

PROSPECTS OF THE DEVELOPMENT OF TOURISM JOURNALISM IN UZBEKISTAN

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ABSTRACT

Today, media coverage of tourism policy and the tasks assigned to it remain relevant. This article reveals the prospects of tourism journalism, issues of coverage of tourism policy in Uzbekistan, achievements and shortcomings, specific features of tourism journalism in the press system.

Keywords: *national model of tourism, tourist potential, prospects of tourism, tourism journalism, tourism marketing.*

АННОТАЦИЯ

Сегодня остается актуальным освещение в СМИ туристической политики и поставленных перед ней задач. В данной статье раскрываются перспективы туристической журналистики, вопросы освещения туристической политики Узбекистана, достижения и недостатки, особенности туристической журналистики в системе печати.

Ключевые слова: *национальная модель туризма, туристский потенциал, перспективы туризма, туристическая журналистика, туристический маркетинг.*

ANNOTATSIYA

Bugungi kunda turizm siyosatining OAV orqali yoritilishi, unga qo'yilgan vazifalar dolzarb bo'lib qolmoqda. Ushbu maqolada turizm jurnalistikaning istiqbollari, O'zbekistonda turizm siyosatining yoritilish masalari, yutuq va kamchiliklari, turizm jurnalistikasining matbuot tizimidagi o'ziga xos xususiyatlarini ochib berilgan.

Kalit so'zlar: *turizmning milliy modeli, turistik salohiyat, turizm istiqbollari, turistik jurnalistika, turizm marketingi.*

INTRODUCTION

Currently, the process of forming a national model of tourism is being implemented in the Republic of Uzbekistan. According to this model, the tourism market developed in the country affects the socio-political and economic situation of the country like any other market. It is an important tool for developing cooperation between countries and determining levels of investment and capital flow.

It is known that in countries with a developed market economy, mainly private and commercial companies provide services to tourists. However, under any circumstances, tourism can develop only if the state creates an optimal economic and legal environment. If the state does not deal with the issues of professional training, protection of the natural and cultural environment, information and advertising work and simplification of formalities, then tourism will not reach the expected level of development. It is important to develop methodological and practical approaches related to the development of tourism by the state, the formation of the tourist services market, the reformation of economic regulation methods and tools, the improvement of the organizational management structures of tourism, the increase of its export potential and, most importantly, the attraction of foreign investments.

RESULTS AND DISCUSSION

Special attention is being paid to comprehensive development of the tourism industry in our country, increasing the flow of foreign tourists visiting our country, and improving the quality of service. The oasis of Khorezm, famous for its priceless cultural heritage and historical monuments, in particular, the tourist city of Khiva, which is recognized as an open-air museum, is also reopening.

The development of national tourism plays an important role in realizing the potential of the country in the field of tourism. After all, international experience has confirmed that it is an effective way to first of all arouse interest in any new tourist product among local tourists, and then present it to foreign tourists. For example, in Spain, which occupies a leading position in the world tourism industry, 90 percent of the population travels around the country. The number of foreign tourists coming to this country is expected to reach 58 million by the end of 2019. In general, if tourism intensity exceeds 50 percent in a country, that is, if more than half of the total population of the country over 14 years of age travels at least once a year, this is a sign that tourism has become mass in that country.

Today, more than eight hundred tourist enterprises, including more than five hundred hotels, tourist bases and camping sites, and nearly three hundred tourist companies operate in Uzbekistan. A program of targeted activities to develop tourism and increase the export potential of tourist services in all regions of our country has been approved. In addition, large-scale work is being carried out in our country to promote the possibilities of domestic tourism, to further improve the activities of tourist bases, recreation areas, boarding houses, sanatoriums, resorts and ecotourism organizations. The special program for each region includes activities related to the development of domestic tourism in regions, districts, cities and villages. They take

into account the internal possibilities and potential of the regions. As a result of this, for example, in the Republic of Karakalpakstan, Navoi, Jizzakh and Khorezm regions, several modern camping sites, health facilities and resorts were built, and all opportunities were created to provide various services to tourists.

Temporary import and use of unmanned aerial vehicles, including by foreign creative groups, into the territory of the country was allowed for the preparation of photo and video materials about the tourism potential of our republic. For this, requests from the State Committee for Tourism Development, the Ministry of Culture and the "Uzbekkino" agency, as well as the Ministry of Defense and the State Inspectorate for the Control of Flight Safety, must be submitted with information about the persons using "drones" and the filming locations.¹

Today, it is difficult to imagine the development of the tourism industry without information and communication technologies. The first steps in attracting tourists to our republic begin with introducing them to the information about the tourist potential of our country, especially in recent years, the development of ecological tourism, extreme tourism, agrotourism and other areas of the industry has led to a further increase in the need to provide tourists with complete information.

It should be noted that organizational conditions are being created in our country for the development of the tourism industry, increasing its role in ensuring the rapid growth of the economy, thereby creating new jobs, and increasing the potential of national tourist products in the world market. This activity undoubtedly involves providing information to the national tourism sector, developing modern information technology solutions and computer programs for tourist operators, working in harmony with the subjects of the information market, including taking necessary measures in the mass media to form the true image of our country at the international level. In this case, the basis of this activity should be the effective regulatory and legal field regulating the relations in the field of tourism, the documents adopted on the strategic plans for the development of the field in the near and medium term. In the development of the national tourism system, it is necessary to ensure effective information exchange in this area. This, in turn, should consist of information that serves to ensure consumers' free use of information about our country, the conditions and features of providing tourist services, and their safety, and it is necessary to ensure the inclusion of comprehensive and systematic legal regulations on these issues in our national legislation.

¹ https://www.researchgate.net/publication/335165366_DRON_ZURNALISTIKA_UNI_UZBEKISTONDA_VA_HORI_ZDA_KULLASNING_UZIGA_HOS_HUSUSIATLARI

Creation and dissemination of current information resources that serve to increase the tourist attractiveness of Uzbekistan, including documentaries and television programs about the unique history of Uzbekistan, past great scholars and scientists, attractions, national cuisine, and traditions, is of great importance in the development of the industry. In addition, to carry out the following activities related to mass media in the development of the tourism market:

- holding an information-propaganda company and distributing social advertisements about Uzbekistan tourism in various mass media;
- creating a bank of photo and video materials;
- increasing the number of centralized and separate information resources on the Internet about the tourist opportunities of our country and information portals for tourists, tour operators and investors in the tourism sector;
- creation of a network of information centers for tourists of our country and abroad to carry out systematic work on supporting the development of foreign and domestic tourism through information;
- creating a network of information points in tourist attraction centers and others are among the urgent tasks of today.

In the last six months, the volume of work on the promotion of Uzbekistan as a tourist destination has increased dramatically. I think that people who follow the development of social networks and this field in general must have noticed that the number of foreign mass media coming to Uzbekistan has increased several times.²

Earlier, 3-4 representatives of famous foreign mass media came in a quarter, now 10-15 representatives of the media are visiting and writing about Uzbekistan and tourism.

Nevertheless, we try to use non-standard, but effective methods of promoting the tourist potential of Uzbekistan. We will cite an example in this regard - recently, it was reported on social networks that our compatriot from Miami (USA) advertised the inscription and flag of Uzbekistan Turismo on the plane. This is also a kind of non-standard approach. Alternatively, the famous rapper Doni took a clip for his song in Bukhara, and this clip was watched by more than 1.5 million YouTube users in the first ten days. We can also give an example of various Travel-shows - today we are working with rated Travel-shows of countries that are interesting to us from the point of view of attracting tourists.

For this purpose, in February 2018, by the President's decision No. PF-5326, the state unitary enterprise of the National PR Center was established under the State Committee for Tourism Development, which made it possible to look at the huge

² Tuxliyev I.S, Hayitboyev R, Safarov B.Sh, Tursunova G.R. Turizm asoslari. –T.: «Fan va texnologiya», 2014.

tourist potential of the country in a new way and create a completely new brand of Uzbekistan³. It promotes the tourism brand of Uzbekistan abroad by promoting it outside the Republic. Its goals are as follows:

- participation with the national stand of Uzbekistan and participation in international exhibitions in the field of tourism;
- creating and distributing travel magazines, brochures, maps and guides about Uzbekistan;
- capture great videos and photos that can be viewed on our website and social media.

Our tourism industry really needs sites like this. To look at Uzbekistan in a new way, to discover its beautiful and unexplored places, and to realize that Uzbekistan has not only the heritage of the Great Silk Road and historical cities included in the UNESCO list, but also beautiful nature. In addition, it is time to make more media materials, videos, films about the Tien Shan mountain range and the Pamir mountain range, desert fortresses of ancient civilizations, rich culture and history, delicious oriental food and amazingly hospitable people.

Mass media is one of the most powerful means of influencing the minds of society. Properly organized media can have a powerful impact on the target audience. As an example, it is important to study the activities of specific media in promoting the image of Iranian attractions for foreign tourists. However, the potential of mass media in Iran is not always used. This is especially true for the activities of mass media in attracting tourists, Iran is among the ten most attractive countries for international tourism, but the country ranks 68th in terms of state budget revenues from this sector, and only 1.8% of the population is engaged in tourism. Architectural and historical monuments, unique forests: mountains, snow peaks, mountain landscapes, healing mineral springs are the main factors that attract tourists to Iran. However, the tourism industry and the media have not been able to adequately represent Iran. In this regard, the question arises, what is the reason for the backwardness of tourism in Iran? The expansion of tourism business contributes to the socio-economic development of the country in many ways. Lack of information and promotion in the field of tourism through mass media is proving to be one of the main reasons for the stagnation of this field in Iran. Despite the fact that the country of Iran is among the cities with great tourist potential, it ranks 68th in the ranking⁴. There are many healing facilities in the territory of the country, many of which are

³ O'zbekiston Respublikasining "Turizm, sport va madaniy meros sohaslarida davlat boshqaruvi tizimini yanada takomillashtirish chora tadbirlari to'g'risida" gi PF-6199- farmoni.2021 yil 6-aprel. //www.lex.uz

⁴ <https://polpred.com/news/?cnt=62§or=7>

unfamiliar to tourists. That is why the number of tourists is not large. The reason for this is that the country's potential is not well covered in the mass media.

Today, traditional media has more influence on tourism marketing (than anything else). The internet, which has become the most important driver in the promotion of tourism services, provides all kinds of opportunities to the traveler and the tourist is easily forming his thoughts with pictures.

New media in the field of tourism have general openness. Thanks to their activities, people can share their travel experiences with each other. Mobility, convenience, interactivity, speed, etc. in the new mass media significantly enrich the provision of information to tourists.

Taking into account the huge potential of social networks, the tourism business is becoming more active today. It will be much easier to organize excursions with them. This experience was first widely used in the field of tourism, and today it is being implemented in our country.

Presenting the world's most widespread social networks Facebook, My Space and Twitter, in Belarus - В Контакте, Одноклассники, LiveJournal, YouTube and others in China - WeChat, China Weibo, the tourist creates new opportunities for himself. It will be appropriate for Uzbekistan to create its own image in all these social networks, to leave information about the country's attractions. An increasing number of travel companies and tour operators are using social media to advertise and promote their tourism.

In addition, the Department of Tourism Development of the Tashkent region published a book entitled "Legislative bases for the development of tourism in the Republic of Uzbekistan", which includes decisions and decrees related to the sector.⁵ Through this collection, it is possible to get quick and guaranteed answers to many questions related to the field of tourism. Ismat Nusurov, head of the regional tourism development department, said that the book contains information on changes and reforms in the field of tourism in the last three years, and decrees and decisions signed by the President of the Republic of Uzbekistan and the Prime Minister.

The country's use of drone journalism will boost tourism prospects. Unfortunately, to date, the work in this direction is very slow. First of all, it is necessary to study the foreign experience and apply it to the tourism system of our country, observing our national traditions.

We can see that the mass media of the countries that are visited by many tourists are very advanced. Movies, TV series and social videos shot in these countries are also very important. Our film industry is backward in this regard. For example, it was

⁵ <https://uzbektourism.uz/cyrl/newnews/view?id=731>

reported that the number of visitors to the country has increased several times after the series "The Magnificent Hundred Years" made by Turkish filmmakers.

In order to become a country with a developed tourism sector, the number of newspapers, magazines, shows and channels operating in this sector should be increased. It is very difficult to find programs in this field on our national broadcaster and private channels. We have witnessed several times that many of the shows that started were stopped due to lack of funds.

In the development of the field, it will be appropriate to shoot a new script, a film based on new ideas, videos using drone journalism, where we can observe the full manifestation of the scenery.

CONCLUSION

Creating favorable economic and organizational and legal conditions for the rapid development of tourism as a strategic branch of the country's economy, more fully and effectively using the tourism potential of the regions, fundamentally improving the management of the tourism network, creating national tourism products and promoting them in the world markets are important in forming a positive image of Uzbekistan.

In order to further develop my tourism, it will be necessary to attract special employees who study the world experience. Because there are only a few countries that are far ahead of us in this field. It is necessary to study the stages of their development and their achievements in detail. A lot can be done on the internet these days. It is necessary to establish a system of attracting tourists through social networks.

The favorable business environment created in the field of tourism increases the activity of many business entities in the field of tourism and leads to the provision of quality services by them. This, in turn, serves for many foreign tourists to come to our country, take advantage of the opportunities created, get acquainted with the hospitality traditions of our people, and take a cultural vacation.

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