

The role of international marketing and promotion in the development of tourism, in case of Uzbekistan

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Abstract: Promotions and marketing are critical in informing prospective worldwide market customers about appealing and convincing them to purchase a product. It also aids in drastically changing the behavior of existing clients in order to attract additional customers in order to ensure long-term success in starting a business and ensuring more earnings involved in the endeavor. tourist has been one of the most important sectors in Uzbekistan since the Middle Ages, but organized tourist planning began in the 1990s through different ways of planned growth. Uzbekistan's government saw tourism as a viable tool for growth and employment. Promotion and marketing guide Uzbekistan tourism through various market planning strategies such as the internet, newspaper advertisements, brochures, billboards, online advertisements, emails, and various social media platforms for the promotion of Uzbekistan's cultural heritage. For marketing tourism in the country, the Committe of Tourism launched a number of worldwide initiatives to portray Uzbekistan as an appealing, multi-cultural, contemporary, and sports-friendly destination. This will expose us to numerous concepts and goals of tourist promotion and marketing methods, as well as effective market management and environment. A sample of 27 respondents was obtained using a "standard questionnaire" constructed on a Google Form..

Key words: *Promotion, destination marketing, advertisement of tourism, Uzbekistan, tourism development, role of marketing.*

Introduction

Tourism is currently one of the fastest expanding businesses. Promoting tourist locations and national tourism brands is the most important aspect of the industry's development, particularly in emerging countries. In this chapter, I will attempt to summarize recent trends in this field.

Aims and objectives

Promotion and marketing is a well-organized and planned strategy for promoting a firm, differentiating it from competitors, and building brand recognition using various promotion methods such as advertisement, worldwide campaigns, and numerous social media platforms. According to a research conducted by the United Nations World tourist Organization (UNWTO), the tourist sector expanded at a rate of 4.6% in 2015 (Higham, 2020). Various firms conduct promotional initiatives to keep the product in customers' minds, resulting in greater demand and exposure. As technology advances, social media is increasing Indian travel and impacting the economy's tourist industry.

The government sector, business sector, volunteer agencies, and various partnerships of public and private agencies have all been active in promoting tourism through executing tasks and management. Private sector investment has also been undertaken in the tourist sector. The current scenario of the private sector in tourist development recognizes the need for fundamental infrastructure, including municipal planning and zonal structures. Marketing techniques for the growth of tourism in the country are sufficiently promoted in order to minimize different negative repercussions on the environment and cultural heritage, which comprise tourist attractions. Tourism is divided into several categories, including sports tourism, religious tourism, cultural tourism, and spiritual tourism, and it accounts for 2.6% of Uzbekistan's GDP (xs.uz, 2019).

The following research questions have been created to achieve the aims mentioned above:

1. What is the role of promotions of tourism in developing countries?
2. What are possible ways to internationally advertise tourism potential of Uzbekistan?
3. What types of advertisements is the best way of attracting foreigners?
4. How much can promotions help to develop hospitality industry in Uzbekistan?

The significance and motivation

Central Asia's tourist industry has expanded dramatically in recent years, keeping pace with worldwide tourism expansion. In 2019, Uzbekistan welcomed 6.75 million more international tourists and visitors, bringing in \$8.8 billion in income, greatly increasing the country's GDP and placing the tourism sector among the top earners of foreign currency. According to Uzbekistan's growth strategy, 7 million visitors will visit the country in 2023.

This study is crucial since many business leaders are still unsure how much attention and money will be devoted to advertising. This study will aid marketing managers much since it will clarify the importance of advertising in company, which cannot be substituted by any other promotion. Advertising is essential to marketing because it stands out from the crowd. This study will assist to address the misconception held by some marketing executives that advertising is intended to create as many sales as possible regardless of the means. Through this course, they will learn that advertising must not violate social and legal standards.

The study will highlight the significance of advertising in both physical things and/or services. Furthermore, the research will assist the federal, state, and municipal governments to cease wasting large quantities of money that are not being properly channeled. And the study will help the country achieve its goal of high economic growth and development in this democratic era. Marketing students are not excluded from the perks. The research is instructional and expositional in the sense that students will be introduced to a more engaging aspect of advertising. The importance of advertising in business may have been veiled to the student, but the researcher hopes to throw more light on it through this study.

Methodology

In order to assist translation, the qualitative research approach was adopted in this study. Because qualitative research entails gathering and evaluating non-numerical data (e.g., text, video, or audio) to better comprehend concepts, views, or experiences. It can be utilized to get detailed insights into a topic or to develop fresh research ideas. And it is the finest approach to learn about current marketing trends from customers.

To sum up, this research tries to specify the role of marketing to develop tourism in developing countries, including Uzbekistan, while concluding possible methods that can help to boost the tourism industry there.

Literature review

This section will examine the literature on the role of marketing in tourist growth in various nations. Furthermore, it will illustrate how nations might increase their tourist sectors through promotions and ads.

Push and pull factors by means of advertising

When it comes to tourist promotion, most commercials appear to be pull-oriented, highlighting destination qualities such as beaches, mountains, or good weather. Few advertising sought to impact customer responses with a push focused tactic. There hasn't been any research comparing the two tactics in terms of advertising efficacy, thus it's unclear whether strategy is more effective in influencing intended advertising reactions. The conceptual model established by (Goossens, 2002) best explains a widespread viewpoint on the employment of push and pull aspects in advertising. According to the paradigm, push factors are the consumer's wants, reasons, and desires. They interact with and reinforce pull factors, which are environmental characteristics expressed through marketing activities. In this situation, the push and pull elements combine in the customer's brain, resulting in a specific level of motivational intensity inside the consumer to meet current requirements.

The current study offers a somewhat different stance on the usage of push and pull elements in advertising, claiming that push factors may also be communicated through advertising. Because, as basic as a need may be, individuals are often oblivious of their inherent wants, and it is vital to remind them of them (Blackwell, 2006). Effectively relating to customers' requirements may entail reminding them of their demands before demonstrating how the product might meet them. Marketers can improve customers' awareness of previously unseen demands or issues by communicating push factors through marketing stimuli (Blackwell, 2006). Need-based information may even lead to individuals purchasing things they were previously unaware of.

This research use commercials to express push and pull variables. Advertising is a popular form of media in tourism (Walters, 2007), and it often consists of images and text, but it may also incorporate video and music depending on the medium. This research focuses on advertising using graphics and text. A good commercial, according to (Van Raaij, 2002), employs both text and language, and both parts are tuned to complement one another. An image without words frequently fails to successfully convey the advertising message, whereas advertising with text but no visuals appears uninteresting and is usually seen as unworthy of interest, receiving no attention at all.

Images and text must complement, match, and reinforce one another in order to effectively draw the consumer's attention (Van Raaij, 2002). Images in advertising are employed to supplement the advertising message, which is often conveyed in text (Van Raaij, 2002). People gaze at photos for pleasure (Lang, 1993), but images also have a representational significance. They can demonstrate crucial qualities of a product, service, or element that are difficult to convey verbally (Van Raaij, 2002).

Images can easily depict pull factors or destination qualities, for example. A picture of a mountain lake undoubtedly tells more than a thousand words about the same mountain lake. As a result, visuals can successfully depict concrete characteristics that complement the advertiser's message (Scott, 1994). Images can stimulate cognitive reactions (value of the message, relevancy) or emotional responses (pleasure, arousal, curiosity) by mirroring things or experiences in the actual world (Scott, 1994).

Push factors, on the other hand, are more difficult to depict using visuals. Factors such as escape from a perceived monotonous surroundings, self-exploration and appraisal, and status are difficult to represent visually and require textual features to successfully convey the intended message. Thus, while text communicates push factors the best, matching visual features may undoubtedly enhance or intensify any cognitive or emotive reactions. These visuals that fit push factors, on the other hand, will appeal to the consumer's socio-psychological requirements while also relating to destination qualities. It is not feasible to promote visual features connected to push aspects that are not also, to some extent, pull related. An image that fits the push factor relaxation, for example, would enhance socio-psychological sentiments of relaxation, but the image would invariably include physical features of the destination itself, such as people reclining on a beach. Without the visual direction of some form of pull element conveying that sensation, it is impossible to transcend a socio-psychological mood. Contrary to popular belief, advertising with pull-related language and visual features would surely elicit socio-psychological responses. A beautiful sunny

beach generally induces emotions of tranquility. As a result, advertising components are never completely focused on either push or pull forces. They can be primarily focused on either push or pull forces, but they will always have aspects of both.

However, when it comes to tourist promotion, it is clear that most commercials primarily focus on pull factors. When tourists are seeking for a place that meets their intrinsic wants (Mohammad, 2010), incorporating highly valued push factors into these advertising may generate the expectation of a better match and therefore be more successful. As a result, this study examines the impact of advertising style on advertising reactions such as advertising involvement, intent to visit the website, and intent to visit Canada. There will be two sorts of adverts. One concentrates on pull elements (as is common in the tourist sector), whereas the other incorporates push variables and hence is more push focused.

Advertising involvement

The last part went over how to employ push and pull elements in advertising. When consumers are exposed to advertisements, they begin to process the stimulus. This information processing includes the following stages (Blackwell, 2006):

Information processing model



1. Exposure: For information processing to begin, consumers must be exposed to information and persuasive communication.
2. Attention: The consumer's readiness to digest the incoming information. The consumer is more likely to pay attention if the message and its substance are relevant.
3. Understanding: If the advertising is judged relevant and attracts attention, the message is further assessed against meaning categories stored in memory.
4. Acceptance: The message might be rejected as inappropriate or accepted based on current ideas and attitudes.
5. Retention: If the message is accepted, it is saved in memory and is accessible for future use.

Because of advertising clutter, consumers are not always prepared to actively digest information, and the majority of commercials are regarded irrelevant or insignificant and receive little attention (Wang, 2006), therefore the consumer quits processing the information after exposure. Advertisements are frequently deemed irrelevant because they do not correspond to existing customer demands, or the needs stated are insufficiently important at the moment (Blackwell, 2006). As a result, the buyer is unmotivated to pay attention to the commercial. This is because of a lack of motivational intensity, which measures how strongly customers are driven to meet a certain demand.

The idea of participation best describes this process of motivating intensity (Blackwell, 2006). Some researchers (Pesonen, 2012) define involvement as the degree to which a stimulus, in this case an advertising, is personally meaningful (Zaichkowsky, 1994). Advertising participation refers to this form of involvement in which the relevance relates to the advertisement itself. When an advertising can meet essential personal requirements, it is regarded more relevant. The higher the importance of the demands and the consumer's motivation to meet those wants, the greater the interaction with prospective sources of need fulfillment (Goossens, 2002).

Involvement is vital because it impacts how much effort customers will make to meet their requirements (Blackwell, 2006). As the intensity of satisfying wants grows, so does participation, and the consumer becomes more alert to pertinent information that might assist them in reducing disequilibrium (Goossens, 2002). As a result, consumers will pay more attention to need-based advertising messages (Blackwell, 2006). It also influences brand attitude, message strength, and memory retention (Macinnis, 1991). However, high participation is associated with a desire for

additional knowledge, resulting in greater possibilities for successful persuasion (Petty, 2005) and (Zaichkowsky, 1994) and, ultimately, purchase intention (Petty, 2005). High advertising participation is claimed to be not only more predictive of consumer behavior than low advertising involvement, but also more lasting.

In contrast, low engagement is situational and less predictive of behavior (Petty, 2005). Because the customer cannot relate to the ad content, he or she is less ready to expend cognitive effort in comprehending the message. As a result, the buyer will not seek out alternative sources of information, and memory effects are thought to be transient and facilitated by high repetition (e.g., greater charges). Sales impacts with low participation are typically achieved by superficial approaches such as a catchy phrase, but anticipating customer behavior with high involvement is more challenging (Petty, 2005).

Cultural effects on advertising tourism industry

Prior tourism research has shown that cultural background has a significant impact on tourism behavior (Litvin, 2004). A civilization's culture, according to (Litvin, 2004), results in a common historically developed and structured style of thinking, feeling, and behaving and explains how individuals in a society interact, communicate, or experience reality. It has an impact on social processes such as motivation and emotion, as well as mental processes such as communication habits and preferences (Oyserman, 2008). As a result, cultural values should constantly be considered when studying how advertising works across cultures and crafting advertising appeals for diverse markets. This study looks at culture as a mediator in the relationship between push and pull variables and advertising reactions (advertising engagement, website intention, and intention to visit Canada).

Motivation is defined as what drives individuals to take action. It starts, directs, and controls the intensity of every behavior (Phan, 2010) According to literature, behavior and what motivates us to behave are the product of both innate and learned qualities influenced by culture (Franzen, 2008). As common meanings, rituals, norms, and traditions build in a culture, they impact how individuals within that culture think, feel, and respond (Litvin, 2004). Culture alters the environment in such a manner that individuals' mental processes that support motivational states are likewise altered (De Mooij, 2011). As a result, cross-cultural studies have revealed that similar motivating features may be detected on a national level (Kozak, 2002).

People from various cultures exhibit distinct distinctions not just in their qualities, but also in the demands that they meet. Essentially, culture creates society and influences people's goal-related behavior inside that society (De Mooij, 2011). A number of academics have begun on more particular studies to explore tourism motivation from a certain country or cultural background, in addition to discovering why individuals travel and why they visit a specific area (Kozak, 2002). As previously stated, culture influences motivation, and several cross-cultural studies indicate the presence of variances in travel motivation across persons from various cultural backgrounds, even when visiting identical sites (Huang, 2011). These findings support the necessity for cultural segmentation and the relevance of producing ads tailored to each country market. (Yuan, 1990), for example, analyzed reasons for international travel using data from four countries: Japan, France, West Germany, and the United Kingdom, utilizing the idea of push and pull variables.

The findings revealed that these nations traveled to meet the same push criteria, but differed in pull factors when selecting a specific location. These findings suggest that the value that people place on various pull factors varies between cultures. (Kim, 2002) performed a study on the travel motives of Anglo-American and Japanese tourists and concluded that Japanese tourists were more motivated by prestige, status, and the strengthening of familial links than Anglo-Americans. According to (Kim, 2002), these variations in attribution to distinct push factors are the outcome of Japan's more collectivistic society and America's more individualistic culture. Kozak's findings revealed disparities in push and pull variables between visitors from two distinct countries (Britain and Germany) visiting Mallorca and Turkey as vacation locations (Kozak, 2002). Kozak released a paper on destination image from a cross-cultural standpoint in 2004.

The findings revealed that visitor perceptions of a certain site are not uniform, which explains variances in motivation to visit those areas. In line with this, (Beerli, 2004) observed that, in addition to motivation, cultural context impacts emotional imagery. As a result, they propose that motivation and destination image might be viewed differently by travelers from various cultural backgrounds (Huang, 2011). Many more instances of the impact of culture on tourist motivation exist, emphasizing that greater understanding of these distinctions may aid to improving the efficiency and efficacy of foreign advertising efforts.

Conclusion

Many academics have investigated the influence of destination image on the function of advertisement in tourism growth, and there are numerous data facts on the subject. However, I have been attempting to study and gather works, as well as add my own researches on the issue, which are largely related to the Uzbek marketing sphere.

Methodology

This chapter demonstrates the methods I employed and the interview questions I asked foreign visitors in order to explore the issue. Both are intended to elicit travellers' opinions on current trends in tourism advertising in Uzbekistan, as well as the significant aspects that drew them to travel to Uzbekistan and the factors that drew them the most to the nation.

Research approach

The qualitative research approach was used to investigate the problem in the case of Uzbekistan. As a result, qualitative research methodologies enable in-depth probing and questioning of respondents based on their replies. The interviewer/researcher also attempts to comprehend their motivations and emotions. Understanding how your target audience makes decisions might aid in drawing conclusions from market research.

Qualitative research is a market research technique that focuses on gathering information via open-ended and conversational contact. This strategy is concerned with "what" individuals believe and "why" they believe it. Consider a convenience shop that wants to increase its customer base. According to a systematic observation, more males are visiting this store. Conducting in-depth interviews with potential consumers is one effective way for determining why women were not visiting the business.

The face-to-face approach was chosen from among other qualitative research methodologies. One of the most prevalent qualitative research methodologies is conducting in-depth interviews. It is a one-on-one interview with only one respondent at a time. This is primarily a conversational strategy that allows for in-depth information from the respondent.

One of the benefits of this strategy is that it allows for the collection of exact data on what individuals think and their motives. If the researcher has prior expertise, asking the proper questions can aid in the collection of useful data. If further information is required, the researchers should ask such follow-up questions that would assist them in gathering more information.

These interviews can be conducted in person or over the phone and can span anything from 30 minutes to two hours or more. When the in-depth interview is performed face to face, it is easier to interpret the respondents' body language and match the replies.

Sample

To obtain data for the study, 27 Uzbek visitors were interviewed online and offline using a questionnaire with 7 questions. They were questioned in the Silk Road Centre, Registan, Islam Karimov Street, and Siyab Bazaar. In addition, the Instagram and Facebook platforms were leveraged to acquire data. Interview questions were posed to travelers from various countries in four languages: English, Uzbek, Turkish, and Russian. This study relied on the responses of 23 travelers. Four of them were eliminated owing to inaccuracy and incompleteness.

Questions that were used in interview

1. Can you introduce yourself? (including name, age and family status)
2. What type of advertisements attracts you the most?
3. Have you decided to travel to Uzbekistan because of some promoting tool?
4. Have you used some services or bought some products that you unplanned to buy in the Uzbekistan owing to on spot advertisement?
5. Could tourism potential of the country meet your expectations?
6. What was the most exciting thing you have seen so far in Samarkand?
7. What is your opinion on tourism advertisement in Uzbekistan?

To summarize, both the technique adopted and the questions designed for interviewing travelers were designed to discover current trends in national tourism marketing and to determine the most successful form of advertisement. In this example, the qualitative technique aids in understanding the issue from the perspectives of several persons.

Results and Discussion

The interview findings are displayed in this chapter. The interview was conducted with 23 Uzbek guests. They came from ten various nations and age groups, and 12 were female while the other 11 were male (see table 1). Visitors' perspectives on the country's image and revisit decisions are addressed in the discussion section.

Profile of the respondents

While interviewing travelers, I sought to identify as many people from diverse nations and age groups as possible in order to collect data from various viewpoints.

Age	Sex	Country	Position Occupied	Marital status	Number of children	The ages of children
31-55	Female	Albania	Engineer	Married	1	15
31-55	Male	Albania	Teacher	Married	1	15
31-55	Male	France	Accountant	Married	2	11, 18
55+	Female	France	Retired	Married	2	20, 25
55+	Male	France	Retired	Married	2	20, 25
31-55	Female	The UK	Accountant	Married	2	18, 21
55+	Male	The UK	Retired	Married	2	18, 21
31-55	Female	Germany	Psychologist	Divorced	-	-
31-55	Female	Norway	Teacher	Married	1	12
31-55	Male	Norway	Driver	Married	1	12
18-30	Male	Ukraine	Student	Single	-	-
18-30	Female	Ukraine	Student	Single	-	-
31-55	Male	Russia	Unemployed	Married	2	12, 15
31-55	Male	Russia	Tour Agent	Single	-	-
18-30	Male	Russia	Student	Single	-	-
55+	Male	Turkey	Student	Single	-	-
55+	Male	Turkey	Retired	Married	3	16, 18, 25
31-55	Female	Turkey	Consultant	Married	3	16, 18, 25
55+	Male	India	Student	Single	-	-
55+	Female	India	Student	Single	-	-
31-55	Male	Bangladesh	Student	Single	-	-
31-55	Female	Kazakhstan	Teacher	Married	4	14, 17, 20, 23
31-55	Male	Kazakhstan	Construction worker	Married	4	14, 17, 20, 23

Table 1: The personal profile of the respondents of interview

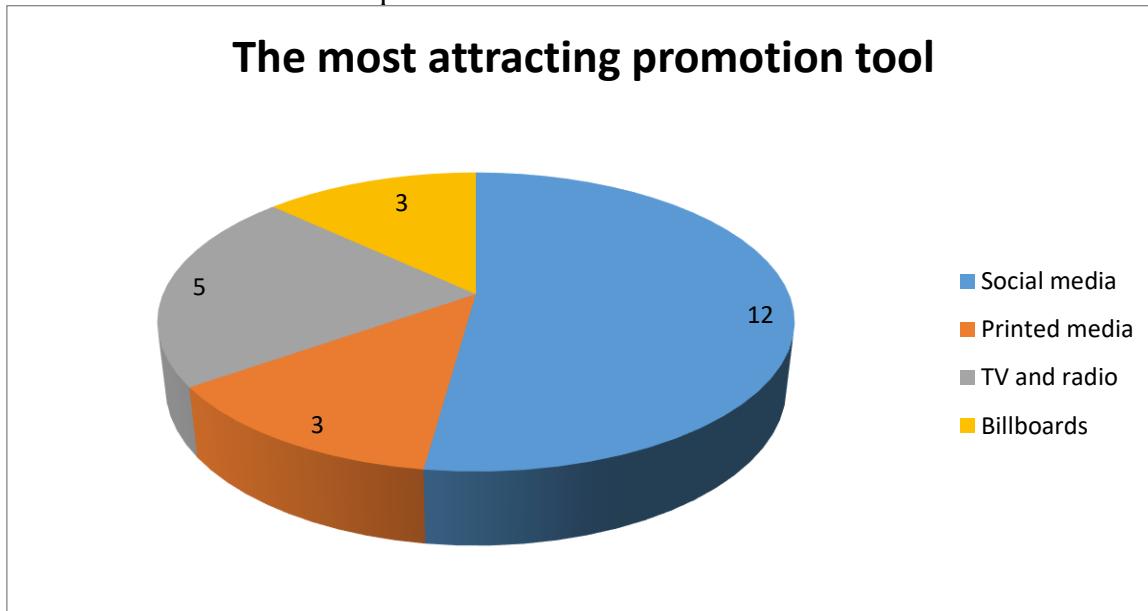
Source: *Own elaboration*

Discussion

If the first question of interview was directly about social demographic profile of respondents (Responds are given in Table 1), the most attracting promotion tool for them was asked in the second one. The responds to the question was very different. For example, a tourist from Kazakhstan, Aslam answered as “Even though I watch hundreds of advertisements of different products and services in Telegram and Instagram, they seems me like unbelievable. The most attracting promotion tool for me is TV; I strongly believe they (he meant TV channels) advertise real and believable services and products”.

However, a student from Ukraine, Svetlana told “It is definitely social media; nowadays all of people spend their time on Facebook, TikTok and Instagram and mostly get influenced by bloggers’ posts and stuff they advertised”. One more answer from a French tourist, William, “Personally, I read magazines and newspapers in my daily life. Maybe nowadays social media is considered as powerful tool for promotion, but many people in my age still get information from printed media”.

General result of the question was like this:



(Diagram 1)

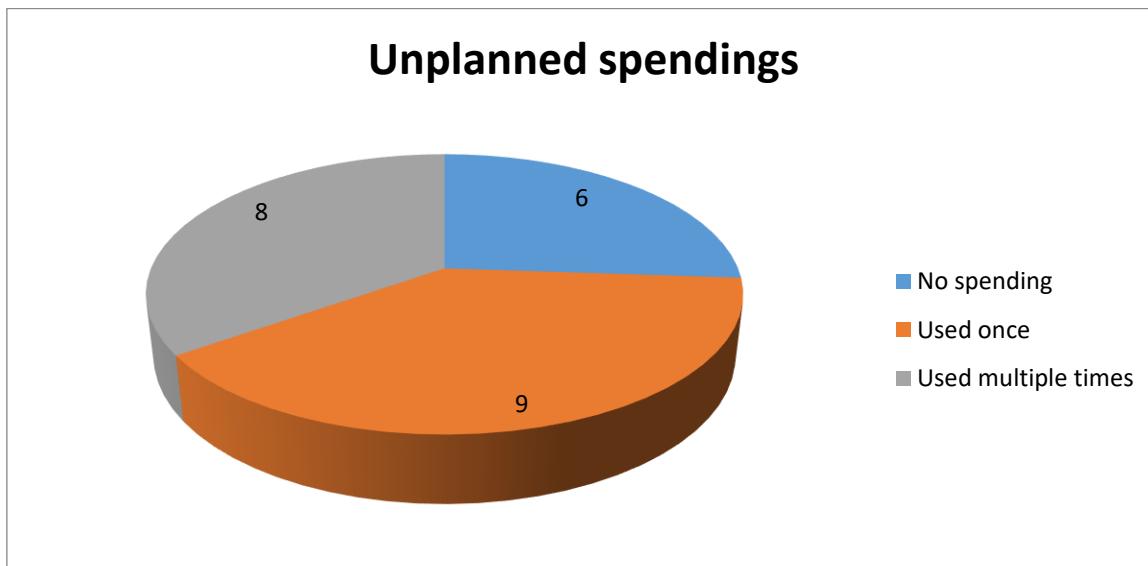
Source: Own elaboration

Next, third question was “Have you decided to travel to Uzbekistan because of some promoting tool?” and answers for it were variable. As an example, a Ukrainian student, Dmitry says “My answer would be yes and no, because I found a scholarship program through social media and came here with it. I have no idea it was advertisement or not”.

Besides that, a Turkish tourist, Mehmet mentioned “My answer is definitely yes, because the first I saw a video on YouTube about Uzbekistan and its touristic cities then I started to search tour packages online. Photos of Uzbek cities on the internet helped me decide to visit here”.

Generally, 14 of respondents said they visited to country with the effect of different promotions while other 9 ones traveled without promotions, with their own interests.

The fourth question of interview aimed to find out unplanned spending with the effect of advertisements on the spot. The general outcome of this question is shown in Diagram 2:



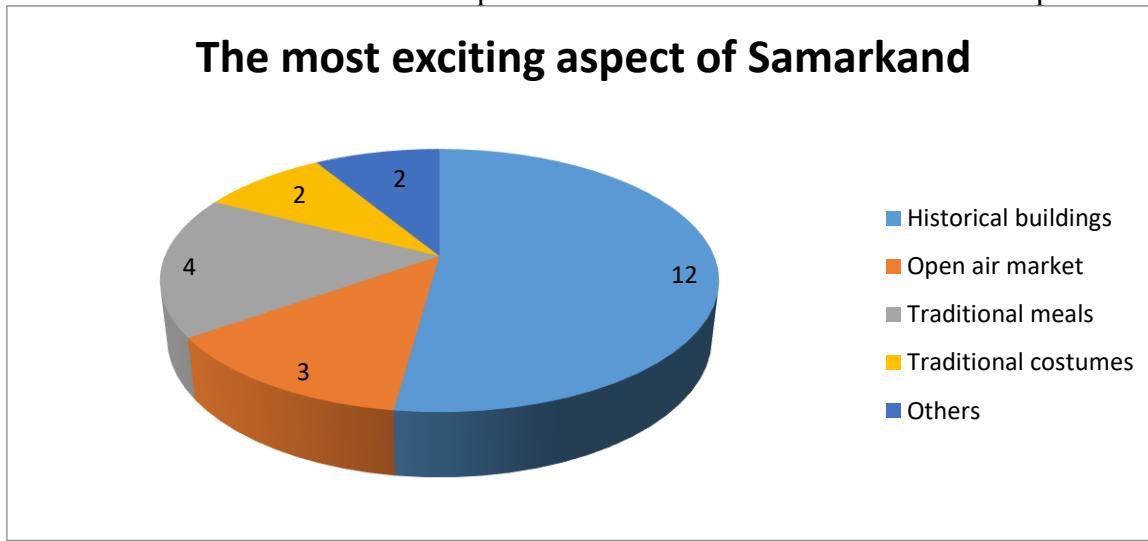
(Diagram 2)

Source: Own elaboration

In terms of some responses from interview participants, a driver from Norway, Lukas says “My wife and I have bought many unexpected stuff like national jewelry and clothes as well as hand-made pottery on the street of Registan. Local sellers are perfect marketers (laughs)”. One more respond from a tourist from Russia, Mikhail, “I saw the best sellers in Siyab bazaar, I bought dried fruit without any purpose after they promote the products”.

The next, the fifth question of interview was directly about the satisfaction of tourists and their initial expectations. The responds were really positive; 19 tourists out of 23 gave positive points about the tourism in Uzbekistan. Only 4 of them gave some negative points about it. For instance, an Albanian tourist, Rina says “I have been having really good memories in this city, I can say I meet all my initial expectations so far”. But a student from Bangladesh, Usman says “Even though the touristic places in the city are really well-organized, as a student I have been having some problems with transportation and accommodation”.

To the question about the most exciting aspect of Samarkand, respondents mentioned different stuff and it aimed to which part of tourism can be the most effective to promote:



(Diagram 3)

Source: Own elaboration

In terms of some of responds, a German psychologist, Anna says “Although I have travelled to the country in order to see medieval Islamic architecture, Uzbek national meals like Plov, Manti, Samsa and traditional drink named as Chalob were really exciting to me to eat out”.

Moreover, a Norwegian couple says, “We are in love with magnificent view of historical monuments like Registan, Bibikhanim, Shokhi zinda and Guri Amir in Samarkand”.

The final part of interview was about their opinion on the tourism marketing in Uzbekistan. And the some responds showed the real situation of the promoting tourism in the country. Some of responds:

A tourist from Russia, Ivan says “The marketing in the spot in touristic cities of Uzbekistan is well-organized, however, country should promote itself internationally. Because most of people in other countries do not have information about touristic places of the country”.

A couple from the UK mentions that “Majority of people in the UK do not know about Uzbekistan, even though they are interested in culture and history. We assume Uzbekistan should be active in promotion of its tourism and national brand”.

To sum up, the results of interview shows that recent actions that have been taken by the government increased international awareness about Uzbekistan. However, it is recommended that the country should continue promoting its tourism potential as well as national image. Almost all of respondents mentioned that local advertisements of small tourism-related businesses are perfect.

One more outcome of interview is that Uzbekistan should just promote itself globally. It can be shown in the answers of participants to the question about satisfaction and expectations. More than 80 percent of respondents satisfied with facilities of touristic places in the country.

The ultimate outcomes of the investigation are briefly illustrated in this chapter, as is the general conclusion. Aside from that, several tips for tourist promotion are provided.

Discussion of the results

23 tourists were asked interview questions both offline and online for the purpose of data analysis. If the first question of interview aimed to find out personal profile of respondents, other 6 questions were asked for learning tourists` opinions on tourism marketing, international image of Uzbekistan and the most effective methods of advertisement for the sphere.

Generally, most of respondent visitors were agree with the idea that on spot advertisements of local touristic destinations are well-organized. And some tourists mentioned that the country should promote itself as much as possible, while it has enough tourism potential and deserves more international attention.

Besides that, almost all of respondents found historical and cultural aspects of the country as the most exciting. The most visitors of historical and cultural destinations are aged people, who rely on mostly printed media. That means, even though social media is considered as most effective marketing tool, advertisements of historical and cultural destination should be placed on traditional – printed media and TV channels.

Conclusion

Due to the diversity of visitor demand for a destination's supply, the competitive climate for historical tourism locations has been increasingly severe in recent years. Marketing techniques and enticing more foreigners with various promotions have become an inescapable strategic choice for tourism spots in Uzbekistan.

In this study, I utilized a framework named "The role of advertising in tourism development" to investigate tourism advertisements in the area. I investigated the motives for learning and entertainment, the demand for novelty, the natural environment, the cultural environment, the social environment, the infrastructure, and tourist enjoyment, as well as various forms of promotional tools. According to the findings of the interviews, the majority of tourists are typically enthusiastic about marketing in Uzbekistan's tourist spots since they find them quite appealing. In this situation, the issue is international apathy about Uzbekistan and its tourism potential. Despite the fact that the countries offer many tourist attractions with quality service and pleasant facilities, worldwide unawareness caused by a lack of international tourism advertising is a barrier to tourism growth.

However, the government and national tourism organizations can develop inbound tourism with the help of the number of advertisement and marketing tools, like:

- Actively arranging worldwide events on major global subjects (forums, conferences, and meetings),

- Airing video advertising highlighting tourist potential in target nations' television networks.
- Encouraging local artists, designers, and musicians to participate in international events and showcases featuring national arts.
 - Inviting well-known travel bloggers with a large following to the nations,
 - Encouraging athletes to compete in international contests and establishing international sporting events in the countries, and others.

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