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OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2022 Issue: 03 Volume: 107

Published: 09.03.2022 <http://T-Science.org>

QR – Issue



QR – Article



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FORMS OF PROMOTION OF THE UZBEK BRAND IN ABROAD ON THE BASIS OF SYMBOLS OF HISTORICAL AND CULTURAL HERITAGE

Abstract: In this article, the process of covering the brand of cultural tourism of Uzbekistan in the press, publishing houses and tourist TV channels was analyzed. The forms of promoting the brand of Uzbekistan abroad based on the symbolism of objects of historical and cultural heritage are also substantiated.

Key words: tourist TV channels, cultural tourism brand, objects of historical and cultural heritage, publishing, promotion.

Language: English

Citation: Muhamedova, M. S. (2022). Forms of promotion of the Uzbek brand in abroad on the basis of symbols of historical and cultural heritage. *ISJ Theoretical & Applied Science*, 03 (107), 88-91.

Soi: <http://s-o-i.org/1.1/TAS-03-107-7> **Doi:**  <https://dx.doi.org/10.15863/TAS.2022.03.107.7>

Scopus ASCC: 1200.

Introduction

An important requirement of the day is to include cultural monuments of important historical value, to provide tourists with access to these opportunities, to act as a link in the acquaintance with the rich historical and historical heritage of the present, to provide more information about cultural monuments and museums. An important part of the interpretation is to consider the information (in several foreign languages), including proposals for determining destinations of cultural significance, their cultural characteristics, specific places and types of tourists. At present, it is not difficult to obtain such information. Anyone who wants to travel can quickly connect via the internet and get instantly acquainted with the cultural riches and conditions of the country they are visiting.

Analysis and results.

Interpretation of interesting museums and historical and cultural heritage sites on the basis of mass media, that is, interpretation - means the transfer of information about the destination and cultural heritage in a formed state. However, it does not contain factual information in detail, but provides

information worthy of attracting tourists, highlighting important aspects of popular or as yet undiscovered sites to be visited. From 2019, the Ministry of Tourism and Sports of Uzbekistan will study in detail the coverage of the news in the foreign media through the telegram channel of tourism news (<https://t.me/uzbektourismofficial>) and its official website(1).

In one of the most popular British publications, The Times, journalist Richard Mellor said, "Travel across Uzbekistan on the short route of the Great Silk Road!" published an article entitled(2).

The article describes the location of the Great Silk Road, which plays an important role in the development of world civilization - Uzbekistan's rich cultural heritage, history, unique past, the author's visit to Tashkent, Samarkand and Bukhara notes that it has instead.

According to him, Uzbekistan has introduced a visa-free regime for 45 countries, including the United Kingdom. This ancient Great Silk Road, which connects East and West, is still of great importance, and the most ancient cities of Uzbekistan are located in its center.

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Uzbekistan has high tourism potential and opportunities. Special attention is paid to tourism; the created conditions will contribute to the further development of this sector in the country.

- Uzbekistan, Samarkand, Bukhara are mentioned, first of all, the ancient Great Silk Road. During my visit to these regions, I was once again convinced of the hospitality of the Uzbek people. That is why we have a lot of people who are eager to come to this country. But until then, many were hesitant to travel because of visa regulations. The fact that the British are now allowed to stay in Uzbekistan without a visa for up to a month will increase the flow of tourists. I am a short journey through the cities of the Great Silk Road left unforgettable impressions for. Especially during the visit to Uzbekistan, there was a high demand to see the cultural and historical sites included in the UNESCO World Heritage List(3). In the solution of the images of this article, the view of the historical center of Bukhara is given in harmony with the Kalon Tower.

In this case, one of the leading tourism channels in Germany and the European Union, SONNENKLAR.TV, has started promoting travel to Uzbekistan. "By the end of 2019, this process is aimed at providing broad and targeted information to audiences in Germany and other European countries, as well as tourism opportunities, historical cities, museums and world-famous tourist centers of the country. SONNENKLAR.TV(4) TV channel It has more than 40 million households and about 41 million online audiences per month." Abdulaziz Akkulov, Acting Chairman of the State Committee for Tourism Development of the Republic of Uzbekistan, and with the support of the Embassy of Uzbekistan in Germany, held a number of agreements on the promotion of Uzbekistan's tourism potential in Germany and other EU countries. On the basis of these efforts, in the first hours of the publication of the material about Uzbekistan, 16 people paid for cultural tourism in our country. On this basis, later, as a result of cooperation between Germany and other EU countries, Uzbekistan was visited by thousands of tourists(5). Significant work has been done in Kashkadarya region of the State Committee for Tourism Development. Materials published in English on Visit Kashkadarya on the official telegram channel of the Committee's regional office are available from Amazon Press Inc. is based on a collection published by the publishing house. Andijan scholar Ranakhon Khudjaeva's English-language book "Tourism: New Reforms in Uzbekistan" contains 31 dinosaur footprints in the Kalai-Sheron gorge in Kashkadarya region and Lake Achinkol in Mirishkor district(6). It should be noted that the book "Tourism: New Reforms in Uzbekistan" is also available for sale on the continents of Amazon(7). The book covers the most popular tourist destinations of Uzbekistan, the role of the State Committee for Tourism Development in the

development of the industry and other materials. If we look at the coverage of the Uzbek brand of cultural tourism in the press, publishing and tourism TV channels, then the tourist potential of Uzbek museums will be shown to the world under the heading "Treasures of the Great Silk Road" in the French news program "Journal de 20 heures"(8) on the activities of museums and reserves in Uzbekistan was found from 2020.

The activities of the Samarkand Bukhara and Khiva museum reserves, along with images depicting the uniqueness of the museumed historical and cultural heritage sites, the impressions of foreign tourists, Khiva Interviews with teachers and students of the College of Tourism, as well as the views of investor Alexander Alauddinov are also included in the video.

The report also highlighted the reforms being carried out in the country in recent years in the field of tourism, noting that the liberalized visa regime has led to a sharp increase in the number of tourists visiting Uzbekistan, especially from France, Italy and Germany.

From 2021, journalists led by Bertrand Deveaud, the head of the French TV channel "Chasse et Peche TV", visited Samarkand. The main purpose of the visit is to conduct photography to reveal the tourist potential of Samarkand, as well as to highlight the cultural and historical heritage. The filming will take place at Registan Square, Amir Temur Mausoleum, Shahi Zinda Complex and other attractions, and the video will be broadcast on "Chasse et Peche TV". The implementation of these measures will further promote Samarkand among the French and from France It will increase the flow of tourists to Samarkand. Thus, the interpretation is filled with new information that is focused, interesting, and memorable, and is seen as a source of additional information about cultural riches.

The ancient and eternal Bukhara region has always fascinated guests and many foreign media with its historical charm. In particular, members of the delegation of media representatives, bloggers and photographers of the Russian Federation, who visited Bukhara region in March 2020, visited Uzbekistan for 10 days. A special info tour of museums and historical and cultural heritage sites was also organized for the members of the creative group, who also visited Bukhara. During the visit, the officials of the Department of Tourism Development of the region carried out all the organizational work and created the necessary conditions for guests. In particular, the ascent of the Kalon Minaret, the symbol of Bukhara, the school of miniatures of the master craftsman Davlat Toshev and night trips around the city impressed the artists as a creative manifestation of cultural tourism. Along with the ancient city, the creative team also studied the unique, unique tourist potential and ethnographic features of the districts of

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Bukhara region. In particular, they visited the house of Alisher Narzullaev, a master potter from Gijduvan, and made a documentary about ceramics. In particular, the trip of the guests to the tourist center "Bukhara dessert oasis" in Romitan district was full of unforgettable impressions(9). A documentary film was made about the types of services provided at the site, the history of the tourist destination and the wide range of conditions created at it, which preserves the ancient and national styles. The creative team also visited the Shohrud winery in the region, got acquainted with its history and activities, photographed the production of local wines, and explored the possibilities of gastronomic tourism(10).

By 2021, the State Committee for Tourism Development of the Republic of Uzbekistan, in cooperation with the National Association of Electronic Mass Media of Uzbekistan, will start filming shows. In particular, in the framework of this cooperation, BBC News Uzbek service made a three-part documentary-dramatic film "In the Footsteps of Baburi Princesses"(11). To increase the tourist potential of Uzbekistan, a new show "In the footsteps of Babur and the princesses of Babur" was shot, which reflects the unique landscapes, history and values of the ancient and young city of Samarkand(12). The Shahi Zinda memorial complex, Bibihanim, Khoja Ahrori Vali, Ruhobod mausoleums, Mirzo Ulugbek Observatory, Khoja Daniyar shrine and other monuments of the Samarkand State Joint Historical-Architectural and Art Museum-Reserve were successfully used in the demonstration solution. In making this documentary, new approaches, ideas and interesting conversations with the locals were combined. Interviews with foreign tourists were also given in the film.

Many analysts describe the modern stage of cultural tourism as an "era of historical events." (The International Festivals and Events Association)(13) based on various social networks, feature and documentary films, and media-based acquaintances over the weekend, an average of 222,000 people were expected to visit places related to the realities of cultural heritage. One and a half days a year such events from day 50 to 60 thousand, the number of festivals lasting 2 days is almost five thousand(14).

The modern tourist has a meaningful organization of leisure time, has a high level of entertainment and interactive value, as much as possible live communication with people (high touch), to see the results in practice, to form a potential level for long-term memory, effective use of free time,

information The use of various tools in the organization of the creation of incentives and the correct allocation of time, the revitalization of trips to cultural monuments are important processes. From a technological point of view, event tourism can be considered as a branch of separate types of cultural tourism, which serves as a tool for the development of existing types of tourism in the formation and use of realities in the form of videos. In this regard, the State Committee for Tourism Development of the Republic of Uzbekistan "Mystery Box"(15) Under the agreement with the founder of the company Jacob Schwartz, Bukhara, Samarkand, Khiva and Shakhrisabz historical and cultural heritage sites and museums began to create virtual designs based on 8K-horizontal, about 8000 pixels, digital cinema and computer graphics. It is a follower of the 8K-4, 4 times behind the previous standard in terms of ultra-high resolution. The number of videos recorded in this format is very small, and due to the high cost of filming equipment, only a few countries, such as Morocco, the United States, Japan and Peru, have such videos that fully explore the country's cultural tourism potential. The premiere of the video about Uzbekistan has started on the YouTube channel "Jacob + Katie Schwarz"(16). An agreement has been reached with Mystery Box to broadcast videos about Uzbekistan free of charge in the largest shopping centers of the Persian Gulf, such as Dubai Mall and The Emirates Mall.

Conclusions.

In this regard, at the initiative of the Department of Tourism Development of Khorezm region and at the direct invitation of the Russian TV channel "Pervyy" with representatives of the popular TV channel "Neputevye zametki" during the 5-day filming process, the artists and got acquainted with the museum complex "Ulli Hovli" in Urgench district and other newly established tourist facilities. On the TV show "Neputevye zametki" dedicated to Khorezm(17) the museum objects of the Khiva State Museum-Reserve "Ichan-kala" were discussed in detail. Today, the creative team of the Uzbek TV channel "Worldwide" has launched TV programs "Art Tourism" and "A Thousand and One Treasures". The TV program "Art-tourism" is mainly dedicated to the coverage of human activities in the field of handicrafts and arts. The coverage of the development of tourism in the regions in the program "A Thousand and One Treasures" also plays an important role in the development of the process.

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