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CONDUCTING A COMPARATIVE ANALYSIS OF THE CONCEPT OF "TOURIST DESTINATION" "10-DIMENSIONAL" TOOL

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ABSTRACT

This article conducts a comparative analysis of the concept of a "tourist destination" by exploring its multifaceted nature across different regions. A tourist destination is defined as a place that attracts visitors due to its unique attributes and experiences. Geographical features, such as natural landscapes or urban environments, significantly influence the identity and appeal of a destination. Cultural attractions, including historical sites and festivals, contribute to its cultural fabric and visitor experiences. Infrastructure and amenities play a vital role in providing comfort and convenience to tourists. Effective marketing and promotion strategies are essential for positioning a destination in the global market. By understanding the diverse dimensions of tourist destinations, stakeholders can develop strategies to enhance their attractiveness and competitiveness.

KEYWORDS

"Tourist destination", "10-dimensional" tool, cultural attractions

INTRODUCTION

Thus, it is better to define the destination approach of tourism entrepreneurship, which has emerged in developed countries, as the destination approach of tourism craft. Because, in our opinion, the expression of the tourist destination as the destination approach

of tourism craft reflects the dual nature of this concept: the commercial unit as a single regional craft product and the harmony of the geographical unit of the region. It is a term specific to the art of tourism, which harmonizes tourist demand and supply, and is an

internal feature of the culture of the region. According to A. V. Medvedev, "the culture that expresses not the natural existence, but the social essence seems sacred, and the sacredness is an internal characteristic of culture, its eternal quality".

THE MAIN RESULTS AND FINDINGS

The ideas devoted to the problem of "smart" tourist destinations can be divided into two approaches: scientific works focusing on the role of "smart" technologies in the process of consumption and marketing of tourist services, and "smart" destinations as a special "smart city" a group of cases that consider the situation. These studies differ in their theoretical and methodological orientations: if, in the first case, the analysis is conducted from the point of view of business organization, the second, on a broader scale, includes aspects of energy-efficient and sustainable development. the existence of an unfettered

environment is viewed from the point of view of supporting a historically marginal subculture.

When the predicate "smart" is applied to things, objects, processes and the environment of human activity in general, it reflects the unprecedented importance of automated control and information transmission systems for our daily life, and in the near future the first forms of artificial intelligence will appear. waits for it to happen. The problem of "Smart region" is specific to the tourism economy and reflects the problem primarily from the side of consumer demand[40]. "Smart areas" provide customers with the opportunity to provide such services in order to attract more tourists and improve the comfort of their accommodation. The main distinguishing feature of the "Smart Region" is its customer orientation and creation of new added value chains using Internet 2.0 opportunities.

N.	Aspects of the tourist destination	Quality details of aspects	Criteria for evaluating the cases where the aspects of the destination are reflected in its theoretical approaches
	Territorial	Destination as an area	A destination can be linked to a specific location, partially linked, or not linked at all
	Economical	Destination as a commodity	May be fully available (tourism area as consumption and exchange value), partially available (regional tourism product within the destination) or not available

	Social	The destination as a source of well-being for the local population	The importance of the destination to the local population may be taken into account, partially taken into account or not taken into account
	Management	Destination as an object of territorial management	The controllability of the destination may be taken into account, partially taken into account, or not taken into account
	Marketing	Destination as a marketing object	A destination's attractiveness to tourists may be fully addressed (uses destination marketing tools), partially addressed (uses tourism marketing tools), or unaddressed.
	Financial	Destination as capital	A destination's ability to generate income based on capital characteristics may be taken into account, partially taken into account or not taken into account at all.
	Institutional	Destination as an organizational structure	The organizational structure of the destination may exist, partially exist, or not exist
	Innovative	Destination as a tourist destination providing new services	It may be that the destination offers new services to tourists, partially or not at all
	Informational	Destination as digital territory	The use of ICT in the destination may be taken into account, partially taken into account or not taken into account at all
	Ecological	The destination is ecologically clean and healthy	Environmental cleanliness and sanitation may be taken into account, partially or not at all at the destination.

Studying the evolutionary period of 40 years (from 1980 to 2020) of various approaches to the theory of tourist destination shows that the term "tourist destination" has undergone a transformation from the traditional form and content to a new form and content - "Smart" or "Intelligent tourist destination". was. In our opinion, this transformation process is being implemented under the influence of the following three factors:

Nowadays, modern technologies are one of the main tools in any field. The classification of information communication technologies and systems used in the field of tourism is presented in the following diagram. In his dictionary, Professor I.S. Tukhliyev states that tourism information support is a complex of software and electronic information storage designed as a single system and intended for the automation of tourism. Tourist information system - tourist information systems (tis) is a new system of business, providing information services to those engaged in electronic tourism (ye-tourism) and electronic travel (ye-

sayohat). It believes that the information obtained from these sources can serve as a basis for decision-making in various tasks, including travel planning, price comparison, and the creation of tourist packages and excursions.

Due to the development of ICT and the Internet and their widespread use in the field of tourism, traditional tourist destinations are becoming smart tourist destinations due to the formation of first electronic and then digital tourism. is having an impact. As a result of the introduction of cluster technologies and the organization of tourist clusters in the field of tourism, changes have occurred in the content of tourist destinations, and their tourist content, marketing and management tasks have a tendency to be transferred to clusters. As a result, the composition and goals of smart tourist destinations are changing. Tourist clusters are emerging as a superstructure of this foundation.

Differences between traditional and smart tourist destinations

N	Signs of difference	Traditional tourist destination	Smart tourist destination
1	Geographical	By tourists for a visit selectable attractions with a tourist profile and infrastructure	By tourists for a visit selectable "mental" attractions

2	Motivational	The real tourist attraction of the region serves as a motivation to attract tourists to the region	The virtual tourist attraction of the area serves as a motivation to attract tourists to the area
3	Innovative	Typical tourist products and services	Innovative tourism products and services
4	Economical	The added value chain is created in a narrow way through regular cooperation	The added value chain is greatly expanded within the cluster due to Internet and ICT opportunities
5	Marketing	Tourist areas and their products are promoted with the help of regional marketing tools	Tourist areas and their products are promoted to target customers using digital marketing tools
6	Management	Using destination management methods, the tourist destination is managed by traditional offline offices	Using the smart management method, the tourist destination is managed more through websites and electronic platforms
7	Social	Tourists share their impressions of their trip with their close acquaintances	Travelers spread and share information about their trip on a wide range of social networks
8	Mobility	Tourists travel to the tourist destination by means of various means of transport	Tourists participate in the excursion from their permanent place of residence using virtual vehicles as well as vehicles.

9	Informational	Internet speed is slow at the destination and there are no favorable conditions for using ICT	Internet and ICT are widely used in the destination for tourists
10	Ecological	For tourists, there are no favorable conditions for recreation and health at the destination	Favorable conditions have been created for tourists to relax and get healthy at the destination

in order to find an answer to the question "what are the differences", we determined the differences between these two concepts according to 8 parameters (Table 1).

As can be seen from Table 1, the smart tourist destination resulting from the widespread use of digital technologies in tourism activities plays an important role in the organization of the tourist business in a cluster way and creates the possibility of attracting tourists to the attractions. A smart tourist destination is about a smart place to visit. This place can be a city, district, village. Also, the difference between them is manifested in the development of innovative services and the satisfaction of the need for existing goods through innovative means. If the traditional tourist destination is a cluster-forming factor, the smart tourist destination serves as a foundation for the organization of tourist clusters. As a result of the development of virtual tourism business, new jobs will be created, the improvement of logistics and the use of modern means of transport and ICT will

create opportunities for health and recreation for tourists. In the post-pandemic period, tourists will take part in online tours even from their permanent place of residence.

It is recommended to include the following in the components of a smart tourist destination[42]:

- Smart people;
- Smart-mobility;
- Smart life;
- Smart environment.

In order to develop pilgrimage tourism in a cluster way, we recommend the "three-level smart model of pilgrimage tourist destination" (Fig. 1). As you can see from the picture, our recommended pilgrimage destination model consists of the following three levels:

Level I - attractive travel and places of pilgrimage. At this level, the demand situation in the tourism market is expressed. It reflects the real and virtual attractiveness of interesting and holy places from the eyes of tourists and pilgrims.

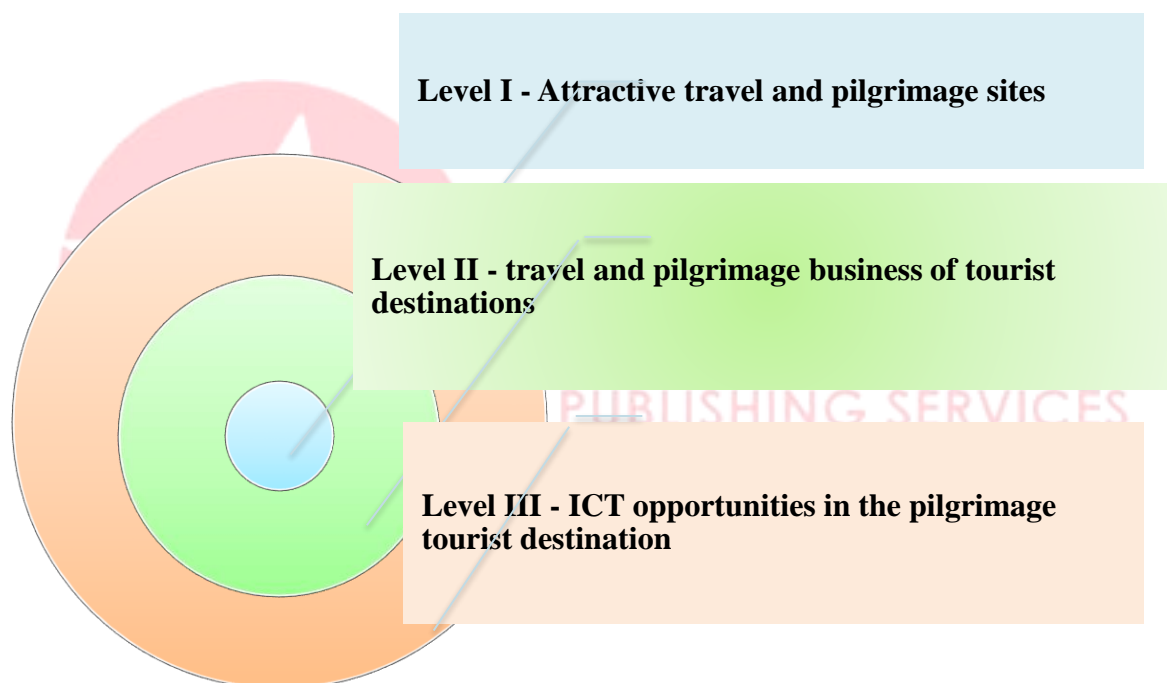
Level II - travel and pilgrimage business of objects of pilgrimage tourist destinations. At this level, the state of the offer system in the tourist market is represented. It reflects the possibilities of development of tourist business in interesting and sacred places.

Level III - ICT opportunities in the pilgrimage tourist destination and the state of use of ICT by the tourists and pilgrims who visit it are expressed. At this level, the

demand and supply situation in the market of ICT services is expressed. Smart pilgrimage is reflected in the formation of tourism and the development of digital technologies.

The digital technologies of the formation of "SMART pilgrimage tourist area" are as follows:

1. Mobile Internet access technology for wireless data transmission such as BlueTooth, Wi-Fi.



Despite the rich tourism and craft potential of the Republic of Kashkadarya region, many of its areas are still underexplored from the point of view of tourism and recreational development. One of the attractive regions of the Republic of Uzbekistan for the development of tourist and recreational activities is the

Kashkadarya region. The region has rich natural resources and historical and cultural heritage, and in recent years has been the center of attention of the government of the Republic of Uzbekistan, as well as scientists and experts in the field of tourism.

The trends of global changes in the world indicate that the rate of growth of the gross domestic product created by the field of tourism crafts is increasing in the recent period. Factors related to the development of tourism crafts, there is a need to ensure economic development by expanding tourism activities and improving its management processes. According to the World Tourism Organization (WTO), "10 percent of the turnover of the production and services market on our planet is accounted for by the tourism sector. By 2022, revenues from international tourism trips are projected to reach 2.0 trillion US dollars a year»[43]. Therefore, the development of the tourism craft has a relative priority in the development of the world economy, which requires the improvement of the management methodology in the field.

The destination approach to the development of tourism crafts in the region. Within the framework of the destination approach, there are opportunities to move tourist areas to areas that create tourist flows and to sell handicraft products. According to many researchers, "domestic tourist destinations are effective" [23] in the development of international and domestic tourist markets. The term "tourist destination" was first coined by the New Zealand scientist N. Leiper in 1979. "geographical area attractive for tourists" is included in the scientific exchange [24].

There are different models of the concept of "tourist destination" as a tourism object in foreign and domestic literature on tourism.

A systematic model of a tourist destination. The New Zealand scientist N. Leiper distinguishes the following four types of areas that interact with tourists in his tourist destination model.

- 1) regions that send tourists and create tourist flows related to their places of residence;
- 2) transit areas related to the transportation of tourists to and from the area;
- 3) the area where tourists travel;
- 4) the environment influencing the choice of travel destination.

A tourist destination is the main nucleus and an important element of the tourism system. Based on the conceptual model of tourism, the field of tourism as a system includes the sub-systems of tourism subject and object. In this case, if the tourist subject is organized by tourists, its object is composed of enterprises and organizations that provide tourist resources and tourist services. If tourists are demand representatives or buyers within the framework of this system, their opposites are sellers - providers of tourist goods and services.

Geographical model of the tourist area. Russian scientist M. A. Morozov defines a tourist destination as a geographical area that has a certain attractiveness for tourists. In this definition, attractiveness is considered as the main aspect and it can be different

for different groups of tourists. This model is based on the "Cartographic Taxonomy" approach, which depends on the area where the clusters are located. "Taxonomy" (from the Greek "taxis" - a place of residence and "nomos" - a law) is a theory of classification and systematization of complex areas of reality, usually with a hierarchical structure (objects of geography). By "cartographic taxonomy", the authors understand it as a method of presenting information about tourist resources, characteristics and development factors of tourist areas using cartographic taxonomy. "Cartographic taxon" is interpreted as a set of territorial units containing a single resource (indicator) of the studied object. "Territorial unit" means the area of the territory corresponding to the 1x1 kilometer horizontal plane on the map, with the order number (coordinates) assigned to it.

CONCLUSION

Since the first days of independence, tourism activity in Uzbekistan has been considered at the level of state policy. All the necessary organizational and legal mechanisms for the development of the tourism sector were created, important regulatory documents were adopted, and this work is still ongoing. For the development of tourism in our country, to raise it to new levels, to make our country one of the world tourism centers, it is necessary to create the basis for the formation of the tourism service market. It should be emphasized that the tourism sector is important for

the development of the economy of countries and regions, and that it is one of the priority sectors of the world economy of the twenty-first century.

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