

## Problems of Managing a Tourist Destination and Increasing its Competitiveness

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**Abstract:** The creation of a developed tourism industry is of great importance for the development of the economy of the country (region). The article considers an approach to the development of tourism through the development of tourist destinations. The issues related to strategic planning and management of tourist destinations, problems of sustainable tourism development in the region (country, destination) are considered.

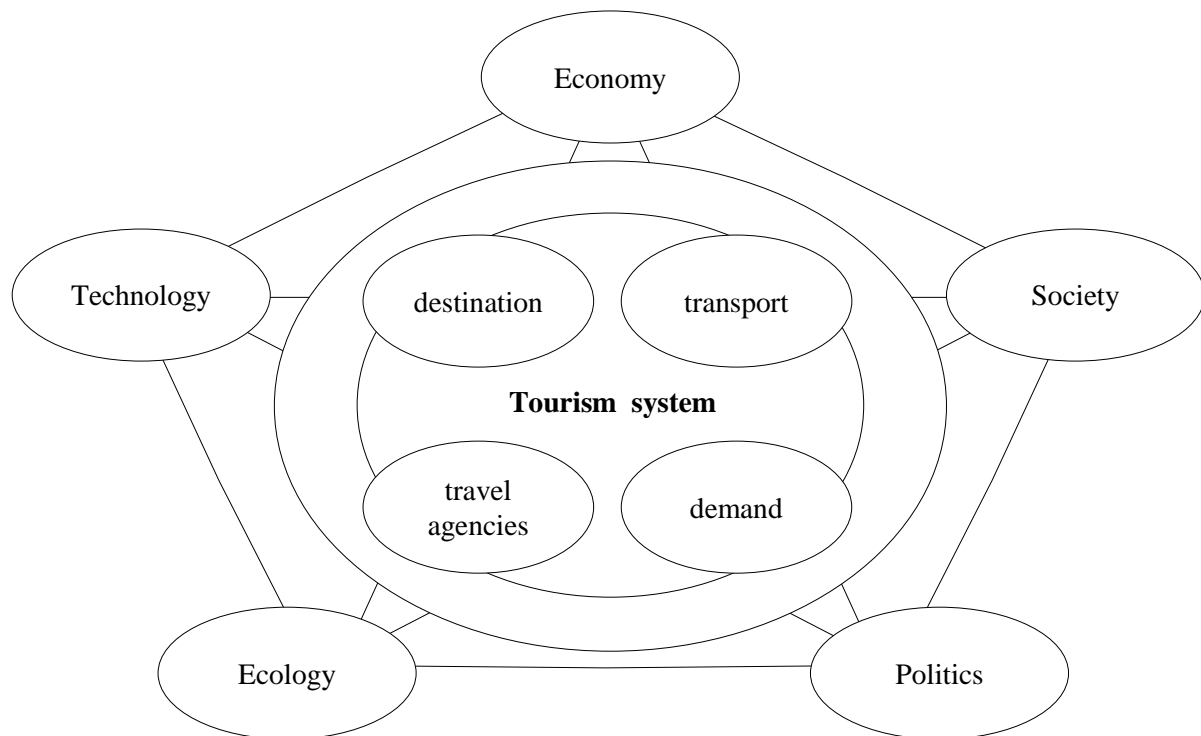
**Key Words:** tourist destination, tourist cluster, strategic planning, management, tourist region, tourism industry, sustainable tourism development, regional tourism policy.

The creation of a developed tourism industry is of great importance as one of the most effective directions for the development of the economy of Uzbekistan, since the successful development of tourism has an impact on key sectors of the economy, such as transport and communications, trade, construction, agriculture, production of consumer goods, etc. An increasing number of regions, cities and tourist centers are investing in the development of tourism in their territories. They are exploring opportunities to receive economic benefits from tourism and direct the proceeds to the preservation of cultural heritage sites, increasing the simultaneous number of jobs and expanding opportunities for additional earnings for the local population.

In world practice, there are three main links in the mechanism of sustainable tourism development – these are sustainable destinations, sustainable business and responsible tourists, which, in fact, means sustainable management, sustainable production and sustainable consumption. Such a model, in our opinion, is able to provide the basis for sustainable tourism development in our country.

The tourism system is characterized by the presence of system-forming flows of tourists and tourists, their funds, seasonal labor, investments in the hospitality industry, information about destinations and the offer of tourist services, tourist consumer goods, etc.

The tourism system, like any other economic system, consists not only of territorial-hierarchical systems, but also of sectoral subsystems. The tourism system itself is open and has relationships with common economic, social, political, environmental and technological systems. According to this model, the tourism system structurally consists of four subsystems: recreational demand, travel agencies, transports and destinations. Tourist destinations (from English. destination - destination, purpose of travel) are places of satisfaction of recreational demand, and intermediary subsystems (travel agencies and transport) provide direct communication between consumers (demand centers) and tourist products (destinations).



**Figure 1. The system of tourist destination according to T. Biger.**

A destination is a specific target geographical object for a certain group of tourists. The doctrine of destinations developed in the 1990s. A comprehensive definition of this concept was formulated at the beginning of the XXI century by T. Biger, summarizing the available points of view on this issue [2]. So, a tourist destination is a geographical space (locality, region, country) that makes up the purpose of a visitor's (or a segment of visitors) travel, has the necessary infrastructure for accommodation, food, entertainment, cognitive and recreational activities, which is a subject of competition in the tourism market and a strategic object of entrepreneurship [8].

Thus, a destination acts as a geographical space, the purpose of travel of a certain tourist segment, a tourist product, a subject of competition and an object of entrepreneurship.

Tourist resources have traditionally been considered as part of recreational resources, and the concept of tourist and recreational resources is still widely used in tourism science. In recreational geography, which is part of socio-economic geography, the concept of recreational resources has been formed for a long time and is of a scientific nature.

Recreational resources are natural and cultural-historical complexes and their elements that contribute to the restoration and development of a person's physical and spiritual strength, his ability to work and health, which, with a modern and promising structure of recreational needs and technical and economic opportunities, are used for direct and indirect consumption and production of resort and tourist services [3]. The concept of tourist and recreational resources was formed as a result of serious scientific developments based on the postulates about the primacy of public needs for a resource and the economic feasibility of its use. In other words, the resources are those objects:

- for which there is a demand from the economy and the population;
- the use of which brings a net effect.

The definition of the concept of "tourist destination" uses a systematic approach and the principle of interdisciplinarity, taking into account the geographical, territorial, economic, infrastructural, resource, socio-cultural, marketing and management aspects of a tourist destination. A tourist destination is interpreted as an amalgam (combination) of tourist products connected geographically or united according to other principles that offer the consumer an integrated experience (a complex of sensations).

A tourist destination is a set of institutions and factors located physically or virtually in space, and a changing product of their social, political and economic practices. Another dominant feature of the modern approach to destination is that places receive meanings through the processes of production and consumption, which unite people around the world, contextualizing their experience.

Destination management organizations have been studied as a tourism management system at the national, regional and local levels.

To this end, the analysis of the best foreign practice of destination management organizations as successfully implementing public-private partnership has been carried out. Destination management organizations are government agencies, regional or city tourist bureaus, non-profit organizations and private companies that manage and/or market the relevant tourist destinations (manage the creation of a competitive destination tourist product, check its quality, find sales markets and promote it, control the implementation, etc.) and are a catalyst and facilitator of their development.

The active development of tourism, one of the most characteristic manifestations of globalization and the modern culture of mass consumption, increasingly leads to problems of overtourism and turismophobia in different types of destinations. The article analyzes the complex of factors contributing to the emergence of supertourism, as well as possible measures to mitigate or eliminate its consequences.

Organizational and technical measures providing for restrictions and prohibitions are being developed to manage destinations. However, the elimination of the causes and consequences of overtourism requires such economic, political and social solutions that would promote a mutually acceptable compromise, and ideally harmony between the economic interests of the tourism industry and the social, cultural and environmental interests of local communities. Approaches to sustainable development are becoming increasingly important, which are aimed at reducing the negative impact of overtourism on local communities and educating a socially active and responsible consumer of tourist services.

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