

DESTINATION IN TOURISM

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Abstract:

In this article, the purpose of tourist trips is to get acquainted with the way of life of other peoples from the viewer and learn, relax, relax, get acquainted with the tarsi of life in the night, exchange learned general aspects, get acquainted with status and song, eliminate the blows received in the process of Labor, attend theaters, festivals, meet new people, learn the conditions, the role of tourist destinations and definitions for it are considered in order to relax and play sports at sea, attend winter and summer sports games, go for treatment, health promotion purposes, engage in religious pilgrimage, meet relatives, friends and visit for other purposes.

Keywords: destination, tourism, research, area, Service, tourist, tourist, route, map, Tour, Road.

Introduction

Tourism is a whole philosophical concept that reflects certain aspects of a person's life and work. It is an activity associated with recreation, slow or active travel, entertainment, sports, science, learning and knowing the environment, commerce, treatment, gambling, and other things that interest a person. Tourism is known to be closely related to the regions. This is because the tourist destinations that tourists and travelers are visiting are now aimed at achieving a higher income for one goal. Tourists and travelers are inextricably associated with tourist destinations. Because it is impossible to imagine without tourist destiny in attracting tourists to each region. We will consider this in the process of analyzing the article.

Research Methodology

This article aims to study the definition of tourism orientation by relying on the scientific research of scientists and researchers who have studied this topic. Their research was based on the descriptions of two scientists who were primarily involved in tourism destinations.

Results and Analyses Obtained

The main element of the tourist system is the area that attracts tourists, the destination of which makes its journey and spends some time. The concept of "destiny" comes from the Latin word for "location," which for about 30 years has been one of the main terms of the conceptual apparatus of foreign researchers and tourism practitioners. Despite its widespread use, the



concept of "destiny" itself has not become an object that is practically analyzed separately in tourist literature. However, from a fan point of view, it is important to analyze the essence, structure and content of the concept of "destiny" in terms of effective governance. Here are some of the descriptions given to the concept of "destiny" by some of the most famous and influential foreign researchers in tourism.

In literature, "destiny" is often described as an area where a tourist comes from, but does this mean that the geographic area has administrative boundaries or not?

Can the destiny be called an area with important tourist resources? If we mark destiny as a product, is there a difference between the marketing of destinies and the marketing of goods and services? Many definitions do not answer all of these questions.

Let's take a look at 2 of the most complex definitions given to the concept of "destiny."

The first was proposed by one of the theorists of tourism - Liu - in 1987. It is ideological, organizational and cognitive. from three positions, he proposed a review

The ideographic aspect represents a set of the specific "material" characteristics of the area: *natural* (climate, landscape, plant and animal life), human-related (culture, infrastructure, educational opportunities, procurement, price levels, locals, etc.). and *mixed* (beaches, parks, ski resorts).

Organizational aspect - the spatial (destiny size - from individual attraction to country or even continent) and temporary characteristics of the destination.

Cognitive aspect - the way a tourist perceives where he goes, the feelings of his time there, is understood to be how engaged it is. However, despite remaining one of the most complex analyses of the concept of destiny that Liu has provided, there are a number of weaknesses to it [1-8]. The given definition does not take into account that the tourist product is multi-component and is a collection of various attractions and their interactions. The relationships, interactions and their impact on the final product that a tourist "buys" from various components of destiny (infrastructure, attractions, attitudes of locals, etc.) are shaped even before his visit in the minds of a potential tourist as a Destination product, not taken into account by Liu Atomon - acting as a motivational demotivator that spurs travel. As part of the cognitive aspect, it only looks at the feelings that a tourist feels that arises while being in a designated place. In fact, Liu does not take into account the marketing component of the destiny. The scientist does not analyze the territorial and geographical aspects of the destiny - it is not clear from its model whether the destiny is a specific area or has no geographical connection at all [9-15].

The concept of "destiny" was first used by Leiper, a leading renowned scientist in the tourism industry, and gave the following descriptions:

-at least one tourist region. This is an area where the tourist lives and the journey begins and ends;

Transit area. Area where a tourist must pass so that he can reach a designated location;

-at least one tourist orientation. The area the tourist has chosen for travel;

- tourism industry. Provides tourist streams.



According to Leiper, tourist destiny is a unique area that a tourist chooses to visit and spends there for some time, an area where the main processes of interaction between tourist infrastructure take place.

Author of one of the dictionaries on the origins of tourism, Medlik destinations indicate that it is countries, provinces, cities or other regions visited by tourists. Throughout the year, their infrastructure is used continuously by residents, and for part of the year or all year round it receives temporary users - tourists as well. According to Medlik, the importance of a particular geographical area as a tourist destination is determined by three factors - convenience, attractions and infrastructure [16-25].

It can vary in travel scope and structure with one or more destinations. Variations reflect the level of spread or concentration of tourist activity in the country, the time spent in different parts of the country (respectively and the money spent), the type and level of service required by the tourist there. **Thus**, the directions can be basic and secondary. The main direction is an area of direct interest to the tourist, whose attractiveness encourages him to start the journey from there. The main tourist product is consumed on the territory of the main direction. The secondary route is a place where it is clear to stop on the road to the main destination, or where its territorial proximity to the main destination encourages the tourist to take a 12-day extra trip. Depending on the initial route of the tourist, the routes can be basic or secondary.

Within the given definitions, we will distinguish five main interrelations of the concept of "destiny": geographical, territorial, infrastructure and resource aspects, marketing, social and management.

Geographical and territorial. Traditionally, destiny refers to a specific geographically defined area - a city, a country, an island, and so on. The phenomenon of "tourism" alone will not arise unless people travel from their habitat territory to another area.

Infrastructure and resources. Thus, the tourism industry organizes the region's tourist destination of infrastructure and resources, combining hotels and other placement tools, transportation services, public facilities and tools, tour operators, tour operators, and tourist excursions, businesses that provide travel services, attractions, tourist facilities, national parks, museums and art samples.

Infrastructure of the tourist region is a subsystem providing tourist services by the region: transport services, hotel services, catering, entertainment and sports health services, excursion services, financial services, information and support, communication tools and systems, memorable gift production and craftsmanship, tourism and sports products manufacturing, retail, home service sector.

However, infrastructure is only an additional product of destiny, the tourist does not come for the infrastructure. Tourist resources are important for destiny.

Marketing. The most important aspect of destiny is its attractiveness to tourists. Destiny is not just a geographical area with a certain set of tourist resources, but one that is attractive to tourists. At the same time, not the territory itself as a physical place that attracts tourists. The



tourist is intrigued by what is in the area, what the area can give to the tourist. Destinations are a set of infrastructures and services selected and linked to meet the needs and expectations of tourists. This is inextricably linked to marketing. As part of the marketing aspect, the tourist himself becomes a key element of destiny. The most important aspect of the concept of "destiny" is to consider the address from the point of view of the demand and offer relationship system. In fact, destiny is a dynamic product, a result of the demand of tourists for certain emotions and the ability of destiny participants to meet these needs or find a new segment in the tourism market.

Destiny is a holistic comprehensive product based on a tourist's needs, expectations and perceptions, and the tourist infrastructure provides only those needs to be satisfied. The impressions that Destiny offers to a tourist are formed by an entire group of independent market participants, each of whom directly affects the overall quality and perception of a tourist's travel as an entire product - tourism market representatives (airlines, tour operators, hotels, restaurants, tourist attractions, etc.), relevant markets (entertainment, leisure, etc.), destinies management (authorities, public-private partnerships, tourist information agencies, etc.), the public sector (roads, health care, security systems, etc.), locals, etc. Obviously, to form the full product required by a tourist, the development of destiny must be carried out within a single strategy, the different interests of participants in the tourism market must be as balanced as possible to improve the competitiveness of the destiny [26].

Destiny management, according to the world tourism organization definition, is a coordinated management of all the elements (attractions, infrastructure, usability, advertising, cost) that make up this destiny.

Destiny management involves combining elements that often differ from each other to provide a tourist with a consistent, competitive product. This will not allow a repeat of efforts to promote tourists, inform, develop infrastructure, etc. It is a specialized state, public, and private-state institution responsible for the development of a management entity and its competitiveness [27].

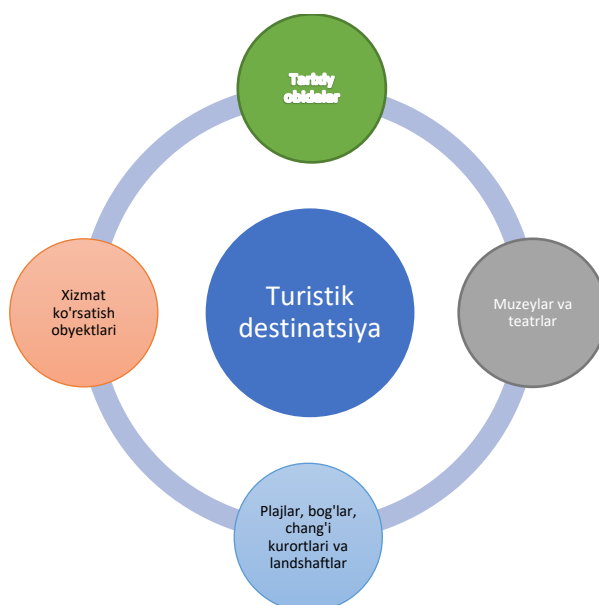
Summarizing the above aspects of the concept of "tourist destiny," we note that not every area that tourists go to can be called destiny, there are a number of criteria that the area must meet:

- the territory must have a set of cultural, physical and social features that make up a single complex, are unique, unique and recognized by tourists;
- integrated tourist product based on a wide range of resources, products and services. The property should have several attractions; - the region should have infrastructure that is necessary for tourism development, allowing tourists to meet their needs for accommodation, food, entertainment, security, etc.;
- the territory must have the necessary resources for the storage and development of its tourist facilities in accordance with the interests and surveys of tourists;
- there should be a system that allows tourists to "buy" their destination - tour operators, information centers, etc.;
- area tourists should be convenient to transport;
- the territory must have a suitable body (government or community) responsible for managing and promoting a specified address;



- residents of the territory must become part of the specified product, as well as participate in the process of creating it;
- tourism is an integral part of the socio-economic development of the region.

The abstract. We think destiny is related to:(Table 1)



In conclusion, we can note that destiny is a physical space where a tourist chooses to visit and spends time to get an impression, feeling, of interacting with the attractions of that area.

It is a tourist product and includes attractions for tourists, related infrastructure and related services. As a single product, tourist destiny is consumed under one brand. It has physical and administrative boundaries that allow it to be transformed into an object of control, but administrative boundaries do not always match the boundaries of places in the minds of tourists, providing uniqueness to the management system. The marketing competitiveness of the destiny is determined by the perception of the tourist, whose interests and needs determine the level of attractiveness of the tourist area. Tourist destinations are shaped by many actors, including local residents. Routes can be of different sizes - up to the whole country, region, island, city, village or even a separate entertainment park.

By offering comprehensive definitions of the concept of "destiny," we were aiming to show that understanding tourist destiny as a concept is above the limits of discipline. This is a multi-component concept, and each aspect of it is closely related to others. Regardless of their discipline for research in the field of tourism (marketing, sociology, management, geography, etc.), the basic concept is the principal explanation of the "tourist destination."

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