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Internet visibility as a crucial tool to attract people to theatres and museums in Tashkent (Uzbekistan)

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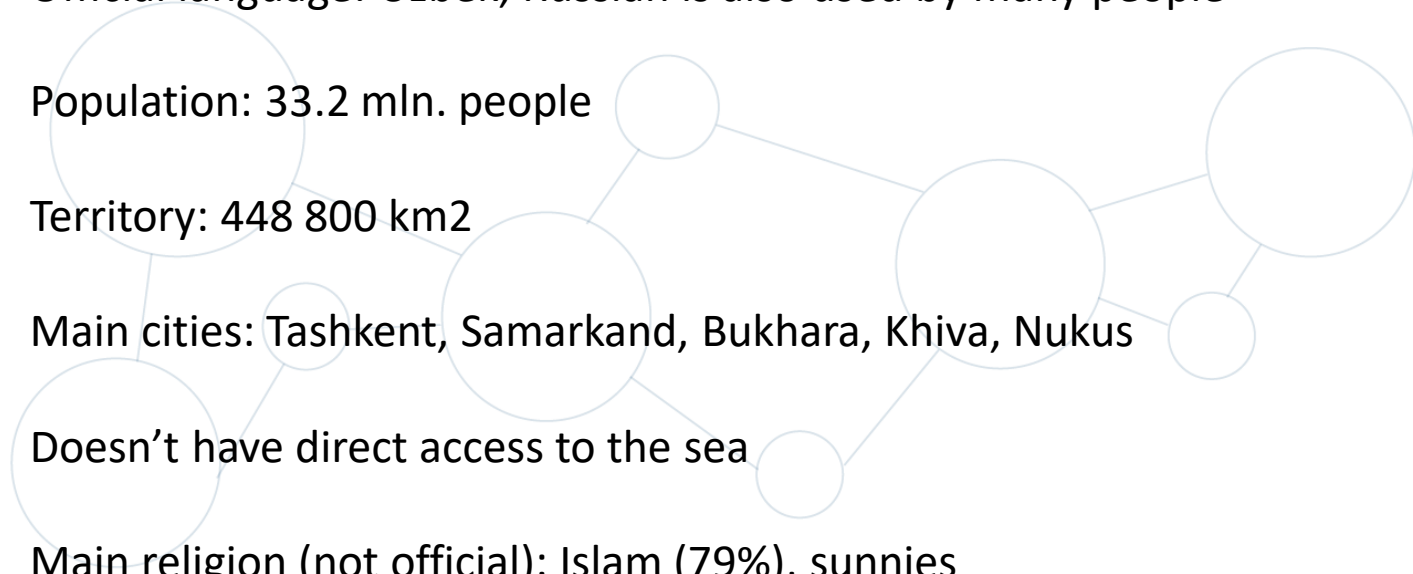
Uzbekistan: overview





Uzbekistan: facts

- Capital: Tashkent
- Official language: Uzbek, Russian is also used by many people
- Population: 33.2 mln. people
- Territory: 448 800 km²
- Main cities: Tashkent, Samarkand, Bukhara, Khiva, Nukus
- Doesn't have direct access to the sea
- Main religion (not official): Islam (79%), sunnies





UZBEKISTAN



Uzbekistan: tourism industry

- The country is included in the list of the safest trip destinations
- The tourist flow is constantly growing
- Main destinations: Samarkand, Bukhara, Khiva
- Most popular tourism type: cultural and historical sightseeings





Current research

The combination of quality and advertising creates the image of the destination that can contribute to its popularity among tourists, with an indirect effect on the level of satisfaction or the competitiveness of the destination

The improvement of quality and advertising may attract more visitors or can make people return to a particular destination or point of interest

- **Objectives:**
 - analyze the positioning of art galleries, museums and theatres of Tashkent in Internet;
 - determine the problems that can be found in that area;
 - propose ways to improve the situation.



Current research

Participants:

- 57 local residents;
- 43 international tourists.

Survey conducted online in Uzbek, Russian and English.

The data collected was analyzed using SPSS 23.



Tashkent cultural offer

Eleven theatres

Forty-four art galleries and museums





Internet visibility

- Seven theatres (63.64%) have website
- Thirteen art galleries and museums (29.55%) have webpage

Problem in both cases: not international tourist-friendly due to the lack of English version

- Presence in social networks:
 - Telegram: 46.18%
 - Instagram: 28.43%
 - Facebook: 12.10%



Tourists' opinion

- Strong positive correlation between number of visitors and internet visibility of the place ($p = 0.94$).
- Main problem indicated by the participants: lack of information
- People are not aware of the place of interest existence
- 23% name the lack of information as a main reason of their lack of interest

- Social networks are considered as the best and fastest way to disseminate the information among local and international citizens.



Next steps

- Conduct the research within the wider group of participants
- Evaluate the content quality of the information in existing museums and theatres webpages

Practical results

- On the basis of researcher's recommendation one theatre and one art gallery have created their channels in Telegram
- Two theatres improved the quality of content in their Instagram pages

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Thank you for your attention!

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