

WAYS TO STUDY TOURISTS' PERCEPTION OF UZBEKISTAN AS A TOURIST DESTINATION AND IMPROVE FURTHER ACTIVITIES ON THIS BASIS

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Annotation

As we all know, tourism is closely related to regions. The main element of the tourist system is the area that attracts the tourist, the place where he makes his trip and spends some time - the goal, that is, the destination. The concept of "destination" comes from the Latin word "location" and has been one of the main terms of the conceptual apparatus of foreign researchers and tourism practitioners for about 30 years. Despite its widespread use, the concept of "destination" itself has not become an object of separate analysis in tourism literature. However, both from the point of view of science and from the point of view of effective management, it is fundamentally important to analyze the essence, structure and content of the concept of "destination". Below, we will dwell a little on the definitions given to the concept of "destination" by the most famous and influential foreign researchers of tourism.

Keywords: Destination, research, tourism, service, region, tourist, tourist, route, tour, map, road.

INTRODUCTION

In the literature, "destination" is often defined as an area where tourists come, but does this mean that the geographical area has administrative boundaries or not? Can the destination be called an area with important tourist resources? If we define a destination as a product, is there a difference between destination marketing and marketing of goods and services? Many definitions do not answer all these questions.

MATERIALS AND METHODS

We will consider 2 of the most complex definitions given to the concept of "destination".

The first one was proposed in 1987 by Liu A., one of the theorists of tourism. He suggests considering the destination from three positions - ideological, organizational and cognitive.

Ideographic aspect - represents a set of specific "material" features of the territory: natural (climate, landscape, flora and fauna), human-related (culture, infrastructure, educational opportunities, shopping, price level, local residents, etc.). and mixed (beaches, parks, ski resorts).

Organizational dimension - indicates the spatial (destination size - from individual landmark to country or even continent) and temporal characteristics of the destination.

The cognitive aspect is understood as the tourist's perception of the destination, his feelings during his stay there, and the extent to which he is attracted to it. However, despite the fact that A. Liu's article remains one of the most complex analyzes of the concept of destination, it has a number of weaknesses [1-8]. The model does not take into account the fact that the tourist product is multi-component and the sum of various attractions and their interaction. Liu A does not take into account the relationship, interaction of various components of the destination (infrastructure, attractions, attitudes of local residents, etc.) and their impact on the final product that the tourist "buys". The author also excludes the target management system from consideration. Liu A also ignores the fact that the destination as a product is formed in the mind of a potential tourist even before his visit - in the form of a motivator

acting as a demotivator. Within the framework of the cognitive aspect, he considers only the feelings of the tourist during his stay at the destination. In fact, Liu A. does not consider the marketing component of the destination. The scientist does not analyze the territorial-geographic aspects of the destination - it is not clear from his model whether the destination is a specific area or has no geographical connection at all [2-15].

RESULTS AND DISCUSSION

The concept of "destination" was first used in the model of the famous scientist N. Leiper, which is one of the most common models in the tourism system.

- tourists;
- at least one tourist area. This is the area where the tourist lives and where the trip begins and ends;
- transit area. The area that the tourist must pass through to reach the destination;
- at least one tourist destination. The area chosen by the tourist for travel;
- tourism industry. Provides tourist flows.

According to Leyper, a tourist destination is a specific area where a tourist chooses to visit and spends some time, an area where the main processes of interaction between the tourist infrastructure take place.

Medlik S., the author of one of the most popular dictionaries on tourism, indicates that destinations are countries, regions, cities or other areas that tourists visit. During the year, their infrastructure is constantly used by residents, and for part of the year or the whole year, it also receives temporary users - tourists. According to Medlik, the importance of a certain geographical area as a tourist destination is determined by three factors - comfort, attractions and infrastructure [6].

Travel with one or more destinations may vary in scale and structure. Variations reflect the degree of spread or concentration of tourist activity in the country, the time spent (respectively and the money spent) in different regions of the country, the type and level of service required by the tourist there. Thus, the directions can be primary and secondary. The main route is the area of direct interest to the tourist, its attractiveness encourages to start the trip from here. The main tourist product is consumed in the area of the main route. A secondary destination is a place where a stop on the way to the main destination is clear or its territorial proximity to the main destination encourages the tourist to make an additional trip of 1-2 days. Depending on the initial route of the tourist, the directions can be primary or secondary.

Within our comprehensive model, we distinguish 5 main interrelated aspects of the concept of "destination": geographic-territorial, infrastructural and resource aspects, marketing, social and management.

Geographical and territorial. Traditionally, a destination is defined as a geographically defined area - city, country, island, etc. If people do not travel to another region from their place of residence, the phenomenon of "tourism" itself will not appear.

Infrastructure and resources. A destination is not only an area where tourists go, but also an area with certain attractions and relevant tourist infrastructure.

The infrastructure of the tourist region is a subsystem that ensures the provision of tourist services by the region: transport services, hotel services, catering, entertainment and sports-health services, excursion services, financial services, information and support services. support, communication tools

and systems, production of souvenirs and handicrafts, production of tourist and sports products, retail trade, household services.

However, infrastructure is only a by-product of the destination, tourists do not come for infrastructure. Tourism resources are important for a destination.

Marketing. The most important aspect of the destination is its attractiveness for tourists. A destination is not only a geographical area with a certain set of tourist resources, but also an area that is attractive to tourists. At the same time, it is not the territory itself as a physical place that attracts tourists. The tourist is interested in what is in this area, what this area can offer to the tourist. Destinations are a collection of infrastructure and services selected and linked to meet the needs and expectations of tourists. This is inextricably linked with marketing. As part of the marketing aspect, the tourist himself becomes the main element of the destination. The most important aspect of the concept of "destination" is to consider the destination from the point of view of the system of supply and demand relations. In fact, the destination is a dynamic product, the result of the demand of tourists for certain emotions and the ability of the participants of the destination to satisfy these needs or to find a new segment in the tourism market.

The destination is a complete complex product based on the needs, expectations and perceptions of the tourist, and the tourist infrastructure only ensures the satisfaction of these needs. The impressions that the destination presents to the tourist are formed by a whole group of independent market participants, each of which directly affects the tourist's overall quality and perception of the trip as a whole product - representatives of the tourism market (airlines, tour operators, hotels, restaurants, tourist attractions, etc.), relevant markets (entertainment, recreation, etc.), destination management (authorities, public-private partnerships, tourist information agencies, etc.), public sector (roads, health, security systems, etc.), natives and others. Undoubtedly, in order to form a complete product required by the tourist, the development of the destination should be carried out within the framework of a single strategy, in order to increase the competitiveness of the destination, the various interests of the participants in the tourism market should be balanced as much as possible [6].

Destination management, according to the definition of the World Tourism Organization, is the coordinated management of all elements that make up a destination (attractions, infrastructure, accessibility, advertising, cost).

Destination management often involves integrating disparate elements to provide a consistent, competitive product to the tourist. This will prevent duplication of efforts in tourist promotion, information, infrastructure development, etc. It is a specialized state, public, private-state institution responsible for the development of the destination and increasing its competitiveness [2].

CONCLUSION

In conclusion, we can emphasize that a destination is a physical space that a tourist chooses to visit and spend time in order to get impressions and feelings from interaction with the attractions of that area. It is a tourism product that includes tourist attractions, related infrastructure and related services. As a single product, the tourist destination is consumed under one brand. It has physical and administrative boundaries that make it an object of management, but administrative boundaries do not always correspond to the boundaries of the destination in the minds of tourists, which provides uniqueness to the management system. The marketing competitiveness of the destination is determined by the perception of the tourist, his interests and needs determine the level of attractiveness of the tourist

area. Tourist destinations are formed by many actors, including local residents. Destinations can range in size from an entire country, region, island, city, village, or even a single theme park.

By proposing a comprehensive model of the concept of "destination", we aimed to show that the understanding of tourist destination as a concept transcends disciplinary boundaries. It is a multi-component concept, each aspect of which is closely related to others. For research in the field of tourism, regardless of disciplinary affiliation (marketing, sociology, management, geography, etc.), a clear explanation of the main concept - "tourist destination" is of fundamental importance.

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