



The Ability to Form a Brand of The Tourist Destination of Bukhara Based on The Existing Image

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ABSTRACT

The article discusses the ability to form a brand of the tourist destination of Bukhara based on the existing image. As well as products and services, tourism areas are leaving the global tourism market in the same historical period, when the number of travel destinations offering similar types of travel is growing, becoming more and more global with their own brand.

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Introduction

On May 19, 2017, Presidential Decree No. PP-2980 "On measures to accelerate the development of the tourist potential of the city of Bukhara and the Bukhara region in 2017-2019" was adopted. Under the motto "Holy Bukhara - the center of Islamic enlightenment", the committee and the administration of the Bukhara region were entrusted with the task of developing and promoting the unique tourist city of Bukhara, the tourist brand of Bukhara. However, for theorists of tourism, the scientific study of such key concepts as the brand and image of the tourist area remains relevant. [1]

Main part

Finding ourselves, creating our own tourism symbol that allows us to differ from others, and how effectively we can promote it in the market, is a determining factor in achieving sustainable competitiveness of the tourism industry. This study is devoted to the methodology for creating a brand for a tourist zone, which is very important for turning tourism into one of the leading sectors of the

economy of Uzbekistan.

The word "brand" comes from the English word "brand", which means hot iron, logo, factory mark. We can say that the brand was first used in the history of mankind in Ancient Egypt.

Today the original meaning of the word "brand" has changed. Branding and brand management have become separate areas of marketing. Brand management (BM), that is, the process of creating a brand, managing it, popularizing it on the market, adapting to changing conditions, arose in the middle of the last century. At the same time, brand management has developed in several countries, but mainly in the UK and USA.

Each brand has several materials. Even if the formula of the product is not original, the product is distinguished by the position, focus, "personality" (personnel) of the brand. This approach to branding has emerged quite recently. Prior to the concept of a brand, they were only accepted as a name that differentiated one product from another.

The brand can be described in different ways:

A brand is a word, expression, sign, symbol, design piece, or a combination of these, used to identify the goods and services of a particular seller or group of sellers in order to distinguish them from competitors (this definition was developed by the American Marketing Association).

A brand is a combination of a name, term, symbol or image intended to identify a product or service of a particular manufacturer, as well as to distinguish it from a competitor's product (opinion of Professor Lindby College of Business Carl Bondorf, quoted in the book Marketing Models and Tools").

A brand is a unique name, symbol, design, or image used to identify a particular brand or company.

A brand is a set of characteristics of a product: its name, packaging, price, history, reputation and advertising style. A brand is a collection of experiences a customer gets after using a product (David Ogilvy). [2]

According to W. Gartner, there are three components in the image of a tourist zone: cognitive, emotional (affective) and volitional (conative). The cognitive image is associated with the level of popularity of a tourist area, which includes the knowledge of a particular consumer about the place of travel [3] and is based on rational choice. An affective image is a combination of emotions (various scents, beautiful landscapes, unique natural phenomena) perceived by all senses associated with the tourist area. An integral part of the will is the factor that prompts a person to make a decision to visit a place based on his knowledge and feelings about the tourist area. [4.5]

A regional brand is one of the active categories of the economic market. Tourist area brand:

- a positive and emotionally unique image associated with nature, history, production, socio-traditional region and widely known to the general public;
- Invite any consumer to the tourist area;
- Guarantee of high-quality satisfaction of the needs of consumers in the region, obtaining certain benefits;
- Increase and satisfy the value of the area for the consumer, create associations that encourage visits to the area and remind consumers of the area;

- The factor that distinguishes the main competitors from each other. [6]

Although the brand and image of a tourist area are closely related concepts, some scholars are trying to scientifically justify their close relationship. [4.5]

According to scientists, the brand of a tourist zone is formed on the basis of its image. [7] The image of a tourist area depends on factors influencing the variables used in calculating its competitiveness, and the image serves as the basis for the formation of the brand of the tourist area, since it already exists. [8]

The brand of a tourist area can include official symbols (flag, coat of arms, anthem), as well as have its own style (logo).

The content of the Tourist Zone Brand is characterized by the following categories:

| Category | Example |
|--|--|
| Region brand: geographic location, country, region, region group, city brand | Asia Uzbekistan Bukhara region, Bukhara, etc. |
| Brands of the state and its administrative structures: brands of land, state, region, continent, republic, city, district. | Smile! You are in Spain Israel is the promised land New York - the world financial center Paris - the city of lovers Saint Petersburg - the cultural capital Ivanovo city of brides |
| Manufacturer or region of origin: country, geographic region, region group, city brand | Japanese technique Swiss Watches Venetian bottles |

1 table. Regional Brand Categories [9]

The main stages of brand creation:

1. Strategic market analysis is an analysis of the market situation that determines the goal of bringing a new brand to the market.
2. Evaluating Brand Launch Opportunity - The need to create brands that are different and creatively different from competitors.
3. Brand placement (promotion, advertising)
4. Brand creation (color, font, etc.) is the stage of creating a brand with a creative image. At this stage, the content of the brand, its value to consumers, as well as the level of development of the brand, brand and other characteristics are determined based on the design ability.

There are a number of steps to take when developing a brand:

1. Definition of the brand function;
2. Definition and expression of brand philosophy;
3. Develop a concept and strategy for brand development;

4. Formation of a system of strategic brand vision;
5. Determine the trade mark and trade mark;
6. Creation of a brand communication system. [10]

The branding concept for a destination includes branding strategies as well as rules and guidelines for the implementation of the brand and all its components (logo, slogan, trademark, etc.).

Destination brands represent the core values of the destination, the mission in tourism and the core types of tourism resources.

Establishing a brand concept for a destination requires governance based on fundamental principles:

- Simplicity, ease and clarity of communication;
- Possibility of international implementation;
- Compliance of the brand with the main motives in tourism;
- Harmony, full brand awareness by consumers;
- Humanistic foundations of tourism activities.

The process of visualizing the brands of a tourist destination as a brand is a feature of the branding process and is formed on the basis of several methodological approaches, as shown in world practice:

1. Children's drawings, children's animation: styles that tell visitors that tourism is an exciting, direct, open human activity since childhood;
2. Flowers as national symbols or as symbols of hospitality, sincerity;
3. The colors of the state flag coincide with the main elements of territorial property, as a symbol of national or religious values;
4. The main international symbols of hospitality and sincerity [11].

The image of the tourist zone of Bukhara can be expressed as follows:

- historical monuments and monuments;
- natural and geographical location;
- national traditions, dances;
- historical, attractive clothing and jewelry;
- lifestyle of the local population;
- national dishes - sweets and drinks;
- soulful melodies;
- peace and quiet, etc.

Thus, as mentioned above, it is possible to create a brand of the tourist area based on the image of the tourist area.

From my point of view, the logo, which is an integral part of the brand of the tourist zone of Bukhara, includes the outstanding historical monuments of Bukhara, climatic conditions (elements representing the sun or heat), beautiful nature in the background, of course, the Great Silk Road. scenes should be depicted with dances or events that reflect tradition. I consider it expedient to create a slogan without deviating from popular proverbs.

Today, measures are being taken to further develop tourism. One of them corresponds to the

subject of the article - an opportunity created by the Department of Tourism Development of the Bukhara region - the competition "The Best Tourism Logo".

In short, the brand of the tourist area is formed from the image of the tourist area. The image of a tourist area depends on the factors influencing the variables used in calculating its competitiveness, and the image serves as the basis for the formation of the brand of the tourist area, since it already exists. Both of them contribute to the development of tourism in the country. In creating a brand for a tourist zone, first of all, its simplicity, clarity of communication, the possibility of international implementation, compliance of the brand with the main motives in tourism, harmony, full consumer perception of the brand, the humanistic basis of tourism activities.

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