



Journal Website:  
<https://theamericanjournals.com/index.php/tajmei>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

## Research Article

# THE IMPORTANCE OF MARKETING STRATEGIES FOR THE DEVELOPMENT OF ECO HOTEL BOOKINGS IN UZBEKISTAN

Submission Date: October 06, 2023, Accepted Date: October 11, 2023,

Published Date: October 16, 2023 |

Crossref doi: <https://doi.org/10.37547/tajmei/Volume05Issue10-03>

**Karimov Egamberdi Bobokul Ugli**

Department Of Joint Programs, Faculty Of Economics And Tourism, Bukhara State University, Bukhara, Uzbekistan

## ABSTRACT

**Research background:** Nowadays, using marketing strategies and initiatives are becoming must-have tools for the development of hospitality businesses in Uzbekistan. Although there are a few strategies and initiatives, Hotels lack further marketing campaigns in order to push hotel performance forward in terms of economic profit and tourist attention to the area hotel situated. Marketing plays a key role for the development of the hotel performance if implemented step by step, with a proper plan.

**Purpose of this article:** The article analyses selected hotel businesses in Uzbekistan using the data of their websites. With the help of marketing strategies, this article finds out whether it is necessary or not to modify current traditional marketing tools in the environment of chosen organisations. The aim of this article to analyze and make suggestions the most frequently applied marketing tools in the environment of chosen organisations.

**Methods:** Both descriptive and comparative methods are used to analyze current marketing condition of selected businesses, comparing them to give suggestions where necessary. In this article, we work with the hypothesis that the application of the marketing concept will be different among hotel organisations and we assume that marketing strategies will require a certain degree of modification.

**Findings and value added:** Based on performed analysis, It is evaluated that the findings of this issue and suggest other options for the implementation of marketing tools in the environment of hotel organizations.

## KEYWORDS

marketing of hotel organizations, marketing tools, marketing campaigns, marketing strategy, green marketing, marketing campaigns.

## INTRODUCTION

Marketing term is becoming more and more common in the hospitality industry, especially in hotels. Many authors gave different descriptions to Marketing term according to their own perspectives. However, one of the definitions that is considered well-known and most viewed by Dr. Philip Kotler: “The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential”.[1]

Sustainability is no longer an emerging business megatrend but has become a dominant movement that stands to revolutionize the way the world does business today. In a business context, sustainability does not only involve the adoption of green practices but also about how marketing meets the needs of its people in the midst of sustainable development. While this remains challenging for marketers, many companies have adopted the concept of green marketing as an integral part of their business strategies. At this point, green marketing is seen as a philosophy which largely advocates sustainable development.[2]

However, when over advertising or improper way of marketing strategy implemented, then the development of a business in terms of marketing will never be achieved easily. Most of the previous studies in this field only described the development of hotel marketing or focused on specific topics, and they failed to develop a comprehensive frame-work for hotel industry marketing. Furthermore, few review articles on hotel marketing have been published in recent years, especially regarding the marketing tools that have undergone tremendous changes. For example, data-oriented marketing, digital marketing, social

media marketing, and online celebrity marketing have all emerged recently. Therefore, it is necessary to develop a framework that can be used by hotel practitioners for marketing in the future. In addition, for academics, reviewing the literature can also reveal the current trends in hotel marketing and thus provide directions for future empirical research.[3] Scholars Jeou-Shyan Horng and Chih-Hsing Liu states in their article about hotel marketing that we should explore new trends and strategies since previous articles and resources may direct and cause improper strategy use in hotel marketing.

This work comprised of four sections: In the introduction section the purpose, objectives and structure of the paper are explained. Second section gives an overview of initial steps on green marketing in the hotel industry. The third section is dedicated to empirical research of marketing techniques in the hotel industry and is followed by discussion and the conclusion of the paper.

### Green marketing strategy initiatives of Uzbekistan

Green construction entered the market in Uzbekistan relatively recently, along with the first LEED-certified object, the Parkent Plaza residential complex, in 2018. This was facilitated by the Republic’s active work on reforms and programs for the “green” transformation of the economy:

- Strategy for the Transition of the Republic of Uzbekistan to a Green Economy for the Period 2019-2030; [4]
- Roadmap to Carbon Neutral Electricity Sector in Uzbekistan by 2050; [5]
- New Uzbekistan Development Strategy 2022–2026.[6]

Despite the idea of using renewable energy sources, which are actively supported by the government, the construction of “green” buildings in Uzbekistan is based on private initiatives. Examples of certified buildings appear and become noticeable in Uzbekistan thanks to compliance with different international certification methodologies. Today buildings in Uzbekistan are certified according to international certification systems such as LEED, BREEAM, and EDGE.

The Parkent Plaza residential complex received basic LEED certification and became the first certified facility in the country. It includes two seven-story buildings that feature energy-saving windows, noise-

suppressing elevators, and an automated control system for all utilities. The solutions in the field of energy-efficient design, reducing water consumption, site selection and construction, using sustainable materials and proper waste handling, as well as improving indoor environmental quality were introduced.

According to “etichotels.com”, there are 28 sustainable and eco-hotels in Uzbekistan and they earn scores each year to hold their sustainability and green projects in terms of criteria planned by ETICHOTELS. The table below shows ethic hotels rankings throughout Uzbekistan regions:

1st table

№	Hotel names	Regions	Etic score	Reviews
1	Grand Mir Hotel	Tashkent	51%	8.4
2	International Hotel Tashkent	Tashkent	47%	9
3	Le Grande Plaza Hotel	Tashkent	27%	7.2
4	Radisson Blu Tashkent	Tashkent	67%	9
5	Shodlik Palace Hotel	Tashkent	45%	7.4
6	Lotte City Hotel Tashkent Palace	Tashkent	78%	8.8
7	Ramada by Wyndham Tashkent	Tashkent	63%	8
8	Uzbekistan Hotel	Tashkent	27%	7.4
9	Wyndham Tashkent	Tashkent	59%	8.6
10	City Palace Hotel	Tashkent	52%	6.4
11	Miran International Hotel	Tashkent	31%	8.6
12	Ichan Qala Hotel	Tashkent	44%	9.2
13	Registan Plaza Hotel	Samarkand	47%	8.4
14	Asia Samarkand Hotel	Samarkand	25%	7.6
15	Regal Palace Hotel	Samarkand	62%	8.8
16	Asia Bukhara Hotel	Bukhara	33%	7.4
17	Silk Road Hotel	Navoi	51%	7
18	Khorezm Palace	Urgench	26%	7.4
19	Grand Bukhara	Bukhara	49%	7
20	Asia Fergana	Fergana	53%	8.6
21	Hanjin Navoi Complex	Navoi	45%	7
22	Registon	Samarkand	53%	9.6



23	Asia Khiva	Khiva	44%	7.8
24	Orient Star Khiva	Khiva	48%	8.2
25	Gloria Hotel	Tashkent	96%	8
26	Hyatt Regency Tashkent	Tashkent	57%	9.4
27	Daniel Hill	Tashkent	51%	9.2
28	Malika Bukhara Hotel	Bukhara	42%	8.6

Source: authors chart (with the help of <https://etichotels.com>)

As can be seen from the chart above Tashkent has the initiative when it comes to building etic hotels in terms of criteria by etichotel.com, 15 hotels have entered that is significant and Samarkand is the second region having 4 etic hotels. Through the website, visitors not only can select hotels by their scores, but also they can search for other regions throughout the world.

New marketing techniques would be a proper choice for the augmentation of hotel visits in Uzbekistan

Implementation of hotel marketing is one of the main lines for hotel’s future development, especially choosing the right strategy can boost hotel’s overall performance significantly. Kavassalis et al. (2003) reported increased effectiveness in mobile marketing over traditional media, where the response rate of text messaging campaigns is in the range of 10-20% as opposed to print advertising (0.15 - 0.60%), email (5%), and direct mail (1 - 2%). [7]. Another example shows the evaluation results of mobile marketing, from a social media view, have influence on customers’ experiences related to purchasing. Khalufi et al. (2019) [8] concluded that people make purchase decisions when

there are advertisements on their mobile phones. Although large-scale studies are still warranted for more extensive and generalizable results, the literature supports mobile as an effective medium for businesses and advertisers (Ström et al., 2014).[9] This positive usage is further illustrated in the mobile application “Mobile Bookkeeper” (Garcia & Claour, 2021).[10]. Even if marketing responsibilities of Hotels in Uzbekistan use some variations of marketing strategies, there are still new marketing initiatives that work best for the betterment of hotel guest attraction. Strategies like SMM, Content creating, SEO, Geofencing, green marketing, influencer marketing are popular in the countries where hospitality industry has developed significantly, yet in our region extra developments are needed.

Methods: This article analyses what marketing strategies are being used by hotels using quantitative research method. Information is gathered using the websites of 28 chosen hotels above. In addition, the hotels are analyzed in terms of 4 dimensions, namely, hotels top advertisers, social media and contacts existence checking, and possibility of direct booking through official websites of the hotels given below.

2nd table

No	Hotel names	Official website URL	The number of Top advertisers of the hotel (by google.com)	Marketing techniques (connectivity with official websites)	Direct booking via official website of the hotel
----	-------------	----------------------	--	--	--

1	Grand Mir Hotel	<a href="https://grandmirhotel.uz">https://grandmirhotel.uz</a>	18	Email Social media networks-2	Yes
2	International Hotel Tashkent	<a href="https://ihthotel.uz">https://ihthotel.uz</a>	15	Email Social media networks -3	Yes
3	Le Grande Plaza Hotel	<a href="https://legrandeplaza.com">https://legrandeplaza.com</a>	14	Email Social media networks -2	Yes
4	Radisson Blu Tashkent	<a href="https://www.radissonhotels.com">https://www.radissonhotels.com</a>	20	Email Social media networks -6	Yes
5	Shodlik Palace Hotel	<a href="https://shodlikpalacehotel.business.site">https://shodlikpalacehotel.business.site</a>	9	Email -	Yes
6	Lotte City Hotel Tashkent Palace	<a href="https://www.lottehotel.com/tashkentpalace-city">https://www.lottehotel.com/tashkentpalace-city</a>	13	Email Social media networks -6	Yes
7	Ramada by Wyndham Tashkent	<a href="https://www.wyndhamhotels.com/ramada/tashkent-uzbekistan">https://www.wyndhamhotels.com/ramada/tashkent-uzbekistan</a>	25	Email Social media networks -4	Yes
8	Uzbekistan Hotel	<a href="https://hotel-uz.com">https://hotel-uz.com</a>	21	Email -	Yes
9	Wyndham Tashkent	<a href="https://wyndhamtashkent.com">https://wyndhamtashkent.com</a>	15	Email Social media networks -2	Yes
10	City Palace Hotel	<a href="https://citypalace.uz">https://citypalace.uz</a>	Not orderly	Email Social media networks -3	Yes
11	Miran International Hotel	<a href="https://miran-international.hotel-uz.com">https://miran-international.hotel-uz.com</a>	Not orderly	Email Social media networks -2	Yes
12	Ichan Qala Hotel	<a href="https://ichanqala.uz">https://ichanqala.uz</a>	10	Email Social media networks -3	Yes
13	Registan Plaza Hotel	No	Not orderly	Email -	No
14	Asia Samarkand Hotel	<a href="https://samarkand.asiahotels.uz">https://samarkand.asiahotels.uz</a>	7	Email -	Yes
15	Regal Palace Hotel	<a href="https://hotelregalpalace.com">https://hotelregalpalace.com</a>	Not orderly	Email Social media networks -3	Yes

16	Asia Bukhara Hotel	<a href="https://bukhara.asiahotels.uz">https://bukhara.asiahotels.uz</a>	12	Email Social media networks -2	Yes
17	Silk Road Hotel	<a href="https://www.silkroad-samarkand.com">https://www.silkroad-samarkand.com</a>	Not orderly	Email Social media networks -4	Yes
18	Khorezm Palace	<a href="https://khorezmpalace.business.site">https://khorezmpalace.business.site</a>	Not orderly	Email Social media networks -1	Yes
19	Grand Bukhara	No	4	Email Social media networks -2	No
20	Asia Fergana	<a href="https://fergana.asiahotels.uz">https://fergana.asiahotels.uz</a>	10	Email -	Yes
21	Hanjin Navoi Complex	No	Not orderly	Email -	No
22	Registon	<a href="https://registonhotel.uz">https://registonhotel.uz</a>	Not orderly	Email Social media networks -4	Yes
23	Asia Khiva	<a href="https://khiva.asiahotels.uz">https://khiva.asiahotels.uz</a>	8	Email -	Yes
24	Orient Star Khiva	No	6	Email Social media networks -1	No (website)
25	Gloria Hotel	<a href="https://www.gloriaresidence.com">https://www.gloriaresidence.com</a>	6	Email Social media networks -4	Yes
26	Hyatt Regency Tashkent	<a href="https://www.hyatt.com/en-US/hotel/uzbekistan/hyatt-regency-tashkent">https://www.hyatt.com/en-US/hotel/uzbekistan/hyatt-regency-tashkent</a>	13	Email Social media networks -5	Yes
27	Daniel Hill	<a href="https://danielhill.uz">https://danielhill.uz</a>	Not orderly	Email Social media-2	Yes
28	Malika Bukhara Hotel	<a href="https://www.malika-bukhara.uz">https://www.malika-bukhara.uz</a>	12	Email Social media-4	Yes

Source: authors analysis using websites of the hotels

## RESULTS AND RECOMMENDATIONS

All hotels have green marketing strategies and have future perspectives. From the data gathered from official websites, It can be said that most of the hotels

own websites and it is possible to book a room directly using websites. There are also national and international chain hotels like Asia, Whydham, Hyatt and Raddisson blu, they have significantly developed their websites and sales channels. However, few hotels

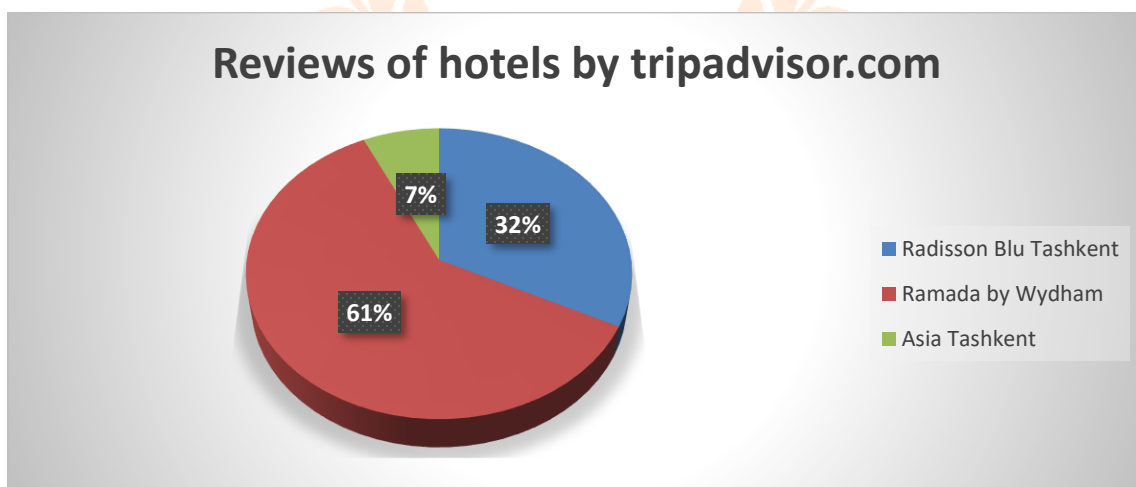
have no official websites and they use other sales channels like, booking.com, tripadvisor.com, Airbnb.com as a source of booking. In addition, 9 hotels sales channels can not be seen orderly when you search them by names, 19 hotels have collaborated and make top lists of sales channels, which are used regularly and mostly. All hotels above own emails, it can be said that it is one of the popular means of communicating with partners and customers of the hotels. When it comes to social media, only 7 hotels have more than 4 social media network connectivity, It means that one can have access to social media networks during the visit. 14 hotels have few social media networks or poor performance of these networks by hotels. The other 7 do not have email addresses or websites, but asia hotel chains can only be reached by sending your request via website windows.

**Comparison:** 3 chain hotels are selected and compared in terms of their reviews on sales channels, namely tripadvisor.com and booking.com. 2 international and one national chain hotels are analysed to find out

which one has strong management in terms of marketing.

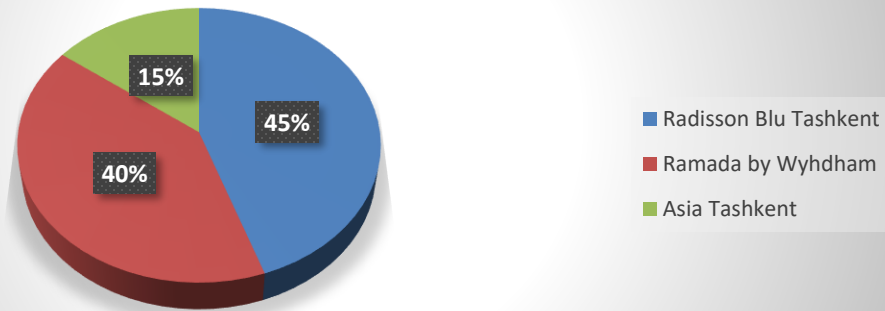
As is shown by the charts below, 3 hotels are evaluated by reviews with the help of two sales channels that are popularly used worldwide. In the first chart Ramada by Wyhdham takes the first place having 719 reviews, it means the hotel performs best in terms of marketing and customer service. In addition to this guests visited Radisson Blu Tashkent fewer than Ramada, sharply 383. However, The second chart indicates that opposite action, Radisson Blu having 512 reviews whereas Ramada Whydham owning 466 reviews respectively. It is interesting to note that Asia Tashkent have got only 83 reviews from tripadvisor.com, but these more than doubled in booking.com accounted for 169 that means Asia Tashkent performs better and well organized in booking.com. Overall, 2 international chain hotels' reputation in hospitality market is more higher than national chain's in terms of marketing initiatives and strategy implementation.

1st picture



2nd picture

## Reviews of hotels by booking.com



Source: authors chart

As can be recommended some marketing strategies and techniques for chosen hotels:

- Creating a well-designed websites to directly book the hotel, giving extra information and features;
- Having multiple sales channels and connecting them with one another, making them user-friendly;
- Having official emails or it should be visible during research by customers;
- Development of social media networks, putting them into the website and supply the access to them
- Learning new marketing techniques and choose proper ones for the hotel.
- AI marketing can be implemented in websites of the hotels who accept the number of guest requests;
- Green marketing methods can be implemented since many potential customers search for accommodation, which includes energy saving technologies, green campaigns and innovations.

### CONCLUSION

Hospitality industry is rapidly developing in Uzbekistan, especially more and more hotels are being built day by

day. Marketing strategies and initiatives should be learnt by hoteliers and by hotel staff before building a hotel or to keep hotel's sustainability. Green marketing strategies are one of the main aspects of this article. There are many followers if your future or current hotel are built based on using energy-efficient, green, eco-friendly methods. In addition to this, Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan is giving grants and supporting eco-friendly initiatives. In this sense, owners of some hotels like the schedule above are building their accommodations with the help of government and as to potential customers views. Marketing strategies are helpful in order to create value, keep brand awareness and improve sales of these hotels. Analysis and comparison above shows we still have hotels that lack marketing sales development. To minimize this, national hotels should imitate international ones, how they are promoting, how they are creating new programs, how they are selling using multiple channels and so on. For instance, Orient Star Khiva has no official website and has only one social media network, that is not connected to other sales channels. It means the hotel are selling its services with the help of OTA. If a website is created





and properly organized, there can be future direct bookings that minimize extra costs for intermediaries. While Ramada and Radisson chain hotels organized marketing activities properly, helping them day to day bookings by multiple sources. Eco friendly hotels itself can be a marketing strategy, with future continuation and support can boost hotel bookings considerably.

## REFERENCE

1. Philip Kotler (2003), Marketing-Management-11th edition.
2. Punitha Sinnappan, Yuhanis Abdul Aziz and Azmawani Abd Rahman (2015), Consumers' Perceptions of Green Marketing in the Hotel Industry: Canadian Center of Science and Education, Vol. 12, No. 1.
3. Jeou-Shyan Horng and Chih-Hsing Liu : Marketing Management in the Hotel Industry: A Systematic Literature Review by Using Text Mining, Sustainability 2022, 14, 2344. <https://doi.org/10.3390/su14042344>.
4. Decision of the president of the Republic of Uzbekistan on approval of the strategy for the transition of the republic of Uzbekistan to a green economy for the period 2019-2030, <https://policy.asiapacificenergy.org>.
5. A carbon-neutral electricity sector in Uzbekistan 2021-2050, Summary for policymakers, <file:///C:/Users/Egamberdi/Downloads/Carbon-neutral-electricity-sector-in-Uzbekistan.pdf>.
7. Development Strategy 2022-2026, Building for The Future [https://imv.uz/media/document\\_files/uzbekistan-report-development-strategy-2022-2026-final-november-2022-pdf.pdf](https://imv.uz/media/document_files/uzbekistan-report-development-strategy-2022-2026-final-november-2022-pdf.pdf).
8. <https://etichotels.com/>
9. <https://grandmirhotel.uz>
10. <https://ihthotel.uz>
11. <https://legrandepiazza.com>
12. <https://www.radissonhotels.com>
13. <https://shodlikpalacehotel.business.site>
14. <https://www.lottehotel.com/tashkentpalace-city>
15. <https://www.wyndhamhotels.com/ramada/tashkent-uzbekistan>
16. <https://hotel-uz.com>
17. <https://wyndhamtashkent.com>
18. <https://citypalace.uz>
19. <https://miran-international.hotel-rn.com>
20. <https://ichanqala.uz>
21. <https://samarkand.asiahotels.uz>
22. <https://hotelregalpalacecox.com>
23. <https://bukhara.asiahotels.uz>
24. <https://www.silkroad-samarkand.com>
25. <https://khorezmpalace.business.site>
26. <https://fergana.asiahotels.uz>
27. <https://registonhotel.uz>
28. <https://khiva.asiahotels.uz>
29. <https://www.gloriaresidence.com>
30. <https://www.hyatt.com/en-US/hotel/uzbekistan/hyatt-regency-tashkent>
31. <https://danielhill.uz>
32. <https://www.malika-bukhara.uz>