

**CREATING VALUE IN A TOURIST DESTINATION****Shadiev Alisher Khudoy nazarovich<sup>1</sup>****Abstract**

Management of the tourism industry is closely related to policies that affect local development and the determination of the cost of tourism services. Value creation in a tourism destination can be defined by specialization through the creation of products that target specific segments of the tourism market. The creation of tourism products is a process that requires various elements and follows several steps.

**Keywords:** tourism, tourism services, value creation, tourism market, tourism products



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### **1. Introduction**

The management of the tourism industry is closely related to policies that influence local development and the determination of the value of tourism services. This is why sustainable tourism policies must strive to strike a balance between cultural values, historical sites and economic results. In addition, tourism development policy should also take into account three key issues: establish guidelines for tourism development, define and control planning processes, and identify the most appropriate marketing strategies for tourist attractions.

Value creation in a tourism destination can be defined by specialization through the creation of products that target specific segments of the tourism market. The creation of tourism products is a process that requires various elements and follows several steps. At the initial stage, all the basic elements are taken into account, after which the product is created and, finally, it is sent to the market so that it can be used for part of the tourist demand.

### **2. Main part**

On the importance of sustainable tourism policies, it is argued that tourism policies aim to provide high quality visitor services that are beneficial to destination stakeholders, while ensuring that the tourist attractions are not compromised in terms of their destination.

In line with this idea, sustainable tourism policies should include three main aspects of development and should find the right balance between the following concepts:

- Cultural values,
- Environmental resources,
- economic results.

But it must also take into account three key areas of tourism development policy at any level: local, regional, national or international. The key areas that must be present in order to achieve the set goals throughout the entire process of sustainable development of tourism of any kind are the following:

- Development of development guidelines,
- Define and control the planning process,
- Marketing strategy and actions.

Development of development guidelines: Development guidelines should assist in the adequate development of tourist attractions and, at the same time, must ensure a clear vision of sustainable and balanced development in order to increase the competitiveness and sustainability of tourist attractions.

Define and control the planning process: The planning process is an important tool that provides the basis for this development along with the implementation of controls. Successful planning results for the implementation of development strategies that ensure both long-term and short-term sustainability and balanced growth, which should ensure the conservation and enrichment of tourist attractions resources.

Marketing strategy and action: Marketing strategies play a critical role in the promotion and commercialization of any destination that develops new travel products that need to be communicated to markets and target audiences. Both the development of specific marketing

strategies and the application of an adequate marketing mix can help tourist attractions improve the effectiveness of marketing services.

A tourist destination needs a good strategic product plan in order to be able to develop tourism and to specialize the existing offer. The plan should be based on existing attractions and resources, but it should also take into account the essential infrastructures, facilities and services needed to implement the development.

During the process, other criteria will be needed to help in accurately assessing the potential for real success of various products. These criteria can be economic, social, cultural, environmental, or political. Some examples might be the market potential assigned to a product, an image, creation and positioning of tourist attractions, advertising, attractiveness of public or private investment, the expected level of investment, expected results, social and economic efficiency of the demonstration effect, which may mean the creation of new products.

For this reason, creating a complementary offering can help determine a good product plan for tourist attractions. But always keeping in mind a clear and consistent development strategy that will guarantee the specialization of services so that they can be differentiated from competitors and take into account the needs of the various actors involved in the development and creation of new products.

Once the product plan is defined and the tourist attractions are specialized, new products and services can be created to complement the mainstream travel lodging and restaurant offerings. Anyway, product creation follows a process that includes various elements.

### **Conclusion**

There are 5 different areas that will provide incentives for tourist consumption at the destination:

- Initial stage: the presence of motivation to travel,
- Basis: resources and attractions are the main target,
- Creation process: it requires not only the existence or creation of infrastructures, facilities and services, but also the development of specific activities or experiments.
- Communication: Once the travel proposal is finished, functional and emotional benefits can be transferred to markets and target audiences through image building and proper positioning. The values provided by the product.
- Result: consumption of tourism products at tourist attractions.

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