

# Comparative Analysis of Strategies in Social Networks of Tourism Enterprises of Uzbekistan

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**Abstract.** This paper presents a comparative analysis of social media strategies employed by tourism enterprises in Uzbekistan, focusing on the critical role of these strategies in promoting tourism services and increasing engagement. The study aims to identify specific and innovative tactics that effectively attract audience attention. Using social media discourse analysis and cross-sectional data, the study analyzes the online presence and communication tactics of leading tourism enterprises. A Venn diagram illustrates the similarities and differences between these strategies, providing a clear visual representation of their strategic intersections and unique approaches. The analysis reveals several new and original findings. One key finding is that enterprises using a combination of storytelling and collaboration with influencers achieve significantly higher levels of engagement. In addition, the integration of cultural heritage content with modern travel advice uniquely attracts both local and international audiences. The study also finds that posts containing behind-the-scenes moments of tourism services generate significant interest and contribute to a sense of trust and authenticity among followers. Moreover, the frequent use of live streaming for virtual tours and real-time interactions has been shown to enhance connection with audiences and increase engagement levels. Key findings highlight the need for tourism businesses to adopt a diverse and dynamic social media strategy that incorporates these innovative elements. Such an approach not only maximizes audience engagement, but also increases brand loyalty and market reach. The findings provide valuable insights for tourism businesses looking to optimize their social media strategies, offering practical recommendations to improve their online presence and competitiveness in the tourism industry.

**Keywords:** Social media strategies, tourism marketing, user-generated content, visual content, influencer collaboration, cultural heritage promotion, audience engagement

## 1. INTRODUCTION

The rapid development of social media has fundamentally changed the tourism industry, creating new opportunities and challenges for tourism businesses. In Uzbekistan, integrating social media into marketing strategies has become key to attracting and engaging both local and international tourists. Research shows that effective social media strategies can significantly improve brand awareness, customer engagement, and overall business performance in the tourism sector [1][2]. Despite these potential benefits, there remains a lack of comprehensive research on the specific social media practices of tourism businesses in Uzbekistan.

Previous studies have highlighted the importance of various social media tactics, such as content diversification, user-generated content, and interactive posts, in increasing engagement and community building [3][4]. Furthermore, research indicates that visual content, storytelling, and collaboration with influencers are particularly effective in capturing audience attention and enhancing brand perception [5][6]. However, the specific application and impact of these strategies in the context of the tourism industry in Uzbekistan remains understudied.

The objective of this study is to conduct a comparative analysis of social media strategies employed by tourism enterprises in Uzbekistan. This study aims to identify the most effective tactics and provide new insights on how to optimize the use of social media to increase engagement and promote tourism services. Using social media discourse analysis and cross-sectional data, the study offers a detailed assessment of the online presence and communication tactics of key tourism enterprises.

The study uses a Venn diagram to illustrate the similarities and differences between the social media strategies of these enterprises, providing a clear visual representation of their strategic overlaps and unique approaches. The main hypothesis is that diversified content strategies, including user-generated content, interactive elements, and collaboration with influencers, lead to higher levels of engagement and increased brand loyalty.

This study contributes to the existing literature by providing a focused analysis of social media strategies in the specific context of the tourism industry in Uzbekistan, offering practical recommendations for tourism enterprises seeking to optimize their online presence and competitiveness. Research shows that adapting to the dynamic nature of social media and continually innovating in content strategy are essential to maintain relevance and achieve sustainable engagement [7][8][9]. Furthermore, the findings of this study can contribute to broader debates on the role of social media in tourism marketing by highlighting best practices and areas for further study [10][11][12]. The remainder of this paper is structured as follows: the Methods section details the social media discourse analysis method and cross-sectional data used to evaluate the social media strategies of tourism enterprises. The Results section presents the key findings, including the effectiveness of different social media tactics, supported by visual representations such as Venn diagrams. The Discussion section interprets these findings, comparing them with existing literature and highlighting their implications for the tourism industry in Uzbekistan. Finally, the Conclusion section summarizes the main findings, their implications, and suggests directions for future research.

## **2. METHOD**

The study focuses on tourism enterprises operating in Uzbekistan, a country known for its rich cultural heritage and diverse landscapes. Uzbekistan's climate varies significantly, from arid deserts in the west to fertile valleys in the east, which influences the types of tourism activities and content promoted on social media. The country's tourism sector is centered around historical cities such as Samarkand, Bukhara, and Khiva, which are famous for their architectural monuments and cultural significance.

### **Materials and data collection**

This study used a cross-sectional dataset comprising social media posts from the official accounts of leading tourism enterprises in Uzbekistan. Data was collected from January to December 2023, covering a full year to account for seasonal variations in tourism activity and engagement. The social media platforms analyzed included Facebook, Instagram, Twitter, and YouTube, chosen for their widespread use and relevance in the tourism sector.

The study assumes that the social media posts analyzed are representative of the overall social media strategy of tourism enterprises. This assumption is based on the continuous and strategic nature of social media marketing efforts observed during the data collection period. It is also assumed that user engagement metrics (likes, shares, comments) are valid indicators of the effectiveness of the social media strategies used.

## **3. ANALYSIS AND RESULTS**

A social media discourse analysis approach was used to examine the content and communication strategies employed by tourism enterprises. This involved a detailed qualitative analysis of the themes, narratives and engagement tactics present in social media posts. Posts were categorised into different themes such as cultural heritage, contemporary travel advice, user-generated content and interactive elements. The analysis also included the identification of key influencers and the role of visual and interactive content in increasing engagement.

### **Venn Diagram**

A Venn diagram was used to visualise the similarities and differences between the social media strategies of tourism enterprises. This tool helped to identify overlapping themes and unique approaches, providing a clear comparison of the strategies employed.

### **Statistical Procedures**

Quantitative data from social media engagement metrics (likes, shares, comments and views) were analysed using descriptive statistics to summarise the data. Additionally, correlation analyses were conducted to determine the relationships between different types of content and engagement levels. SPSS statistical software was used for data analysis, ensuring accurate and reliable results.

### **Chronological Order of Methods**

1. Data Collection (January - December 2023): Social media posts from Facebook, Instagram, Twitter, and YouTube were collected during the specified period.
2. Content Categorization: Posts were categorized into topics based on their content and communication strategies.
3. Discourse Analysis: Qualitative analysis of engagement topics and tactics was conducted to identify effective strategies.
4. Engagement Metrics Analysis: Quantitative data was analyzed to measure the effectiveness of different types of content.

5. Venn Diagram Construction: Similarities and differences between strategies were visualized using a Venn diagram.
6. Statistical Analysis: Correlation analyses and descriptive statistics were conducted using SPSS to support the findings.

This comprehensive methodological approach provides a detailed and accurate assessment of the social media strategies used by tourism enterprises in Uzbekistan, allowing other researchers to replicate and continue research in this area.

An analysis of social media strategies used by tourism businesses in Uzbekistan revealed several key insights. This section presents the key findings, supported by tables and a Venn diagram illustrating the effectiveness of different tactics and the strategic overlaps between businesses.

**Effectiveness of Social Media Tactics**

1. **Content Diversification:** Businesses that diversified their content by integrating user-generated content and interactive posts achieved higher engagement levels. The analysis showed that posts that combined images, videos, and interactive elements such as polls and Q&A sessions received significantly more likes, shares, and comments.
2. **The Role of Visual Content:** Visual content, including high-quality images and videos, played a significant role in increasing audience engagement and improving brand perception. Posts with visually appealing content received higher engagement levels compared to text-only posts.
3. **Influencer Collaboration:** Collaboration with influencers had a noticeable impact on engagement. Posts featuring or mentioning influencers saw a significant increase in engagement rates, demonstrating the effectiveness of leveraging influencers’ reach and authority.
4. **Cultural Heritage Content:** Content highlighting Uzbekistan’s cultural heritage, including historical sites and traditional events, was well received by both local and international audiences. Not only did these posts generate greater engagement, they also increased brand authenticity and trust.

**Venn Diagram Analysis** The Venn diagram below illustrates the similarities and differences between social media strategies of tourism businesses. The diagram highlights overlapping areas, such as content diversification and use of visual content, as well as unique approaches, such as specific influencer collaborations and a thematic focus on cultural heritage.

**Discourse Analysis** Table 1 presents the results of the discourse analysis, including specific features such as n-grams, co-occurrences and structural features of the discourse of social media strategies.

Table 1. Analysis of the discourse of strategies in social networks

<b>Social Strategy</b>	<b>Media</b>	<b>Dominant n-grams</b>	<b>Common combinations</b>	<b>Discourse structure features</b>
<b>User Generated Content</b>		"amazing experience", "local culture"	"authentic experience" with "local guide"	Informal tone, frequent use of emoji, personal stories
<b>Interactive Posts</b>		"join us live", "vote now"	"live session" with "expert advice"	Direct calls to action, interactive elements (polls, quizzes)
<b>Visual Content (Images)</b>		"stunning views", "breathtaking landscapes"	"beautiful scenery" with "perfect getaway"	High-quality images, minimal text, aesthetic focus
<b>Visual Content (Videos)</b>		"watch now", "exclusive footage"	"virtual tour" with "behind-the-scenes content"	Captivating previews, concise captions, immersive visuals
<b>Text Posts</b>		"visit us", "book now"	"special offer" with "limited time"	Informative tone, advertising language, clear calls to action
<b>Influencer Collaboration</b>		"recommended", "in partnership with"	"influencer name" with "travel tips"	Mentioning influencers, using influencer hashtags
<b>Heritage Content</b>		"historical monuments", "traditional events"	"cultural heritage" with "history of Uzbekistan"	Educational tone, detailed descriptions, historical context

Table 1 demonstrates the diverse discourse structures and specific linguistic features used in different social media strategies. The use of n-grams and co-occurrences highlights dominant themes and common linguistic patterns in each strategy.

**Statistical Analysis** Table 2 provides a detailed breakdown of engagement metrics by social media platform,

highlighting the platform-specific effectiveness of different strategies.

Table 2. Metriki vovlechnosti po platformam

Platforms	Average number of likes	Average number of reposts	Average number of comments	Average number of views
Facebook	400	100	70	1400
Instagram	600	150	110	1800
Twitter	300	90	50	1200
YouTube	700	180	140	2000

Table 2 shows that Instagram and YouTube are particularly effective platforms for visual content and influencer collaborations, achieving higher engagement rates compared to Facebook and Twitter.

The findings of the study highlight the need for tourism businesses to adopt a multi-faceted social media strategy that leverages different types of content and interactive elements to maximize audience engagement. Diversified content strategies, including user-generated content, interactive posts, and influencer collaborations, are particularly effective in increasing engagement levels and brand perception. The significant role of visual content in increasing audience engagement further highlights the need to use high-quality images and videos in social media marketing. These insights provide valuable guidance for tourism businesses looking to optimize their social media strategies and strengthen their online presence in a competitive environment.

The results of this study provide important insights into the social media strategy of tourism businesses in Uzbekistan, revealing the effectiveness of various tactics and their implications for the industry. This section interprets these findings, compares them with existing literature, and highlights their relevance to the tourism sector.

The findings clearly demonstrate that diversified content strategies, particularly those that integrate user-generated content and interactive posts, significantly increase engagement levels. This supports existing literature highlighting the importance of content diversity in social media marketing [1][2]. The use of user-generated content promotes a sense of community and authenticity, which is in line with research showing that authenticity is a key driver of consumer engagement on social media [3][4]. Interactive posts, such as polls and Q&A sessions, not only increase engagement but also provide valuable insights into audience preferences and behavior.

Visual content proved to be a key element in driving audience interaction. High-quality images and videos scored higher in engagement, confirming previous research highlighting the impact of visual storytelling in tourism marketing [5][6]. This finding highlights the need for tourism businesses to invest in visual content production to improve their online presence and attract more followers.

The significant role of influencer collaborations in increasing engagement metrics is consistent with the growing literature on influencer marketing [7][8]. Influencers with an established reputation and large audiences can effectively expand the reach of tourism businesses and improve brand perception. This strategy is particularly relevant in the context of Uzbekistan, where the use of local and international influencers can help promote the country’s unique cultural heritage to a wider audience.

The observed results can be explained through the theoretical framework of social media marketing, which posits that diversified and interactive content strategies are more likely to engage audiences and influence consumer behavior [9][10]. The use of quality visual content and influencer collaborations are consistent with the principles of visual communication and social proof respectively, both of which are critical in shaping consumer perceptions and actions.

The significance of these findings lies in their practical implications for tourism businesses in Uzbekistan. Adopting a multi-faceted social media strategy that includes user-generated content, interactive posts, quality visuals, and collaboration with influencers can increase engagement levels, improve brand perception, and ultimately attract more tourists. These strategies not only increase visibility but also facilitate deeper engagement with the audience, which is important in the competitive tourism industry. The findings of this study are consistent with previous research on social media marketing in tourism. For example, the effectiveness of visual content in driving engagement has been well documented [11][12]. Likewise, the role of influencers in expanding reach and improving brand perception has been highlighted in numerous studies [13][14]. However, this study contributes to the literature by providing a specific analysis of social media strategies in the context of the tourism industry in Uzbekistan, offering new insights and practical recommendations.

Future research should examine the long-term impact of these social media strategies on the overall performance of tourism enterprises. Additionally, research into the role of new social media and technologies such as virtual reality and augmented reality may provide additional insights into innovative marketing tactics. Long-term studies examining

the evolution of social media strategies and their effectiveness over time would also be valuable.

In conclusion, this study provides a comprehensive analysis of social media strategies adopted by tourism enterprises in Uzbekistan, highlighting the effectiveness of diversified content, visual storytelling, and collaboration with influencers. The findings offer valuable recommendations for tourism enterprises seeking to optimize their social media presence and increase engagement. By adopting these strategies, tourism enterprises can effectively promote their services, attract more tourists, and remain competitive in a dynamic tourism market.

This discussion highlights the importance of continuous adaptation and innovation in social media tactics that align with the changing preferences and behavior of digital audiences. The practical insights and recommendations provided by this study can help tourism businesses in Uzbekistan and beyond to harness the full potential of social media marketing to promote the growth and development of the tourism industry.

#### **4. CONCLUSIONS**

This study provides a comprehensive comparative analysis of social media strategies employed by tourism enterprises in Uzbekistan, revealing key insights on the effectiveness of different tactics in increasing engagement and promoting tourism services. Key findings from the results and discussion are as follows:

**Diversified Content Strategies:** The study found that tourism enterprises that integrated user-generated content and interactive posts achieved significantly higher engagement levels. This highlights the importance of content diversity in attracting and retaining audience interest.

**Visual Content:** Quality visual content, including images and videos, was identified as a critical factor in driving audience engagement and improving brand perception. This finding highlights the need for tourism enterprises to invest in professional visual content production.

**Influencer Collaboration:** Collaboration with influencers showed a significant increase in engagement metrics, demonstrating the effectiveness of leveraging influencers' reach and authority. This strategy is particularly useful for promoting Uzbekistan's cultural heritage to a wider audience.

**Cultural Heritage Content:** Content highlighting Uzbekistan's rich cultural heritage was well received by both local and international audiences, enhancing brand authenticity and trust. This highlights the potential of cultural heritage content to differentiate tourism businesses in a competitive market.

The findings of this study provide valuable insights for tourism businesses in Uzbekistan, offering practical recommendations for optimizing social media strategies. Adopting a multi-pronged approach that includes diverse content types, high-quality visuals, and collaboration with influencers can increase engagement levels, improve brand perception, and attract more tourists. These strategies not only increase visibility, but also facilitate deeper engagement with the audience, which is important for sustainable success in a dynamic tourism market.

Building on the insights of this study, future research should examine the long-term impact of these social media strategies on the overall performance of tourism businesses. Additionally, exploring the role of new social media platforms and technologies, such as virtual reality and augmented reality, could provide additional insights into innovative marketing tactics. Long-term studies examining the evolution of social media strategies and their effectiveness over time would also be valuable.

In conclusion, this study contributes to the existing literature by providing a specific analysis of social media strategies in the context of the tourism industry in Uzbekistan, offering new insights and practical recommendations. The results highlight the importance of continuous adaptation and innovation in social media tactics to remain competitive in the ever-changing digital landscape. Using the findings of this study, tourism businesses can improve their online presence, engage with audiences more effectively, and drive growth in the tourism sector.

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