



## ANALYSIS OF "TERRITORY BRANDING", EXISTING SHORTCOMINGS AND SOLUTIONS IN IMPROVING THE TOURISTIC IMAGE OF OUR COUNTRY AT THE WORLD LEVEL

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**Narzikulov.E.F. Analysis of "territory branding", existing shortcomings and solutions in improving the touristic image of our country at the world level**

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| <b>Received:</b> 25 <sup>th</sup> November 2023<br><b>Accepted:</b> 20 <sup>th</sup> December 2023<br><b>Published:</b> 26 <sup>th</sup> January 2024 | This article examines the statistical indicators of tourism in our country and today's tourism opportunities, analyzes the marketing and PR work carried out by the tourism committee, analyzes international statistical indicators of tourism, the tourism brand of our country and its existing shortcomings, and presents proposals. An analysis of advertising videos used to create the international image of our country was carried out, as well as an analysis of the types of travelers visiting our country. |
| <b>Keywords:</b> tourism, brand, statistics, analysis, tourist, international image, marketing, PR, video, regional branding, tourist                 |  |

**INTRODUCTION.** As a result of the participation of the whole world in the process of globalization, entry and exit between countries is easy and without barriers, and the decrease in price creates the need for additions and changes to the country's economic policy. Such additions and changes contribute to ensuring the country's economic well-being. If you look at the tourism potential of many developed countries, the share of tourism makes up a large part of GDP. In countries with a developed tourism sector, a tourism industry will be established to show the country's tourism potential, which will bring a lot of income to the country's economy. If countries with a rich history and very ancient cultural heritage are considered to have the main source for the development of tourism, then it would be logical for the tourism sector of countries like Uzbekistan to be like French tourism. But it's not all about whether or not there are tourist objects and a tourist environment in the country, it's about being able to interest people on earth in that culture, marketers and managers will help us in this.. Tourism as an economic sector is the fundamental basis of the national economy of many developed countries in the developing countries of the world. According to the WTO, the contribution of tourism to the world economy is 7.6% of the world gross domestic product. The World Travel and Tourism Council's (WTTC) Economic Impact of Travel and Tourism 2023 Report shows an encouraging recovery in travel and tourism investment, overcoming

pandemic challenges and a strong return to growth. In 2022, the travel and tourism sector contributed 7.6% to the world GDP; It showed a 22% increase over 2021 and just 23% below 2019 levels, and 22 million new jobs in 2022, a 7.9% increase over 2021 and 2019. - showed that it was only 11.4 percent compared to <sup>1</sup>. According to the latest statistical data of the Uzbek Tourism Committee, 5,232,780 people visited Uzbekistan in 2022, this figure compared to 2021 was 3,351,446 , and 1,515,732 people less than in 2019. Kazakhstan, Kyrgyzstan and Tajikistan are in the top three by the number of visitors. In January-June 2023, more than 3.1 million foreign citizens visited Uzbekistan for the purpose of tourism<sup>2</sup>. In 2019, 2,280,131,088 people traveled internationally and spent 1,549,620 million dollars. The covid-19 pandemic, which began at the end of 2019, had a strong impact on international tourism, as a result of the pandemic, world tourism lost a total of 2.6 billion tourists in 2020, 2021, 2022 and suffered a loss of 2.6 trillion dollars in these 3 years<sup>3</sup>.

**SETTING A SCIENTIFIC PROBLEM.** In today's globalized life, not only countries, but also cities are competing. Creating territory branding has become a hot topic. Successful territory branding contributes to the infrastructure of the country by increasing the flow of tourists and investments into the country, which in turn increases GDP and reduces unemployment. "many large-scale works are being carried out, a clear example



of this is pq-238-decree of the President of the Republic of Uzbekistan<sup>4</sup>, which envisages increasing the volume of tourism in our country. Creation of territory branding has been a global issue in the focus of attention of many scholars for centuries. B. Baker, N. Morgan, A. Pritchard, B. Carmen., L. Stewart, R. J., S. Balakrishnan., Melodena, F. Kotler, D. Haider, I. Raine, K. Dinney, L. Tsai, W. Scholars such as Gartner, A. Munar, F. Joao have conducted many studies on area branding<sup>1</sup>. I.S.Tukhliyev, M.K.Pardaev, T.Abdullaeva, M.T.Alieva, Kh.M.Mamatkulov, R.Haitbaev, D.Kh. Aslanova, A.Toksanov, A.S.Soliev, B.Ruzmetov, B.Sh. Economists such as Safarov, M. Alimova, A. N. Khalikulov, N. Muminov are engaged in <sup>2</sup>.

1-WTTC.org

2-uzbektourism.uz

3-UNWTO.org

4- Decree of the President of the Republic of Uzbekistan, dated 27.07.2023 No. PQ-238

<sup>1</sup>B .Baker. (2007). *Destination branding for small cities*. Publishing house - illustrated; N.Morgan., A.Pritchard. (2004). *Destination branding: creating a unique destination proposition*. Publisher - Routledge; B .Carmen., L .Stewart R. J. (2005). *Destination Branding: Ideas and Practices of Destination Management Organizations*. Journal of Tourism Research. 43. 328-338; S. Balakrishnan., Melodena. (2009). *Strategic destination branding: a framework*. European Journal of Marketing. 43. 611-629; F.Joao. (2011). *Destination Brands: Managing Destination Reputation (3rd Edition)*. Territory branding and public diplomacy. 7. 10.1057/pb.2011.25; F.Kotler., D.Haider.,I.Rein. (2002). *Marketing places and spaces*. Publisher – Free Press; K.Dinny. (2010). *City branding: theory and examples*. Publisher - Palgrave Macmillan; Tsai L, Gartner W, Munar A (2009). *Tourism Branding: Communities in Action (Bridging Tourism Theory and Practice, 1)*. Publishing house – Emerald

<sup>2</sup> Aliyeva M. T., Mirzayev M. A., *Basics of tourism. Study guide*. -T.: Philosophers Publishing House of Uzbekistan. 2011.; Boltabayev M. R. Tukhliyev I. S. Safarov B. Sh. Abdukhamidov S. A. "Tourism: Theory and practice"/Monograph - Tashkent: "Barkamol fayz media" publishing house, 2018.— 190 p.; Bekmurodov A.Sh., Karrieva Ya.K., Ne'matov I.U., Nabiev D.H., Kattaev, N.T. *Foreign investments. Study guide*. -T.: Economy, 2010.-166 p.; Komilova N.A., Usmanova L.I. *Development of tourism in Uzbekistan: problems and realities*. SamISI, Uzbekistan: tourism, economy and ecology. Scientific collection. - Samarkand, 2019, - pp. 26-30; Muminov N.G. *Prospects for the development of public administration in the field of tourism in*

*Uzbekistan // Economics and Finance (Uzbekistan),, 2022 g, No. 5, S.2-10.; Muminov Nazim Gaffarovich. Systematization of factors affecting the development of tourism. Proceedings of the international scientific and practical conference on "Socio-economic problems of the formation of the third renaissance". - T.: "IlmZiyo-Zakovat" publishing house, 2022. - B.393-395.*

Many countries with great tourism potential are not able to fully utilize their potential, because the country's tourism image at the world level is not well paid attention to. Uzbekistan started to pay more attention to tourism in the last 6 years and focused on infrastructure, and there have been positive changes in the short term, but the country can attract more tourists through its historical monuments and great history in general. in fact. Historical sites and great history are only a part of the tourist product, but introducing this tourist product to the world and increasing the flow of tourists remains one of the main problems.

According to statistics, as of January 1, 2023, 1,088 hotels are operating in our republic, of which 1-star - 231, 2-star - 36, 3-star - 120, 4-star - 24, 5-star - 5, uncategorized - 672. As of January 1, 2022, the number of firms and organizations engaged in tourism activities in the Republic of Uzbekistan was 288, 61.8% of which were located in Tashkent<sup>1</sup>. When we compare the above statistics with countries with developed tourism, it is clear that Uzbekistan should attract tourists through a well-thought-out marketing policy, competitive prices, qualified, diverse product portfolio, and form its investment priorities taking into account the new needs of tourists. Under such circumstances, the problems of competitiveness and branding of tourist areas are attracting more and more experts' attention and are becoming the object of scientific research. The purpose of this article is to analyze the problems of tourism and branding in the region and to develop approaches to promote the tourist region based on the concept of territorial branding.

**The object of the study. Marketing reforms for the development of foreign tourism in our country, facilities created for tourists, PR ads, promotional videos, infrastructure.**

**The empirical source of the research** was the analysis of the measures and statistical data implemented to develop tourism in our country and raise the international image of our country.

**The main analysis and results.** As of 2022, 27 higher educational institutions and 8 colleges are training specialists in the field of tourism in our country<sup>1</sup>. If we compare the 2 years before the pandemic in 2020,



**Table 1. Organized tourist facilities in 2018 and 2019<sup>2</sup>**

| Actions taken                  | 2018 | 2019 |
|--------------------------------|------|------|
| guest accommodation facilities | 142  | 914  |
| Wifi zone                      | 192  | 230  |
| Tourism information center     | 29   | 33   |
| Installed road signs           | 373  | 416  |

1-stat.uz, 2-uzbektourism.uz

According to the statistics published by the Uzbek tourism committee on the number of visits to our country between January and December 2023, it was revealed that the largest number of tourists from neighboring countries came from Tajikistan - 1,969 652,

Russia is the leader among non-neighboring countries - 675,803. Among European countries, Germany showed the largest number of visits - 28,805, as well as Turkey - 99,244, India - 41,507, China - 38,950<sup>2</sup>.

**Table 2. Average number of foreign trips per person per year by country<sup>1</sup>**

| Nº | Countries where people travel the most | Foreign trips (average number of trips per person per year) |
|----|--|---|
| 1  | Finland                                | 1,7   |
| 2  | USA                                    | 0,2   |
| 3  | Sweden                                 | 1,5   |
| 4  | Denmark                                | 1,4   |
| 5  | Norway                                 | 2,  |
| 6  | Hong Kong                              | 4,3   |
| 7  | New Zealand                            | 0,5   |
| 8  | Canada                                 | 1   |
| 9  | Australia                              | 0,4   |
| 10 | France                                 | 0,4   |

The countries listed in Table 2 did not rank high in terms of visits to Uzbekistan,

**Table 3. Rating of hotels according to Booking.com<sup>2</sup>**

| Hotel                  | Cleanliness | Comfort | Location | Staff | Value for money | Wi-fi |
|------------------------|-------------|---------|----------|-------|-----------------|-------|
| Samarkand Travel Hotel | 8,5/10      |         |          |       |                 |       |
| Furkat Guest House     | 8,4/10      |         |          |       |                 |       |
| Savitsky Plaza         | 9,2/10      |         |          |       |                 |       |
| Continental Hotel      | 8,6/10      |         |          |       |                 |       |

1-Worldatlas.com, 2.booking.com

The data was calculated from the comments left about the hotel on booking.com. Many guests complained about the internet speed in Uzbekistan and the fact that shops and supermarkets do not work in the evening.

The guests mostly commented on the breakfast and cleanliness, and the comments also revealed that the individual attention given to the guests also made them have a good impression of the hotel and the country.

**Table 4. According to the type and region of tourists who visited Uzbekistan in 2018<sup>1</sup>**

| Region        | As group | As Individual |
|---------------|----------|---------------|
| North America | 85%      | 15%           |
| Europe        | 78.1%    | 21.9%         |
| Middle East   | 72%      | 28%           |
| CIS           | 54%      | 46%           |



The above table was compiled based on the survey organized by Uzbektourism in 2018, from which it can be seen that the countries of North America, Europe and the Middle East do not have enough information about Uzbekistan, therefore, groups visit our country through tour companies. prefer to travel together. Currently, the tourism potential of Uzbekistan is being promoted all over the world, marketing and PR work is being carried out. Agreements are being signed with many countries and cities that have developed tourism, and practical conferences are being held. When we analyze the publications and shows in international magazines and TV channels about the tourism potential of Uzbekistan. In 2023, "Forbes" magazine and "World of Statistics" website included Uzbekistan in the list of the best countries to travel in 2024. The CNN channel also included Uzbekistan among the best countries for traveling. . The Great Britain "Time out" website ranked the Aral Sea and the Ustyurt plateau among the top 10 tourist destinations in the world for stargazing. In December 2023, the film "Spirit of Samarkand" was filmed on the US CNN channel<sup>1</sup>. At the moment, when we looked at the [uzbektourism.uz](http://uzbektourism.uz) site, we found out that there are 9 promotional videos, only 3 of each video have more than a million views on YouTube.com, and the reason for this is that they are viewed by foreign travel bloggers. it turned out that it was filmed and posted on its page, and we noticed that the promotional videos were shot 3, 4, 5 years ago.

1-[uzbektourism.uz](http://uzbektourism.uz)

### CONCLUSIONS:

1. Development of qualifications that meet the needs of the times for employees working in the tourism sector in our country,
2. Setting the price of goods or services sold by organizations and individuals serving foreign tourists in our country to be the same for local and foreign individuals.
3. Improving the quality of the Internet.
4. Development of tourist attraction strategies for winter and summer seasons
5. Prevention of air pollution
6. To give concessions for daily tourist tax to foreign tourists visiting 2 or more times..
7. Getting famous travel-influencers to post videos intended to show the tourist potential of our country on their pages.
8. Increasing the number and improving the quality of ATMs serving Visa and Mastercard cards.

9. Increasing tax benefits for entrepreneurs operating in the tourism sector.
10. Conducting a competition between hotels and tour agencies every year by conducting a survey among tourists, and awarding the best hotel and tour agencies and implementing their experience throughout the republic. put on.

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