

METHODOLOGICAL FEATURES OF MODERN CONCEPTS AND APPROACHES TO THE MANAGEMENT OF TOURIST DISTILLATIONS IN UZBEKISTAN

Irgasheva Feruza G'ayratovna

Researcher at Fergana State University

Email: irgashevaferuza1991@gmail.com

ORCID: 0009-0008-1852-6314

Annotation

In this article, an analysis of modern concepts and approaches representing the content of tourist distillation, the classification of tourist distillations, a conceptual model of understanding the consumer behavior of tourists and the interaction of participants in the process of creating and selling tourmahsulot in tourist distillations was carried out.

Keywords. Tourist distination, conceptual model, tourmahsulot, management approaches, classification of tourist distinations, consumer behavior.

Introduction

In today's world, the tourism sector has become one of the leading branches of the global economy. In view of this, in Uzbekistan special attention is being paid to modernizing the tourism sector, developing and improving the legal and normative framework for sustainable development of the sector, and providing international standard services to foreign guests. The main purpose of this is to ensure rapid development of the tourism sector in Uzbekistan, including respect for historical and cultural heritage, creating infrastructure that fully complies with international standards, strengthening international relations, and making our country one of the most visited destinations by tourists.

Literature Review

A number of decrees, resolutions, international standards, and state standards of the Republic of Uzbekistan have been adopted regarding the formation and evaluation of relevant mechanisms for managing the quality

and effectiveness of services in tourist destinations and their practical application. Scientists and industry specialists have conducted research, formulated appropriate scientific-theoretical conclusions, developed scientific proposals and practical recommendations.

According to economist D.K. Ismaev's approach, marketing management in the tourism business and the formation and evaluation of quality management mechanisms in hotel services promoted effectiveness. B.Kh. Turaev believes that in the effective utilization of the tourist potential of the Republic of Uzbekistan, proposals have been developed regarding the coordination of tourist flow activity levels, hotel operations, competitiveness, and quality service provision to customers. At the same time, Kim Ok Kyung analyzed the formation and evaluation of marketing management mechanisms in tourism services and their practical application.

Research Methodology

In the current situation, it is important to develop a methodology for assessing the management, intellectual, digital, innovative, and entrepreneurial potential of tourist destinations to ensure growth of our national economy. In particular, science, education, innovations, and information communication systems play an important role in improving management efficiency and ensuring competitiveness in tourist destinations.

Analysis and Discussion of Results

The modern concept expressing the content of a tourist destination is understood based on a two-sided approach:

1. From the perspective of tourists visiting a tourist destination. In this case, the aggregate is defined as a "region" rather than just a "place" where people spend their holidays, and it is possible to choose or determine an alternative place within the region for spending leisure time. The distinctive elements of this concept include such elements as territory (city, nature, coast, etc.), choice (personal motivation affecting the choice, alternative place or activity), and impact (socio-economic, cultural, ecological, etc.).
2. From the perspective of entrepreneurs operating in a tourist destination. Here, a tourist destination is considered as a destination representing the management of tourist demand and its impact on the aggregate. The

expanded content of "tourist destination" is explained by the introduction of concepts such as "management" encompassing demand management and impact management including the setting of goals, planning, and zoning for tourism development.

Each tourist destination has separate and distinctive characteristics that can be generalized into the following groups:

1. Aggregates consist of components such as resource, tourist services and infrastructure, opportunities for use, human resources, and image.
2. Each tourist destination has its own unique cultural value.
3. In a tourist destination, the creation and consumption of a product occurs simultaneously.
4. The facilities available in a tourist destination are used not only by tourists, but also by local residents and workers in the aggregate.
5. The processes in tourist destinations are carried out through the mutual complementation of various elements, packaging of tourist services, and the complexity of the product.

It is important to classify tourist destinations as part of the tourist system. The classification of this object helps to a broader and more precise understanding of the concept and at the same time ensures the accuracy of decision-making regarding its use, planning, and management.

Today, there are several approaches to the classification of tourist destinations, and these classifications are formed taking into account individual attributes or special characteristics of the aggregates.

According to the famous marketer F. Kotler, aggregates are divided into macro and micro-aggregates. According to his opinion, macro-aggregates are large tourist regions that can encompass thousands of aggregates. Micro-aggregates are considered to be individual aggregates in small areas.

Based on similar classifications, Krishan Karma recommends studying tourist destinations according to a classification that divides them into four groups:

1. Large capitals or equivalent cities that provide very wide choice opportunities for attractions and have the ability to solve business problems.
2. Centers for targeted tourism development.
3. Tourist centers with sufficient concentration of necessary infrastructure systems.

4. Centers specially created for tourists.

In addition to the above, based on the research conducted, it is also considered appropriate to divide tourist destinations into primary and secondary level aggregates. Primary tourist destinations are considered aggregates that attract tourists and are trending among tourists, while secondary aggregates are those with necessary infrastructure on the way to primary aggregates, and tourists typically spend 1-2 days there.

Research on Typology and Classification of Tourist Destinations

Among research on typology and classification of tourist destinations, the classification of marketer S. Hudson stands out for special attention (Table 1).

Table 1 Classification of Tourist Destinations

Type of Clusters	Content
Major International Clusters	Clusters formed for mass international tourism (Paris, London, New York)
Classic Clusters	Attractive clusters composed of natural, cultural, or historical resources that help tourists stay for extended periods.
Man-Made Resort Clusters	Clusters created by humans based on existing tourist resource components, where tourists rarely leave the territory.
Natural Landscapes or Wilderness Parks	Clusters with unique flora and fauna that attract tourists with their wilderness character.
Alternative Clusters	Relatively modern types of clusters such as cruises, theme parks, major shopping centers, or time-share resorts.
Business Tourism Clusters	Tourist destinations offered by providers attempting to extend business tourist visits (hotel clusters with high-level image).
Secondary (Transit) Clusters	Clusters located between the region generating tourist flows and primary tourist destinations.
Short-Term Stay Clusters	Tourist destinations with national or international appeal (Niagara Falls, Victoria Falls).
One-Day Stay Clusters	Tourist destinations primarily attracting tourists from neighboring areas for short-term stays (1 day) such as ports, airports, shopping centers, etc.

The classifications discussed above help in more accurately understanding the nature of tourist destinations, and also in clearly identifying the characteristics of destinations in this classification.

Based on studying various conceptual approaches to the concept of "Tourist Destination", it was determined that this concept has multiple dimensions and its content should be defined based on the purpose for which it is used. At the same time, in the research process, it was found appropriate to interpret the concept of "Tourist Destination" as a product, territory, and value with consumption value having the following main characteristics:

- A tourist resource with clear boundaries;
- A system with a unified management strategy with a clear implementation mechanism at the national, territorial, and local levels;
- A multi-stage complex tourist product;
- A tourist resource used as a result of complex mutual relations between tourists, entrepreneurs, and local governance structures;
- A tourist product that forms a tourist experience, not only having consumption value.

The formation of tourist destinations is related to the accumulation of tourist resources in territories with sufficient capacity and the process of their utilization. Tourist capacity is generally differentiated in two main directions.

The transfer of clusters of tourist destinations to the category of assemblies occurs only when consumers participate in satisfying the existing demand or needs for these types of benefits of the resources indicated above. In other words, when elements of tourist capacity are consumed by tourists, the territory or object where these elements are located becomes a Tourist Destination.

The use of tourist capacity, in turn, occurs depending on the consumption behavior of tourists or consumers. The feeling of satisfaction formed in tourists through consumption of existing resources in a tourist destination exists through managing relationships with the environment as a result of understanding existing capacity and achieving maximum satisfaction from it (Figure 1).

The consumption behavior of tourists arises through appropriation of existing resources in destinations (attracting location, opportunities,

infrastructure, services, other tourists, organizational structure) based on the selection of the dominant motive from those arising from motivations for consuming this type of product - cultural, demographic, social relations, personal relations, values, experience, or relations.

Based on the choice by the consumer (tourist), managing social and cultural relations, and relations with the environment, achieving the highest level of efficiency in obtaining satisfaction, pleasure, dissatisfaction, knowledge, skill development, and health is intended, while on the side of clients receiving customers in the Tourist Destination, the goal is to achieve results such as income, employment, economic development, social-cultural and ecological benefits, and further improvement of existing infrastructure. These results, in turn, determine the behavior of both the consuming tourist and the host receiving the clients.

Tourist Consumer Behavior and Conceptual Model of Understanding

Tourist consumer behavior - the motivation that arises from their consumption of this product depends on choosing a dominant motive from cultural, demographic, social relations, personal attitudes, values, experience or relations. This is manifested through mastering existing resources at destinations (attractive locations, opportunities, infrastructure, services, other tourists, organizational structure).

The consumer (tourist), based on their choice, manages their social and cultural relations and relationships with the environment, seeking to achieve maximum effectiveness of results such as satisfaction, pleasure, dissatisfaction, knowledge, skill development, and health. Meanwhile, the host organization at the tourism destination aims to achieve such results as income, employment, economic development, socio-cultural and environmental benefits, and further improvement of existing infrastructure. These results, in turn, determine the behavior of both the consuming tourist and the host organization.

Figure 1. Conceptual Model for Understanding Tourist Consumer Behavior

TOURIST	OBJECTIVES	CHOICE
• Culture • Demographic characteristics • Social relations • Personality • Values • Experience • Attitudes	• Attractions • Opportunities • Infrastructure • Service • Accommodation • Other tourists • Management system	• Motivations • Travel • Image/Impression
TOURIST'S EXPERIENCE AND EMOTIONS AT THE CHOSEN DESTINATION: Social and cultural relations, relationships with the environment		
FOR TOURIST:	FOR HOST ORGANIZATION:	
• Satisfaction • Pleasure • Dissatisfaction • Education • Skill development • Health	• Income, employment, economic growth • Social and cultural benefits • Environmental benefits	
INFRASTRUCTURE:		
• Possibility of changes and support • Management		
Destination Must understand this Must manage this Must improve this		

Main Tourist Resources and Infrastructure System

The main tourist resources in tourism destinations (educational, entrepreneurial, medical-wellness, sports and other directions) are combined with infrastructure systems (accommodation, transport, food service, recreation, etc.) through tour operators to form tourist products. Tour companies (tour operators and travel agencies) shape tourist products based on existing resource capacity in tourism destinations, ensure their implementation, and organize the sales process.

Figure 2. Process of Creating and Selling Tourism Products in Tourism Destinations

OBJECTS	RESOURCES	SERVICE CREATION & SUPPLY
• Educational purposes • Business purposes • Medical & wellness • Sports purposes • Other purposes • Hotels & accommodation • Transport • Sanatorium services • Food services • Entertainment	INFRASTRUCTURE • Service companies • Instructors • Tour guides • Guide-interpreters • Organizations • Tour operators • Travel agencies • Information operators	Formation of tourist product flow and commercialization

Tourism Destination Management and Key Characteristics

The main subject of tourism destination management is the tourism operator, as they directly form the tourism product, then jointly promote and sell it with travel agencies.

The main characteristic of tourism destination use is that tourism services are provided to clients who consume tourism resources, where clients travel from their permanent place of residence to the regions where the destination is located to implement one or more tourism objectives.

The formation and development of tourism destinations shapes the image of the cluster where tourist resources are located and catalyzes increasing levels of tourist visits to the region.

Based on existing resource capacity, tourism destinations include activities for the following purposes:

- Rest in rest zones and resorts
- Rest for medical and wellness purposes
- Organizing excursions and tours to historical-cultural and natural sites of interest
- Using gastronomic tourism services
- Using active and extreme tourism services
- Using pilgrimage tourism services
- Using ecological tourism services
- Using sports tourism services
- Using agro-tourism services



- Using business tourism and other types of tourism services

CONCLUSION

Today, in countries with high tourism potential globally, special attention is being paid to forming tourism destinations by developing cluster capacity as a unified cluster based on the direction and structural composition of resources within the clusters. This demonstrates that alongside other countries, our country can develop tourism potential by first utilizing resources in the form of tourism clusters within the country, and then transitioning to the international level after the region's tourism image is formed.

The rapid development of tourism destinations in the tourism services market, based on existing capacity and use opportunities, expands the possibility of forming new tourism facilities for the industry in short periods based on generalization of existing capacity, and increases the opportunity to bring these facilities to a new level.

References

1. Ismaev D.K. Marketing and Management of Hotel Service Quality. Textbook for universities and colleges. M.: 2000. - 96p.
2. Turaev B.X. Tourist Potential of the Republic of Uzbekistan and the Effectiveness of Its Utilization // Economics and Education. 2008, № 4, 37-42p.
3. Kim Ok Kyung. Marketing of Tourist Hotel Services. Dissertation for Candidate of Economic Sciences. T., 1999. - 162p.
4. Kotler, P. Marketing. Hospitality. Tourism / P. Kotler, J. Bowen, J. Makens; translated from English – 4th edition, revised and supplemented – M.: Yuniti-Dana, 2012. – 741 p.
5. Homidov, K.K.U. (2023). Objective need for the formation and sustainable development of tourist complexes in the regions: <https://doi.org/10.5281/zenodo.8151902>. IQRO, 4(2), 42–45.
6. Homidov, K. (2023). Ways to Increase the Efficiency of Management Activities of Tourist Complexes in Uzbekistan. Economics and Innovative Technologies, 11(3), 154-160.

E- Global Congress

Hosted online from Dubai, U. A. E., E - Conference.

Date: 30th June 2026

Website: <https://eglobalcongress.com/index.php/egc>

ISSN (E): 2836-3612

7. Homidov, H. (2023). Issues of Effective Utilization of Regional Tourist Potential Based on the Formation and Systematic Management of Tourist Destination Activities in the Regions. Collection of Materials from the Republican Scientific-Practical Conference "Prospects for Reformation and Sustainable Development of the National Economy," 412-415.

8. Homidov, K.K.U. (2023). Organizational-Economic Mechanism for the Development of Tourist Complexes. In New Technologies in the Educational Process and Production (pp. 370-372).