Development of Marketing Strategy For The Formation of The Image of Samarkand Region

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Abstract

In the paper investigated development of marketing strategy for the formation of the image of Samarkand region. By author was analyzed category of “image of the region”, including: “business image”, “investment image”, “geoimage”, “cultural image”, “tourist image”.

Keywords

marketing, image of the region, business image, investment image, geoimage, cultural image, tourist image.

Introduction

The transition to the post-industrial period of development has highlighted the use of intangible resources for the development of the territory, ensuring the attractiveness and activation of innovative and investment processes, primarily image resources. This method of development requires a revision of positions on the management of socio-economic processes. The development of a marketing strategy for the territory through the introduction of new technologies for the formation and promotion of the image creates an attractive investment climate for the territory, contributes to the development of the social sphere and the growth of the general welfare of the population of the territory and a qualitatively new standard of living. The high dynamics of the development of the external environment complicates the development and implementation of an effective marketing strategy for the development of the territory. In this regard, the issues of prompt response to changes in the external environment and the timely adoption of the necessary management decisions that ensure an increase in the attractiveness of the territory and the development of positive investment dynamics, including through marketing, formation and management of the image, become more and more urgent.

The urgent task is to expand the revenue base of the district budget through the rational use of natural resources, production and labor potential of Samarkand region, the rapid development of industry and the development of image marketing strategy as a key area for further employment, income and living standards.

Literature review

According to the concept of marketing interaction, a municipality in a market environment is an active entity that has and forms various communications with market institutions, with federal authorities, entrepreneurs, public organizations, the population, international organizations, and other municipalities. Territories as huge quasi-corporations produce a specific “territorial product” that must be promoted in the inter-territorial market and thereby ensure the competitiveness of this quasi-corporation. In fact, the importance of regions and cities as places of competition and strategic planning is growing [1].

The concept of “regional image” is interpreted as the main category of regional marketing theory. The scientific and theoretical aspects of the “image of the region” are widely covered in the scientific research of a number of factors including; M.V Yakovlev [2], Vajenina I.[3], Vizgalov D.[4], Litvinova V.V. [5], Barnes J.[6], S.A Belyakov [7], A.O Blinov, F. Kotler, A.P Pankrukhin.

The “image of the region” is considered to be the most important factor in the process of further accelerating the socio-economic development of the region, improving the living standards of the population and the formation of an innovative economy. According to A.P Pankrukhin, the image of the region in the country is seen as a reflection of the state of the region, that is, the “donor” or “recipient” [8]. E. Z Yashina suggests that the “image of the region” should be considered as a tool of strategic importance in the socio-economic development of the region, with an emphasis on the positive view of the object by the subject [9].

Presents general conclusions collected by A.S. Shabunin based on the findings of various studies, including: the ability of the area to impress, the availability of information on the area, and the ability to evoke emotion.[10]

“Regional image” is an artificially created image of the socio-economic situation of the region, created by the authorities, the media, the population living in the target audience, reflecting the rational and emotional state of the region as a marketing strategy aimed at the target audience.

In the scientific literature, a number of concepts can be cited as a category of “image of the region”, including: “business image”, “investment image”, “geoimage”, “cultural image”, “tourist image”.[11;12;13;14]

The marketing potential of the region is a very important indicator in the formation of the image of the region. These specificities are the relationship between the official characteristics of the region, the brand of the region, the reputation of the brand, and so on.[15]

In this case, the general principles for the strategy of forming a favorable image will be as follows: [16]
the unity of the applied methods, as it makes it possible to correlate factors that have different categories of assessment;
the rules that take into account the attitude of the external environment to creating a favorable image of the territory should determine: what system of control actions must be used in certain conditions, what measures will allow creating advantages over competitors;
the practical implementation of the strategy should be determined in accordance with the operational objectives of the territory development. The strategy of forming the image of the region is a specific direction, and due to the diversity of all regions, separate strategies should be developed for each.
The contribution of Samarkand region in the formation of GDP in the Republic of Uzbekistan amounted to 7.3%. Gross value added (GVA) generated in all sectors of the region’s economy accounted for 97.0% of total GDP and 3.0% of gross domestic product. The process of forming an investment image should consist of a system of measures, including ensuring the compatibility of internal and external goals of the region. While external goals are aimed at ensuring the competitive advantage of the region, internal goals should serve the interests of investors, local authorities, the population, business entities operating in the region. At the first stage of formation of investment image in Samarkand region, marketing research will be conducted within the project. Based on the results of marketing research and the collected data, it is planned to identify problems in the formation of the investment image of the region. It should be borne in mind that the study of competitors can change the project on the formation of the image of the region.

The second phase consists of activities that include project development and approval. At this stage, a project to develop the image of the region will be developed and a road map will be determined on a technical basis. Government decisions developed and adopted on the implementation of the project should include and serve as a basis for its implementation and monitoring system. At this stage, control is important and can change or complement adopted strategies. The third stage is the development of measures for socio-economic development of the region and investment attraction, analysis and evaluation of project effectiveness. It also involves reviewing and identifying the causes of problematic situations, identifying the impact of the investments being made on the development of the region, and taking appropriate action. To do this, the necessary data source for evaluation and analysis, the purposefulness of the plans and their results are compared. The model of investment image formation should serve to increase the investment attractiveness of Samarkand region, in this regard, the main focus should be:

- creation of opportunities for effective placement of regional products in international markets;
- formation of scientific and technical infrastructure;
- compliance of technologies with the priorities of science;
- increase in jobs;
- increase of innovative activity;
- employment and coverage of young staff;
- creation of conditions for the integral development of education and production.

Effective use of marketing communications is required to increase the investment image in Samarkand region. The main objectives of the effective use of marketing communications in the process of shaping the image of Samarkand region are to provide tourists with effective information, to provide them with reliable information about the existing tourist facilities in the region, to inspire confidence. Along with the full and effective use of marketing communication tools in the region, it should be borne in mind that the regional administration will have a marketing communication program to improve the image of a particular region.

In order to further develop the tourism potential of Samarkand region, increase its efficiency, create the most favorable conditions for tourists to get acquainted with the unique historical, cultural and architectural heritage sites, the government has adopted a

Research Methodology

The economic and organizational mechanism for implementing a marketing strategy is the action of established and consistent marketing factors that contribute to achieving a specific goal. The key resource of marketing mechanisms is information, therefore, in order to increase the effectiveness of their use, it is necessary to constantly update information resources. Only in this case, the mechanism makes it possible to form an attractive and favorable image, to concentrate the efforts of the territory on promoting its own marketing strategy for promoting the region and increasing its investment attractiveness.

Operational marketing analysis for the study of the parameters that form a favorable image of the territory, allows you to assess the combination of relationships with the external environment through the following indicators:

- opinions of consumers and the population;
- factors of influence exerted on the image in the implementation of marketing programs;
- assessment and monitoring of the most favorable factors that form a favorable image of the territory.

Analysis and results

To develop a competent and potentially effective marketing strategy for the formation of a favorable image, taking into account the actual and likely future conditions and environmental factors, as well as opportunities and threats, it is advisable to use marketing tools for collecting and analyzing data, that is, it is necessary to conduct a complex marketing research. Before starting research, one should determine the directions and individual research areas, which together form a single picture of the state of the territory and its investment potential.

There are 1105 archeological, 670 architectural, 37 attractions, 18 monumental, 21 memorial - a total of 1851 objects of material and cultural heritage in the region. The historical part of Samarkand was included in the UNESCO World Heritage List in 2001 under the name “Samarkand - the crossroads of cultures” and is protected. There are 85 tourism companies and 107 hotels in the region, which have the right to provide tourist services. At the same time, they have the opportunity to serve about 4,500 tourists. Special attention is paid to the development of historical and cultural, eco and agro, gastronomic, extreme and other areas of tourism in the region. It is considered to have a great potential, especially in the field of pilgrimage tourism.

Large joint ventures such as Samarkand Automobile Plant (Japan), JV MAN Auto (Germany), UrgGazKarpet (Turkey), Daka Tex (Russia) and SamAntepGilam (Turkey) operate in the region. Samarkand region has developed a targeted program to attract foreign investment worth $ 408 million (including $ 366 million directly) for 2018-2019. According to the program, 50 projects worth $ 295.7 million are expected to attract foreign direct investment in 2018. Preliminary agreements have been reached with foreign partners on 25 projects worth $ 188.4 million. Negotiations are underway to identify foreign partners for the remaining 25 projects (worth $ 107.3 million).

Of these projects, 9 are from China, 3 from Turkey, 2 from the United States, the Czech Republic, Russia and Kazakhstan, and one from Germany, Azerbaijan, South Korea, South Africa and Iran. These conditions play a key role in enhancing the investment image of the region.[17]

The contribution of Samarkand region in the formation of GDP in Iran. These conditions play a key role in enhancing the investment image of the region.

Operational marketing analysis for the study of the parameters that form a favorable image of the territory, allows you to assess the combination of relationships with the external environment through the following indicators:
number of resolutions and decrees. By the Resolution of the Cabinet of Ministers of the Republic of Uzbekistan dated July 30, 2017, the National Bank for Foreign Economic Activity of the Republic of Uzbekistan, “Uzpromstroybank” and investment companies were awarded the contract “Construction of Samarkand city tourist zone” and “Construction of sports and recreation and tourism and recreation zone on the territory of the rowing canal” projects were implemented. Also, in 2017-2019, projects were implemented to accelerate the development of tourism potential of Samarkand region in the following areas: Creating conditions for meaningful leisure of tourists in the evening; Improving transport services, including the development of air and rail infrastructure; Landscaping of Samarkand; Conducting large-scale advertising campaigns and promoting the Samarkand brand; Creation of new tourist destinations and development of new types of tourism (ecological, scientific, extreme, gastronomic, etc.); Providing training for the tourism industry of Samarkand; The future strategic direction should be to create a marketing strategy for the formation of the image of the region.

Conclusion

The main priorities of the image marketing strategy in Samarkand region are: tourism opportunities of the region, the availability of historical and cultural heritage sites, rich natural climatic conditions and so on. The main strategic directions are:

Task 1: Creating an economic, legal and market environment to increase the investment attractiveness of the region and the organization of innovative business;

Task 2: Formation of the image of the region and effective use of marketing communications;

Task 3: Development of a marketing program aimed at attracting tourists to the tourist zone “Samarkand city” on the basis of the concept of marketing “7S”;

Task 4: The application of the marketing control mechanism in the development and implementation of the marketing strategy of the territory, the methodological basis of its implementation has been developed.

Within the framework of the above-mentioned tasks, the main directions of the image marketing strategy of the Samarkand region is the innovative development, it is advisable to prepare a special draft resolution on this and submit it for approval.

References


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