rather recommend to customers the resorts of those operators, in whose study tours they have visited.

### 4. work with various information services.

Tourist Information Services - are specialized organizations where anyone can call and get a free certificate on any issue related to tourism - from the phone number of any firm to information about what firm, for example, offers a tour of Italy from March 21, 2020 for one week with a visit to such cities and the like.

As for the tourist information service, the question arises whether it has anything to do with PR activities. Personally, I would refer this company to the field of advertising. The fact is that travel agencies directly pay for the operator to advise them to callers. The operator has a list of all firms that have declared their advertising, and he calls them all in a circle, not caring about the quality of services offered and the reliability of the firm. However, the tourist information service presents itself as an "information and PR-company" [17.121], and therefore it was necessary to mention it in this work.

Besides, some large firms assist small agencies in PR activities. For example, "Malika" has organized a Department in which public relations professionals help firms that want to organize PR-companies. I think that such departments are very useful. Firstly, for a large operator, it is a way of making money. Secondly, for a start-up company it is an opportunity to get professional advice from people who are familiar not only with public relations, but also with tourism. Thirdly, such activity allows to establish a partnership between the operator and the agency, which is their mutually beneficial cooperation.

### PR-activities of tourism companies on the example of "Sogdatur".

To illustrate the above statements better, a specific example should be given. I chose "Sogdatur" as an example for two reasons. First, after studying the work there for more than six months, I was able to observe its development from the inside and analyze its activities in the field of public relations. Secondly, the relatively large companies are quite simple: they have gone further than others in the development of public relations and in terms of the set of methods are closer to the classic Western companies. In addition, they are quite few. Therefore, it would be more interesting, in my opinion, to consider the experience of a small company that is unable to use the full set of methods and tools.

I will first provide some general information about the company. "Sogdatur" has existed as an independent company since 1999, and before that three years - as a division of another, larger company. The company has a small staff of 8-10 people, so there is no special department for public relations. The firm is engaged in any directions, both in Uzbekistan, and more than in 30 countries of the world. In some directions "Sogdatur" is a tour operator, in some directions it is a travel agent. The firm is constantly developing.

One of the main aspects is, of course, the work with the media. Having started, as everybody else, with direct advertising in newspapers and magazines, it was noted that gradually its efficiency is decreasing - the sum of profit per unit of expenses is steadily decreasing. After analyzing the situation and testing various methods, it was concluded that Sogdatur should focus on working with non-specialized media. It is clear that the level of "bad memos" and funding of various programs of the company for financial reasons is not yet available. Therefore, articles in some newspapers and magazines are the basic tool. Mostly, articles in magazines and some other publications are organized. The number and subject matter of articles varies as needed and depending on the season.

In the case of specialized media, the work with them so far has been limited to small actions. For example, employees of the firm participated in the competition of the magazine "World of Tourism". In addition, employees submitted photographs under the heading of funny collective leisure photographs. It may seem insignificant and even unnecessary, but I can say, referring to "Sogdatur" for a trip, some agencies said: "And we remember you - you have such beautiful employees", or "Well, did you still go to kebabs?" That is, initially had a positive image of the company, cheerful and nice employees. Thus, the main goal - to form a positive public opinion - is achieved, the way and thus indirectly.

Seminars are much less expensive, and therefore even a small company can set up here. Since the general principles of these events are already described above, I will dwell on a specific scheme. First, you should choose the "corona" direction, in which employees feel confident, there is enough material and the firm can be really useful to other agencies. There is nothing worse than forcing people to waste their time and endure nothing useful. The organization of the meeting itself is also important: it should take place in a friendly atmosphere and carry as much information as possible in the shortest possible time. At the same time, it should be taken into account that the main purpose of the seminar is to share experiences, give advice, rather than praise your company. "Sogdatur, for example, conducts seminars on club holidays in Spain and the Canary Islands. It is planned to organize seminars on foreigners' reception in Samarkand in the nearest future. Due to competent conduct of meetings, the number of orders from other travel companies has increased.

As for promotional trips for employees of other travel agencies, it is still difficult to organize them as they require significantly more work and money turnover.

And finally, the information services. Cooperation with them takes the form both of evaluating and discussing the activities of other companies and providing material on their own activities. I can note that the open provision of information about their activities, as well as consent to testing of managers, for example, the service "Sogdatur" already form a favorable public opinion, even if the firm does not become a winner of various ratings.

In addition, Sogdatur uses another method that is not typical of other companies. The company organizes meetings for ordinary people, during which it introduces various leisure opportunities. For example, it is possible to learn from qualified advisors about new countries to visit this season. Information provided on legal matters: obtaining a foreign passport, visa regulations of a country is also useful. Naturally, the ideal option is to sign a contract with a client at the end of the meeting. However, even the absence of one is not considered a failure. Repeatedly, when satisfied with a competent and unassuming response person returned after a while and bought a ticket or advised his friends and acquaintances to contact "Sogdatur", and most importantly - the company acquires a reputation as a reliable and qualified partner, which can be confided in the organization of their holidays.

## CONCLUSION

In summary, it should be noted that in any industry the most effective are not individual methods, but the "ideology" of public relations. In order for a company to work successfully, all its activities, the thoughts of all its employees should penetrate into the concerns about the reputation of the company. It is in this case that not the firm will work for public relations, but public relations - for the firm.

One cannot but agree with the opinion that Uzbek companies have to be more sophisticated and resourceful in the



field of public relations. And this is not just because Western companies have much larger budgets. In the years since the collapse of the Soviet Union, so many means of influence and manipulation of consciousness have been directed at domestic consumers that they have become extremely distrustful. That is why it is very difficult to establish favorable relations with the public.

Another difficulty in spreading public relations in Uzbekistan is the fact that in our country, in general, something new, foreign, is hard to get accustomed to. For 70 years such notions as "competition", "struggle for clients" simply did not exist. Therefore, even now many managers think that it is they who can choose their clients, and the latter should be grateful for a well spent vacation. However, over time, the situation changed. Now tourists already understand that there are a lot of travel companies, and there is something to choose from. Quality work is gradually becoming not an advantage, but a norm of business life.

And even those managers who understand the importance of harmonious relations with the public, cannot always realize it in practice. The fact is that while Uzbek entrepreneurs have already learned a little bit about advertising, public relations still remain a mystery for most people behind seven seals. There are very few specialists in this field, and most of them are concentrated in large PR-agencies, which not every firm can use. Therefore, it is important to train specialists with new thinking in the spirit of public relations, who could develop and improve public relations in Uzbek business. They are the key to success.

There may be a question, is not everything considered in this work a private case worthy of attention only of a narrow group of specialists in the tourist business? I think it is not. Firstly, the situation in the field of public relations is largely similar for all business sectors. And secondly, the analysis can serve as a basis for analysis in other areas, not only in the service sector, but also in production. In addition, if Uzbek companies want to be competitive in the world market, they cannot do without public relations, because they have already become a norm of life in the world community.

It also seems to me that this work may have some practical value. The conducted research allowed us to summarize the situation in the tourism business and draw certain conclusions. The main directions that have yet to be developed were immediately visible. Lack of finances and knowledge among employees of tourism companies in the field of public relations became evident. All this will improve public relations in small and medium business.

So, despite the still small number of publications on the topic and the lack of specialists, interest and understanding of the need to develop public relations in the business sphere is constantly growing. It is hoped that the establishment of harmonious relations with the public will contribute to the prosperity of Uzbek business and the well-being of the entire society.

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