

THE IMPACT OF EVENTS ON HOTEL VISITS –THE CASE OF EDEM PLAZA AND AYVAN HOELS

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Abstract: More and more places are increasingly using events and cultural festivals to enhance their image positively and boost tourist flow. Cultural events and festivals have always had a special place in society. Although event tourism has not emerged recently, interest in cultural events in tourism literature has grown tremendously over the last few decades as they have become a key element in multiplying tourist flow in the area. Destinations have also begun to create innovative tourism events as one of the ways to maintain the continuity of tourist stays in hotels. Therefore, the research in this area can be considered very relevant for the industry. This article examines the importance of various public events on maintenance of hotel stays and analyzes the impact of popular events, especially “**International Gold Embroidery and Jewelry Festival**” festival as it significantly adds tourist flow enhancement. **The purpose of this study** is to explore how Events relating to tourism have impacted on hotel visits. The Silk and Spices Festival is undoubtedly one of the most popular Uzbek cultural festivals held annually internationally. Methodological questionnaires were developed to conduct the research. Questionnaires in the form of paper surveys were taken from international and local tourists who visited the Silk and Spices Festival and other popular tourism-related festivals to learn about the impact of this festival on Hotels of Bukhara. The findings show that there is a positive link between these tourism events and the hotel visits. The research also shows that the more events takes place nearby tourist destinations, the more tourist flow increases.

Keywords: Hospitality industry, cultural events, festivals, events evaluation, event tourism

Substantiation and relevance of the topic: “the concept of development of the tourism sector of the Republic of Uzbekistan in 2019 — 2025 is aimed at achieving increased efficiency of the ongoing reforms to create favorable economic conditions and prerequisites, developing priority goals and objectives for the accelerated development of the tourism industry, increasing its role and contribution to the economy, diversification and improving the quality of services, as well as improving tourism infrastructure. The Decree of the President of the Republic of Uzbekistan dated January 5, 2019 No. DP-5611”.(1)

The thesis is aimed at developing sustainable tourism and lengthening tourist stay by analyzing tourism events in Uzbekistan. Major events are playing a significant role for continuity of tourist flow in the hotels, further explanations of event industry and tourism industry, Scientific studies on learning economic and tourism impact of events for the development of hotel visits, Qualitative research is used in order to analyze the role of events in hospitality industry.

Tourism perspective: The term ‘event(s) tourism’ was not widely used, if at all, prior to 1987 when The New Zealand Tourist and Publicity Department (1987) reported: “Event tourism is an important and rapidly growing segment of international tourism”. An article by Getz (2) developed a framework for planning ‘events tourism’. Prior to this, it was normal to speak of special events, hallmark events, mega events and specific types of events. Now ‘event tourism’ is generally recognized as being inclusive of all planned events in an integrated approach to development and marketing. As with all forms of special-interest travel, event tourism must be viewed from both demand and supply sides. A consumer perspective requires determining who travels for events and why, and also who attends events while traveling. We also want to know what ‘event tourists’ do and spend. Included in this demand-side approach is assessment of the value of events in promoting a positive destination image, place marketing in general, and co-branding with destinations. On the supply side, destinations develop, facilitate and promote events of all kinds to meet multiple goals: to attract tourists (especially in the off-peak seasons), serve as a catalyst (for urban renewal, and for increasing the

infrastructure and tourism capacity of the destination), to foster a positive destination image and contribute to general place marketing and to animate specific attractions or areas. There is no real justification for considering event tourism as a separate field of studies. The constraint is that both tourism and event studies are necessary to understand this kind of experience. In a similar vein, Deery, Jago, and Fredline (2004) asked if sports tourism and event tourism are the same thing. Their conceptualization showed sport tourism as being at the nexus of event tourism and sport, with both sport tourism and event tourism being sub-sets of tourism in general. Indeed, there is almost limitless potential for sub-dividing tourism studies and management in this manner.(3) Festivals can bring development to the economy, improve the life of a society, and especially create a positive image and brand of destination. Thanks to the contribution of the festivals, the destination becomes more attractive and increases the ability to attract tourists.(4)

Thus, the literature review was researched and collected after extensive research through sources written by other authors and online websites which facilitated the enrichment of the theoretical structure of the dissertation work.

Questionnaire design: in this study, an online survey was conducted as a quantitative method. A questionnaire is a research technique consisting of a set of questions for the purpose of collecting respondent data. Survey provides a relatively inexpensive, fast, and efficient way to obtain large amounts of information from a wide range of people, and the author used an online survey due to the distance between regions of Uzbekistan.

This table below illustrates the number of rooms booked in Edem Plaza Hotel during day one of **International Gold Embroidery and Jewelry Festival**, 21st of May respectively.

Room types: Lux-Luxurious, Poll-pollux, Std-Standart;

RR-Rooms reserved, green color-reserved rooms, white color-non reserved rooms;

Table 1.1. Hotel reservation during the festival

<i>Num ber of floor s</i>	Edem plaza hotel room numbers													RR
<i>1st</i>	101 std	102 std	103 std	104 po ll										4
<i>2nd</i>	201 std	202 std	203 std	204 std	205 lu x	206 std	207 std	208 std	209 std	210 std	211 lu x	212 std	213 po ll	12
<i>3rd</i>	301 std	302 std	303 std	304 lu x	305 std	306 std	307 std	308 lu x	309 po ll					8

This table below illustrates the number of rooms booked in Edem Plaza Hotel during day two of **International Gold Embroidery and Jewelry Festival**, 22nd of May respectively.

Room types: Lux-Luxurious, Poll-pollux, Std-Standart;

RR-Rooms reserved, green color-reserved rooms, white color-non reserved rooms;

Table 1.2. Hotel reservation during the festival

<i>Number of floors</i>	Edem plaza hotel room numbers													RR
1st	10 1	10 2	10 3	10 4										4
	std	std	std	poll										
2nd	20 1	20 2	20 3	20 4	20 5	20 6	20 7	20 8	20 9	21 0	211 lux	212 std	213 poll	11
	std	std	std	std	lux	std	std	std	std	std				
3rd	30 1	30 2	30 3	30 4	30 5	30 6	30 7	30 8	30 9					8

	std	std	std	lu x	std	std	std	lu x	po ll					
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This table below illustrates the number of rooms booked in Edem Plaza Hotel before **International Gold Embroidery and Jewelry Festival**, 21st of March respectively.

Room types: Lux-Luxurious, Poll-pollux, Std-Standart;

RR-Rooms reserved, green color-reserved rooms, white color-non reserved rooms;

Table 3.3. Hotel reservation during the festival

<i>Num ber of floor s</i>	Edem plaza hotel room numbers													RR
<i>1st</i>	10 1	10 2	10 3	10 4										2
	std	std	std	po ll										
<i>2nd</i>	20 1	20 2	20 3	20 4	20 5	20 6	20 7	20 8	20 9	21 0	21 1	212	213	7

	std	std	std	std	lu x	std	std	std	std	std	lu x	std	poll	
3rd	30 1	30 2	30 3	30 4	30 5	30 6	30 7	30 8	30 9					6
	std	std	std	lu x	std	std	std	lu x	po ll					

Conclusion

An event event has a complex structure, expressed in a quality organization. Despite the complex organization of the process, the organization and conduct of event events is becoming an increasingly popular method that is gaining momentum among enterprises for which it is important to hold an event in order to realize their marketing goals. In shaping the image of an enterprise, this is one of the most effective tools. The best effect as a result of holding and organizing an event is the fact that the consumer, the participant of the event, did not understand that he was exposed to advertising technologies, since they should not be noticeable in a professional approach to planning and carrying out projects. Thus, event tourism plays an important role in solving the socio-economic problems of territories. At the same time, the inclusion of event tourism in long-term development programs adopted by local authorities is gaining particular relevance.

The positivistic approaches standard to management, economics and other social sciences will continue to be useful, but it is necessary to employ both qualitative and quantitative methods. In particular, the experiential nature of travel and events requires

phenomenological approaches, including hermeneutics (the interpretation of texts, which can be the event itself), direct and participant observation, in-depth interviews, and experiential sampling.

Having carried out a research of this magnitude, where surveys have been conducted, presented, analyzed and also findings have surfaced from the analysis, it is imperative and very important that recommendations are given. The recommendations will focus on how the positive impacts of event tourism on the city can be increased and also the possible ways to reduce the negative impacts to the barest minimum in subsequent events.

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