



ANALYZING TOURISM MARKETING IN UZBEKISTAN

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Abstract: Uzbekistan is a country with a wealthy history and culture that's rising as a driving travel goal in Central Asia. The fact that the main part of the Great Silk Road passed through this state, dazzling engineering, and differing characteristic scenes, the nation has awesome potential to draw in worldwide travelers. In this article, analyses the advancing tourism showcasing scene in Uzbekistan and investigates the country's endeavors to advance its interesting social legacy; whereas, adjusting to worldwide tourism patterns. We examine key procedures such as advanced promoting, social narrating, and universal organizations, as well as the challenges the nation faces in terms of framework, brand mindfulness, and territorial competition. By analyzing these showcasing approaches and their adequacy, this article gives understanding into how Uzbekistan can position itself as a competitive and alluring goal within the worldwide tourism advertise.

Keywords:

Uzbekistan, tourism marketing, economic growth, tourism infrastructure, destination marketing, cultural heritage, eco-tourism

Introduction





Uzbekistan is a country known for its rich cultural and historical heritage, unique natural landscapes and hospitable people. Considering the potential of the country's tourism industry, the President of Uzbekistan has developed a strategy to promote the Uzbek tourism brand, aimed at attracting domestic and international tourists and creating special tourist experiences. Uzbekistan's tourism development strategy is based on the development of tourism infrastructure. In our country, great attention is being paid to the modernization and construction of new hotels, restaurants and tourist facilities. This will also improve the quality of service provided to tourists. The development of the transport system, including the development of aviation, railway and road infrastructure, plays an important role in improving the convenience of travel for tourists within the country. The Government of Uzbekistan attaches great importance to improving the quality of service, modernizing facilities and building new ones in order to attract domestic and foreign tourists .

Support for tourism development is usually based on the perceived economic benefits that tourism can bring to a community. Many people equate the direct benefits of tourism with tourist spending. When tourists spend money, they create demand for local goods and services and generate income, employment, and tax revenues in the community. The construction of tourist facilities also creates income, employment, and tax revenues in the community. Tourism might not generate the most lucrative or the most satisfying employment, but in many cases, it is the only kind available. Foreign tourists also bring valuable foreign exchange to the host country, which is needed to pay for imports. Foreign (nonresident) direct investment in the local tourist industry can increase the host economy's productive capacity and business know-how. Tourism growth means an increased demand for destination resources, such as land to build more hotels and tourist attractions and workers to staff them. If local tourist businesses possess market or monopoly power and can charge prices to tourists that are substantially above the cost of production, a gain to the economy occurs .

Destinations can increase their net economic benefit from tourism by adopting appropriate tax measures and other policies.

University of Toronto economist Richard Bird notes that “. . . many tourist countries seem to under tax their tourist exports.”³⁰ Tourist destinations can increase their benefit–cost ratio from tourism in several ways .

“Uzbekistan is the most mysterious country in Central Asia. The process of obtaining a visa to this country has become much simpler. Cities such as Khiva,





Bukhara, and Samarkand boast numerous attractions worth visiting,” writes British journalist Hazel Plash. Her article, published in The Telegraph, was headlined: “Uzbekistan: the most amazing country you have never been to.”

Similarly, an article titled “Russian tourists are increasingly visiting Uzbekistan” appeared on the RIA Novosti news agency’s website. According to the data, over 270,000 Russian visitors traveled to Uzbekistan in 2018, a threefold rise over prior years. Ivan Fetisov, head of the consular section at the Russian Embassy in Tashkent, also commented on the report, pointing out minor enhancements to customs procedures at Uzbek airports. These examples illustrate two main points: first, Uzbekistan’s appeal as a tourist destination with attractive regions; and second, the ongoing liberalization processes, particularly in visa facilitation, which have garnered positive feedback. The newspaper “Xalq So’zi” published an article titled “A survey was conducted among tourists who came to Uzbekistan. What is the result?” It noted that the State Committee for Tourism Development surveyed 5,700 tourists from 72 countries. The survey revealed that most visitors decided to travel to Uzbekistan based on recommendations from friends, family, and social media. Newspapers, magazines, television documentaries, and news programs were also found to play a significant role in influencing their decisions. Efforts to effectively promote Uzbekistan’s tourism potential and maximize existing opportunities are helping elevate the sector to a new qualitative level. This is supported by the Presidential Decree of December 2, 2016, titled “On measures to ensure the accelerated development of the tourism sector of the Republic of Uzbekistan,” as well as the tasks outlined in the Strategy of Actions for the five priority areas of development for 2017-2021. These measures aim to develop Uzbekistan’s tourism industry, enhance its contribution to rapid economic growth, create new jobs, and improve the competitiveness of the country’s tourism products on the global market. Achieving these goals requires equipping the national tourism sector with relevant information, developing modern technological solutions and software for tour operators, fostering collaboration with the information market, and conducting extensive promotional campaigns in the mass media to enhance Uzbekistan’s international reputation. Creating and disseminating information resources that highlight Uzbekistan’s unique history, renowned scholars and scientists, landmarks, national cuisine, and traditions will significantly enhance its appeal to tourists. Documentaries, TV programs, and other media can play a pivotal role in this regard. Every tourist visiting Uzbekistan seeks a comprehensive travel experience beyond sightseeing. This





calls for implementing specialized programs to enhance the image of specific regions. Additionally, there is a pressing need to develop a unified state strategy for shaping and protecting Uzbekistan's image in the global media landscape. An organization must be established to oversee and implement this national strategy for promoting a positive image of the country, such as a Presidential Council on National Branding.

South Korea serves as an example, where a similar council has been successfully implemented. Adapting such an initiative to Uzbekistan's context could yield significant results. Moreover, the effort to build trust in Uzbekistan by presenting its ancient history, rich culture, and modern societal developments to the global audience in greater depth will remain a priority .

Challenges and solutions in Uzbekistan tourism marketing

Uzbekistan has been achieving moderate success in developing its tertiary sector, organizing as key destinations on the Silk Road. Despite, still facing difficulties in tourism marketing, government tries to tackle down these as much as possible. In order to escalate Uzbekistan's position on the global stage, government should purposefully overcome these issues.

Our country has welcomed more than 5 million international tourists in 2024 during 8 months. As a result, percentage of tourists increased to 16,7 % , but remain structural problems.

Number of tourists that have been to Uzbekistan

For the further development of the tourism sector in Uzbekistan, the state offers benefits and preferences that have a positive impact on this area. Solving these problems requires a lot of attention and the fulfillment of the assigned tasks:

1. To develop an innovative tourism model that harmoniously combines the national flavor of the multinational people of Uzbekistan with world standards for the provision of tourist services.
2. Carry out large-scale work to increase foreign investment in human potential.
3. Develop a program to stimulate inbound and development of domestic tourism in Uzbekistan.
4. Boost the economic, environmental and social benefits of tourism and distribute them to societies.
5. Ensure the direction of the activities of the public and private sectors in the development of the tourism sector.





Based on the above problems and the positive results achieved in the field of tourism in the republic, it is necessary to strengthen the achieved results and develop priority directions of state policy for the medium term. Namely, at the present stage of the strategic development of tourism in the Republic of Uzbekistan, the main goal of state policy is to create a modern, highly efficient and competitive tourist complex that provides ample opportunities to meet the needs of citizens of Uzbekistan and foreign visitors in a variety of tourist services, and its integration into the world tourist community.

The number of international tourist arrivals and the income from the tourism industry increases every year. Tourism provides jobs, the state - tax revenues to the public budget, and also increases the welfare of the country as creating, promoting and implementing tourism services. Tourism is a trip of a person to another country or another area of his country, the purpose of which is rest, leisure, entertainment and recreation. Today, many countries literally "live off" tourism. For example, countries such as Singapore, the Philippines, Thailand and many others that were considered third world countries in the recent past can be seen making an economic breakthrough thanks to tourism. France, as the most visited country, creates more than 2 million direct and indirect jobs for its citizens. We know the UAE as an oil tycoon, but the shares of GDP from sales of oil products and tourism were practically comparable before the pandemic. All these statistics prove the importance of tourism for the development of the country in economic terms. Tourism plays a crucial role in the cultural growth of the country, which also contributes to the country's growth in various other industries.

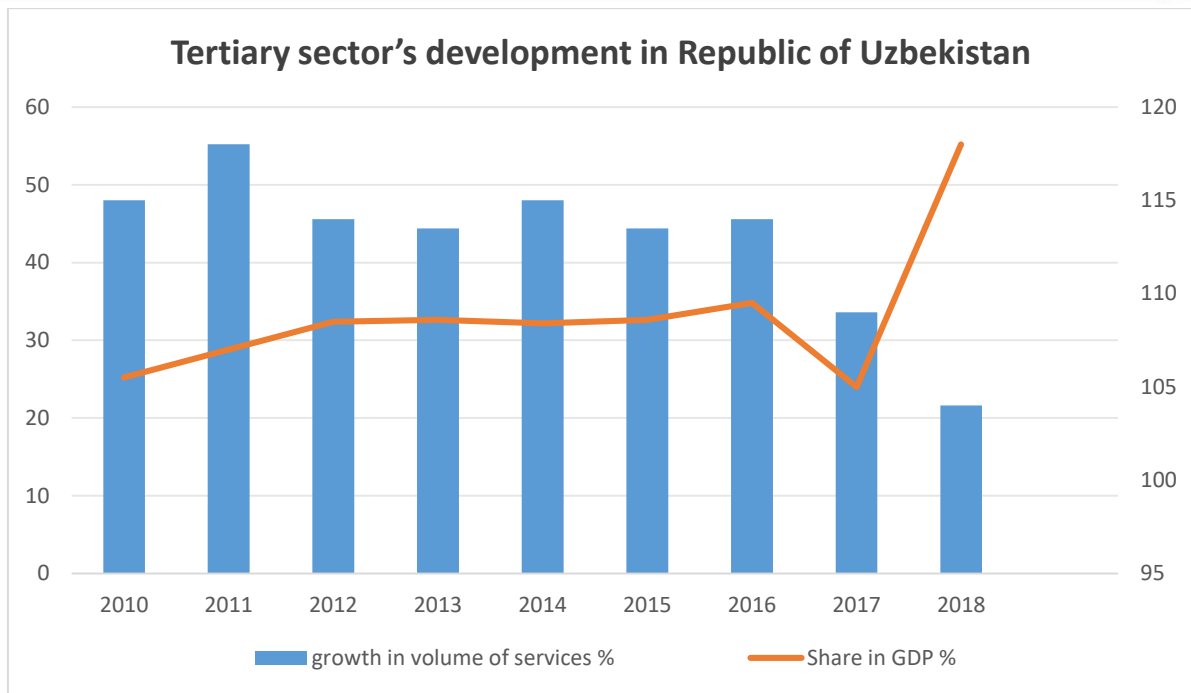
“Taking into account the dramatic growth of tourism, its tangible multiplier effect on other sectors of the economy, growth in the well-being of the population and need take measures to protect the environment, the tourism industry should become one of the powerful field to increase the sustainability of the country's development,” noted in the medium term Tourism Industry Development Concept of the Republic of Uzbekistan .

Table 1 The number of people (visitors) come to Uzbekistan in given period of time .

Year	2017	2018	2019	2020	2021	2022	2023	2024 (in 10 months)
People in million	2.7	5.3	6.7	1.5	1.9	5.2	6.6	6.5

Table 2. Tertiary sector’s development in Uzbekistan .





Intensive tourism marketing in Uzbekistan has developed the country into a major tourism destination for worldwide for the last decade. Uzbekistan locates in Central Asia and currently Samarkand, Bukhara, and Khiva, the three most famous Silk Road cities. Determining the potential chances, the Uzbek government and Tertiary sector have been working together to develop Uzbekistan as a tourism destination. One of Uzbekistan's key tourism marketing techniques is to highlight its extensive cultural heritage. It is home to many UNESCO World Heritage monuments, including Samarkand's Registan Square and Bukhara's Ark Fortress. These historical artifacts, which are essential components of advertising efforts, are given priority for repair and conservation.

In an era of digitization, Uzbekistan has successfully promoted itself as a potential popular tourist destination through the use of modern media and technology. Whether through social media, contests with influencers or VR experiences these all have been keys to connect with a world audience. Uzbekistan has used the development of attractive online content and eye-catching advertising to appeal to young-carried travelers looking for new experiences and the authentic. As such, the digital marketing initiatives play a profound role in the promotion of the tourism sites in nation.

Uzbekistan has an enormous opportunity for ecotourism and outdoor recreation, given the wide range of landscapes that the country presents. Some regions like the Nuratau-Kyzylkum Biosphere Reserve and the Chimgan





mountains have also been advertised in other marketing campaigns too. Numerous promotional campaigns are aimed to market adventure tourism, such as trekking, hiking, and observing birds, as well as those that target nature lovers, which lead to inbound tourism. Uzbekistan is frequently-renowned for its history and culture, but what is not as commonly recognized is the country's emphasis on sustainable tourism. Improving infrastructure and access has been an important component of Uzbekistan's tourist agenda.

For example, it has set up the State Committee for Tourism Development that supervises activities aimed at improving the sector. Investments made under public-private partnerships have been quite useful in construction of tourism related infrastructure and marketing systems. Collaborations with global agencies, air carriers, and hospitality outlets have contributed to the positioning of the nation as a viable destination.

Besides, hosting international events and conferences has also demonstrated the capability of the country in catering to various tourist needs.

The rich food traditions and vivacious customs of Uzbekistan form part of its tourist appeal. Promoting local food like the famous plov, along with handicrafts such as silk weaving and ceramics, has been done more and more through promotional campaigns. Gastronomical tours and cultural festivals are other authentic ways of contact with the culture for tourists. All these features highlighted make Uzbekistan attractive to tourists who seek a real and cultural experience. Tourism promotion in Uzbekistan has developed based on strategic heritage, modern utilization of the media, eco-tourism, and improvement of infrastructure. The efforts to be made by the State Administration and private sector being put together have placed Uzbekistan in the position for a new travel destination to give all the experience of history and adventure combined with cultural riches. While Uzbekistan is further investing in the tourism sector, it will be well positioned to take a larger share of the international travel market, hence contributing to sustainable development and preserving its unique cultural heritage .

Discussion and Results

This section dives into exact challenges come across by Uzbekistan in order to attract foreigners and possible solutions for overcoming these drawbacks. With a past rich in cultural legacy and natural beauty, Uzbekistan has enough of delights to share with the world. Nevertheless, there are major challenges in marketing the country's tourism potential to an international audience.



The below table summarizes the main challenges standing in the way of proper promotion of the tourism sector in Uzbekistan.

Table 3: Challenges and promotions tourism marketing in Uzbekistan .

Challenge	Description
<i>Limited International Recognition</i>	<i>The tourism products of Uzbekistan are not well recognized in the global arena, therefore there is a failure to attract foreign tourists.</i>
<i>Underutilization of Digital Marketing</i>	<i>Tourism in this country has not fully exploited the digital marketing platforms to reach potential travelers.</i>
<i>Absence of Cohesive Branding</i>	<i>What is missing is a broad-based branding strategy that encapsulates the unique characteristics of Uzbekistan's tourism products.</i>
<i>Inadequate Infrastructure</i>	<i>Existing tourism infrastructure is far from meeting the expectations of international tourists in terms of quality and accessibility.</i>

Solution	Description
<i>Improve Digital Marketing Initiatives</i>	<i>Develop and implement a powerful digital marketing strategy using social media, SEO, and content marketing to increase Uzbekistan's online visibility.</i>
<i>Develop a Cohesive Branding Strategy</i>	<i>Develop a powerful, integrated brand identity for the tourism sector of Uzbekistan, emphasizing the unique cultural and natural features of the country</i>





<i>Enhance tourism-related infrastructure.</i>	<i>Invest in the upgrading of tourism infrastructure like accommodation, transportation, and tourist facilities to international standards.</i>
<i>Leveraging Public-Private Partnerships</i>	<i>Nurture partnerships between government entities and the private sector in order to stimulate innovation and investment in the tourism industry.</i>

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