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BUKHARA TOURISM DESTINATION BRANDING HISTORY AND CURRENT SITUATION



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Abstract: *The government of Uzbekistan has increasingly recognized the importance of the tourism industry for economic development, leading to a focus on improving the image and branding of tourism destinations. This study explores the evolution of destination branding in Bukhara, Uzbekistan, a city rich in historical and cultural significance along the Silk Road. Drawing from previous research on destination branding and tourism development, this paper examines the efforts made in Bukhara to establish a unique tourism identity and attract visitors. Results reveal significant growth in Bukhara's tourism sector, with increasing numbers of both foreign and domestic tourists. The study also analyzes the historical progression of destination branding efforts in Bukhara, spanning three distinct periods. These efforts culminate in the current tourism logo, which reflects the city's historical significance and cultural heritage. Finally, the paper provides conclusions and suggestions for further enhancing Bukhara's tourism brand and marketing strategies to ensure continued growth and competitiveness in the global tourism market.*

Keywords: *Destination Branding, Bukhara, Bukhara Branding History*

INTRODUCTION

In recent years, the government of Uzbekistan began to consider the tourism industry as the main sector that develops the country's economy. From year to year, the attention of the government to the tourism sector is increasing. In the world experience, tourism destinations pay special attention to improving the image of tourism destinations and branding destinations in order to effectively develop the tourism industry. The government of Uzbekistan is also on the way to apply this experience, and a number of measures aimed at increasing the tourism potential of the country and its regions are being implemented. Active promotion of the government's tourism sector, a number of measures aimed at developing the brand of tourism destina-

tions are reflected in the relevant decisions of the government. In particular, according to the "Concept of the development of the tourism industry in the Republic of Uzbekistan in 2019-2025" approved by the Decree of the President of the Republic of Uzbekistan No. PF-5611 dated January 5, 2019, the tourist products of the Republic of Uzbekistan in the domestic and foreign tourism markets in order to strengthen its image as a safe country for travel and recreation, the task of creating a single national tourism brand of the Republic of Uzbekistan and based on the specific characteristics of each region, the task of creating tourism brands of the regions has been set [1]. As this decision and its relevant paragraph show, the need to improve the image and branding of this place is very high in order to increase the flow of tourists to a country or a certain tourism destination.

LITERATURE REVIEW

Destination branding in Bukhara has been the focus of few studies. The research conducted by Navruz-Zoda et al. emphasizes the importance of branding in promoting pilgrimage tourism in Bukhara and improving its competitiveness as a destination [5]. The study highlights the need for destination marketing tools to attract tourists and enhance the image of Bukhara as a spiritual and cultural destination [6]. Additionally, the study by Šajinović examines the branding of spa tourism destinations and identifies successful branding strategies that can be applied to less renowned destinations, such as Bukhara [7]. These studies provide insights into the branding process and its impact on the positioning and attractiveness of destinations, including Bukhara. Bukhara, a historic city along the Silk Roads in Uzbekistan, is undergoing changes and is recognized as a World Heritage site. The city is also focusing on branding and marketing itself as a destination, with the aim of improving competitiveness and attracting tourists [8]. Among the scientists from Uzbekistan, Kh.N. Abdulazizova studied the national and regional brand concepts, N.S. Ibragimov studied the scientific basis of the brand and image of a competitive tourist area.

RESULTS AND DISCUSSIONS

Development of the tourism industry has become of strategic importance in Bukhara, one of the destinations of Uzbekistan with a very high tourism potential. According to deputy governor of Bukhara region, B. Shakhriyurov, in 2023, the total number of accommodation facilities reached 544 with the ability to receive 14,000 beaches at the same time. In 2023, 1,387,000 foreign tourists visited Bukhara and the export of tourism services through the services provided to them reached 339.1 million US dollars. In addition, 3,400,000 local tourists visited Bukhara from the territories of the republic. "Travel around Uzbekistan!" within the framework of the program, 1,247,000 tourists traveled from Bukhara to other regions of the Republic [4].

To develop the Bukhara tourism destination brand and develop marketing strategies, it is necessary to first look at the history of destination branding. The history of the development of the Bukhara tourism brand includes 3 periods

- From May 15, 2015 to August 27, 2018;
- From August 27, 2018 to December 31, 2020;
- From December 31, 2020 to today.

From May 15, 2015 to August 27, 2018

The history of Bukhara tourism destination branding dates back to 2015. When the government began to see the tourism industry as a highly profitable sector of the economy, the need to create a unique image of Uzbekistan and each type of destination increased year by year. On May 15, 2015, the Bukhara regional administration, the national company "Uzbekturizm" announced a competition for the development of the tourism brand (logo and slogan) of the region by the Bukhara regional branch [13]. According to the State Committee for Tourism Development of the Republic of Uzbekistan, the tourism logo of the Bukhara region (Fig. 1) was created by a working group consisting of 20 people (historians, architects, representatives of state and public organizations, mass media, youth organizations) The proposals received from the community were taken into account for the creation of the logo for two years, and the tourist logo of the Bukhara region was approved in accordance with the decision No. 669 of the governor of Bukhara O'Barnoev dated November 18, 2017 [3,11].



Figure 1. 1st Bukhara tourism logo [3,11]

The State Committee for Tourism Development of the Republic of Uzbekistan described the logo as follows:

- the symbol of a camel with two humps and wings - a symbol of endurance, strength, victory and violence, and one of the symbols of the Bukharkhudots in history, depicting longevity, strength and wisdom;
- in the same way, the appearance of a camel with two scythes and two wings is compared to the fact that the throne of the rulers of Bukhara was made in this form in the early Middle Ages;
- the almond shape of the symbol means that in the ancient state of Bukhara, the state seals were also in this shape;
- in the middle of the symbol, the panorama of Bukhara, in particular the Poyi Kalon ensemble, is presented - this indicates the existence of great creativity and unique examples of architecture in Bukhara since ancient times;
- the sun in the background of the back of the sign - a sign of abundance of sunny days and fertility in the oasis;
- the shape of an eight-pointed star is a symbol of the perfection and recognition of Bukhara as a noble and holy city;

- a five-pointed star and a half-moon within a star - means the five duties in the Islamic world, purity, and at the same time the meaning of the independence of our Motherland;

- the blue color given in the star is a symbol of the clear sky of our country and the peace reigning on our land;

- the inscriptions written in Uzbek and English languages (Holy Bukhara and Bukharai sharif) in the almond-shaped two-line shell repeat the holy name of Bukhara known in the Islamic world;

- the inclusion of the logo in a two-line circle reflects Bukhara's well-known place in the world as a center of science, education and culture and a major trade center on the Great Silk Road;

- a pattern of seven flowers between the inscriptions indicates the development of handicrafts in the region and the fact that the land of saints and "Etti pir" shrines, which greatly contributed to the development of the holy religion of Islam, are located in Bukhara;

- the green colors inside the logo shell and the circle always mean youth, vitality and immortality;

- the yellow color between the circle and the almond symbol means that Bukhara is an eternal and ever-changing green oasis in the middle of the hot natural climate and the golden desert.

However, this brand caused a sharp objection from the general public and mass media. This logo, which was in effect from November 18, 2017 to August 27, 2018, was hardly used in the destination's tourism advertisements and promotional activities.

From August 27, 2018 to December 31, 2020

On August 27, 2018, the Department of Tourism Development of the Bukhara region announced the next competition for the creation of the regional logo. It was carried out in accordance with the "2019 plan of measures" on the implementation of the "Concept for the development of the tourism sector in the Republic of Uzbekistan in 2019-2025", approved by the decree on measures [1].

According to the State Committee for the Development of Tourism, *uzbektourism.uz* logo proposals accepted for the competition were determined through an open public online voting process. According to him, the touristic logo of Bukhara region, proposed by Jasur Gayratov, with the image of "Minorai Kalon" combined with the Latin letter B, was declared the winner with 27.3 percent of votes [14].

A brief description of the logo

The logo of the city of Bukhara combines the image of the ancient Tower of Kalon and the letter "B" from the Latin alphabet. The main colors of the logo are black and gold, referring to the great history.

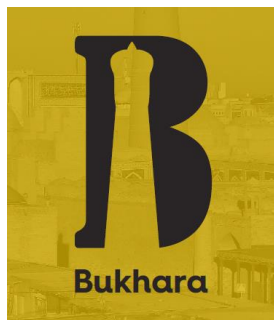


Figure 2. 2nd Bukhara tourism logo [13]

From December 31, 2020 to today

"Within the framework of the tasks defined in the decision of the President of the Republic of Uzbekistan No. PQ-2980 of May 19, 2017 and the decision of the Bukhara regional governor No. 706 of December 9, 2017 "Review on the creation of the tourism brand (logo and slogan) of the Bukhara region In order to ensure the implementation of the decision "On holding a competition", a trial competition was held on the creation of the tourism brand (logo and slogan) of the Bukhara region. According to the results of the online poll, the logo proposal proposed by Shodiyeva Asilya was declared the winner with the most votes [2]. This logo has been officially used as the official tourism logo of Bukhara since December 31, 2020.



Figure 3. Current Bukhara tourism logo [2]

CONCLUSIONS AND SUGGESTIONS

In conclusion, the journey of destination branding in Bukhara, Uzbekistan, underscores the pivotal role of tourism in the country's economic development. Over the years, concerted efforts have been made to create a distinct tourism identity for Bukhara, capitalizing on its rich historical and cultural heritage. The evolution from initial logo designs to the current branding initiatives reflects a proactive approach by the government and stakeholders to position Bukhara as a premier destination for travelers.

The substantial increase in tourist arrivals, both domestic and international, serves as a testament to the effectiveness of these branding endeavors. However, it

is imperative to recognize that destination branding is an ongoing process that requires continual evaluation and adaptation to changing market dynamics. Moving forward, there is a need for sustained collaboration between government agencies, tourism boards, and local stakeholders to further enhance Bukhara's tourism brand.

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<https://kun.uz/92088#!>

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<https://darakchi.uz/oz/38658>

O‘ZBEKISTONDA SANOAT SOHASI KADRLARINI MAHALLI- YLASHTIRISH SIYOSATI: TARIXIY TAHLIL, NATIJA VA OQIBATLARI (JANUBIY VILOYATLAR MISOLIDA, 1925-1950 YY)



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Qarshi tumani**

Annotatsiya. O‘zbekistonda sanoat sohasi ishchilari tarkibini shakllantirish va korxonalarini kadrlar bilan ta‘minlash masalasi, sanoat sohasi kadrlari tayyorlash jarayonidagi ziddiyatli holatlar ilmiy manbalar asosida tarixiy tahlil etiladi.

Kalit so‘zlar: Sanoat, fabrika, zavod, xotin-qizlar, gaz, kimyo, og‘ir sanoat, yengil sanoat, qurilish materiallari, elektr stansiyalar, un zavodlari, oziq-ovqat. to‘qimachilik, kadrlar siyosati, kon sanoati.

Аннотация. Исторически на основе научных источников анализируются вопросы формирования структуры промышленных рабочих в Узбекистане и обеспечения предприятий кадрами, конфликтные ситуации в процессе подготовки промышленных кадров.

Ключевые слова: Промышленность, фабрика, завод, женщины, газ, химия, тяжёлая промышленность, лёгкая промышленность, стройматериалы, электростанции, мукомольные заводы, пищевая промышленность, текстильная промышленность, кадровая политика, горнодобывающая промышленность.

Abstract. The issue of forming the structure of industrial workers in Uzbekistan and providing enterprises with personnel, conflicting situations in the process of training industrial personnel are analyzed historically on the basis of scientific sources.

Key words: Industry, factory, plant, women, gas, chemistry, heavy industry, light industry, building materials, power stations, flour factories, food, textile, personnel policy, mining industry.

O‘zbekistonda so‘nggi yillarda iqtisodiy islohotlar tufayli mamlakat sanoat ishlab chiqarish tizimida tarkibiy o‘zgarishlar amalga oshirilib, zamonaviy sanoat taraqqiyoti uchun keng yo‘l ochildi. Iqtisodiy hayotni demokratlashtirish, soha siyosiy tizimida tub o‘zgarishlar yasash, boshqarishda yangi shaklni tashkil etish va sanoat korxonalariga egalik qilishning turli shakllarini tarkib toptirish, soha kadrlarini tayyorlash borasida qator muvaffaqiyatlar qo‘lga kiritilmoqda. Hozirgi kunda qo‘yilayotgan murakkab vazifalarning ijobiy hal etilishi ko‘p jihatdan uning tarixiga ham bog‘liq hisoblanadi. Jamiyat va davlat taraqqiyotini belgilovchi asosiy