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## CONCEPTUAL BASIS FOR STRENGTHENING THE IMAGE OF THE TOURIST TERRITORIES OF OUR COUNTRY.

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### **Abstract**

*This article describes the tourist image of the country, the formation of a positive tourist image of its regions, the uniqueness of the tourist image of each region, the structure of the image, indicators that form the main idea of the image, factors influencing the creation of the tourist image of the region, the image of tourism in Uzbekistan. As a recommendation, we noted the areas of application of marketing strategies in its formation and development.*

### **Key words**

*tourist image, real and potential tourists, tourist image, additional resource, social image, moral image, psychological image, transport realities, regional image, regional atmosphere.*

The tourist image of a country is a combination of the uniqueness of the country and symbolically expressed emotional and rational ideas about it, formed in the minds of real and potential tourists.

The formation of a positive tourist image of the regions of our country is of great importance. The uniqueness of the tourist image of each region attracts attention to it, and also directly affects the investment climate and the possibility of attracting additional resources for the development of the regional economy. The tourist image of a region is a stable set of emotional, rational beliefs and feelings, formed on the basis of information about tourist sites, routes, resources of the region, as well as the personal experiences and impressions of tourists. The formed image of our country helps to solve many problems: educating the younger generation, attracting a large number of tourists, increasing the investment attractiveness of a certain territory, etc. Forming the tourist image of the region is the main task of the tourism industry.

Today, the formation of a positive tourist image of the regions of our country is of great importance. The uniqueness of the tourist image of each region is necessary, since it not only attracts attention to it, but also directly affects the investment environment and the possibility of attracting additional resources for the development of the regional economy. Given these relationships, the need to create a positive, memorable image of the region is obvious. Promoting the image of regions is a promising way to form a positive image of the entire country.

As a rule, people perceive image as a certain value associated with success in various activities (individual or collective).

Currently, the concept of "image" can be applied to various types of objects, in particular, to a person (personal image), an organization (corporate image), profession, education, countries, states and regions. In any case, the result of creating an image should be a solid, complete image.

The image must meet the following criteria:

- Of particular importance is a visual image that can penetrate a person's consciousness, causing an emotional reaction.
- The image should not tire the perceiver.

From this we can conclude that image is a system containing various elements. The main element of this system is the target audience. In the absence of an audience, the need for an image disappears.

The image structure is characterized by the following elements<sup>61</sup>:

1. Social - image is a source of information about the subject's place in society, his position, party or professional affiliation, as well as his marital status.
2. Ethical - this image is a unique "packaging", an image that tries to reveal information about the internal "content" of a subject (person, organization, region, region, country, etc.), encourages social behavior.
3. Psychological - to create this image, natural psychological conditions are necessary, as well as artificial methods that facilitate its delivery in the desired format.

There are the following indicators that form the main idea of the image.

1. Creating a tourist image of the region
2. The image of a region (territory) is a process that includes the main features of the region. Thus, the tourist image of a region is a set of stable emotional and rational beliefs and feelings that arise among the target audience regarding the tourist features of the region; the tourist image is formed on the basis of

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<sup>61</sup> <https://www.buxtonco.com/blog/5-tips-on-how-to-market-a-tourist-destination>

information about tourist sites, excursion routes, regional resources, as well as the personal experience and impressions of tourists.

Factors affecting the creation of the tourist image of the region:

**Transport realities that determine the possibility of using tourist sites in the region.**

**Economic, legal and social realities of tourism development in the region**

**Natural conditions of the region (climate, relief, flora and fauna)**

**Natural conditions of the region (climate, topography, flora and fauna).**

**Infrastructure of the region.**

**Demographic state of the region.**

When starting to create a tourist image of the region, we need to follow certain methodological principles. These practices could be:

1. The tourist image is formed within a certain social group and further expands its influence.
2. One of the main points in creating the image of a region is its perception by citizens of this region.
3. The tourist image of a region largely depends on the material and spiritual values that it exports.
4. The basis for the image characteristics of a region is the main (historically formed) image existing in it.
5. The tourist image should not be a complex of cultural and historical objects; it should have a certain folklore component: legends, traditions, cultural meanings that create the atmosphere, the "soul" of the region.
6. Symbols responsible for the individualization and uniqueness of the region should be given a central place in the tourist image.
7. The romantic and heroic components of the past and present should become an important methodological component of the tourist image of the region.

Creating a positive image of the region is inextricably linked with domestic tourism, contributes to its development and popularization, helps to solve many

problems associated with domestic tourism, and affects the development of the regional economy. In addition to increasing the amount of funds coming to the regional budget from the tourism sector, important educational tasks will be solved, such as instilling a sense of patriotism, love for the small Motherland and the whole country. Since one of the methodological foundations for image formation is the cultural and historical basis of the region, the educational significance of the tourist image of the region is obvious. At the same time, the positive image of the region has an indirect impact not only on the formation of the personality of the younger generation permanently residing in the region, but also on the formation of national identity.

It can be noted that the formation of the image of the region is one of the important areas of development of the tourism industry and an integral part of this sphere, since it is this parameter that determines the success of the region and its components, including tourism. How the tourist image of the region is formed and what the target audience focuses on will increase its popularity among tourists and, as a result, the financial capabilities of resorts and tourist routes. The development of the tourism industry has a significant impact on the economy of the region, the level of employment and well-being of the population, as well as the development of culture and the formation of a value system in the region.

Based on the above considerations, we recommend using marketing strategies in the formation and development of the image of tourism in Uzbekistan.

We consider it advisable to use foreign experience for this purpose.

**First**, pay special attention to the main attractions of the country.

At the same time, we believe that special attention should be paid to information about the main attractions of our country, for example, cultural heritage sites, shrines, etc.

**Secondly**, collect information about target visitors to our country.

Identifying information about our country's target visitors helps us create better marketing strategies. Also, segmenting and categorizing foreign tourists according to their goals allows us to create a marketing strategy that is most suitable for each group of visitors.

**Third**, pay special attention to branding to increase the number of visitors to our country.

In almost all countries, companies use branding to easily identify and differentiate their services or products from those of other providers. Branding may include our logo, corporate image, color scheme or message. The main goal here is to highlight the unique features of our country.

**Fourthly**, the need for representatives of the tourism industry of our country to strengthen ties with foreign partners.

This strategy focuses on seeking partnerships with travel businesses that have similar interests to yours to build trust and gain new resources. Such cooperation may involve hotels, restaurants, tour operators, travel agencies, entertainment centers and even local authorities in your country.

**Fifth**, create an attractive website to support the tourism industry in our country.

There is no denying the convenience of the Internet for researching a specific area before planning a trip. A website that is targeted to your target country is the best way to showcase the highlights to your audience. Such a website allows you to directly communicate with the interested reader through interesting videos, images and virtual tours.

**Sixth**, use SEO principles when developing social media marketing in the tourism sector in our country.

An attractive website will be effective in developing the image of tourism in our country only if it ranks high in popular search engines such as Google. A comprehensive SEO strategy ensures that online visitors find your website easily.

An SEO strategy is the process of organizing a website's content by topic to improve the likelihood of appearing in search results. Essentially, it is the process you follow in order to maximize the opportunity to gain organic traffic from search engines.<sup>62</sup>

**Seventh**, one of the non-traditional methods of attracting tourists to our country is the possibility of using Engagement marketing.

Engagement marketing<sup>63</sup> - it is the use of resources to attract tourists and encourage interaction. Instead of showing tourists a specific attraction, you can use marketing materials that give tourists an idea of the destination. This can be done through social media or user-generated content on your website to allow tourists to share their experiences and opinions.

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<sup>62</sup><https://blog.hubspot.com/marketing/seo-strategy#:~:text=SEO%20Monthly%20Plan-,What%20is%20an%20SEO%20strategy%3F,of%20appearing%20in%20search%20results.>

<sup>63</sup><https://business.adobe.com/blog/basics/engagement-marketing#:~:text=Engagement%20marketing%20is%20the%20use%20of%20tailored%2C%20engaging%20customer%20interactions,that%20resonate%20with%20their%20audience.>



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