

## THE ROLE OF ADVERTISING IN THE EVOLUTION OF CENTRAL ASIAN TOURISM.

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The history of tourism in Central Asia goes back to ancient times. We can see its first manifestations in the example of the Great Silk Road. As we know, the development of international tourism was greatly influenced by the popularization of technology and the improvement of vehicles. The opening of the first railroad in Europe in 1830 ushered in a new era of mass travel. An essential problem in advertising is creating the image of a tourist product. As with other consumer goods and services, customs in tourism and excursions are continually evolving, underlining the need for official monitoring and regulation. Therefore, when studying the needs of the target audience, it is necessary to look for attractive aspects that make the product appear new and original, distinguish it from competitors' offers, and attract the attention of potential consumers. "In this, we will be helped by studying the features of the text of the advertising announcement and effectively utilizing its practical aspects.

Despite the large amount of advertising research, creating advertising texts in tourism is a relatively young and under-researched field. Advertising can be called a bridge between the consumer and the seller because the advertisement implements the interaction between the consumer and the buyer. The positive conclusion of this communication can be caused by the perfection of the advertising language and the attitude and trust of the buyers towards the given advertisement. Tourism advertising can be created for the entire country or region; for example, each state in America has a tourism website and slogan that reflects its culture. It is known that in the advertising of tourist destinations, there is separate advertising information of tourist companies, and each of them works on personal motives. However, every tourist arrival in a country brings economic income to the country. Attracting tourists and creating attractive advertising texts is an essential step in the nationwide implementation of advertising exciting corners of a country for tourists.

Every tourist looks at the advertisement about the country before any trip. In it, the description of the most beautiful places of the country and the unknown but exciting aspects of the country will be emphasized.

Tourism is divided into inbound, outbound, and domestic tourism:

- Inbound tourism - the travel of people who do not live permanently in the country and its territory;
- Outbound-trips abroad by citizens of the country and permanent residents;
- Domestic tourism-is the travel of the country's citizens and the persons who live permanently in the territory of that country.

According to the State Tourism Development Committee of Uzbekistan, 6,748,500 tourists visited Uzbekistan in 2023, which is 1,402,300 more than in 2021. The most significant number of tourists came from the Central Asian region, with their number reaching 5,764,500 people. Four hundred ninety-five thousand six hundred people came from CIS countries, and 488,400 guests from far foreign countries visited. Most tourists come from Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, the Russian Federation, Turkey, Afghanistan, China, Korea, and India. The following information is provided about tourism in o national encyclopedia: "Tourism (French tour - walk, trip), tourism - travel (trip); one of the types of active recreation. It means that an individual leaves (travels) from his place of permanent residence for at least one year without engaging in remunerated activities in the place where he went for health, educational, professional, or other purposes.

It is no secret that modern tourists prefer obtaining information through websites rather than printed tourist advertisements. During the research, I witnessed the creation of several interesting tourist sites in o country, but rarely found advertising texts about cities in them. By creating a single site and placing attractive tourist advertisements about each noteworthy corner of o country, it is possible to take the tourism potential of o country to a new level. The first requirement of advertising in the tourist industry is to provide complete and accurate information about the region. A trip made with the correct information will enrich the experience of the vacationer or the tourist. As a result, the flow of tourists increases. Another essential aspect of tourism advertising text is that it is intangible, which forces the customer to trust the service provider literally. In this case, it is emphasized that the confidence-building feature of the advertisement is the main one.

Our national tourism advertisements are also rich in concepts expressing o linguistic and cultural values. Below, we will analyze the advertisements of several cities in Uzbekistan :

### **Advertisements created for the Namangan region :<sup>1</sup>**

<sup>1</sup> <https://uzbekistan.travel/uz/ozbekiston-shaharlari/>



**"Namangan Region Handicrafts Center"**

The ad on this tourist web page includes information about the region-specific aspect, namely, the "Namangan Region Handicrafts Center." This small piece of information is a keyword for tourists who need to learn about this region.

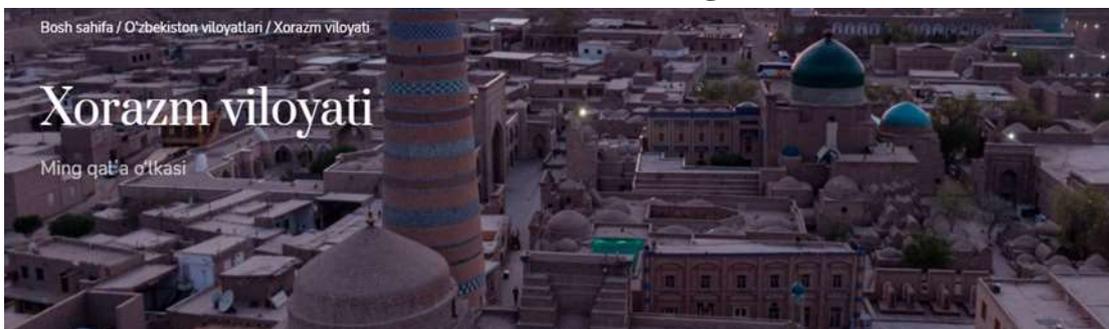
**Advertisement created for the Surkhondaryo region :<sup>2</sup>**



**"The cradle of ancient civilization"**

In the announcement related to this tourist advertisement, the term "cradle of civilization" was used to introduce the Surkhondaryo region, emphasizing that the region is one of the oldest cities in the country.

**Advertisements created for the Khorezm region :<sup>3</sup>**



**"The city of thousand castles"**

<sup>2</sup> <https://uzbekistan.travel/uz/ozbekiston-shaharlari/>

<sup>3</sup> <https://uzbekistan.travel/uz/ozbekiston-shaharlari/>

The next tourist advertisement is an image of the Khorezm region, which embodies a city rich in legends and legends about the Khorezm oasis with a thousand castles, i.e., 12 thousand fortresses. Using the name of a thousand castles in the text sharply increases interest in this region.

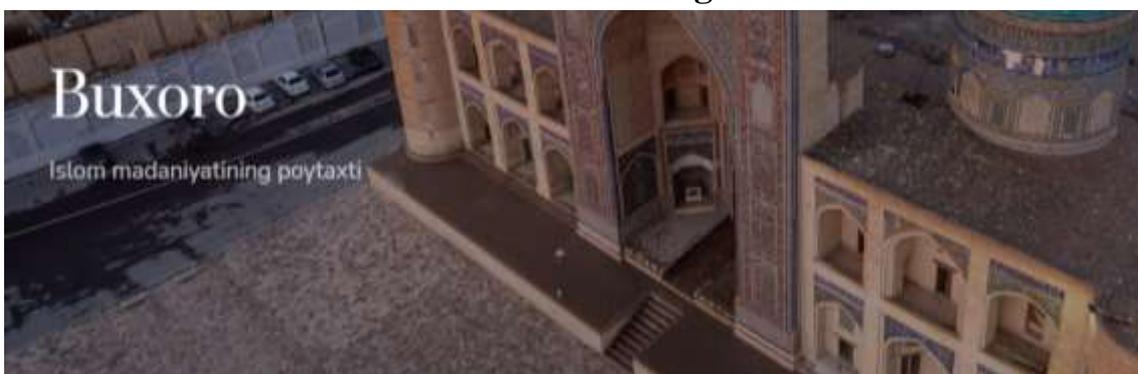
**Advertisements created for the Samarkand region :**



**“Samarkand is the heart of the silk road”**

It is known that the Samarkand region was a city located in the centre of the Great Silk Road. Foreign tourists may need more detailed knowledge about Samarkand, but their knowledge about the Great Silk Road is close to reality. This term should be included in the advertising text.

**Advertisements created for the Bukhara region :**



**“Bukhara- capital of Islamic culture.”**

The following tourist text advertisement describes the city of Bukhara. In it, Bukhara was highlighted as the "capital of Islamic culture." A tourist who reads a creolized advertisement becomes more interested in this city, specifically its monuments of Islamic culture.

Advertisement of Zomin district:

### Zomin-O'zbek Shveysariyasi

Ajoyib landshaftlar va toza tog' havosi, flora va faunaning xilma-xilligi, qadimiy ziyoratgohtar va noyob milliy sihatgoh - bularning barchasi Zomin.



### "Zomin - Uzbek Switzerland"

"Zomin - Uzbek Switzerland" advertising text emphasizes the beautiful health resort of our country, Zomin. It has been compared to Switzerland with its incredible mountain climate. This health centre advertisement makes good use of the opportunity to influence people through their emotions and stereotypical knowledge by referring to the information in people's memories.

### A trip for the Navruz holiday:



Through this advertising text, an attempt was made to attract guests' attention by glorifying Navruz, o country's national holiday; more precisely, it was intended to develop tourism. The title "**Navroz - New Year in the East**" was chosen. Our customs may be foreign to foreign tourists, but most tourists know that "Navruz" is the New Year of the East.

**Uzbekistan country of melon:** In the next advertising image, gastronomic tourism, which is currently becoming relevant, is emphasized. The title "Melon Uzbekistan" was chosen for this. It should be noted that both advertisements have linguistic and cultural significance. When we look at the social and domestic lifestyle of many Western countries, they enjoy a ready-made supply of agricultural and horticultural products. The desire to see the location of the melons of Uzbekistan is also a characteristic of many Europeans. It is no secret that the sweetness of o melons has reached the brand level. Along with other factors whose announcements aim to develop the tourism sector, it also has an essential place in social and spiritual life. The advertising genre has a moral and psychological impact on society, and it serves as a critical factor in the implementation of perspective.



While advertising promotes tourism destinations and provides product information, it also promotes the country as a whole on the world tourism stage. Tourism services, as expected, increase the chances of converting tourists into regular customers. The creation and popularization of a national tourist product will lay the groundwork for the country to enter the world tourism scene. Here's a look at some successful regional branding campaigns in different parts of the world: The UK's advertising campaign is a great example of collaboration at the highest level. The UK campaign produces advertising campaigns that make good use of national anniversaries (such as the 400th anniversary of Shakespeare's death). It's time to delve into your own culture and learn to share it with the world through this country experience. The ad's catchphrase, "See Britain through Paddington's eyes," is commendable."



Recently, in Central Asia, great attention has also been paid to the issue of forming a positive international image of the country. Scientific-practical conferences and roundtable discussions dedicated to this topic are being held. Contests, such as choosing slogans for our ancient cities, are being organized for regional marketing, branding, and image formation for individual cities, regions, and the country as a whole. When you walk down the streets of the district, you will not see your favorite clothing, shoe, or electronics brands, but large posters depicting the city. The main idea behind city branding is to create an image of the area that makes it an appealing and comfortable place to live.

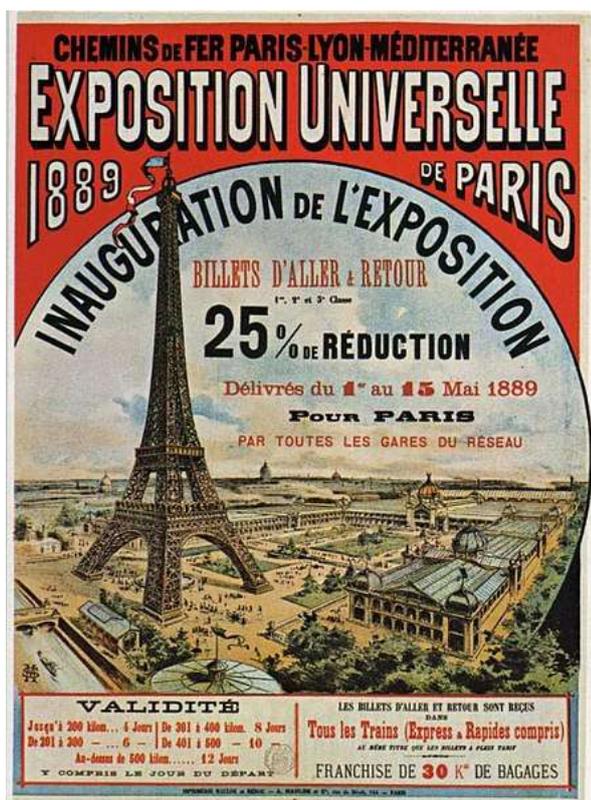
City branding should not be perceived as mere marketing or branding; it is an art form aimed at shaping the public's perception of a city in a way that resonates with them. It's no secret that today's pressing challenges demand a different approach due to the rapid pace of change. Therefore, it's crucial to clearly articulate how a city's reputation sets it apart from its competitors, making it more attractive than other cities.

In the past, marketing techniques were used to promote cities worldwide. To be more precise, defining the branding of a territory is a relatively new trend that emerged half a century ago. The image of a city was considered essential for future investment, product export, and tourism development.

Seizing this opportunity, the preparation of competitive advertisements showcasing the beautiful corners of our nation will mark the initial steps in promoting the national tourism industry on the global stage. In this context, the advertisement for the city of Paris, a symbol of the country, holds a special place.

An example of an iconic symbol of a city known worldwide is the symbol of France – the Eiffel Tower, the most renowned architectural marvel in Paris. This tower, named after its designer Gustave Eiffel, stands as a popular tourist attraction, drawing 5.5 million visitors annually. It operates with an annual budget of 100 million euros, undeniably having become a brand representing the French state. In the previous year, 6.1 million tourists visited the tower, with 3.1 million purchasing tickets online. The expected number of tower visitors is projected to reach 7.5 million by 2023. To this day, Paris remains the most visited tourist destination.

<sup>5</sup>By focusing on the two images below, the first was created for the 1889 Paris



Exposition, offering a 25 percent discount on Eiffel Tower visits. Meanwhile, the second image featured a tourist slogan, "Welcome to Paris," cleverly emphasizing the name of Eiffel.

British sociologist Urry explains in his work "The Tourist's Eye" why people travel to specific places. According to him, tourism involves journeys to acquire visual impressions that differ from those found at home or work. Sightseeing is the primary activity of tourists, and their interests in certain places are shaped by public opinion. For instance, Chinese tourists may prefer the skyscrapers of Frankfurt over the ancient monuments of Rome, a preference that may be puzzling to Europeans. According to Urry,

tourists' perceptions are influenced by the sights they encounter. Indeed, it's possible to shape tourists' perceptions by creating a country brand. Developing a distinct advertising slogan for a country or city via the Internet is a crucial step in this process. It's challenging <sup>6</sup>to envision the advancement of the national tourism industry without advertising. The distinction in advertisements in this field lies in the fact that they not only attract tourists but also directly shape the image of the country.

Our general conclusion from this article is that one of the most important factors in branding the region and creating a positive image of the country is literate advertising. Creating informative tourism advertising texts for tourists who have not

<sup>5</sup> Svenska: Affisch för worldsutställningen i Paris 1889

<sup>6</sup> Urry, J. The Tourist Gaze: Leisure and Travel in Contemporary Societies, Sage, London, United Kingdom. 1990. – P. 262.

visited the country and have little knowledge about it will ensure that the country receives a positive evaluation not only from its residents but also from tourists.

### **Bibliography**

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