

Yashil IQTISODIYOT va TARAQQIYOT

DOI 2023

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal



«Smart-turizm: XORIJIY TAJRIBA VA UNI O'ZBEKISTONDA QO'LLASH ISTIQBOLLARI»

Respublika ilmiy-amaliy anjumani

TOSHKENT DAVLAT IQTISODIYOT UNIVERSITETI
ILMIY MAQOLA VA TEZISLAR TO'PLAMI

2023-yil 15-dekabr, maxsus son

- 08.00.01 Iqtisodiyot nazariyasi
- 08.00.02 Makroiqtisodiyot
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- 08.00.06 Ekonometrika va statistika
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- 08.00.09 Jahon iqtisodiyoti
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- 08.00.15 Tadbirkorlik va kichik biznes iqtisodiyoti
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- 08.00.17 Turizm va mehmonxona faoliyati



74-91 xalqaro daraja
ISSN: 2992-8982

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

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UO'K: 338.48 (075)

KBK: 65.433(011)

“Smart-turizm: XORIJIY TAJRIBA VA UNI O‘ZBEKISTONDA QO‘LLASH ISTIQBOLLARI”.
Respublika ilmiy-amaliy anjumani materiallari to‘plami. – T.: “YalT” jurnali, 2023. – 540-b.

To‘plamga xorijiy va mahalliy olimlar, sohaning yetuk mutaxassislari va oliy o‘quv yurtlarida turizm sohasidagi muammolar bo‘yicha ilmiy izlanishlar olib borayotgan doktorantlar, tadqiqotchilar, vazirlik, qo‘mita va turli mulkchilik shaklidagi korxona, tashkilotlarning yetakchi mutaxassislari, magistrnlarning ilmiy izlanishlarining natijalari kiritilgan.

To‘plamda keltirilgan materiallarning mazmuni, undagi statistik ma‘lumotlar va keltirilgan huquqiy-me‘yoriy hujjatlarning haqqoniyligi, tadqiqiy fikr-mulohazalar va takliflarga mualliflarning o‘zlari mas‘uldirlar.

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ISBN 978-9943-6856-0-4



KEY FEATURES OF DIGITAL ADVERTISING DEVELOPMENT IN TOURISM IN UZBEKISTAN

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Abstract: The article discusses the potential for tourism growth in Uzbekistan, as well as several kinds of digital tourist promotion to lure visitors to Uzbekistan. The issue with the flow of visitors to Uzbekistan is examined, and there is a literature analysis on digital marketing. Analyzed static data, outlined different methods of digital advertising, and made key recommendations on how to use digital advertising to improve the number of visitors visiting Uzbekistan.

Key words: tourism, digital marketing, digital advertising, types of advertising, global tourism.

Annotatsiya: Ушбу мақолада Ўзбекистонда туризмни ривожлантириш салоҳияти, шунингдек, Ўзбекистонга сайёҳларни жалб қилишда фойдаланиладиган сайёҳларни рақамли реклама қилишнинг кўплаб усуллари муҳокама қилинди. Мақолада статик маълумотлар таҳлил қилинди, рақамли рекламанинг турли шакллари кўриб чиқилди ва Ўзбекистонга ташриф буюрадиган сайёҳлар сонини ошириш учун рақамли рекламадан фойдаланиш бўйича асосий тавсиялар берилди.

Kalit so'zlar: туризм, рақамли маркетинг, рақамли реклама, реклама турлари, глобал туризм.

Аннотация: В статье обсуждается потенциал роста туризма в Узбекистане, а также несколько видов цифрового туристического продвижения для привлечения посетителей в Узбекистан. Рассмотрен вопрос с потоком посетителей в Узбекистан, а также проведен анализ литературы по цифровому маркетингу. Проанализировали статические данные, обрисовали различные методы цифровой рекламы и дали ключевые рекомендации по использованию цифровой рекламы для увеличения количества посетителей, посещающих Узбекистан.

Ключевые слова: туризм, цифровой маркетинг, цифровая реклама, виды рекламы, глобальный туризм.

INTRODUCTION

In the modern era, digital marketing has emerged as a powerful tool for businesses worldwide, enabling them to reach and engage with their target audience more effectively than ever before. The Republic of Uzbekistan, with its rich history, stunning architecture, and diverse cultural heritage, has become an increasingly popular destination for tourists worldwide. In recent years, the Uzbek government has made significant efforts to boost tourism as a key driver of economic growth. One of the pivotal strategies in this endeavor has been the development of digital advertising campaigns tailored to attract tourists. This article explores the evolution of digital advertising in Uzbekistan's tourism industry, focusing on its relevance, quantitative analysis, results, recommendations, and implications for the country's future in tourism.

The Rise of Uzbekistan's Tourism Sector:

Uzbekistan's tourism sector has experienced remarkable growth in recent years, evolving into a prominent destination for travelers seeking a blend of rich history, culture, and natural beauty. Several factors have contributed to this rise, including political reforms, improved infrastructure, and a concerted effort to promote the country's unique attractions. According to the World Tourism Organization (UNWTO), Uzbekistan saw a substantial increase in international tourist arrivals, with a record-breaking 6.7 million visitors in 2019 (UNWTO, 2019). As a result of the global crisis due to the coronavirus pandemic, tourism has become one of the hardest hit industries. In 2020, according to UNWTO, a total of 1.6 million people visited by foreign tourists, while in 2021 there were 1.9 million (UNWTO, 2022). According to the State Statistics Agency of Uzbekistan, the number of tourists arriving in the country from abroad in 2022 increased 2.8 times compared to the previous year and



reached 5 million 200 thousand people (Stat.uz, 2023). The creation of a new tourist center in Samarkand has attracted an additional 2 million tourists. Large-scale preparations are being carried out for the forthcoming General Assembly of the World Tourism Organization in Uzbekistan this year. One of the high results of activities in this direction is that Uzbekistan's historic city of Samarkand was chosen as the 2023 World Tourism Capital at the 24th General Assembly of the UN World Tourism Organization (UNWTO) in Spain (UzA.uz, 2023). According to Kursiv.uz, 10 million foreign and 20 million domestic tourists are expected to visit Uzbekistan during the year. As part of pilgrimage trips, 1.2 million residents of Turkey, India, Indonesia, Malaysia, Israel, Pakistan, Japan, Bangladesh and CIS countries will visit local shrines (Kursiv.uz, 2023).

LITERATURE REVIEW

Digital marketing and tourism

Digital marketing is a broad word that encompasses both internet marketing and online marketing. The use of digital media by marketers to market products or services with the primary objective of attracting customers and connecting them with the brand through digital media is called digital marketing (Yasmin et al., 2015). Social media marketing is one of the most important methods of digital marketing (Chaffey, 2011). Digital marketing is also known as online marketing, and it may be accomplished through websites, online adverts, opt-in emails, interactive kiosks, interactive TV, or mobile devices (Chaffey and Smith, 2008). Other researchers describe digital marketing as brand promotion that takes advantage of all accessible digital advertising platforms to reach the target audience (Mandal et al. (2016). Digital marketing refers to the promotion of goods and services using digital advertising channels such as social media platforms Facebook, Instagram, and Tiktok for the purposes of this study. Efficient communication is crucial in the hospitality and tourist industries to successfully exhibit a facility's or destination's people, services, and physical setting. When there is structured engagement, the concrete offers of these companies elicit a good response. In order to attract visitors and provide a great experience, it is also critical to promote the product, pricing, location, and promotional activities. (Kumar, 2021).

The Republic of Uzbekistan, with its rich cultural history and various landscapes, has enormous tourist potential. A solid digital marketing and advertising plan is required to fully realize this potential. The following are the five most well-known categories of tourism in Uzbekistan (Uzbekistan.travel, 2023):

1. **Pilgrimage tourism:** Centers around visiting religious sites, pilgrimage destinations, and participating in religious ceremonies;
2. **Cultural and historical tourism:** Centered around experiencing the local culture, traditions, art, and history of a destination. This may include visits to museums, historical sites, and participation in cultural events. Historical tourism revolves around visiting historical sites, monuments, and landmarks to learn about the past of a particular destination;
3. **Ecotourism and wellness tourism:** A sustainable form of tourism that aims to minimize the impact on the environment and promote conservation. It often involves visiting natural areas to appreciate and preserve biodiversity. Wellness tourism: Emphasizes activities and experiences that promote health and well-being, including spa retreats, yoga retreats, and wellness resorts;
4. **Adventure and sport tourism:** Involves exploration of remote or exotic areas, often with a focus on physical activities such as hiking, trekking, and water sports;
5. **Culinary Tourism:** Focuses on exploring and experiencing the local cuisine and culinary traditions of a region.

Digital Marketing in Uzbekistan

The growth of digital marketing in Uzbekistan's tourism sector is indicative of its commitment to modernization and economic development. By harnessing the power of digital platforms, the country has expanded its reach, attracted a diverse range of tourists, and positioned itself as a must-visit des-



tion in Central Asia. In conclusion, the rise of Uzbekistan's tourism sector is intrinsically linked to its savvy use of digital marketing strategies. This approach has not only elevated the country's global profile but has also contributed significantly to its economic development and cultural exchange.

Uzbekistan's digital marketing strategies for tourism growth include a mix of promotional tactics:

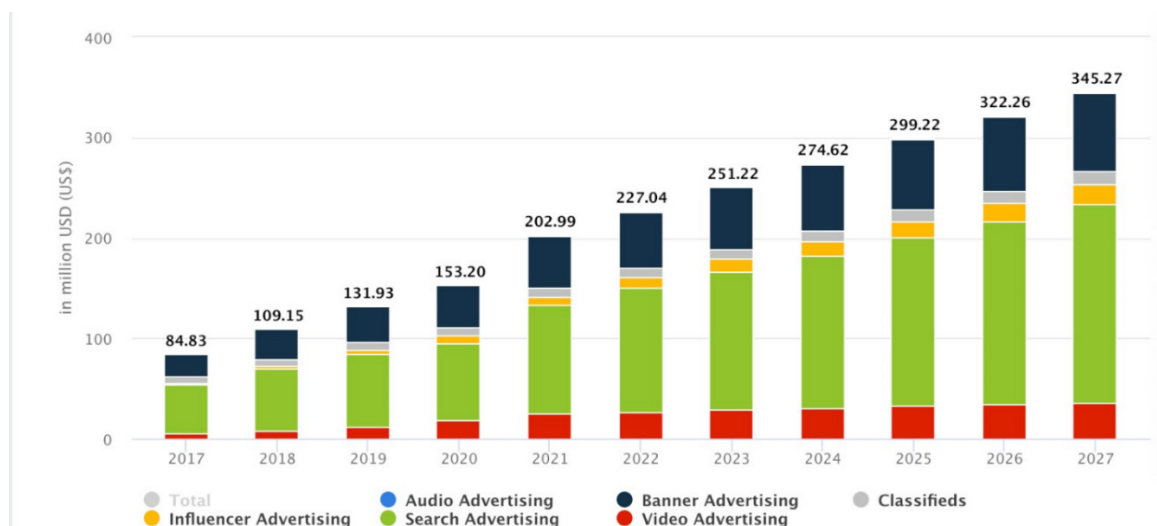
1. **Content Marketing:** High-quality, informative content, such as travel guides, articles, and videos, is created to showcase the country's attractions and cultural heritage (Kumar, 2021).
2. **User-Generated Content:** Encouraging tourists to share their experiences on social media using specific hashtags fosters authentic and compelling content that resonates with potential travelers (Yasmin et. al., 2015).
3. **Partnerships:** Collaborations with travel influencers and bloggers have been effective in reaching niche audiences and generating buzz about Uzbekistan as a destination (Chaffey and Smith, 2008).
4. **Data Analytics:** The use of data analytics tools helps in tracking the effectiveness of digital marketing efforts and making data-driven decisions for optimization (Yasmin et al., 2015).

METHODOLOGY

A quantitative method was used to evaluate the effectiveness of digital advertising in promoting tourism in Uzbekistan. This method involves analyzing various key performance indicators (KPIs), statistical data, including spending on different types of advertising, activity in social networks, number of tourists before and after digital advertising campaigns.

ANALYSIS AND RESULTS

As we all know, Uzbekistan is a very promising country with a rich cultural heritage that can attract tourists in a variety of directions. Today, the aforementioned tourism directions are developed and still developing in Uzbekistan, and in order to fully realize this potential, an effective digital marketing and advertising strategy is required. Let's look at the statistical data on digital advertising to see which is the most effective.



Source: Statista Market Insights Aug. 2023

According to a forecast by Statista.com for 2023, the digital advertising industry is projected to reach a total advertising spend of USD 251.20 million. Among the major segments, search advertising is expected to have the largest market size, amounting to USD 137.60 million in 2023. In terms of global comparison, the United States is anticipated to dominate advertising expenditures, with an estimated \$271.20 billion in 2023. Looking specifically at the search advertising industry, the average ad spend per user is expected to be \$4.72 in 2023. Furthermore, by 2027, mobile advertising is pre-

Based on the analysis, several recommendations can be made to further enhance the impact of digital advertising on Uzbekistan's tourism industry:

Travel content developers have particular abilities in creating compelling content for travel and tourism businesses. Their media experience includes blog writing, video production, social media content generation, and influencer partnerships. These creators help businesses captivate the interest of visitors and develop brand loyalty by using their storytelling ability and generating intriguing content.

- **Data-Driven Decision-Making:** Leverage data analytics to fine-tune advertising strategies continually, adapting to changing market dynamics and consumer behavior.
- **Mobile optimization:** In light of the increasing reliance on mobile devices for travel-related inquiries, it is imperative to prioritize mobile optimization in search advertising efforts. This means ensuring that landing pages and ad content load quickly and efficiently on mobile devices (Shanahan et al., 2019).
- **Multilingual and localized campaigns** are essential in recognizing the global appeal of Uzbekistan's tourist sector and catering to a diverse range of clients. It is crucial to create customized variations of search advertising campaigns that target key source markets in multiple languages. By developing ads that are culturally and linguistically appropriate, there is a significant potential to enhance engagement and conversion rates (Tarnovskaya and Biedenbach, 2018).

By incorporating these recommendations into the search advertising strategy for tourism in Uzbekistan, the destination can reach a wider and more diverse audience, provide an exceptional user experience, and continuously refine its approach to attract more tourists to explore the wonders of Uzbekistan.

The growth of digital advertising in Uzbekistan's tourist business is progressing steadily and successfully. Uzbekistan is fully utilizing the Internet's capacity to expose its cultural and historical assets to the globe, which has resulted in a significant growth in the number of tourists. Uzbekistan will take the lead as a tourism destination in Central Asia by implementing digital marketing tactics. Finally, the quantitative research shows that internet advertising has an evident influence on luring tourists to Uzbekistan. To increase the flow of tourists to Uzbekistan, it is necessary to develop various types of tourism, and which already exist, provide new conditions, and then already sell tourist locations through digital marketing and advertising, and pay more attention to new tourism destinations that can be developed in Uzbekistan. Through ongoing innovation and strategic planning, the country is excellently positioned to further build a tourist sector that fosters economic growth and cultural interaction.

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MUNDARIJA

1-ШУЪБА

ЎЗБЕКИСТОНДА SMART-ТУРИЗМНИ ЗАМОНАВИЙ ПРИНЦИПЛАРИ АСОСИДА РИВОЖЛАНТИРИШ ВА БУНДА ХОРИЖ ТАЖРИБАСИДАН ФОЙДАЛАНИШ

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Jurnal sayti: <https://yashil-iqtisodiyot-taraqqiyot.uz>

Yashil

IQTISODIYOT va TARAQQIYOT

Ijtimoiy, iqtisodiy, siyosiy, ilmiy, ommabop jurnal

Ingliz tili muharriri: Feruz Hakimov

Musahhih: Xondamir Ismoilov

Sahifalovchi va dizayner: Iskandar Islomov

2023. Maxsus son

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"Yashil iqtisodiyot va taraqqiyot" jurnali 03.11.2022-yildan O'zbekiston Respublikasi Prezidenti Adminstratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan №566955 reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan.

Litsenziya raqami: №046523. PNFL: 30407832680027

Manzilimiz: Toshkent shahar, Mirzo Ulug'bek tumani
Kumushkon ko'chasi, 26-uy.



Jurnalning ilmiyligi:

“Yashil iqtisodiyot va taraqqiyot”
jurnali

O‘zbekiston Respublikasi
Oliy ta’lim, fan va innovatsiyalar
vazirligi huzuridagi Oliy
attestatsiya komissiyasi
rayosatining
2023-yil 1-apreldagi 336/3-
sonli qarori bilan ro‘yxatdan
o‘tkazilgan.