

TOURISM BRAND IN THE DEVELOPMENT OF TOURISM MANAGEMENT

Najmiddinov Sulton Nurali o'g'li

Magistr of Tashkent State University of Economy

Kuzibaev Davron Rustamovich

Magistr of Tashkent State University of Economy

Article history:		Abstract:
Received:	1 st January 2023	This article outlines the important aspects of tourism brand (in the case of Bukhara region). As well as, it is reflect that it should be taken into account which aspects for creating a Uzbekiston tourism brand and how it can contribute to the development of tourism. In addition, it has information about the tourism potential of Uzbekistan related to creating the Ziyarah tourism brand.
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In Islam, ziyara(h) (Arabic: زياره ziyārah, visit) or ziyarat (Persian: تزارات, ziyārat, pilgrimage) is a form of pilgrimage to sites associated with venerated figures in Islam, such as the Prophets, the Sufi auliya, and Islamic scholars.

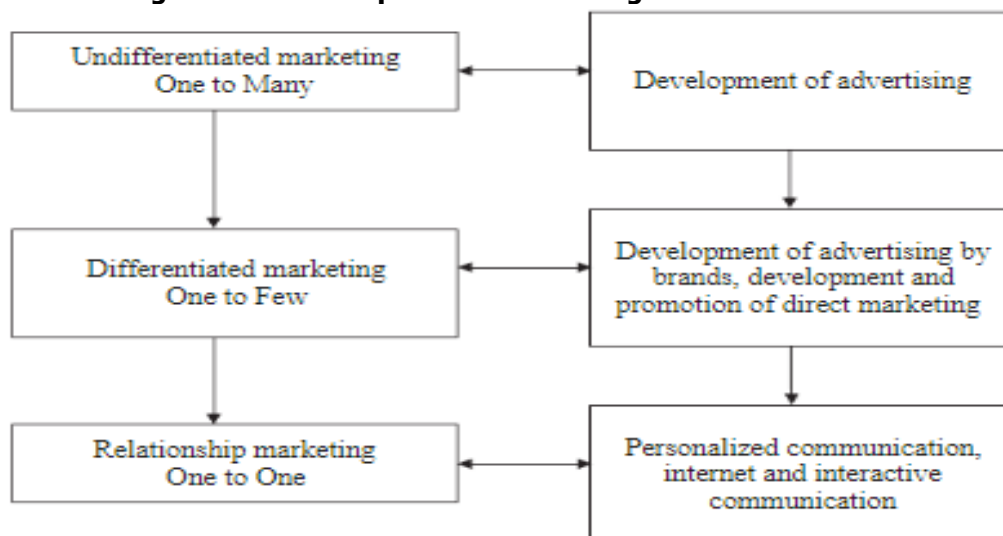
In a study published in The McKinsey Quarterly, recognizing that «the economic success of the state in the glob-al competitive struggle is important how consumers perceive its image[1]. The communication system of the tourist firm that is various models of alone or combined use of advertising, public-relations, sales promotion, sponsorship, promotion, propaganda, branding (creation and communication of brands) and direct marketing. Communication policy in tourism is implemented at three levels:

- **The national level** – the system for a national advertising campaign for the presentation of Bulgar-ian tourism. This requirement is enshrined in Article 6 of the Law on Tourism [6] in the person of the Minister of Economy, Energy and Tourism and the National Tourism Council.

- **At the branch level**, such a communications policy for promoting and advertising the hotel and restaurant product is accomplished by Tour Operators and Travel Agents, Travel Agents, tourism industry and others.

- **On the enterprise level and individual tourist site.** Building a marketing communication system of tourist development follows the development of marketing itself, as presented in Pic.[2]

Picture 1
Stages in the development of marketing and communication



Source: Ilieva Lyubka., development of the tourist brand.,p-35.



Uzbekistan has a unique heritage of Islamic culture and historical monuments. As such, it should be of great interest to tourists from Muslim countries and has strong potential to attract them. The country is home to important cities for the Muslim world, especially Bukhara and Samarkand. The names of such greats as Imam Al-Bukhari, Imam At-Termizi, Imam Al-Maturudi, Baha-ud-Din Naqshbandi, and Az-Zamakshariy, all from present-day Uzbekistan, are well-known. Baha-ud-Din Naqshbandi is now recognized as the "Sultan of Sufism," [3] potentially making him an important draw for Sufi pilgrims. Samarkand possesses such unique tourism sites as Al-Bukhariy Mausoleum, the Tomb of St. Daniel (prophet of three major religions), Ruhobod Mausoleum (burial place of Sheikh Burhanuddin Sagardji, the spiritual mentor of Amir Timur), the Shakhi Zinda necropolis, etc. Tourism and management researchers have already organized a 7-day tour for pilgrims that visits more than 30 destinations from Tashkent to Bukhara [4]. Pilgrimage tourism is undoubtedly an attractive proposition for Bukhara region.

TECHNOLOGY FOR CREATION THE TOURIST BRAND: Evolution of marketing theory puts the brand as a major competitive advantage for the enterprise in the twenty-first century, not the functional characteristics of the product and its differentiation, pricing and distribution policy [5].

The development of effective tourism brand is important to determine its characteristics:

- the essence of the brand (Brand Essence);
- functional and emotional associations that give rise to tourists and tourist intermediaries (Brand Attributes);
- verbal element of the mark or sign verbal commodity (Brand Name);
- visual image of the brand, formed by advertising in the minds of tourists (Brand Image);
- the degree of awareness of the brand among consumers and intermediaries, strength of the brand (Brand Power);

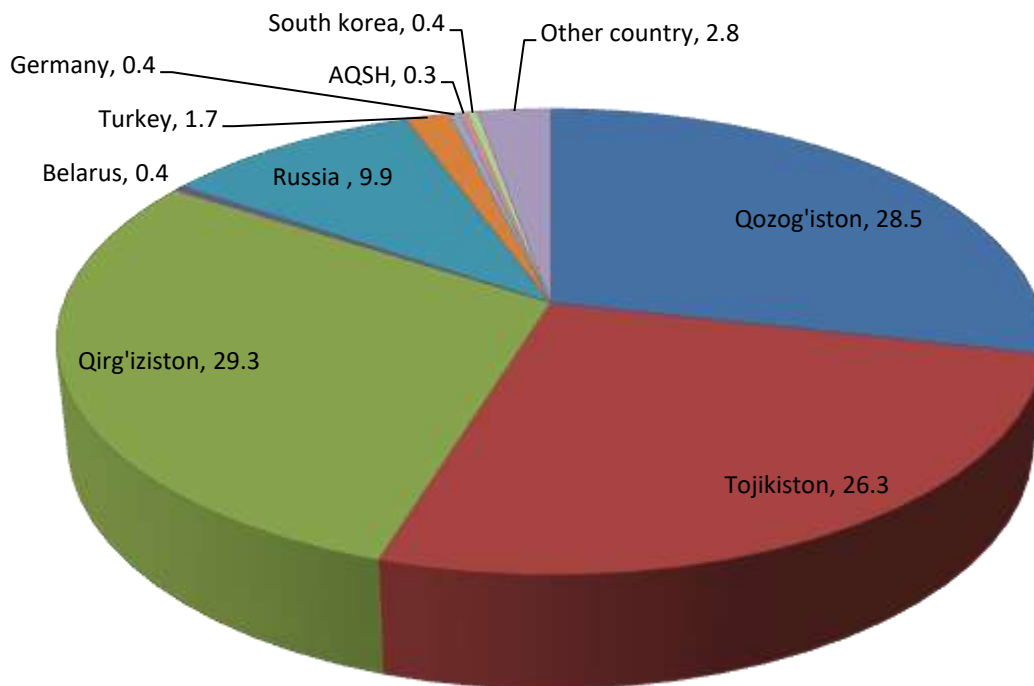
- a set of attributes of the brand that characterizes his personality (Brand Identity);
- valuation, indicators for assessing the value of the brand (Brand Value);
- the rate of growth of the brand (Brand development Index);
- degree of popularity of the brand among the target audience and its specific target segments [6].

From these characteristics it can be concluded that not every trademark can become a brand. Commodity mark and trade mark must acquire knowledge about the market and gain confidence among tourists and intermediaries. Whether for a single product (Ritz-Carlton), a tourist enterprise (Club Med) or destination (Bulgaria) as a symbol, logo, letter initials, depends on their ability to produce unique associations in the consumer – as rational and emotional [2].

It is real that at first we can improve marketing for developing Ziyarah tourism. The advertisement have to reach the potential buyers of the product. This is exactly where the overall strategy of branding has to involve a 360-degree perspective. This involves an integrated approach of crafting, developing and nurturing the unique selling proposition. Integrated promotion, the primary consideration when branding tourism products that involve religion, heritage, adventure, sports, medicine and ecology should be a combination of product differentiation and integrated promotion of the products at the same time. Of course, these criteria need to be customised and the right infrastructure and connectivity must be provided. The importance of reputation, identity and perception as the three fundamental factors remains critical in any kind of destination branding [4]. The advertisement of tourism will not suffice for branding the destination as long as it doesn't conjure up positive perceptions in the minds of visitors.

Diagram 1

Distribution by country of the number of visitors who entered Uzbekistan among half quarter of 2022 year (%).



Source: Author's work based on the information of the Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan

From this diagram can be seen that most of the tourists visited from neighboring countries. Turkey ranks 5th among those who visited Uzbekistan and this indicators show that we need to develop tourism. Necessary conditions for the development of tourism are being created by the state, but through the development of marketing, we can realize the visit of many tourists. The greatest opportunity is that there are seven saints in the Bukhara region, which in turn requires high responsibility. I am considering that we can create a perfect brand via this opportunities.

Our opportunities to create tourism brand in the development of Bukhara destination:

- Bukhara region has The Seven Saints;
- The number of tangible cultural heritage objects in ancient cities of Uzbekistan is 829;
- A large part of the Bukhara region is a desert zone;
- It is also known as a "town museum" with over 140 architectural monuments dating back to the Middle Ages;

- The existence of national clothes and customs and etc;

By embodying the above aspects, it have to create a perfect brand of tourism of Uzbekistan all over the world. Under this brand, we can participate in international competitions and festivals and, taking into account the aspects reflected in the brand, we can hold international festivals, forums and award ceremonies in those places.

All in all, Uzbekistan has ancient history not only all over the world but also one of the largest centers of Ziyarah tourism in the Islamic World. That's why the brand of this destination is very significant and the face of Pilgrimage tourism. Uzbekistan for sure is a country for being one of the safest in the world, having fantastic monuments, fascinating cuisine, good prices, a kind population and good weather (300 days of sunshine per year), and allowing tourism around the year. "Every time is a right time to visit Uzbekistan", told a tourist to DNA and Centre line.



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