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WAYS TO IMPROVE BUKHARA DESTINATION BRAND AND INCREASE ITS ATTRACTION

Abstract: This article analyzes the scientific basis for the formation of destination brand, studies the strengths and weaknesses of the Bukhara tourist brand and develops recommendations for its improvement and to increase its attractiveness.

Keywords: tourism destination brand, brand manager, brand management, rebranding, logo, slogan.

Introduction

Resolution of the President of the Republic of Uzbekistan dated May 19, 2017 № PP-2980 "On measures to accelerate the development of tourism potential of Bukhara city and Bukhara region in 2017-2019". The resolution instructed the State Committee for Tourism Development and the Bukhara regional administration to develop and promote the unique tourist city of Bukhara, the tourist brand of Bukhara, under the motto "Holy Bukhara - the center of Islamic enlightenment"[1]. As noted in this resolution, the widespread promotion of the tourism brand of Bukhara region is important to ensure sustainable growth of tourism in the region. According to world experience, in recent years, the concept of regional branding has emerged as a powerful tool in the tourism industry. Due to the process of globalization, today the competition to increase its image among the regions is taking place not only in countries, regions and cities, but all over the world. In the process, we can see cities and even small villages competing for potential tourists. The global competition will involve 2.7 million small towns and cities, 3,000 major cities and 455 major metropolis [3]. This means that regions cannot think about socio-economic development without knowing how to manage business and marketing tools [4].

Literature Review

Initially, branding was designed to differentiate between companies and their products and services, not for a specific region. Therefore, it will be

possible to first get acquainted with the concept of brand and only then discuss the application of the concept of brand in destinations. This refers more to the term product branding, which is a basic concept of marketing.

From Uzbek scientists Abdulazizova H. N. [5] studied the concepts of national and regional brands, Ibragimov N. S. [6] studied the scientific basis of the brand and image of a competitive tourist area.

According to Well-known scientists and marketologists, a well-recognized brand definition by Aaker is as follows: a separate name and / or mark (logo, trademark, or package design) typically designed to distinguish goods or services from a single seller or group can be viewed as a brand [7]. The American Marketing Association argues that a brand is "designed to distinguish manufacturers of goods (services) from competitors by using one or more names, terms, symbols, symbols, designs, etc "[8].

Brands are the main assets that reflect the offers of companies and determine their marketing direction [9,10,11]. Marketers point out that branding is one of the most powerful tools of marketing [12,13]. So now almost everything is branded, including destinations.

Thus, branding techniques and processes previously used only in companies were later mastered and recognized by destinations [13]. Although tourist goods and services are being branded, tourist destinations are the largest branded object in the tourism industry [14, 15].

Moilanen and Rainisto argue that destinations are able to develop their brands in the same way as companies [16]. The principles of branding are the same, but the process for destinations is more complex than for products and services [17]. Products and services are usually manufactured to meet the unmet needs of consumers, so marketing only links a company's supply to an existing demand. However, destination marketers face a very difficult task, because the main features of the destination, such as its climate, landscape, historical sites, culture, which represent the main character, are already formed and do not change depending on customer needs [18].

Before addressing the term brand concept, it is important to understand the meaning of the term "destination". It is noteworthy that the term "destination" is given very vaguely in the scientific literature. Some researchers use it when thinking about countries, while others use it when thinking about regions or cities. Nevertheless, Leiper described the destination as "a place where people travel and a place chosen by tourists to spend a certain amount of time to see the sights." Moreover, according to Buhalis, Destination is a

collection of these tourist products [19]. These descriptions demonstrate a strong link between destination and tourism, as all the scholars mentioned above refer to them as tourism subjects. Such a notion has been suggested in studies by Hanna and Rowley that “destination” refers only to tourism [20].

It should be noted that destination is also an abstract concept which can be interpreted subjectively by consumers. Therefore, the concept of destination is also applied differently depending on the travel plans, purpose, culture and origin of the tourists [19]. Thus, the concept of “destination” differs individually among each consumer, and it can be any geographical area, such as country, province, city, island, resort, or even the sum of these areas [19, 20]. The same is true for destination brand research. According to the meaning of the word “destination” discussed above, its brand can be considered as an “umbrella” that includes terms such as country brand, city brand, regional brand and national branding, as there is no term “destination brand” in the scientific literature. Most destination branding research is conducted across specific countries, cities, and other geographic features, using the concepts outlined above.

Furthermore, the term “regional branding” is commonly used to describe the branding process in different geographical objects, such as destination, country, region, city, and township [20, 21]. Therefore, the term “place” is broader than “destination,” but also serves as a concept that encompasses all of the objects mentioned above.

UNWTO emphasizes that the logo, slogan, image, design style and marketing elements are not a brand. This idea is supported by Chalip and Costa because they promote the idea that a name, logo, slogan, or other marketing element is also not a brand [11]. However, both sources have a common view that all of the above elements are part of the brand. In addition, according to Kaplanidou and Vogt, the verbal and visual elements of the destination brand reflect the importance and specificity of the destination [22]. In short, these elements come from the destination brand and are used in destination marketing. It should be noted that all of these elements must be compatible to reinforce each other and at the same time create a holistic destination brand.

When it comes to the destination brand, the name is determined by the actual geographical name of the place [23, 15]. Another important element of the destination brand is the logo. The logo is a crucial element that should always be consistent with other brand elements [24]. A logo is a graphic design

that includes or does not include the name of the destination, or as a single symbol that reflects the achievements of the destination over a period of time [24, 25]. Most scholars point out that the main feature of a logo should be simple and clear, which means the ability to depict the intended meaning using several design elements. UNWTO emphasizes that the logo of a destination should not have more than three sections, otherwise it may be confusing and confusing [21]. In short, the logo represents the identifier of the destination and can be taken as the signature of the destination based on the nature of the area.

Another important element is the slogan, which usually comes with the logo. According to Suphellen and Nygaardsvik, slogans are “short phrases that convey descriptive or convincing information about a brand” that meaningfully summarize the essence of destination for target markets and are effective in distinguishing destination from others [26]. Typically, slogans denote only one feature of destination [27]. The ideal destination motto encompasses its description in a few words, with word power and word game being the key to success. These words should be appropriate to attract attention, arouse interest, make the desired impression, and remain in the customer’s memory. In short, the slogans are aimed at enhancing brand image and awareness [26].

The next components of the brand are image, design and verbal elements, which play an important role in conveying the uniqueness and essence of the destination, as well as creating a special feeling of destination in the minds of tourists [21]. According to Buck, the tourism industry is largely image-based, so it will be possible to create the intended brand using images such as photos and other graphics for destination. In short, the visual and verbal elements should reflect the specificity and values of the destination [22, 21].

From the above, it can be understood that the name, logo, slogan, image, design style and verbal elements represent the uniqueness of the destination brand. The compatibility of brand elements is critical to creating a successful destination brand.

Analysis and results

Based on the above scientists, the composition of the destination brand - the name, logo, slogan, image, design and verbal elements can be seen in the example of the tourist brand of Uzbekistan (Figure 1).



Figure 1. Destination brand components (on the example of the national tourism brand of Uzbekistan)

[Source: Illustrated by author according to the results of research]

As the flow of tourists increases year by year, destinations are trying to create their own competitive advantages and unique sales offers in order to increase the number of tourists visiting and spending. Therefore, with increasing competition in the field of tourism and changes in tourist demand and values, tourist destinations need to reconsider their brand concepts.

Conclusions and suggestions

Summarizing the guide for the creation and implementation of the brand of tourism destinations, developed by the World Tourism Organization and the European Travel Commission, it is possible to make some recommendations to improve and increase the attractiveness of the existing tourism brand of Bukhara region. For this purpose it is necessary to do the following:

Establish permanent management of the existing brand

- It is recommended to introduce the position of brand manager as an employee of the Bukhara regional department of the State Committee for Tourism Development;
- Employees of the Bukhara Regional Department of the State Committee for Tourism Development, entrepreneurs and residents of the tourism industry should be helped to understand the importance and content of the brand;
- It is advisable to organize seminars and trainings to encourage other stakeholders to understand and accept the brand;
- The State Committee for Tourism Development should train employees of the Bukhara regional administration, entrepreneurs and other interested organizations on how to use the adopted brand in their organizations and marketing communications. Because it should remain important and understandable to stakeholders (tour company, travel agencies, hotels,

transportation agencies, restaurants, etc.).

Assessing brand impact

- Brand impact assessment is necessary to understand how a brand is perceived. This will help you determine how and when to change the brand.

- The most important things to understand are:

1. *Distinguish goods*: Is it perceived that destination is really different from others, especially competitors?

2. *Brand Valuation*: How do people react to a brand in key target markets?

3. *Changes in perception*: Does the image of destination change for the better or for the worse over time?

- Brand impact needs to be assessed from time to time. Changes in brand perception can occur over time, not instantly[8]. It is therefore recommended that brand tracking surveys be conducted approximately once every 2-3 years. The main ways to measure brand impact are:

- brand tracking surveys;
- online panel questionnaires;
- international comparative research;
- checking the satisfaction of visitors;
- monitoring of mass media.



Figure 2. Newly approved tourist logo of Bukhara region

[Source: Declaration of the meeting of the competition commission for the creation of the tourist brand of Bukhara region on December 31, 2020] [2]

It is also possible to make some recommendations to strengthen the influence of the existing tourism brand of Bukhara region. If we look at the brand (Figure 2), the logo uses historical objects of Bukhara region, and in part has the ability to attract brightness and attention through the combination of

colors. It has nothing in common with the country's tourist logo. In the experience of developed tourist destinations, there are many proponents of the principle that the country's tourism brand should be the basis for the creation of regional brands. Because in this way the destination uses the image of the country as an "umbrella" to develop the destination brand. There are several ways to reflect a country's image in a destination brand, including:

- Repetition of any elements in the country brand logo in the destination logo (through the same colors, shapes, symbols and signs);
- Use of words in the regional brand slogan in the country brand slogan;
- Use of the country name or flag in the regional brand slogan.

In our opinion, the reflection of some elements of the country's brand logo in the development of the tourist brand of Bukhara region can lead to positive results.

Thus, the Bukhara tourism brand does not currently have a slogan and there is a great need for a slogan offer [6]. As a result of further research, the phrase "A glance at the past" was suggested as another slogan. The words in this phrase do not exist among the tourist slogans and correspond to the proposition that gives a tourist destination. The nearly 190 tourist destinations available today do not repeat the words in the slogan of national brands. In general, increasing the attractiveness of the Bukhara destination tourism brand required extensive research, and our research reflected part of a larger research object.

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