

TELEVISION - TOURISM ADVERTISING AS A FACTOR OF PROMOTING THE COUNTRY IN THE INTERNATIONAL AREA

<https://doi.org/10.5281/zenodo.15272611>

Olimyon Sabrina

Dangara State University

The President of the Republic of Tajikistan, Leader of the Nation, Emomali Rahmon, in his Address to the Majlisi Oli of the Republic of Tajikistan, stated that "Our land is unique in the world and the best place for travel and tourism in terms of climate, weather, natural landscapes, towering mountains, huge glaciers, healing waters, lakes and springs of clear water, animals and plants, and folk customs and traditions." [8].

Today, the Republic of Tajikistan has all the opportunities for developing the tourism industry by taking advantage of the well-prepared historical and cultural monuments. In this regard, in accordance with Article 69 of the Constitution of the Republic of Tajikistan, in order to develop the tourism sector, revive and support folk crafts, the President of the Republic of Tajikistan, Leader of the Nation, His Excellency Emomali Rahmon, issued a decree declaring 2018 the "Year of Tourism Development and Folk Crafts." Because tourism has been recognized as one of the most important and profitable economic sectors in the world. In many countries, tourism plays a significant role in the formation of gross domestic product, the activity of the foreign trade balance, ensuring employment and creating additional jobs, and has a positive impact on the development of key sectors of the economy, such as transport and communications, construction, agriculture, culture, the production of consumer goods, etc. [8].

The Head of State emphasized that all the necessary regulatory and legal frameworks have been created for the development of this sector in the country, and in addition, a series of incentive measures have been implemented. In particular, the import of equipment and construction materials for tourist facilities is exempted from taxes and customs duties, and tourism companies are exempted from paying profit tax for the first five years of their activity.

The Government of the Republic of Tajikistan will pay full attention to the implementation of this decree and create the necessary conditions for its further development. For the development of the sector, the introduction of an electronic

visa system for domestic and foreign tourists, the establishment of tourist zones, and the provision of the necessary infrastructure must be ensured and expanded.

Since in Tajikistan, not all groups of the population have access to publications and the Internet, television is considered one of the most popular types of mass media. Accordingly, television occupies such a position among the mass media, acting as the best means of influencing public consciousness [3, 136].

In order to develop rapidly the tourism industry in the country, it is necessary to disseminate the necessary information about it through the mass media, because the foreign tourists or the country's population learns about this type of service, the more their number will increase.

As mentioned above, television is one of the best mass media. It is television channels that play an important role in the development of the tourism industry in Tajikistan, because only through this media can tourists be informed about Tajikistan as a profitable and safe place, so that the tourist will have a desire to visit this place again and again. Today, as part of the country's growing tourism potential, travel companies have fruitful cooperation with television networks and have gained extensive experience in this area [3,136].

Indeed, the purpose of television as a mass media, in reaching a diverse target audience, is to attract both tourists and clients to Tajikistan's health resort complexes, as well as business people, who invite their representatives to finance these resorts.

The experience of tourism companies in the public sphere consists in constantly presenting basic and practical information. With all this, they help television channels to shape their news. The success of a tourism project largely depends on public opinion. No hotel or modern infrastructure can force a person to go on a trip if a positive opinion about resorts is not strengthened in the public consciousness, which can be created through television. First of all, television channels should inform tourists that vacationing and traveling in Tajikistan is cheap, interesting, and safe, and that these places have modern infrastructure.

To develop the tourism industry in Tajikistan, it was necessary to create a tourism symbol for the country and organize a television channel. Therefore, efforts were made by specialists in this field, and the symbol "Year of Tourism and Folk Crafts Development" was created, and based on it, the television channel "Tourism and Folk Crafts" began to operate. The "Tourist and Folk Crafts" television page was created to present interesting and entertaining programs, showcase the beautiful nature of our beloved homeland of Tajikistan and national celebrations and ceremonies, as well as to revive and develop folk crafts through social networks. "Tourism and Folk Crafts" Television was established with the aim of

implementing the state policy of the Republic of Tajikistan in the direction of developing tourism and revitalizing folk crafts, upon the direct proposal of the Head of State and the Resolution of the Government of the Republic of Tajikistan dated June 30, 2021 under No. 271.

The Leader of the Nation, Emomali Rahmon, also touched upon the further development of tourism in the country, emphasizing that our heavenly Tajikistan is a land of educated and hospitable people and a country of sweet fruits, with unique climate, natural landscapes, towering mountains, huge glaciers, healing waters, lakes and clear water springs, animals, plants, and folk customs and traditions, unique in the world and the best place for travel and tourism. Because now many countries in the world, such as Germany, Korea, Switzerland, and America, benefit from the development of tourism by millions of dollars annually.

The Republic of Tajikistan has a rich historical and cultural heritage, natural and recreational resources, which contribute to the development of both domestic tourism and the reception of foreign tourists. Taking into account the above factors, tourism in the country has currently been declared a priority direction of the national economy.

During the transition to a market economy, Tajikistan inherited a developed tourism sector that did not meet the needs of the modern economy. Now, along with a number of factors contributing to the development of tourism, there are also many other problems with its development. For example, in terms of the development of the sector, there are a number of objective factors that hinder its improvement. This is primarily due to poor management in the tourism industry itself and related sectors, as well as tourism infrastructure facilities and advertising activities. During this period, favorable conditions for the development of tourism and investment incentives, especially for foreign tourism, have not been created. The influx of foreign investment into the country's tourism sector has become difficult due to the lack of guarantees of return on investment, profit, and the possibility of implementing a long-term investment policy.

One of the most important problems in the development of the tourism sector is the issue of financing, and to solve it, it is necessary to implement the following measures:

1. Ensuring an appropriate level of public and private management, as well as precise coordination of the actions of central and regional authorities;
2. Promoting the development of individual initiatives;
3. Developing effective ways to present tourism products to domestic and foreign markets;

4. Adoption of the necessary regulatory and legal acts on financing and taxation issues;
5. Further improvement of the procedures for entering Tajikistan for tourists;
6. Creation of an information space in the sector. Currently, there are 185 tourist facilities in the republic, including 9 sanatoriums and recreation facilities, 51 hotels, and 125 tourist bases, but part of the existing infrastructure does not meet the requirements of modern tourism, and 90% of it needs renovation and reconstruction [10]. To attract tourists and nature lovers, it is very important to have a developed infrastructure;
7. A network of roads, hotels, boarding houses, campsites and other accommodation;
8. Entertainment industry;
9. Travel routes, international and domestic transportation;
10. Modern communication and banking services.

The further development of this industry requires qualified specialists and funding from the state and foreign investment at all stages of its development.

The issue of tourism development in Tajikistan depends on various economic, political, and environmental factors. There is an opportunity to create various forms of organizations and enterprises here. However, in general, it can be said that this market is made up of consumers - tourists. Therefore, all offers of the tourism market should be directed to a specific consumer, his needs, goals, and motivation for travel. Because this provides the opportunity to provide high-quality and competitive services in the tourism business.

If in all tourist destinations of our country's regions we trade in national handicrafts, such as jewelry, gold embroidery, embroidery with golden thread, needlework, wallpaper embroidery, acupuncture, musical instruments, various ceramic toys based on folk tales and legends, we can create illustrated booklets and albums, illustrated booklets with classical poems and slogans in English, French, Chinese, German, Japanese, symbols, nuts, raisins, almonds, candy, crystal sugar, etc. with the symbols of Tajikistan and its beautiful landscapes, this will benefit both the people and the budget.

In recent years, the development of the tourism sector and the attraction of foreign investments in the sector have led to the provision of certain employment for the population and income to the republic's budget.

Taking into account the complete coverage of traditionally inaccessible areas of the global tourism market and the need to find unconquered frontiers, the development of Tajikistan has created a good opportunity to gain a worthy position in the global tourism market.

What are our distinctive features that can attract foreign tourists to our country? Tajikistan is a mountainous country, and its mountain peaks range from 300 meters to 7,495 meters above sea level. 93 percent of Tajikistan's area is made up of mountains, which belong to the Tien Shan, Hisor, Oloi, and Pamir mountain ranges. The aforementioned mountain range is located in the fertile lands of Fergana, Zarafshan, Vakhsh, and Hisor-Qarotegin [9].

The development of tourism through the efforts of local communities requires almost no contribution, investment, or modern infrastructure, and contributes to providing the population with certain employment, finding alternative sources of income, and reducing poverty [10,35].

This type of tourism has the potential to improve the financial situation of residents of villages and small communities, motivate them to preserve their cultural and traditional environment, and encourage environmental conservation, recognizing that foreign tourists visit for the beautiful nature and to learn about their culture, history, and habitat.

In conclusion, when advertising the country's resorts and health resorts, domestic television channels should pay special attention to the development of tourism and folk crafts. They should attract residents and foreign tourists to historical sites, hotels, and in general to the country's attractions, and provide information about special offers from travel companies.

Tajikistan attracts foreign tourists year after year with its pristine nature, breathtaking landscapes, favorable weather, and most importantly peace and quiet, and hospitable and civilized people. The arrival of foreign tourists is beneficial both economically and politically. Because, on the one hand, if new jobs are created with the development of the sector, thereby increasing the income of the population, on the other hand, the position of our beloved country in the international arena will increase.

The tourism and folk culture sectors are interconnected. When foreign tourists visit our country, in addition to visiting historical and cultural sites, they also learn about folk crafts and purchase souvenirs from these crafts, thereby promoting Tajikistan in their own country. Thus, it should be noted that for the development of the tourism industry in Tajikistan, the dissemination of information about the territory of Tajikistan and its opportunities through television channels is effective. Television has a greater impact on public consciousness than other media, since it simultaneously affects several organs of human perception (visual, auditory, and olfactory).

Therefore, it is possible to promote the unique landscapes and nature, as well as the favorable conditions created in this direction, to the world using the Internet,

television, and other modern means of communication. Of course, not all opportunities for the development of the sector have yet been created. With this in mind, the Head of State noted that for the further development of the sector, "it is only necessary to build modern infrastructure and establish international quality of service."

In this regard, the contribution of the "Tourism and Folk Crafts" television channel is very important, because through the programs and advertisements of this network, all the beautiful regions of the country will be presented to the world.

In order to implement these noble initiatives, in addition to broadcasting and advertising television programs, it is also necessary for every citizen of Tajikistan to love this land as a Mother, first and foremost, and to contribute to the development, protection, and preservation of its invaluable resources.

LITERATURE:

1. Gvozdetzky N.A., Y.N. Golubchikov. Nature of the World. Mountains. Publishing House "Mysl". -Moscow, 1987
2. Gerasimov V.N. Methodology of economic assessment of natural resources. - Moscow 1988;
3. Kosimova M.H. Issues of formation and development of the television services market in the Republic of Tajikistan// Materials of the V international scientific-practical distance conference. - Dushanbe, 2017
4. Mashokirov J.N. Development of tourism in Tajikistan: achievements and barriers // Materials of the V international scientific-practical remote conference. - Dushanbe, 2017-S. 126.
5. Mintz A.A. Economic assessment of natural resources. "Mysl", 1972.
6. Muhabbatov X. Nature and wealth of mountains. "Irfan", Dushanbe 1990.
7. Message of the President of the Republic of Tajikistan, the Leader of the Nation, Honorable Emomali Rahmon to the Supreme Assembly of the Republic of Tajikistan 22.12.2016
8. Message of the President of the Republic of Tajikistan, Honorable Emomali Rahmon to the Majlisi Oli of the Republic of Tajikistan. - Sh. Dushanbe, December 22, 2017.
9. Sayidmurodov M., Stanyukovich X. Tajikistan. Nature and natural resources. - Dushanbe, 1982
10. Sulaymonov U.I. Information technology for the automation of tourism companies // Materials of the international scientific-practical conference. - Dushanbe "Bahmanrud", 2017.

TELEVISION - A TOURISM PROPAGANDIST AS A FACTOR IN PRESENTING THE COUNTRY IN THE INTERNATIONAL ARENA

Abstract: This article highlights the direct contribution of the Leader of the Nation, Emomali Rahmon, to the development of the tourism sector of the Republic of Tajikistan. The author also described in his article the attractiveness of tourist destinations, unique nature, healing waters, majestic mountains, a safe and peaceful atmosphere, an open-door policy, a land with a rich history and culture, and the hospitable Tajik people, and the role of television. The Leader of the Nation, Emomali Rahmon, declared 2018 the "Year of Tourism Development and Folk Crafts", as well as 2019-2021 the "Years of Rural Development, Tourism and Folk Crafts". During this period, the construction of tourist service facilities, enterprises producing handicraft products, and the development of tourism infrastructure throughout the country are very significant, all of which stem from the instructions and assignments of the Founder of Peace and National Unity, Leader of the Nation, President of the Republic of Tajikistan, His Excellency Emomali Rahmon.

The author states in his article that in order to rapidly develop the tourism industry in the country, it is necessary to disseminate the necessary information about it through the mass media, because the more foreign tourists or the country's population learn about this type of service, the more their number will increase.

Also, with the instructions and guidance of the Founder of Peace and National Unity, the Leader of the Nation, the President of the Republic of Tajikistan, His Excellency Emomali Rahmon, several resorts, sanatoriums, and facilities related to this sector have been built and renovated throughout the country, and are being promoted on television, including the "Tourism and Folk Crafts" television channel exhibited and enjoyed by foreign tourists or the country's own population, their number is increasing.

Keywords: Leader of the Nation, Message, Media, television, tourism, instructions, infrastructure, programs, tourists, services, power, folk, crafts, mountains, glaciers, law, project

Information about the author: Olimyon Sabrina Shamsullo, Associate Professor of the Department of Journalism, Dangara State University. E-mail: journalist2020@mail.ru Tel.: +992-908-87-88-74.