



European Union



PROMOTING LOCAL PRODUCTS – DIRECT MARKETING WITH TRAVEL AGENCIES



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INTRODUCTION

The strategy of promoting products through direct marketing with travel agencies has been prepared as part of the project “Integrated approach to promoting Central Asian SMEs processing nuts, dried fruit and honey” (CANDY). The project is supported by EU and implemented by **Hilfswerk Austria International** in Tajikistan, in partnership with the Association of Scientific and Technical Intelligentsia (ASTI), National Association of Small and Medium Enterprises (NASME), TES Center and Association of enterprises processing fruit and vegetable produce.

International tourism, in addition to its major economic effect, plays an important role in improving the mutual understanding and trust between the people of different cultures and religions. Its effect is not limited to trading in goods and services and searching for new partners for such trade. It is also aimed at establishing relations between the nationals of different countries for preserving and promoting peace worldwide.

In the last decades, the people in developed countries have shown a steadily growing demand for tourist services. The result is an increase not only in the absolute spending figures on tourism, but also its relative weight in the structure of consumer spending.

In many countries, people have more free time, more income available, better education and cultural level, which promotes the need to travel. Tourism has become more of a first necessity, which is hard to refuse even in the increasingly challenging economic environment.

In this strategy, we will show the ways to promote local produce of Sughd Region to the foreign markets without leaving the country, through places frequently visited by foreign guests (tourist camps, etc.).

Since the capacity of local companies to promote their products in the foreign markets is limited, it is advisable to focus on promoting it within the country, in places frequented by tourists. These include locations with historical sights (such as the central part of Khujand and its old town, Penjikent, Istaravshan and Isfara, hotels, tourist camps in Penjikent, Shahrستان, Kayrakkum. Travel agencies are an important link in this strategy.

This approach does not require major investment, yet allows making all goods produced under a certain brand recognizable in the foreign markets.

The goal of this work is to describe all possible approaches and methodologies for promoting local produce in foreign markets through local travel agencies, where it will be purchased and recognized by international tourists, who will eventually buy it in their home countries.

Goal

Promoting gardening, beekeeping and nut-growing products in cooperation with travel agencies in Sughd Region.

Objectives:

- I. Analyzing companies producing the target produce (dried fruit, honey, nuts) in Sughd Region.
- II. Analyzing travel agencies operating in Sughd Region.
- III. Identifying prospective ways and capacity for promoting gardening, beekeeping and nut-growing produce through travel agencies.

I. Analysis of enterprises producing apricots, nuts and honey in Sughd Region

1.1. Producers and processors of apricots, nuts and honey

Tajikistan boasts rich natural capacity for producing high-quality apricot produce. Apricots contain biologically valuable vitamins and minerals, have good technological and functional qualities and can be used fresh or dried, or processed in food and confectionery industry.

Apricots are Tajikistan's second strategic crop (after cotton), with great demand worldwide. In Sughd Region alone, there are about 29,000 hectares of apricot gardens – more than 15% of the world's apricot plantations.

Apricots have few rivals among other fruit crops in terms of their taste, nutritive and dietary qualities. Numerous research conducted in many countries of the world has confirmed high biological value of the vitamins and minerals contained in apricot fruits. Apricots grown in Tajikistan have unique high content of sucrose and dry matter, which is unmatched by anywhere else in the world. The varieties and climatic conditions in Tajikistan are perfect for growing apricots that can be dried.

Industrial production of apricots in the Republic of Tajikistan is concentrated in the Northern part of the country, in Sughd Region. Due to different elevation of apricot gardens above sea level the apricot crop season lasts several months, which allows supplying fresh or dried fruit to the market almost all year round.

There are about 11 processing enterprises in Sughd Region, specializing in dried fruit.

Overall, the agricultural sector in Tajikistan is focused on exporting raw materials, while the exports of processed produce are negligible (while the imports are increasing). The exports of raw agricultural produce has grown several-fold between 2000 and 2010, while export of finished products went down.

The table below shows the volume of production of dried fruit, nuts and honey in Sughd Region and Tajikistan in general.

| Type of economic activity | Region/country | Production volume by year | | | | | | | |
|-------------------------------------|----------------|---------------------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | 2007 | | 2008 | | 2009 | | 2010 | |
| | | By volume | By value | By volume | By value | By volume | By value | By volume | By value |
| Export of dried fruit, tons/000 USD | SR | 55,992 | 14,855 | 69,425 | 23,165.4 | 78,485 | 24,439.9 | 76,021 | 25,378.7 |
| | RT | 57,824 | 15,341 | 69,488 | 23,186 | 78,492 | 24,463 | 76,316 | 25,536 |
| Export of nuts, tons/USD | SR | | | 3,607 | 3,115,579 | 3,778 | 3,482,873 | 2,517 | 2,395,946 |
| | RT | | | 3,607 | 3,115,579 | 3,856 | 3,514,513 | 2,517 | 2,395,946 |
| Export of honey, tons/000 TJS | SR | 1,055 | | 1,059 | 19,416 | 1,063.2 | 19,646 | 1,158.1 | 24,849 |
| | RT | 1,975 | | 2,060 | 37,769 | 2,704.2 | 49,969 | 2,968.6 | 63,696 |

Dried fruit

Enterprises located in the Republic of Tajikistan mostly sell their dried fruit to the foreign market.

CIS remains the main destination for export of fresh and processed fruit and vegetables (with focus on the Russian Federation, Kyrgyzstan and Kazakhstan, less on Uzbekistan and Moldova). Other than the CIS countries, exports are also shipped to Afghanistan and Pakistan.

For example, in 2008 Tajikistan exported fruit to such countries as:

- To Belarus: 26 tons, to the value of 22,000 USD;
- To Kazakhstan: 456 tons, to the value of 100,000 USD;
- To Kyrgyzstan: 100 tons, to the value of 25,000 USD;
- To the Russian Federation: 16,665 tons, to the value of 7,387,000 USD;
- To Turkmenistan: 370 tons, to the value of 70,000 USD;
- To the Ukraine: 7 tons, to the value of 2,000 USD.

Outside the CIS, the exports were as follows: to Afghanistan: 411 tons, to the value of 62,000 USD; to Pakistan: 334 tons, to the value of 58,000 USD.

The total export volume was 18,369 tons (to the value of 7,737,000 USD).

Export of dried apricots from Tajikistan is hampered by the following problems:

- High price of dried apricots from Tajikistan;
- Lack of marketable appearance;
- Low quality of dried apricot products;
- Lack of a modern packaging;
- Lack of a trademark/brand;
- Lack of a seasonal alternative product;
- Lack of information and advertising for Tajik dried fruit.

There is a recent trend for increasing production of fruit in Tajikistan, which is explained by the latest concepts of balanced diet and increased demand for processed fruit products. Government stimulation, as well as increase in prices offered to producers by large processing companies have forced an increase in land allocation for fruit growing. This, in turn, stimulates the search for new ways to market the products. Cooperation with travel agencies might help promote the products by attracting tourists' attention to environmentally friendly and high-quality products of Tajik agriculture.

Honey

Tajikistan produces high quality honey, but its export is still under developed. Small quantities of Tajik honey are shipped to Afghanistan, Iran, Russia and UAE. Kazakh and Japanese entrepreneurs have also expressed interest in Tajik honey.

The growth of bee population and honey production is promoted as part of a national program, which states that the number of bee families must reach 250,000 by 2011.

Currently the number of bee families in the country has reached 179,000. Another 300,000 Somoni have been allocated in the state budget for further development of this sector in 2011.

In 2010, the country produced 2,970 tons of honey, which is 272 kg higher than the 2009 figure. The production figures for 2011 are estimated at 3,200 tons.

The costs associated with honey production in Tajikistan are high, and export is often unattractive, as honey is produced mostly by private entrepreneurs. Associations of beekeepers are being recovered in the recent years. In particular, the Association of Sughd Region Beekeepers (established back in the Soviet times) has greatly improved its activity in the last few years.

1.2. Brands

Due to the presence of a large number of brands and trademarks in the local and traditional export markets, our manufacturers should be particularly focused on the national idea when designing their brands and promoting their products. This approach can help relate to a prospective consumer with a certain lifestyle, a set of values associated with the geography and history of Central Asia.

Global trends have led Tajikistan to the need to establish a common/umbrella brand for producers and processors in a certain value chain. As part of the project “Integrated approach to promoting Central Asian SMEs processing nuts, dried fruit and honey”, two brands have been designed for the producers of dried fruit and honey.

The brand for producers of dried fruit and other fruit and vegetable products



To design this brand, we prepared terms of reference and announced a contest among the Art Institute students. In March 2012, the selection committee chose the winning version, which was later registered. This brand belongs to the ***International Association of Producers and Exporters of Agri-products of Tajikistan.***

Honey from the heart of Asia

As part of the project “Integrated approach to promoting Central Asian small and medium enterprises processing nuts, dried fruit and honey” implemented with the financial support from the **European Union** within the second phase of the “**Central Asia Invest**” program, a brand was designed for the Association of Beekeepers of Sughd Region, together with invited experts.



The brand design process was conducted in several steps. During the first one, the Association members took part in a training on branding organized as part of the project.

During the training, participants developed requirements and selection criteria the brand must meet, and these were used to announce the contest for designing the brand for the Association of Beekeepers of Sughd Region. Over 20 candidates took part in the contest, sending more than 40 various logos associated with beekeeping in Tajikistan and Central Asian countries.

Contest results were considered at the second phase of the training on Branding, conducted by a leading specialist in the area of marketing and management Margit Wendelberger – the head of MARCOM Consultancy Company from Austria.

Currently both brands have been approved and registered in Tajikistan.

II. ANALYSIS OF TRAVEL AGENCIES OPERATING IN SUGHD REGION

2.1. General picture. Current situation

Tajikistan represents a unique tourist attraction of today, as it has centuries of cultural and historical legacy, original culture, attractive geographical location and diversity. Considering these factors, the tourism sector has been announced the priority development for the national economy.

As one of the highest-revenue sectors of the economy, tourism has been called an economic phenomenon of the century for the fast tempo of its development.

In many countries, tourism represents a substantial share of the gross domestic product, improves foreign trade balance, provides employment and creates additional jobs, showing positive impact on such key areas of the economy as transportation and communication, construction, agriculture, culture, art, production of consumer goods, etc.

The main legislative and regulatory documents for engaging in tourism activity in Tajikistan are:

The Constitution of the Republic of Tajikistan

The state program for developing tourism in the Republic of Tajikistan for 2010-2014

Decree of the Government of Tajikistan "On the procedure of licensing tourist activities in the Republic of Tajikistan and mandatory payments for use of natural resources" The Concept of tourism development in the Republic of Tajikistan for 2009-2019

The Law of the Republic of Tajikistan # 824 of September 3, 1999 "On tourism"

Regulation on the state cadaster of tourist resources in the Republic of Tajikistan

One of the key documents determining the development of tourism in Tajikistan is the State Program for Developing Tourism in the Republic of Tajikistan for 2010-2014 (further, the Program), which determines the strategy, main directions, priorities, objectives and mechanisms of implementing the state policy in the area of tourism development in mid-term perspective.

The Program stipulates measures for establishing a competitive tourism industry by increasing the volume of inbound and internal tourism.

The priority objectives, according to the Program, are:

- Creating an efficient mechanism of state regulation and support of tourism;
- Forming an up-to-date marketing strategy for development and promotion of national tourist product in the internal and foreign markets;
- Building a positive tourist image of the country;
- Developing international cooperation;
- Improving statistics.

Provided the implementation of the entire set of organizational and financial measures stipulated by the State Program, the inbound tourism is expected at the level of 50,000 people a year. If an average foreign tourist spends around 300 US dollars a day during his stay in the country, that means the national economy will get 75 million US dollars from inbound tourism during the period of the program implementation.

Efficient implementation of the Program will result in improved attractiveness of the national tourist product and will help the Republic of Tajikistan join the global market for tourist services. It will also create prerequisites for strengthening competitiveness of the tourist industry, which can become a highly profitable sector of the national economy.

Organizational and management infrastructure of the tourism industry in Tajikistan

- State Committee of the Republic of Tajikistan for youth affairs, sports and tourism – a state authority responsible for implementing a common government policy in the area of tourism;
- Joint stock, private companies, unitary enterprises performing commercial tourist activities;
- Tourist organizations owned by trade unions and providing commercial and social tourism services.

Any organization (local or foreign), regardless of ownership type, that wishes to become engaged in tourism activities in the Republic of Tajikistan, must obtain a license at the aforementioned Committee. Its cost is 10 minimum wages (plus 4 minimum wages for consideration of the documents required to obtain the license).

Number of health resorts:

Sughd Region – 3, Gorno-Badakhshan Autonomous Region – 3, districts of national jurisdiction – 6.

Number of tourist camps:

Sughd Region – 13, Vakhdat – 4, Muminabad district – 1, Baldjuvan district – 1, Varzob district – 1, Ismoil Somoni district (Dushanbe) – 1.

Number of hotels:

Gorno-Badakhshan autonomous region – 24, Sughd Region – 27, Khatlon Region – 35, Dushanbe – 12, districts of national jurisdiction – 8.

According to the Committee for youth affairs, sports and tourism under the Government of the Republic of Tajikistan, 167 travel agencies have been licensed in Tajikistan, of which only 50 are currently operational. 44 companies submit reports to the state statistics authorities, which is 11 companies less than in 2009. The active agencies are distributed by regions as follows: Dushanbe – 28, Sughd Region – 14, districts of national jurisdiction – 2. The average staff of a travel agency, including outside contractors and auxiliary employees, was 296 people, or 83.6% compared to 2009.

Revenue generated by providing tourist services in 2010 was 5,089,100 Somoni, up 69% compared to 2009. Out of the total revenue received by travel agencies, 3,805,900 was generated in Dushanbe, 823,800 in Sughd Region and 459,400 in districts of national jurisdiction. Paid services provided to tourists were worth 253,600 Somoni. The costs of travel agencies associated with providing tourist services in 2010 amounted to 4,610,900 Somoni, which is 2.2 times higher than last year.

The travel agencies' costs in the reporting year were distributed as follows: material costs – 590,900 Somoni, wages to travel agency staff – 577,500 Somoni, depreciation – 99,400 Somoni, mandatory payments to the budget and non-budget reserves – 360,100 Somoni, other costs – 3,343,100 Somoni.

The travel agencies spent 1,539,200 Somoni to provide services in 2010, including: 60,500 Somoni for hotel accommodation, 612,700 Somoni on catering, 4,500 Somoni on medical services, 11,200 Somoni on excursion services, 307,300 Somoni on visa and travel expenses, 4,800 Somoni on entertainment and educational activities, and 409,200 Somoni on other types of services. Of these amounts, 69% were spent on the residents of the Republic of Tajikistan (Tajik nationals, representatives of diplomatic corps, embassies, international organizations, representatives of foreign companies residing in the country) and only 31% was spent on non-residents.

In 2010, travel agencies sold 21,143 tours. The average revenue from selling services to tourists was 121.4 Somoni for each tour sold. In the reporting period, travel agencies in the country provided services to 19,528 tourists, including 1325 tourists from the CIS countries and 3000 tourists from abroad. The number of Tajik nationals using the services of travel agencies in 2010 has reached 20,990; of these, 18,909 were travelling within the country, 1024 – within CIS and 1057 abroad. The number of tourists travelling to other countries was: 768 to the People's Republic of China, 450 to France, 402 to Germany, 282 to United Arab Emirates, 250

to the United States of America, 119 to Japan, 93 to Italy, 84 to Poland, 77 to Belgium, 56 to Switzerland, 47 to Canada, 44 to Slovakia, 41 to the Netherlands, 39 to Sweden, 37 to Czech Republic, 36 to Austria, 34 to the United Kingdom.

As of January 1, 2011, there were 59 hotels operating in the country; of these there were two 5-star hotels in Dushanbe and one in Sughd Region; one 3-star hotel in Tursunzadeh. Dushanbe and Khujand had one first-class hotel each; Sughd Region – 7 first-class hotels. Two second-class hotels operated in Khatlon Region. Three hotels in Sughd Region, one in Dushanbe and 7 in Khatlon Region are third-class. Three hotels in Dushanbe, two in Sughd Region and one in GBAO are fourth-class. The remaining 27 hotels are not classified.

The total area of the hotels as of the end of 2010 was 198,900 square meters, while the residential space was 69,800 square meters.

At the end of 2010, the hotels could house 4413 people at the same time, including 1772 places for foreign tourists. At the end of 2010, hotels had 2371 rooms (87 rooms less than in 2009). 85,100 people lived in the hotels in 2010, including 50,900 visitors from the CIS countries and 34,100 from abroad. Hotel revenue for providing the services reached 45,300 Somoni, while the costs amounted to 45,800 Somoni. The number of operating personnel (including auxiliary workers) in the reporting period was 1241, which is 51 higher than last year.

Natural and recreational resources of the country, the presence of historical and cultural monuments dictate the peculiarities of a national tourist product, which can be promoted and sold in the foreign markets for tourist services to ensure an inflow of foreign tourists to Tajikistan. In this respect, the priority forms of international tourism in the country are considered as follows:

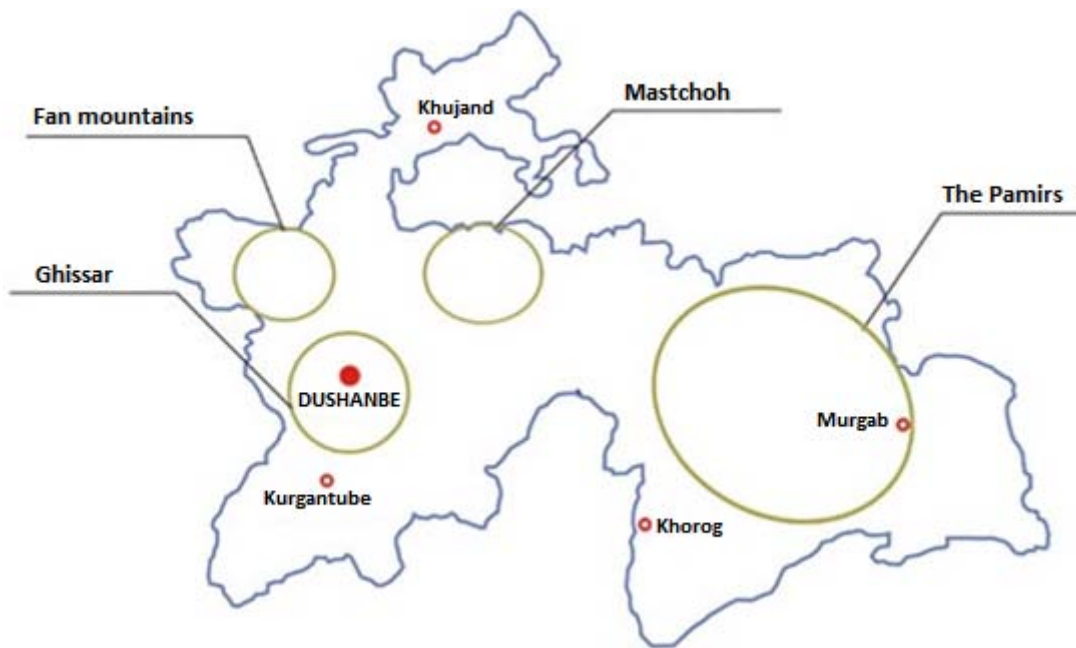
- Mountain hiking;
- Cultural and educational (excursions);
- Mountain climbing.

Mountain hiking tourism would be more common particular for territories around Dushanbe and nearby districts (Varzob, Karatag, Shirkent, Romit valleys), as well as Kuhiston (area including Turkestan, Zeravshan and Ghissar mountain ranges). Western part of Kuhiston contains Fan mountains (Payron, Marguzor, Allautdin lakes, Iskanderkul lake), which has dozens of tourist routes, several stationary tourist camps – in Dushanbe, Varzob valley, on the shores of Iskanderkul lake, Allautdin and Marguzor lakes, as well as artificial Kayrakkum reservoir near Khujand (ex-Leninabad).

Cultural and educational tourism is more specific for Northern and Southern Tajikistan (Sughd Region and Khatlon Region), where tourists can see archeological monuments, museums and other local sights.

Mountain climbing is practiced in the Fan mountains, Mastchoh mountain knot, as well as in the area of Communism Peak, the highest point in the Commonwealth of Independent States (CIS), with the elevation of 7,495 m, which was renamed to Ismaili Somoni Peak in 2000.

Healing springs resorts (Garm Chahsma, Jilandy, Khoja Obigarm, Obi Garm, Shaambary, Zumrad) are very popular with the local residents.



2.2. Travel agencies in Sughd Region

Travel agencies play an important role in the process of promoting tourism to the Republic of Tajikistan. Economic agents in the tourism sector have established relationships with their colleagues in more than 20 countries of the world.

Travel agencies in Sughd Region are represented by 17 Limited Liability Companies (LLC).

To perform a more thorough analysis of the tourist companies' activity, we conducted a survey of tourist sector representatives in Sughd Region. All travel agencies were asked the following questions:

- What does your company do? What services do you provide?
- Who are the main users of your services?
- What is your coverage area?
- Does your company have a development strategy?
- Do you have any suggestions for cooperation with SMEs for purchasing their target products?

III. MARKETING WITH TRAVEL AGENCIES

Marketing with travel agencies stipulates establishing effective linkages between SME representatives (particularly, producers and processors of agricultural products) with the aim of attracting and involving tourists, considering the peculiarities of national production and culture.

Establishing this cooperation is mutually beneficial, as SME representatives will be able to sell some of their products and advertise them, while travel agencies will receive some revenue from this kind of activity.

This approach will also improve situation with employment, economic development and other economic factors in the tourist and production regions of our country.

3.1. Goals and objectives of the cooperation

Promoting the products of Sughd Region agriculture and beekeeping through travel agencies operating in this region.

3.2. Objectives

- Establishing contacts between dried fruit processors/beekeepers and travel agencies in the region;
- Identifying methods of cooperation for promoting products via the users of travel agencies' services;
- Analyzing risks and opportunities associated with promoting agricultural produce through travel agencies.

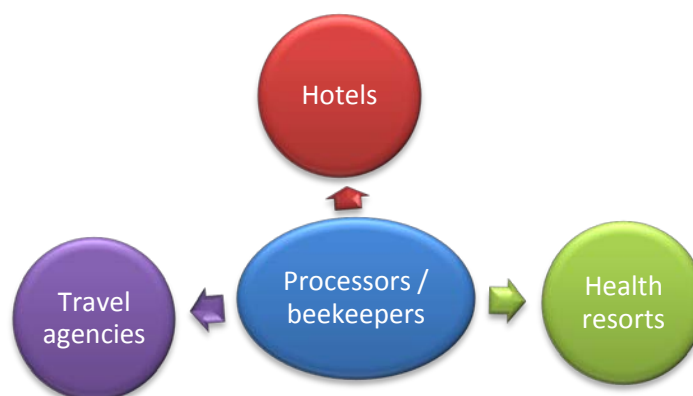
3.2.1. Establishing contacts between dried fruit processors / beekeepers and travel agencies in the region

Strategy:

- Dried fruit processors and beekeepers must have lists of all travel agencies, their profiles and contact data;
- Organize informal meetings;
- Organize Websites for the companies, with links to feedback sections and user forums

The strategy for promoting agricultural and beekeeping products must be implemented through:

- Health resorts
- Tourist camps
- Hotels



3.2.2. Identifying methods of cooperation for promoting products via the users of travel agencies' services

Strategy:

The cooperation strategy between dried fruit processors and beekeepers must be focused on:

– **Eco-friendly tourism**

Worldwide population growth, increased consumption and globalization force the people to think about the quality of food products. More and more middle-class representatives are moving to eco-friendly or “organic” products – those that have been grown without using chemicals or genetic manipulation.

Tajik fruit and vegetables have great taste and are grown with minimum use of chemicals and without genetic modification. Tajikistan is one of the few countries of the world that produce only organic fruit and vegetables.

Today Tajikistan is producing and processing organically clean products using only natural methods of pollination and pest control. Agricultural production in this country is just starting to adopt newest technology.

The producers are starting to understand the importance of implementing international standards and certification of products. More and more consumers today are paying attention to the respective marking, yet there is still much space for marketing and educational work in this area.

Unfortunately, due to a number of reasons we are unable to export surplus organic fruit and vegetables abroad. At the same time, we are ignoring the opportunity of “exporting” all these goods “without leaving home” – through tourism!

Tajikistan needs to continue developing the tourism sector, and we can attract hundreds of tourists from abroad for the purpose of furthering economic cooperation.

– **Producing souvenir samples of the products**

An important means of popularizing local produce in the foreign markets through foreign tourists is to produce cheap souvenirs for advertising purposes under a certain brand, such as, for example:

- Assorted dried fruit and nuts in small woven baskets;
- Small flasks with nuts and dried fruit in honey.

The souvenirs must have a logo/brand of the manufacturer, its address and other contact details.

– **Media relations**

Mass media play a significant and multi-faceted role in resolving marketing issues. With the heavy competition in the consumer goods market, particularly in the quickly expanding segment of eco-friendly products, it is nearly impossible to sell goods without building mass media and public relations. Using the methods and techniques of media interaction, companies gain great opportunities to impact the society, inform, educate and enlighten consumers, persuade them about the need to use environmentally friendly products to preserve and improve their health, the health of their family members, future generations, the nation and even our planet.

Media relations are largely a guarantee of success. If the company actively provides support to the media in collecting information, this will reduce the chance of distorted and inaccurate information in the press appearances.

Analysis of PR activity of agricultural firms and producers of eco-friendly food products must become a natural and mandatory rule in operation.

All sorts of materials must be used in communicating with mass media:

- Press releases;
- Information letters;
- Biographies of the company management;
- Statements for the press;
- Articles, etc.

Special promotions with key clients at sales points must also be conducted, along with advertising support in the media.

Another medium of great potential for PR activities is the **Internet**. PR technologies and methodology in the Internet can be divided into the following categories:

- Mass communications;
- Media relations;
- Relations with the target audience.

For each of these audiences, PR campaigns must set and meet their specific objectives:

Mass communications on the Internet stipulate performing branding activities online, promoting the product or site, which is currently the most demanded service when it is necessary to draw the target group's attention to the site and establish an active community of regular visitors to the Web site, which would form the business's close environment. For this purpose, a permanently active online community is established on the site, whose members have access to information and educational materials, can receive consultations and actively communicate with one another with the aim of exchanging experiences in their area of operation and just for fun.

Media relations imply interaction with mass media by using the potential of the Net (sending out press releases, creating a special section "For press" on the site, writing articles, etc.).

For today, most newspapers and other mass media have online presence. Media relations online, just like off line, continue to be one of the most frequent PR activities.

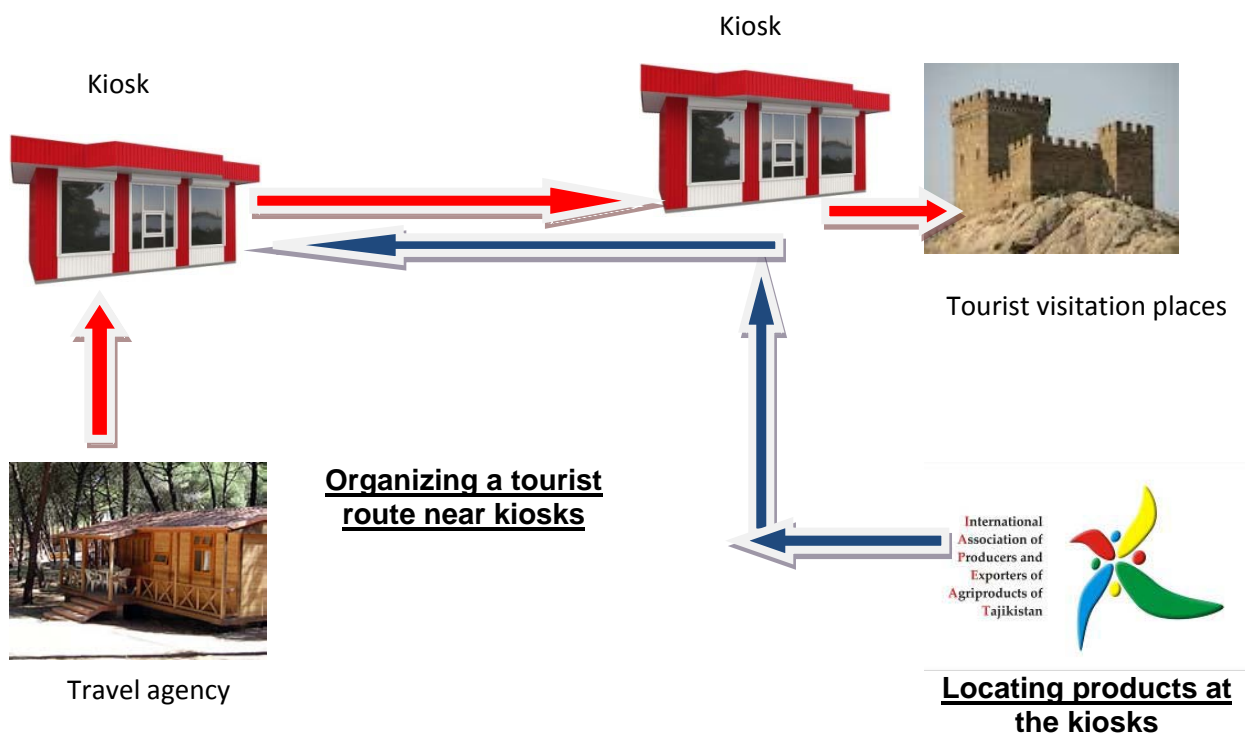
Relationships with target audience means online communication with the target segment of the market, that is, those who need to obtain information on the company. The company can segment its business environment into certain groups and conduct activities separately with each group.

For example, a set of activities for regular customers may include: sending out information about changes in pricing and new services, weekly mailing of sector statistics, invitations to presentations, holiday congratulations, etc.

Creating, maintaining and regularly updating information on the **Web site** is one important component of PR activity in the internet. The site must provide feedback, forum for communication between company management and its customers, and an opportunity for users to create their own pages.

Dried fruit processors and beekeepers need to design a list of activities that will help promoting their products through travel agencies:

- Conducting **product festivals**, usually in the form of city-wide celebrations, which are a common method for promoting specific products. These celebrations are often visited by tourists;
- Conducting **launch promotions** – one of the most popular formats in marketing. Its objective is to draw public attention to the launch of a new brand in the market. Elements of a show program, gifts and mass entertainment ideologically linked to the cause of the activity will help attract consumers. Processors and beekeepers need to invite representatives of travel agencies to such events – and if possible – also tourists currently visiting the region;
- Conducting **presentations** – this is another common format, with the goal of raising consumer interest in purchasing and using the product offered. This marketing format is an event aimed at informing the consumer about the best qualities of the product featured. Therefore, 80% of the time must be dedicated to presenting the brand and describing its advantages, and not the shows and prize draws, which should only take up the remaining time. Tourists and travel agency representatives must also be invited to such presentations;
- Conducting **exhibitions** – these have the same goal as presentations: to demonstrate the best qualities of the brand. However, unlike presentation, an exhibition is a more lengthy process, which implies more flexible visitation hours by tourists, in their free time;
- Conducting **business lunches** – this is more of a form for working with travel agencies. They allow to not only deliver information in full (with illustrations, comments, explanations), but also to establish personal contacts, which makes the process as efficient as possible;
- **Handing out leaflets**, booklets, pamphlets through transportation companies (in airplanes, trains, buses);
- **Opening kiosks** along major tourist routes and in places that tourist visit/stay at. An example is shown at Picture 1 below:



Picture 1

3.2.3. Analyzing risks and opportunities associated with promoting agricultural produce through travel agencies

| Opportunities | Risks |
|--|---|
| <ul style="list-style-type: none"> - Increasing brand awareness; - Increasing sales; - Attracting new buyers to the region; - Assisting improvement of the product quality | <ul style="list-style-type: none"> - Irregularity of tourist inflow from abroad; - Summer season, when tourism peaks, does not match the dried fruit consumption season, as there is competition with fresh produce; - The travel agencies' infrastructure is not ready to accommodate tourists in winter, with the only exception of round-the-year health resorts; - Sales volumes through travel agencies are not high; - The regulation in many countries does not allow tourists to bring back food products. |

IV. CONCLUSION

This strategy lists the ways to promote such locally grown products as dried fruit, nuts and honey through places frequently visited by tourists. This approach does not require major financial investment, yet allows making all products produced under a certain brand recognizable in the foreign markets.

These approaches and methods of promoting local produce through local travel agencies where the products will be purchased by international tourists, who will eventually recognize and buy them back at home.

V. ANNEXES

1. List of hotels and health resorts in Sughd Region

| Name | Address | Telephone, fax, e-mail | Cost |
|-----------------------------|---------------------------------|---|--|
| KHUJAND | | | |
| “Vakhdat” | 3 Mavlonbekov St. | +(992)(3422)6-51-01, 4-07-69 | single room - 18-23\$ (for Tajik nationals) single room - 35-46\$ (for CIS nationals) single room - 46-58\$ (for foreign nationals) |
| “Leninabad” | 51 R. Nabiev St. | +(992)(3422)6-71-00, 6-55-35 | For Tajik nationals single room - 15\$, double room - 12\$, triple room – 10\$ Luxury suite - 26\$ For foreign nationals single room - 22\$, double room - 18\$, triple room – 15\$ Luxury suite - 40\$ |
| “Sughd” | 179 A Lenin St. | +(992)(3422)4-11-88 | Mini-suite – 65\$ Semi-luxury suite – 87\$ Luxury suite – 100\$ (includes buffet breakfast) |
| “Tavkhid” | 117 Firdavsi St. | +(992)(3422)6-77-66, 6-75-12 | For foreign nationals Luxury suite- 52\$, Semi-luxury suite-43\$ For Tajik nationals Luxury suite- 26\$, Semi-luxury suite-22\$ |
| “Khujand” | 1 Mavlonbekov St. | +(992)(3422)6-59-97 | Luxury suite single room - 52\$ |
| “Vatan” | | 4-20-80 | |
| “Bakhoriston” health resort | Kayrakkum, Tajikistan 735750 | +992 44 640-66-40 +992 92 858-55-55 +992 98 880-55-55 | Email: info@bahoriston.tj |
| “Shifo” health resort | Gafurov | (+992 3443) 24387, 23895 E-mail: shifo.tj@mail.ru Web site: http://shifo-02-88.ru/ | |
| ISTARAVSHAN | | | |
| “Istaravshan” | 80 Lenin St. | +(992)(3454)2-44-56 | single room – 2\$, double room – 3\$ |
| ISFARA | | | |
| “Isfara” | 36 Lenin St. | +(992)(3462)2-14-05, 2-10-61 | |
| CHKALOVSK | | | |
| “Sino” | 16 Kalinin St. | +(992)(3451)5-09-34 +(992)(3451)5-64-50 | single room – 15-27\$, double room – 20-40\$,apartments – 27-55\$ |
| “Khojent” | 17 Zaozernaya St. | +(992)(3451)5-89-63, 5-89-65 | |

2. List of historical places most frequently visited by foreign tourists in Sughd Region

| Khujand | Penjikent | Ayni | Istaravshan | Shahristan |
|---|---|---|--|---|
| <ul style="list-style-type: none"> •Sheikh Moslikhaddin mosque •Fortress •Old city •Kayrakkum reservoir | <ul style="list-style-type: none"> •Muhammad Bashoro mausoleum, XII-XIV century architectural monument •Marguzor lakes ("seven beauties") | <ul style="list-style-type: none"> •Iskanderkul lake •Fan mountains | <ul style="list-style-type: none"> •Kiropolis (Kurushkada) •Mug-Teppa hillfort •Kah-kaha fortress, Childuhtaron •Kukgumbaz medreseh •Bobotago mausoleum, Khudoyor Bal'ami, Khazrati Shoh •Sari Mazor ensemble, Chorgumbaz •Five residential houses belonging to Khaydar Rakhmatov, Abdullo Shamsiev, etc. | <ul style="list-style-type: none"> •Oykul lake |

3. List of processors – members of Isfara international Association of producers and exporters of Tajikistan

| # | Company name | Contact person | Web site, e-mail | Contact phone | Address |
|----|-------------------------------------|-----------------|---|---------------|--|
| 1 | Association of producers | A. Fayziev | mubin70@mail.ru | 92 7774368 | 30 Jomi St., Isfara |
| 2 | TajFruit LLC | Z. Abdullojanov | www.tajfruit.tj tajfruit@hotmail.com | 928358001 | 62 SomoniSt.,Isfara |
| 3 | Barakat Isfara LLC | J. Khaydarov | www.barakat-isfara.com negmatov@ab-market.ru | 927264004 | Lenin St., 10 th microdistrict, Isfara 735920 |
| 4 | Sun food LLC | A. Parpiev | amin71@mail.ru | 928358355 | M.Mirshakar St.,Isfara |
| 5 | Oro Isfara LLC | A. Abdufattoev | www.af-trade.ru af-trade@mail.ru | 918625628 | Jamoat Khonaobod, Isfara district |
| 6 | Isfara Food LLC | B. Buzurukov | forvard666@inbox.ru | 927180009 | 107/3 Ismoili Somon Ave., Isfara |
| 7 | Private entrepreneur A. Fozilov | M. Fozilov | frukti08@mail.ru | 928299907 | Jamoat Kushdevor, Isfara district |
| 8 | Forex+ LLC | A. Sheraliev | zao-tdk@mail.ru | 927680900 | 12 Lenin St.,Isfara |
| 9 | Private entrepreneur Mukarramov | A. Kurbonov | isfagrupp@gmail.com | 918331308 | |
| 10 | Shifobakhsh LLC | Sh. Miristoev | sherali1952@mail.ru | 927715880 | 86 Markasi St., Isfara |
| 11 | Private entrepreneur M. Rakhimov | M. Rakhimov | muhamad74r@gmail.co | 927800722 | 55/7 Lenin St., Isfara |
| 12 | Private entrepreneur H. Rizoev | H. Rizoev | free_wave@mail.ru | 928583831 | 93 Markazi St., Isfara |
| 13 | Badr&Co. LLC | A. Parpiev | amin71@mail.ru | 928358355 | M. Mirshakar St., Isfara |

4. List of travel agencies in Sughd Region as of September 2, 2012

| # | Name | License issued date | Manager | Contact data |
|----|---|--|---|--|
| 1. | Sayohathoi Kuhhoi Pamir LLC | FT.№0000018 15.02.2011 15.02.2012 | Sadullo Khasanov | 1 Central St., B. Kholmurodov village, Panjakent 834755-50-88, 53134 927718646, 935993737 -2245291 935889668,927234050,918708971,935993737, pamir-travel@list.ru , stellita@mail.ru , sadoullo@mail.ru |
| 2. | Chil Mehrob LLC | FT№0000020 15.02.2011 15.02.2012 | Director– Amonullo Nasrulloev | 85 Rudaki Ave., Penjikent (83475) 5-58-80, 5-36-49 92-774-08-09 927181534, 927408586, 927614156 Chilmehrob@mail.rumadinchic-88@mail.ru |
| 3. | Kuhandiz LLC | FT№0000022 15.02.2011 15.02.2012 | Dilovara Bakhromova | 13 Rudaki St., Office 7, Penjikent (83475) 56744 54246, 927764253, 927532295 2335057, 918741274 dilya68@mail.ru , kholik@list.ru |
| 4. | Zeravshan Association for tourism development | FT№0000023 15.02.2011 15.02.2012 | Jamshed Kayumov | 1 Ayni St.,Ayni 92-717-55-59, 93-592-70-53. (3475) 5-63-39 92-774-62-02 tic_panjakent@yahoo.com |
| 5. | Virkan Sayr LLC | FT№0000029 15.02.2011 15.02.2012 | Director – Abduvakhob Zarifov | Umari Khayom Ave., Penjikent 8347554348 53519 53520 (home) 935812173 927740737 935693202 vircan5@mail.ru , faridunh@mail.ru bibijon@mail.ru |
| 6. | Zurmich LLC | FT№0000042 21.02.2011 21.02.2012 | Director – Nasriddin Nizomov, Sino Ismatov | 24 Bakoli St., Penjikent (83475)54543, 55828 927602234, 927601190,927184845, 927599123, 927621636, 927601190 927393460 zurnach@mail.ru |
| 7. | Artuch LLC | FT.№0000051 11.04.2011 11.04.2012 | Director – Abulkosim Muzaffarov | 85 Rudaki Ave., Penjikent 5-66-61, 5-49-65 92-773-74-89 artuch@bk.ruwww.artuch.tj |
| 8. | Penjikent intour LLC | FT № 0000054 11.04.2011 11.04.2012 | Director– Muhammadrasul Sharifbadalov | 12 Markazi St., Penjikent (83475) 53520, 56674, 935033371, 927740737, 927105398 935812173 sharifbadalov@mail.rufaridunh@mail.ru |
| 9. | Gulf Tour LLC | FT№0000050 01.03.2011 10.08.2011 | Director – Saidmuhammad Abosjonov | Khujand airport, Bobojon Gafurov district 927740297, Gulf-tour@mail.ru , ahmad67@list.ru umedumar@gmail.com |

| | | | | |
|-----|---------------------------------------|--|------------------------------------|---|
| 10. | Diamond Holiday LLC | FT № 0000057 03.05.2011 31.12.2011 | Director – Pulodhon Boboev | 6 Bofanda St., Khujand (+992) 927090906, 927574000, (+992 48) 7012992 (+992) 927755363, 927201881, (+992) 927715456, 927007752, bpulod@gmail.com diamonholiday.tj@gmail.com |
| 11. | Sughd transtour LLC | FT №0000063 13.05.2011 31.12.2011 | Director – Mayramjon Alimova | 25 Sharq St., Khujand 927706474, 9928342246151, 927077737, 927791397, 928488436 Mayram64@mail.ru Sugdtranstur@mail.ru Sugdtranstur@yandex.ru |
| 12. | Shod-Jahon LLC | FT № 0000064 23.05.2011 31.12.2011 | Director– YakhyoIslomov | 43th block, Building 9, Apt.11, Chkalovsk 935285296, 919838808, 917000066, 934143014, 918913316 2285445 yahyosan@dk.rushodjahon@mail.ru mirzo80@mail.ru |
| 13. | Sogdiana Pamir Tours LLC | FT № 0000035 15.02.2011 15.02.2012 | Director - M. Rustamov | 42 LeninSt.,Khujand 6-54-24, 92 777 – 44 – 69 sogdianapamir@rambler.ru www.sogdianapamir.tj |
| 14. | Olami Sayohat LLC Sughd Region Branch | FT № 0000007 19.07.2007 19.07.2012 | Branch Director– Akbar Gulmatov | 105AFirdavsiSt.,Khujand 5-32-93, 4-21-52, 91 945 – 05 – 04 tajikintour@sugdinter.com |
| 15. | SputnikLLC | FT № 0000058 7.05.2008 7.05.2013 | Director - Mukim Ashurov | 84 A Kamoli Khujandi St., Khujand 6-46-19, 92 777-21-22 |
| 16. | Atlas Tour LLC | FT № 0000136 10.02.2010 10.02.2013 | Director - Murodjon Khomidov | 8 Rudaki ST., Chkalovsk 92 773-44-43 92 757-44-43 |
| 17. | Anko LLC | FT № 0000123 14.08.2009 14.08.2012 | Director - Umarjon Rahmatov | 166 Kamoli Khujandi St., Khujand 6-45-39 92 779-00-91 |