



Ways To Increase The Tourist Attractiveness Of The Area Based On The Use Of Branding

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Abstract: This article presents the role of branding and ways to implement it in increasing tourist attraction in the region.

Keywords: Branding, image, tourist potential, branding program, branding concept.



Introduction

In order to make tourism one of the leading sectors of the regional economy and to consistently increase its competitiveness, it is necessary to create appropriate institutional conditions, which require the introduction of a management system that will serve as the basis for creating an effective mechanism for the implementation of legal norms for the functioning of the sector. In addition, in the context of sharply increasing competition, the marketing of any region, that is, its brand and image, is of great importance when comparing destinations located in almost identical economic conditions. In this regard, developed and developing countries are purposefully promoting their regions and creating their own brands that determine the tourist attractiveness of the region. This trend is characterized by the fact that in recent years the tourism industry has become one of the most important sectors of the world economy, determining the well-being of regions. It should be noted that tourism is a multi-sectoral industry, which includes the hotel industry, catering enterprises, animation and entertainment organizations, and the sphere of additional services. Tourism is becoming a source of new job creation around the world, as well as a source of development of tourism industry enterprises. However, the increasing competition for attracting tourists requires new methods and approaches from administrative and territorial structures. One of the most effective

methods in this regard is branding, which plays a very important role in promoting a region as a tourist destination, as it involves promoting services and goods related to the tourism industry. Currently, various marketing campaigns are being developed in any region to develop tourism, among which the formation of a positive attitude towards the region is becoming increasingly popular.

Methodology

Regional branding is distinguished by its focus on creating a region's competitive advantages over other regions, as well as improving its image. In this regard, it is important not only to attract potential consumers of the tourist product, but also to provide recommendations on expanding the circle of consumers interested in visiting the tourist area. Territorial branding is the process of creating and managing a brand, which includes the formation, promotion, development and repositioning of the brand. The basis of territorial branding is the use of technologies to create its unique image and shape the attitude of a specific target audience to it. The main task of branding a tourist area is to distinguish, place and strengthen its strengths, which in most cases is the basis for the formation of a tourist brand. The brand of the region as a tourist area represents the main values of the region, its goals, mission in tourism and, in addition, the main types of tourism resources. A tourist area attracts tourists only if it has attractions, rich natural resources, unique historical, natural and architectural monuments, religious monuments, cultural and national features of the population. In addition, the stable political and socio-economic situation, the development of the railway and highway network, the convenience of communications, the highly developed modern tourism infrastructure, play an important role in the formation of a positive image of the region. Tourist attractiveness, due to its stability, can change depending on many factors that can affect the attractiveness of a tourist region in one way or another. These include the availability of a material and technical base for the tourism industry, in particular the latest hotel complexes, the presence of specialized enterprises and institutions with a wide range of services they produce, etc. Based on the above, it is advisable to consider the existing options for developing the tourist attractiveness and competitiveness of the region:

1. If a tourist area is attractive and has a sufficient number of consumers, it is determined by the development of a tourism infrastructure appropriate to this area.
2. If a tourist area has just begun to form or if tourist attractions have been created artificially, then the costs will be significantly higher, since it is advisable to create a certain level of knowledge about the area and encourage tourists to visit this area.
3. If a tourist area diversifies its attractiveness, it is advisable to focus on another target market, while the costs of achieving competitiveness will be higher, since this requires the reconstruction of the relevant infrastructure and a radical change in the target market.

Results and discussion

If we consider the possibilities of developing the tourist attractiveness and competitiveness of the region, we can say that today a positive image of the tourist area is a mandatory basic condition for creating the attractiveness of the region for potential tourists. The image of the region formed in the mind of the tourist before traveling is one of the main factors influencing the choice of the tourist in determining the future place of residence. Creating a brand of a tourist area is a complex creative process consisting of several levels, based on the marketing approach of determining the position of the tourist area in the world tourism market and identifying the main advantages of potential consumers of tourist services. As a result of the study of international brands, it is advisable to develop

recommendations for the region's existing brands as a tourist destination, as well as to create recommendations for improving the development of a new brand concept if they do not exist.

We believe that it is necessary to follow several principles when creating a new tourism brand concept for the region: Концепциядан халқаро миқёсда фойдаланиш имкониятини инг мавжудлиги;

1. Convenience and transparency of information exchange;
2. Complete and accurate perception of the brand by potential consumers;
3. Strengthening the competitiveness of the region on the basis of branding.

Based on the above, we believe that it is advisable to implement the following branding measures to increase the region's tourist attractiveness. Брендлаш учун туристик ҳудудни танлаш.

1. Identify consumers interested in regional branding.
2. Conduct a SWOT analysis of the region based on identifying external opportunities and threats, as well as the region's strengths and weaknesses.
3. Analyze the region's tourism potential and assess its attractiveness.
4. Determine the goals and objectives for regional branding.
5. Design innovative activities to promote the region's tourism potential and increase its tourist attractiveness.
6. Develop a regional branding program.
7. Implement regional branding programs.

Conclusion

The basis of territorial branding is the use of technologies to create its unique image and shape the attitude of a specific target audience to it. The main task of branding a tourist area is to distinguish, place and strengthen its strengths, which in most cases is the basis for the formation of a tourist brand. The brand of the region as a tourist area represents the main values of the region, its goals, mission in tourism and, in addition, the main types of tourism resources. A tourist area attracts tourists only if it has attractions, rich natural resources, unique historical, natural and architectural monuments, religious monuments, cultural and national features of the population. In addition, the stable political and socio-economic situation, the development of the railway and highway network, the convenience of communications, the highly developed modern tourism infrastructure, play an important role in the formation of a positive image of the region. Tourist attractiveness, due to its stability, can change depending on many factors that can affect the attractiveness of a tourist region in one way or another. These include the availability of a material and technical base for the tourism industry, in particular the latest hotel complexes, the presence of specialized enterprises and institutions with a wide range of services they produce. Thus, the role of branding in the development of the tourism sector in the country is invaluable. The prosperity of the region largely depends on the level of development of tourism, and the regional brand is an important factor in shaping its attractiveness. Branding contributes to the positioning and promotion of the region in domestic and international tourism markets. In addition, by increasing the positive image of the region, that is, by creating its brand, it allows you to increase the potential flow of tourists in the region, establish tourism enterprises, create new jobs, and significantly improve the living standards of the population.

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