



**Tadqiqot uz**

# ЎЗБЕКИСТОНДА ИЛМИЙ-АМАЛИЙ ТАДҚИҚОТЛАР МАВЗУСИДАГИ КОНФЕРЕНЦИЯ МАТЕРИАЛЛАРИ

# 2020

- » Ҳуқуқий тадқиқотлар
- » Фалсафа ва ҳаёт соҳасидаги қарашлар
- » Тарих саҳифаларидаги изланишлар
- » Социология ва политологиянинг жамиятимизда тутган ўрни
- » Иқтисодиётда инновацияларнинг тутган ўрни
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- » Педагогика ва психология соҳаларидаги инновациялар
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- » Архитектура ва дизайн йўналиши ривожланиши
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## THE ROLE OF BRANDING IN THE FORMATION OF TOURISM ATTRACTIVENESS OF A REGION

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**Abstract:** Territory branding which based on the formation of an integrated geographical image, can be considered as a tool to increase the tourist attractiveness of the region. The article deals with the theoretical aspects of territory branding.

**Key words:** branding, territorial branding tourism region, tourism attractiveness, regional tourism.

Currently, in any region, in order to develop tourism, a complex of various marketing activities is being developed, among which the formation of a positive attitude to the region and its recognition – territorial branding-is becoming increasingly popular. Positioning a positive image of the region, which should be unique, becomes a necessary condition for the development of the branded tourist territory. Territorial branding is aimed at creating competitive advantages of the region over other territories, as well as improving its image, increasing its popularity and popularity in the eyes of tourists. In this regard, it is important not only to attract potential consumers of the tourist product, but also recommendations for expanding the circle of people interested in visiting the tourist area, which, in turn, will lead to an increase in the tourist flow.

The search for ways to develop tourism activities in the regions of outbound tourism and the justification of the possibilities of turning tourism into one of the factors of sustainable socio-economic development of territories leads to the need to develop marketing programs for the qualitative formation of brands in these territories.

A brand is an image of a product or service with an established image that guarantees a certain quality standard that has value in the eyes of the consumer, and is able to create added value [1]

Territory branding significantly affects the regional economy and is a modern tool for attracting the attention of external and internal consumers of services to its capabilities. The effects of branding territories by region's areas of activity, including for regional and local government, are shown in table 1.

*Table 1.*

### Effects of territory branding in the areas of economic and social functioning of the region

Sphere of activity	Indicators of the effect of territory branding
Tourism sector	<ul style="list-style-type: none"> <li>▪ the growth of income from tourism;</li> <li>▪ increase in the weighted average cost per tourist per territory;</li> <li>▪ growth in the number of domestic and foreign tourists;</li> </ul>
Investment and business sphere	<ul style="list-style-type: none"> <li>▪ creating a favorable investment climate;</li> <li>▪ growth in domestic and foreign direct investment;</li> <li>▪ inflow of investment in the region's infrastructure and fixed assets;</li> <li>▪ growth in the number of registered businesses;</li> <li>▪ increased export of goods and services from local producers outside the territory;</li> <li>▪ revenue growth from tourism-related industries;</li> </ul>
Socio-cultural sphere	<ul style="list-style-type: none"> <li>▪ growth in the number of new jobs and the number of people employed;</li> <li>▪ growth of mutual trust among the population of the territory;</li> <li>▪ enhancing the significance of the territory's cultural and historical heritage;</li> <li>▪ improving the culture of serving tourists by the population and entrepreneurs;</li> <li>▪ improving the quality of life of the territory's population;</li> </ul>



Environmental sphere	<ul style="list-style-type: none"> <li>▪ increasing opportunities to preserve the quality of the environment and maintain the ecological balance of the territory;</li> <li>▪ activation of the territorial administration's activities to improve the environmental situation;</li> </ul>
Area of regional and local government	<ul style="list-style-type: none"> <li>▪ growth of gross regional product (GRP);</li> <li>▪ growth in the market value of territorial securities;</li> <li>▪ replenishment of the local budget;</li> <li>▪ growth of the territory's rating; ▪ growth of budget revenues from tax increases;</li> <li>▪ increasing confidence in territorial authorities</li> </ul>

The basic approach to evaluating the effectiveness of place branding becomes a target-oriented approach, implying that territorial authorities should develop a relevant program for the branding with a clear definition of targets by which you can control the development of the territory, and which should be achieved following the implementation of these programs. Achieving or deviating from these targets will reflect the effectiveness of the territory's branding.

Thus, the development of branding of tourist territories should be carried out in such a way that it creates a memorable tourist experience and a favorable brand image, which in turn will lead to positive impressions and prosperity of the business of a particular tourist destination and at the same time increase the sustainability of the tourist destination

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