



**IQTIDORLI TALABALAR,
MAGISTRANTLAR, TAYANCH
DOKTORANTLAR VA DOKTORANTLARNING
“TAFAKKUR VA TALQIN”**

**MAVZUSIDAGI
RESPUBLIKA MIQYOSIDAGI
ILMIY-AMALIY ANJUMAN
TO'PLAMI**

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Anjuman 2023-yilga mo'ljallangan xalqaro va respublika miqyosida o'tkaziladigan ilmiy va ilmiy-texnik tadbirlar rejasi Oliy ta'lim, fan va innovatsiyalar vazirining 02.05.2023 yildagi 118-son buyrug'iga asosan ushbu Respublika ilmiy-amaliy anjuman tashkil etildi. To'plamda iqtidorli talabalar, magistrantlar, tayanch doktorantlar va doktorantlarning ilmiy izlanishlari, tajriba almashish, sohalarda amalga oshirilayotgan ishlarni tahlil qilish va bu boradagi takliflarni ishlab chiqish bo'yicha ilmiy-amaliy va uslubiy tavsiyalar ishlab chiqilgan.

Mazkur to'plamga kiritilgan maqolalar va tezislarning mazmuni, statistik ma'lumotlar hamda bildirilgan fikr va mulohazalarga mualliflarning o'zlari mas'uldirlar.

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IMPROVING THE BRAND & IMAGE OF CULTURAL TOURISM DESTINATIONS THROUGH MARKETING TOOLS IN THE CASE OF UZBEKISTAN

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Today, due to the process of globalization, competition for regional image is taking place not only in countries, regions and cities, but also around the world. In the process, it can be seen cities and even small villages competing for potential tourists. The global long-distance competition will feature 2.7 million small towns and cities, 3,000 major cities and 455 major metropolis [8] That is, regions cannot think about socio-economic development without knowing how to manage business and marketing tools [6]

In order to find its place in this competitive market, the destination must have a strong image. Developing strong marketing research and strategies is required to enhance the destination image.

Uzbekistan is a destination with high cultural tourism potential. In order to effectively use this potential and increase the image of the destination, there is a need to scientifically study the development path of successful tourism destinations specializing in cultural tourism.

For a scientific in-depth analysis of the research topic, there is a need to analyze scientific literature and previous research works within the framework of topics such as "Branding in the field of tourism" and "Marketing activity of cultural tourism destinations".

Research on the branding and integration of tourism destinations has been extensively studied by a number of foreign scholars. These include B. Baker, C. Blain, S.E. Levy, J.R.B. Ritchie, G. Hankinson, A. Juan Garcia, Mar Gomez, Arturo Molina, G. Marzano, N. Scott, N. J. Morgan, A. Pritchard, R. Piggott, N. Morgan, A. Pritchard, R. Pride, A.M. Morrison, D.J. Scientists such as Anderson and S. Pike can be included.

A great contribution to problems related to topics: "destination branding of Uzbekistan" and "Uzbekistan destination image" was made by such scientists named below table.

Table 1.

Authors	Topic	Published Journal	Published Year
MARAT Erica	“Nation Branding in Central Asia: a New Campaign to Present Ideas about the State and the Nation.	Europe-Asia studies, Vol 61, q 7, pp.1123-1136	2009

ALEKSANDRA KIM	Analysis and perspectives of tourism development in Uzbekistan	Revista AGALI Journal, n° 3 (2013) ISSN: 2253-9042	2014
Kamoliddin Fayzullaev, Susanna Heldt Cassel & Daniel Brandt	Destination image in Uzbekistan – heritage of the Silk Road and nature experience as the core of an evolving Post Soviet identity	The Service Industries Journal, 41:7-8, 446-461	2021
Ibragimov Nutfillo Salimovich	METHODS OF DETERMINATION OF TOURISM BRAND COMPETITIVENESS	Journal of Management Value & Ethics	2021
Graham Hankinson	Managing destination brands: establishing a theoretical foundation	Journal of Marketing Management, 25:1-2, 97-115	2009
Cox, Carmen, and Meredith Wray.	"Best practice marketing for regional tourism destinations."	Journal of travel & tourism marketing 28.5 (2011): 524-540.	2011

Source:*author's work

Despite the fact that the issues raised in the works of these authors are deeply studied, the development, development and success of cultural tourism destination

brands remain one of the main issues of these studies. Despite the fact that many scientists have developed several proposals for the development of destination brands, the development of the brand of each destination requires a special approach.

The research mainly belongs to strategic basic and applied research classification due to the requirement of goals. First of all, I need to concentrate on basic objectives such as destination branding, marketing tools for destination brand development, destination image. I'll try a basic explanation for existing condition of Uzbekistan tourism brand (Figure 1) and its development way in my research object. Furthermore, I'll try to suggest a new development way for Uzbekistan's tourism brand by making marketing research.

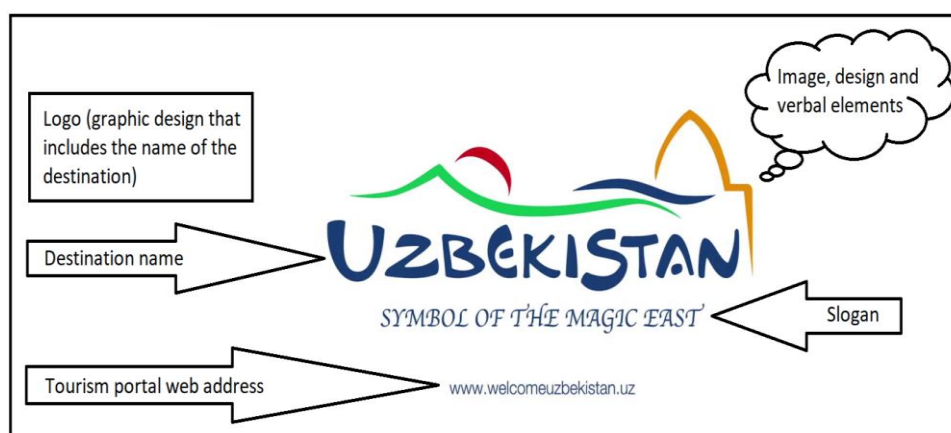


Figure 1. Uzbekistan destination brand and its features.

Source: Illustrated by author according to the results of research.

- Study of the main functions of the State Committee for Tourism Development of the Republic of Uzbekistan in the development and implementation of the destination brand;

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