
PROSPECTS OF DEVELOPMENT OF POSITIVE IMAGE OF UZBEKISTAN IN INTERNATIONAL RELATIONS

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Abstract

By the 21st century, the formation of a positive image of the country for the establishment of effective international relations has become a strategic task of any modern state. It directly affects the activities of the state, its successful cooperation in the international market. In the modern world, the country cannot develop without cooperation with other States in the economic, socio-political, cultural, scientific, technical, educational and information spheres.

The state image is a General concept reflecting a dynamic phenomenon, which is formed first of all as a result of the purposeful information policy of the state; secondly, under the influence of its natural factors, history, culture, geographical location, availability of economic and human resources, and other objective factors. At the same time, it is also associated with a subjective factor, such as the attitude of a person to a particular place, art or national cultural values: impression, imagination, the formation of interest. An important factor in the formation of a positive image of the state is its "cultural diplomacy".

There are many studies in this field abroad. However, scientific research on the development of a positive image of the state on the materials of Uzbekistan and its place in international relations has not been enough. Based on this, in this article I studied the factors, prospects and importance of the development of a positive image of Uzbekistan.

Keywords: positive image of the state, cultural diplomacy, image of Uzbekistan, soft power, national culture, media, investments, national brand, tourism.

Introduction

THE NOTION OF STATE IMAGE AND ITS ROLE IN THE DEVELOPMENT OF INTERNATIONAL RELATIONS

Effective image policy of the country testifies to its level of economic and cultural development, is an important component of successful policy within the country and abroad. The formation of the image of the state plays a huge spiritual and educational role for the younger generation. The positive image of the country determines the level of its competitiveness, success, stability, responsiveness, attractiveness of the political entity in the domestic and foreign markets. However, without a national idea based on basic human values that unite and consolidate society, it is impossible to form a stable image of the state. Minister of foreign Affairs of Uzbekistan Abdulaziz Kamilov said: «the Image is the internal and foreign policy of the state. Creating an image is a very difficult job. Every day you need to work to develop a strong image of the state. It is similar to the creation of a large castle, which is built as a result of masonry bricks on the brick and roof floors»¹. That is, the creation of the state image is associated with the implementation of a very large policy.

Indeed, image is a universal concept. It includes economic, social, political, religious, ethical and cultural aspects.

The image of the modern state is a phenomenon, the evaluation of which takes place not only in political structures and institutions, but also in a consistent understanding of the circles of mass dialogue of relations between the countries, as well as in the process of developing a project of new state models, which is carried out with the help of great creative work and mentality in the country itself.

According to F. Kotler, the image of the state is «the sum of beliefs, ideas and impressions of people in relation to this place»². According to the definition of the world tourism organization, the image of the country is a set of emotional and rational ideas arising from the comparison of all the features of the country, their own experience and rumors that affect the creation of a certain image³.

Foreign policy image of the state is a set of ideas about it, which is formed in the external environment.⁴ It is this approach that plays an important role in the country, since its position in the international arena largely depends on how it is perceived by other participants in inter-state relations. At the same time, the internal perception of the country itself may not be in line with the international community. In this case, we should pay attention to the representatives of foreign countries and strengthen the positive image of the country.

Walter Lippmann⁵, Edward Bernays⁶, Sam Black⁷ made a great contribution to the formation and study of the methodology of image in this direction.

In studying the concept of national image and identifying the factors influencing its formation, special attention was paid to the works of Manheim, Albritton, Kunczik, Allport, Simpson, Almond. Despite the fact that abroad there are many interesting data in this area, such in-depth research in our country has not yet been conducted.

In modern conditions, the image of the Republic of Uzbekistan is growing in the international arena and there is a need to further improve it. The Strategy of actions in five priority directions of development of the Republic of Uzbekistan in 2017-2021 has an important role in strengthening the positive image and authority of Uzbekistan :

I. Priority directions of improvement of the system of state and social construction;

II. Priority areas for ensuring the rule of law and further reform of the judicial and legal system;

III. Priority directions of economic development and liberalization;

IV. Priority directions of social sphere development;

V. Priority areas in the field of security, interethnic harmony and religious tolerance, as well as the implementation of a balanced, mutually beneficial and constructive foreign policy.⁸

This policy document opened the way for our country to move to a completely new stage of development. As I mentioned above, the process of forming an attractive image of the country is important in the domestic and foreign policy of any state. The image of the state is a set of General ideas formed by foreign citizens living in the world, and a set of emotional and logical components based on internal trust and emotions. It attracts the attention of thousands of tourists and potential investors to the culture, traditions and customs of the country. Therefore, Uzbekistan is currently paying serious attention to this problem. In the formation of the image of Uzbekistan it is advisable to implement long-term plans to improve the systems of state institutions, PR-companies representing the interests of the country, the development of tourism.

2. “CULTURAL DIPLOMACY” AS AN IMPORTANT FACTOR OF FORMING A POSITIVE IMAGE OF THE COUNTRY

The positive image of the state is determined not only by economic and military resources, the level of development of political institutions, but also by cultural potential. Because culture reflects an important feature of not only domestic

but also foreign cultural policy of the state.

International cooperation in the field of culture is an integral part of the foreign policy of modern States, performs foreign policy tasks aimed at strengthening international positions. Today, the factor of culture as "a soft power" in international politics began to seriously influence the socio-economic processes in the world and international relations. In this regard, various States have begun to pay special attention to their "cultural diplomacy". The term "cultural diplomacy" means the use by a certain state of the values and traditions of its national culture, as a tool of "soft power" in the process of establishing international relations in order to protect its national interests.

This, on the one hand, is due to the formation and improvement of its positive image in the world, and on the other - the need to strengthen the spiritual foundations of society and the protection of national culture from various threats. The presence of a favorable, attractive image can help the state in the successful implementation of its goals in foreign policy and in achieving respect for national interests.

Cultural diplomacy is the national strength of any state. This means protecting national interests and national security. By the twenty-first century, the processes of social development have become global, the national economy is gradually moving into the world economy, there is the formation of international information systems and the penetration of globalization in other areas. As a result of the flourishing of science and technology, trade liberalization, sharp changes in social, economic and political processes, the importance of flexible factors in modern world politics, the influence of "soft" means on the system of international relations began to increase. This is primarily reflected in the fact that certain States influence the consciousness of citizens of other States in various spiritual and ideological ways. In particular, during the current globalization, the foreign policy of developed countries is used as the best tool to influence the world and strengthen its image in the world community - "soft power" instead of "hard power". This process also affects other States in the form of mass culture and poses a risk of losing their national culture.

It is advisable to perceive "mass culture" as a special strategy of "soft power" policy developed by a certain state in order to influence the population of another state.

In General, the "cultural diplomacy" carried out by a particular state under the concept of "soft power" plays an important role in the stable development of its

external cultural relations, strengthening international relations between different countries in the world, as well as in the formation and enhancement of its image in the world community.

3. PROSPECTS OF FORMATION OF POSITIVE IMAGE OF UZBEKISTAN THROUGH THE DEVELOPMENT OF NATIONAL CULTURE

The image of the modern state as a dynamic phenomenon includes a whole range of processes related to globalization, the development of the media, especially the economic, socio-political and cultural life of the country. Uzbekistan is an important strategic country located in Central Asia and on the territory of the great silk road. It should be noted that under the leadership of President of Uzbekistan Shavkat Mirziyoyev, the country has an active policy in the field of culture.

In 2017, very important events were held in the field of culture ⁹:

- Center of Islamic culture in Uzbekistan established;
- The Imam Bukhari international research center was established in Samarkand;
- Adopted a Resolution "on measures to further improve the system of storage, research and promotion of ancient written sources";
- The activity of the Center for research of cultural values of Uzbekistan abroad has been established under the Cabinet of Ministers;
- An Alley of writers was built in Tashkent and a memorial complex dedicated to the great figures of literature was established here;
- In order to further develop spiritual life, attention was paid to improving the culture of reading, a resolution was adopted "on the program of comprehensive measures for the development of the system of publication and distribution of book production, improvement and promotion of book reading and reading culture."
- The meeting of the President of the Republic with the creative intelligentsia was of particular importance in addressing the development of literature, art and culture on the basis of modern requirements.

Currently, the country's leadership has become a priority issues related to the strengthening of the positive image of Uzbekistan, increasing the attractiveness of the country, investment, increasing national brand products, tourism development. The President of the Republic of Uzbekistan Mirziyoev Sh. M. called the investment

a driving force of the economy, contributing to the development of other industries and areas of the country, attracting new technologies and highly qualified specialists. The ultimate goal of investments is to improve the living standards of every person living in Uzbekistan, Shavkat Mirziyoyev said.¹⁰ In this regard, 2019 in Uzbekistan was called the “year of active investment and social development”.¹¹

In General, it should be recognized that the President of the Republic of Uzbekistan plays an important role in creating the national image of the country in the international arena. The attractiveness of the Republic for foreign investors increases as a result of the adoption by the state of Uzbekistan of the most important decisions aimed at stimulating the country in practice to the free market and liberalization of foreign trade and currency policy. According to foreign experts, the current changes taking place in our country will have not only local, but also General international significance.¹²

A striking confirmation of this is that the news that takes place in our country over the past year, wrote such authoritative media as “Forbes”, “The Wall Street Journal”, “New York Times”, “Foreign Affairs”, “Bloomberg”, “BBC”, “The Guardian”, “The Financial Times”, “The Economist”, “Deutsche Welle”.

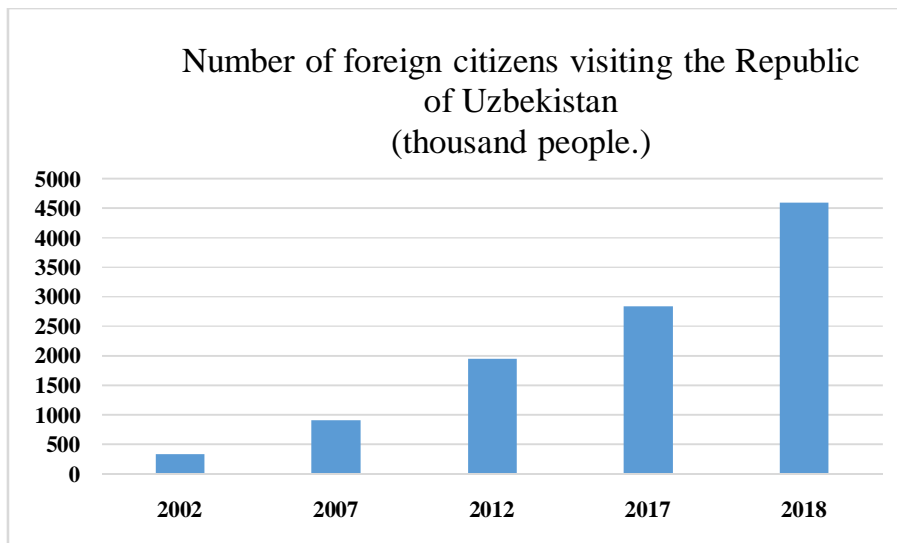
According to surveys of the American company Gallup International, Uzbeks consider themselves more protected than other CIS countries. Uzbekistan scored 95 points in the index of legislation and order. This is the first place in the CIS, second place in the world. In addition, in the ranking “Doing business – 2018” (Doing Business - 2018), compiled by the world Bank group, Uzbekistan for the third time in a row took place in the top ten countries of the world to improve the business environment.¹³ The UN announced Uzbekistan in 44th place when it determined the rating of the happiest countries in the world.¹⁴ Uzbekistan and the EBRD agreed to cooperate in a joint project in the field of tourism and cultural heritage.¹⁵ In 2021, the world-famous Louvre Museum in France will host a large-scale exhibition entitled “Civilizations and cultures on the Silk road”.¹⁶ As you know, our country as one of the cradles of world civilization for centuries served as a bridge between East and West, personified the cultural and scientific values of mankind.

4. THE PROSPECTS FOR THE IMPLEMENTATION OF INTERNATIONAL IMAGE OF UZBEKISTAN THROUGH THE DEVELOPMENT OF TOURISM.

The development of international tourism is one of the important indicators of the positive image of the country. In this area, Uzbekistan is striving for high levels. The growth of Uzbekistan's attractiveness in recent years is demonstrated on world TV channels, including BBC, Discovery, National Geographic, Euro News and others. Historical shopping centers, mosques, mausoleums and towers of Khiva, Bukhara and Samarkand adorn visitors and tourists.

Taking advantage of such a huge tourist potential of our country, consistent reforms have recently been carried out in order to increase its level. After all, the high development of this sphere serves to create new jobs in the country, diversify the economy, accelerate the development of territories, increase foreign exchange earnings, increase incomes and living standards of the population. Table 1 shows that the number of foreigners arriving in Uzbekistan increased sharply in 2018.

Table 1



Sources: https://stat.uz/uploads/docs/turizm_tahlili_17_ru.pdf,
<https://www.spot.uz/ru/2018/11/16/touristes/>

This, in turn, attached great importance to the simplification of the visa regime. Since February 1, 2019, the list of countries receiving electronic entry visas has been expanded, and a visa-free regime for citizens of 45 countries for a period of 30 days has been introduced.¹⁷ Now the number of foreigners arriving in Uzbekistan will increase even more.

In accordance with the presidential decree on additional measures to accelerate the development of tourism in the Republic of Uzbekistan approved the concept and action plan for the development of tourism in the Republic of Uzbekistan for 2019-2025. It defines the main stages of tourism development. In accordance with the document, the legislative base will be improved, which determines the basis for the development of tourism in 2019-2020, the infrastructure will be modernized and the tourism brand of Uzbekistan will be widely promoted.

In 2021-2025, the contribution of the tourism industry to the country's economy was increased. In this direction, it is planned to increase the share of the industry in GDP to 5 percent. (In 2017, this figure was 2.3%). In addition, due to the increase in the tourism potential of the Republic and the increase in its presentations on the world market, it is planned to attract more than 9 million tourists to Uzbekistan by the end of 2025. Long-term plans envisage that Uzbekistan will be limited not only by national results, but will also be positioned as a participant in the competitive market on a regional and global scale.¹⁸

The main thing is that these documents will create more favorable conditions for the active attraction of the tourist potential of our country, primarily investment, introduction of innovative ideas and technologies, as well as the full use of available resources and opportunities of the rich natural, cultural and historical heritage.

Now in Uzbekistan offers impeccable service and all the tourists left the warmest memories of your stay in the country. Rich historical and cultural heritage, centuries-old traditions of the Uzbek people, unique architectural monuments of ancient cities of Uzbekistan attract many tourists from abroad. Uzbekistan has many historical monuments in such cities as Bukhara, Khiva and Samarkand, which for many centuries were the capitals of powerful empires. Ethnic tourism provides an opportunity to immerse themselves in the lifestyle of Uzbekistan. From spring to autumn various ethnographic, culinary and craft fairs are held, where tens of thousands of spectators from all over the world gather to get acquainted with the cultural diversity of the Uzbek people. All this is inevitable for the formation of a positive image of Uzbekistan in the international arena, turning it into an attractive tourist center.

Conclusion

Thus, at present, the positive image of the state has become an integral part of international relations. The image of the country has a very complex structure, which includes its national priorities, policy, law enforcement, socio-cultural, scientific, economic spheres, production of branded goods, etc. The image is formed under the influence of many objective and subjective factors. At the same time, we consider it possible to pay special attention to the following promising areas of development of the positive image of the state in Uzbekistan. In particular:

The first area is a national historical and cultural values. The fact that Uzbekistan is located at the crossroads of the great silk road and was one of the centers of the Medieval East Muslim civilization, its rich cultural and spiritual heritage has always been of great importance for establishing a connection between East and West.

The cultural heritage of the Uzbek people was created over several millennia in the bosom of the TRANS-Asian and Islamic civilizations. His moral and scientific values are embodied in the works of al-Bukhari, at-Termizi, Yassaviy, Naqshbandi, al-Khorezm, Ibn Sino, Beruniy, Forobi, Ulugbek, Alisher Navoi, Bobur and reflect the rich religious, scientific, religious-philosophical, artistic heritage.¹⁹ In this regard, Uzbekistan is a great place for both scientific researchers and tourists.

The second direction is the development of cultural, gastronomic, medical and ecotourism. Historical and cultural monuments located in Samarkand, Bukhara, Khiva, Tashkent and other regions of Uzbekistan. The peculiarity of our country is in its attractiveness of tourists during the four seasons of the year and the possibility of organizing ecotourism.

Use of the richest national gastronomic cultural opportunities available in Uzbekistan and development of gastronomic tourism. Uzbek cuisine combines the most interesting and unique dishes of different countries and is characterized by the richest taste of the East.

Due to the fact that Uzbekistan pays serious attention to the development of the state medical sphere, the conditions for the formation of medical tourism have been created.

The third factor is human capital. It depends on the implementation of innovative and strategic projects that make up the country's opinion and positive image of Uzbekistan. We believe this is one of the main factors, because it is associated with such national traits as hospitality, tolerance, compassion, openness,

hard work. Unique Handicrafts: ceramics, carving on wood, Ganj (carving on plaster), manufacturing national knives, stamping, weaving, silk and Khan-Atlas, painted skin wiesenau pumpkin, embroidery in gold thread and beading, Suzanne, national clothing (caftan, with four pointed corners), and much more. Oriental Bazaar-will allow you to feel the whole flavor of our amazing country. It should be noted that we have not yet sufficiently promoted our history and culture.

The fourth factor is investment attractiveness. This area is absolutely positive and dynamic, although there are some difficulties. Because in the current global economic environment, exports of reliable, simple and inexpensive products that combine reasonable prices and quality have proven that they can take on new markets. This process is a serious factor for us and is aimed at improving the external image of the country.

It is known that a particular state can be promoted in two ways at the international level, that is, by creating a brand of the country and, on this basis, the wide production of national goods and services. Uzbekistan has huge opportunities and reserves to promote the national brand in the world market. In particular, it is: the rich cultural heritage of our people, the stable development of our country, our hospitable people, our cities with modern infrastructure. Cooperation between the state, business and society plays an important role in the formation of the national brand. At the same time, the business will have to make the main contribution to the financing of the national brand. Because it is businessmen who are interested in attracting foreign investment and entering the world markets of our country's products and services. The creation of a successful brand of the state will not only improve the domestic and foreign policy image, but also strengthen its political influence in the international arena, increase exports, strengthen international relations and partnerships, stimulate a sense of national pride and national identity, improve the competitiveness of the country.

In General, the development of a positive image of Uzbekistan in international relations contributes to the improvement of the international rating, the political influence of the country, the trust of investors, the growth of exports of domestic products, the development of tourism, strengthening social stability in society, improving the quality of life. Many countries are trying to create and develop their positive image in international relations, and today this situation is becoming increasingly important.

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- ¹² People's word. 2018, 6, January. №3 (6961)
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