

## Forming the Image of a Tourist Destination in Uzbekistan

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### ABSTRACT

The article discusses the features of the formation of the image of a tourist destination in Uzbekistan. According to the results of the study, the image of the tourist destination of Uzbekistan, as a steadily developing republic on the territory of Central Asia, has every chance for the further development of tourist destinations. With a great tourism potential, the tourism destinations of Uzbekistan are currently in need of developing the concept of a tourism destination brand.

**KEYWORDS:** *tourism, image, image formation, tourism industry, research, tourist destination, image of a tourist destination*

### Introduction

Tourist destination in Uzbekistan has significant development potential. It is associated both with the presence of a large number of unique natural objects (lakes, mountain peaks, river floodplain forests), and with a rich cultural and historical heritage. On the territory of the country there are over 7,000 monuments of architecture and art from different eras and civilizations, many of which are included in the UNESCO World Heritage List. In domestic and foreign literature, the term "tourism industry" is used to refer to "purely tourist enterprises" (hotel and restaurant businesses, tourist firms, enterprises for the production and sale of goods of tourist demand, etc.), and to define the entire of enterprises that directly or indirectly satisfy tourist needs, a broader term can be used - a tourist destination.

**Methodology.** As a result of our study, in order to ensure sustainable socio-economic development of the tourist destination of the Republic of Uzbekistan, the issues of forming the image of a tourist destination were studied, in connection with this, scientific conclusions and recommendations were developed. In the course of the study, methods of scientific abstract thinking, a logical approach, comparison and a systematic approach were used.

**Results.** A tourist destination can be described as a center (territory) with all kinds of amenities, facilities and services to meet the various needs of tourists. In other words, a tourist destination includes the most important and decisive elements of tourism that tourists need. The tourist destination region is one of the most important in the tourism system, as the tourist destinations themselves and their image attract tourists, motivate the visit, and thus activate the entire tourism system. According to E.G. Alenova A tourist destination is a place that has a real or speculative border, such as a physical, political or market border, attracting tourist flows through its own attractive opportunities. Throughout the world, destinations of historical and cultural value live and thrive on the funds received from tourists. The leading goal of the subjects of management in the organizational and economic mechanism for the formation of a tourist destination is the creation,

maintenance or change of opinions, intentions and behavior of the subjects-consumers of the tourist product of the region.

According to A.F. Gorokhov, a tourist destination should be understood as an intensively produced and consumed set of tourist products, concentrated in time and space.

We believe that in order to fully define the concepts of "tourist destination", it is necessary to add to the existing definition the factor of the presence of historical and polomnechi objects in the area, since such objects are not only attractive, but often mandatory for tourists to visit.

Each destination has its own characteristics, but there are still four common ones.

1. Destination is a combination of the following components: attraction (natural wealth or man-made, i.e. what encourages a tourist to travel); conveniences (accommodation, food, entertainment, as well as retail and other service businesses such as banks, exchange offices, hairdressers, medical enterprises, i.e. everything that not only provides shelter and food, but also creates a general feeling welcome tourists by this destination); accessibility (the remoteness of a destination from tourist markets makes them vulnerable to demand drops, since such a destination can only be reached by long trips. Therefore, the development and maintenance of effective transport links with tourist markets is necessary for the success of a destination. But not only physical accessibility is important for tourists destination, i.e. external transport links with it, but also the presence of developed internal transport links.

The destination represents a cultural value: visitors should find the destination attractive and worth the time and money spent on travel. Thus, it is important to keep the destination environment distinct from the usual "home" environment through good design and management in order to avoid developing a "unified tourism landscape".

2. Destination is inseparable, i.e. the tourism product is consumed where it is directly produced, and in order to experience it, tourists must be physically present at the destination. It should be noted that the processes of production and consumption of a tourist product coincide not only in space, but also in time, i.e. destinations cannot be stocked (hotel rooms, theater tickets, etc. cannot be set aside during the "off-season" for later sale during, for example, the theater season).
3. The services and amenities of the destination are used not only by tourists, but also by other people: local residents and employees of this destination. Thus, destination businesses cannot be focused only on local residents or only on tourists, they must be focused on both.

**Discussion.** There are three types of destinations. The first type is large metropolitan cities or equivalent ones (the capital Tashkent or cities such as Samarkand, Bukhara, Khiva), which attract tourists with their attractions (educational tourism), good opportunities for solving business problems (congresses, business tourism, seminars, exhibitions). Tourism plays a significant role in order to visit friends and relatives, as well as administrative centers to solve management problems. Therefore, in large cities there are historical, administrative, shopping, business centers and recreational areas. The second type is divided into two subgroups: centers for the targeted development of tourism, villages, cities in which customs, history, culture are preserved, for example, the museum for making ancient paper in the village of Konigil or the preparation of the famous Samarkand cakes in Gala Osiyo near the city of Samarkand. To attract tourists, hotels are built at a short distance from these cities and villages; centers attractive for tourists are not capitals, but cities that have a high degree of attractiveness due to their history, culture, science (for example, the city of Karshi in the Kashkadarya region, the city of Margilan in the Ferghana Valley and cities like Samarkand, Bukhara, Khiva, the Imom al Bukhoriy complex in Chelek ).

The third type is centers specially built for tourists ("Disneyland" in California and France; "Naturebornholm" on the island of Bornholm, Denmark).

The image of a tourist destination, according to researcher A.P. Pankrukhin, is a set of emotional and rational ideas arising from a comparison of all the signs of a destination, one's own experience and rumors that influence the creation of a certain image. All of these factors make it possible to immediately build a whole chain of associations in relation to the destination when mentioning the name. A.P. Pankrukhin believes that the image of a tourist destination is a collective opinion of consumers about the distinctive and exceptional characteristics of a tourist destination that form its attractiveness or unattractiveness for potential consumers.

Researchers distinguish between organic and artificially formed image of the destination. An organic image is a consumer's perception of a destination, formed under the influence of various natural factors. The organic image depends on the internal associations of the tourist, on his ideas about the destination, which are created in the process of acquiring life experience, accumulating various information directly or indirectly related to the destination. The organic image of a destination also depends on the degree of popularity of the destination and its resources in a particular market. The formation of an artificial image of a destination is the task of tourism enterprises and tourism administrations, which is achieved through the implementation of an appropriate communication policy in the target markets.

In our opinion, the image of a tourist destination is significantly influenced by four main external factors:

- general image or reputation of the territory (country, region, city) geographically forming the destination;
- external influences: natural disasters, terrorism, socio-economic upheavals, etc.;
- communication strategy of the destination in the target markets;
- motivations and preferences of potential tourists of target markets.

The image of a tourist destination is inextricably linked with the overall image of the territory, including socio-economic, business, political, legal, investment and other aspects.

**Conclusion.** According to the results of the study, the image of the tourist destination of Uzbekistan, as a steadily developing republic on the territory of Central Asia, has every chance for the further development of tourist destinations. With a great tourism potential, the tourism destinations of Uzbekistan are currently in need of developing the concept of a tourism destination brand.

In the context of the global financial and economic crisis, when creating the concept of a tourist destination brand, a number of fundamental principles should be guided by:

- simplicity, ease and intelligibility of communication;
- the possibility of international application;
- compatibility of the brand with the main motivations in tourism;
- complexity, completeness of perception of the brand by the consumer;
- based on the humanistic basis of tourism activities.

When developing the concept of a brand of a tourist destination in Uzbekistan, it is necessary, in our opinion, to be guided by the following basic principles:

- definition of the main mission of the region as a whole and its mission in tourism;
- identification of the main groups of consumers;
- identification of the main resource values of the destination;
- formation of a system of strategic planning of destinations.

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