

**BUILDING A POSITIVE IMAGE OF UZBEKISTAN AS A TOURIST
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Annotation. *The article considers the issue of the image of the state in the context of the development of the tourism industry in Uzbekistan. It is proved that the image of the state in the international arena is one of the main factors in the formation of the country's international relations. The need to strengthen the information potential of the state, purposeful interaction with the mass media for the correct formation and presentation of information about the country was noted. It is proved that a prerequisite for a positive perception of the country and the successful development of internal public relations is the formation of a single value base acceptable to the vast majority of the population, various strata and social groups of the national consciousness and the formation of the national idea of the country.*

Keywords: *tourism, tourism industry, image of the state, image policy, mass media.*

Introduction and problem statement. Today, Uzbekistan pays great attention to creating favorable conditions for the development of tourism. One of the most effective ways of development is to create a positive tourist image of the territory. For the development of tourism, only economic grounds and the availability of tourist and recreational resources are not enough.

It is necessary and important to have a well-formed tourist image that will work for the country, that is, one that is formed taking into account the level of development of the economy, the degree of development of infrastructure, transport, services, the specifics, exoticism and uniqueness of natural and historical and cultural sites (cognitive and educational value of objects, the presence of objects and monuments of world importance; fashion and accessibility of historical and cultural



sites in relation to places of demand; the reliability and capacity of cultural complexes, the size and shape of objects, as well as the possibility of their inspection), the ecological condition of the territory, as well as its overall investment attractiveness.

Thus, tourism can influence the formation of a positive image of a particular country or region, just as the already established image of a territory affects the tourism industry as a whole. Ignoring the image is guaranteed to have a number of consequences, mostly of a negative nature. Image occupies an important place among such concepts as "rating", "reputation", "fame", "prestige", "authority".

The purpose of this work is to analyze the formation and components of Uzbekistan's image in the international arena. The results of the study. Tourism is an image-creating and highly profitable sector of the economy and a factor in increasing Uzbekistan's international prestige. Now there is an urgent question about the need to form the image of the country as a tourist state not only internationally, but also domestically. The media plays a crucial role in managing the processes of creating and promoting a country's image, because in the modern world it is only under their influence that a certain attitude towards the country and its citizens develops.

Uzbekistan has an image of a tourist state, but it is unclear, at the stage of formation. Experts admit that today there is very little information in the media about the problems of the industry and practically no information about positive changes in this area of business. The tourism industry of our country is only developing at this stage. There are successes, but the daily struggle for the quality of infrastructure and the improvement of the legislative framework continues. Among the problems of tourism, there are such as the imperfection of the legislative framework regarding resorts and tourism; underdeveloped infrastructure, as well as the lack of a government policy to promote tourism services at the domestic and international levels. Uzbekistan has a real chance to take its rightful place in the global tourism business, but there is still a lot to do. First, to form an opinion in society about the importance of this industry for the country's economy. Secondly, to create conditions for the development of tourism at the state level. The number of visits and the number



of visits are directly dependent on the attractiveness of tourist products and characterize consumer preferences in purchasing a tourist product.

The country's image in the modern world is becoming an important economic resource and one of the key factors of its competitiveness. The desire of states to take a leading position in the global market and create a favorable public opinion makes it a priority to create a positive image of the country in the world with the help of media tools. The issue of image objectively occupies one of the leading places in the system of priorities for the development of the state. Ways to create a high-quality image of the country include: meetings of specialists with journalists, famous personalities invited to the country, business trips of domestic specialists abroad, appearances on television and radio, free distribution of brochures, slides and videos, as well as participation in various exhibitions and fairs.

Coordination of actions plays an important role in creating a positive image, which, as a rule, is carried out by representative offices of government organizations abroad. The effectiveness of promotional activities can be increased through international cooperation between the ministries of tourism of different countries. The work on creating an image is carried out purposefully and by various means for each of the channels of perception: visual, verbal, event-based.

The technology of image creation involves the active use of two directions:

- descriptive (or informational), representing the image of the country;
- evaluative (assessments and emotions caused by information about the state have an emotional connotation). Evaluation and image have conditional conceptual differences and are inextricably linked.

It is known that the image consists of the following components:

1. Visual image: purposeful effect on visual sensations, captures information about brand symbols and other graphic media (advertising).
2. Social image: the imposition on the general public of ideas about the country, its culture, customs, degree of security, etc.



3. Business image: business reputation, innovative technologies, segment of the tourism market, areas of activity. Today, the tourism sector in many countries of the world is defined as one of the leading ones in the national economy.

It accounts for more than 15% of the global gross national product, all jobs and global consumer spending. The emergence of new types of tourism contributes to the gradual transition to new stages of growth and development of the state as a whole, strengthens the positive image. Media workers and government personnel, as well as potential employees of the tourism sector, should be well-versed in public processes and choose the right facts and events to improve communication processes. In modern conditions of growing tourist interest from different countries and peoples, the country's image is one of the most important factors that influence the choice of vacation destinations by foreign tourists.

The main issues that concern tourists in the process of determining the country of travel are those that can be attributed to the general image of the state (level, environmental situation, criminogenic situation, national and religious tolerance, political and economic stability), as well as those related to the development of the tourism industry (availability of tourist resources and comfort of recreation, compliance of the service level with the price level, travel safety, baggage integrity, etc.).

The overall image of the country has a significant impact on the formation of the tourist image. Although there are cases when it is the tourist image that becomes decisive for the country, as the country becomes known to the world through tourism. For example, having many problems in the political, economic, and social spheres, Egypt, Turkey, Thailand, and other countries were able to create a positive tourist image in the eyes of foreign tourists.

In most cases, the decision to travel depends not on the fact that a potential tourist has comprehensive information about the country, but on prevailing stereotypes, information in the media, and reviews from other tourists. Sometimes they may not correspond to reality. In such circumstances, a bad reputation or lack thereof can negate efforts to develop tourism in the country. Thus, the image and



reputation of the state should be considered as necessary components of its strategic heritage.

A more detailed study of the ideas that foreigners have about Uzbekistan gives a disappointing result. According to a study of Uzbekistan's international image conducted on the basis of an analysis of publications and reports from influential foreign media, today's perceptions of it are rather superficial, fragmentary and mostly negative.

Reports about Uzbekistan from non-CIS countries appear more or less regularly in American, Canadian and Western European publications. The perception of the inhabitants of these states about our country is formed on the basis of information, sometimes about corruption, about migrants, in the neighborhood of Afghanistan, about the drying up of the Aral Sea, with NATO, peacekeeping activities, about the lack of democracy or underdevelopment of civil society, etc.

Sometimes, under the influence of certain media and "social networks," our country is unreasonably considered a state with an unstable economic situation, an unfavorable investment climate, and perceived as an unreliable partner based on periodic problems with the transit of Afghan drugs. It can be emphasized that the idea of Uzbekistan's reputation as a tourist state is not sufficiently positioned at the global level.

Conclusions. The image of Uzbekistan as a tourist state is rather poorly formed. It is assessed by the real state of things, and not by its rich potential. The inability of some state and non-State bodies involved in this field affects their practical activities. It is clear to all of us that a positive tourist image of any state can be formed only by improving the overall image of the state. To do this, it is necessary to use the entire image potential of Uzbekistan, to pursue a well-thought-out state information policy, because one of the important sources of information for foreign media is live and real advertising of the country's tourism potential. A well-planned branding campaign is important in this case, and the holding of international mass sports and cultural events in the country creates good conditions for its launch. But first of all, it is necessary to have real grounds for creating a tourism brand in



Uzbekistan by strengthening the recreational and resource potential and the material and technical base of the tourism industry, improving public infrastructure and creating a high-quality competitive tourism product.

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