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# СЕРВИС

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<p><b>М.Сохибова</b></p> <p><b>Теоретические основы эффективного использования ресурсов паломнического туризма в Узбекистане</b></p> <p><b>Аннотация:</b> в данной статье рассмотрены теоретические основы ресурсов паломнического туризма и их эффективное использование в Узбекистане. Подчеркнуто, что вопрос развития паломнического туризма, увеличения количества приезжающих туристов и эффективного использования существующих ресурсов паломнического туризма является актуальным вопросом современности.</p> <p><b>Ключевые слова:</b> туризм, эффективность, паломнический туризм, туристический ресурс, туристический потенциал, туристическая дестинация, турист, туристическая организация.</p>	<p><b>M.Sokhibova</b></p> <p><b>Theoretical basis of effective use of ziyorah tourism resources in Uzbekistan</b></p> <p><b>Abstract:</b> this article describes the theoretical basis of ziyorah tourism resources and their effective use in Uzbekistan. It is highlighted that the issue of development of pilgrimage tourism, increasing the number of visiting tourists and effective use of existing pilgrimage tourism resources is an urgent issue of today.</p> <p><b>Keywords:</b> tourism, efficiency, ziyorah tourism, touristic resource, touristic potential, tourist destination, tourist, touristic organization.</p>
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**Murodjon Rajabbayevich Matniyozov** – Urgench State University, PhD student of the Department of Tourism

### METHODOLOGICAL BASES OF FORMATION OF TOURISM IMAGE OF THE KHIVA DESTINATION

**Abstract:** This research aims to form a destination image of Khiva, a tourism destination of Uzbekistan, Khorezm region, using a comprehensive approach that includes cognitive, affective, and behavioral dimensions. To bridge the gap in existing research by comparing the perspectives of tourists and local residents, a mixed-methodology approach incorporating qualitative analysis techniques was used to provide a holistic understanding of image formation through empirical research.

**Keywords:** destination image, image, cognitive image, affective image, Khiva, residents, holistic approach.

**Introduction.** Considering the ongoing growth of the tourism industry and the potential opportunities stemming from the current global crisis, it becomes crucial to formulate strategies that enhance the competitiveness of destinations. As the tourism landscape expands, destinations find themselves in competition with each other, operating in an environment where offerings are becoming more homogenous, and communication strategies are increasingly targeting the same market segments. In light of this, if tourism marketing strategies are directed at drawing people to specific locations, the major challenge lies in differentiation based on attributes—whether tangible or intangible. This differentiation is essential for the development of a robust branding strategy centered around destinations (Pike & Ryan, 2004). Moreover, it is essential to recognize that tourism entails a complex web of interactions between tourists and residents. Consequently, strategies for industry development should consider the perspectives of both these stakeholders. Beyond understanding the perceptions of tourists, it becomes imperative to acknowledge the significance of the image that the local community holds about their residence as well as a tourist destination. Indeed, the image plays a pivotal role in influencing tourist behavior at various stages

of their experience: in the decision-making process when choosing a destination (a priori image), in the comparison of expectations with actual experiences leading to satisfaction and perceived quality (on-site image), and in the process of revisiting and recommending the destination to others (a posteriori image) (Bosque, Martín, Collado & Salmones, 2009). Despite the increasing significance of this subject, there remains a dearth of scientific production regarding the measurement of the image of cities, particularly in comparison to countries. Additionally, there is a notable absence of comparative studies exploring the images formed by tourists and residents of tourism destinations (Gallarza et al., 2002). Consequently, the overarching aim of this study is to scrutinize the current image of Khiva as a destination, considering both the perspectives of tourists and residents. As recommended by existing literature, the intention is to adopt a holistic approach that encompasses cognitive, affective, and behavioral dimensions in the analysis of the destination's image.

**Literature review.** Destination image Since the inception of studies on destination image by Gunn in 1972 and Hunt in 1975, it has been recognized as a multifaceted process that impacts tourist behavior before, during, and after their visit, as highlighted by Tegegne, Moyle, and Becken in 2018. The concept of destination image is crucial for comprehending the decision-making process in travel, as emphasized by Cherifi, Smith, Maitland, and Stevenson in 2018. The mental representation an individual forms about a specific tourist site shapes an image that distinguishes that destination from others, significantly influencing decision-making, planning, as well as tourists' behavior and attitudes, as noted by Lu et al. (2015). According to Stylos et al. (2017) destination image assumes a vital role in potential tourists' engagement, decision-making, and satisfaction levels during the travel experience.

Applying the Fishbein model, which posits that "a person's overall attitude toward an object is derived from his beliefs and feelings about various attributes of the object" (Bray, 2008), it becomes evident that the destination itself wields substantial influence over tourists' attitudes and behaviors. Fishbein's behavioral model, known as the Theory of Reasoned Action (TRA), simplistically asserts that individual attitudes and beliefs collectively impact consumer behavior (Fishbein, 1980). Consequently, individual beliefs and emotions play a pivotal role in shaping tourists' conduct. Moreover, a destination, whether it corresponds to a city, region, country, or a group of countries, is not only a geographically limited area but is also recognized as a subjective product shaped by past experiences and/or the prevailing image of the destination. Stern and Krakover (1993) underscore that being a composite product, the image of a place encompasses multiple dimensions.

#### **Image versus Destination Image.**

Defining destination image poses challenges, as noted by Jenkins (1999), given its usage across various contexts without precision (Echtner & Ritchie, 1991). Jenkins (1999) identifies the crux of the issue as the difficulty in precisely defining the concept of image, a challenge approached by various disciplines. Reynolds (1965) provides a broad characterization of the image concept, centering on the intricate and selective mental processes undertaken by individuals. Font further expands on this by describing a product's image as the collection of beliefs, ideas, and impressions that the public associates with the said product, constituting, to some extent, an integral part of the product itself. Notably, the most frequently cited definition of destination image in the literature is attributed to Crompton (1979), who defines it as the amalgamation of beliefs, ideas, and impressions held by an individual about a destination.

#### **Measuring Destination Image.**

While there is general agreement in most studies that the destination image is a multifaceted global impression, consensus is lacking regarding the specific dimensions that constitute this holistic perception (Bigné, Sánchez & Sanz, 2009). The examination of the nature of destination images has been approached from a cognitive standpoint and, more recently, from a cognitive-affective perspective since the late 1990s. The authors argue that the image characteristics can be perceived as either individual attributes or holistic impressions. Echtner and Ritchie (1991) categorize functional perception as a general image of the destination's physical characteristics, while psychological impressions encompass the overall atmosphere of the

destination. Hence, their model emphasizes the importance of both individual attributes and holistic impressions in understanding the multifaceted nature of destination images. In addition to revisitation, the behavioral aspect of destination image can be gauged through recommendations or the intention to recommend (Chi & Qu, 2008). The specified objective leads to the formulation of five research questions: In a holistic perspective, what are the primary differences and similarities in the image of Khiva as perceived by tourists and residents? Which attributes are deemed relevant for measuring the image of Khiva from the perspectives of both tourists and residents? How do the cognitive, affective, and behavioral components of the image differ or align with the perspectives of tourists and residents? What is the correlation between the global image of Khiva as a destination and its behavioral component as perceived by both tourists and residents? From the perspectives of both tourists and residents, what role does the cognitive component of the image play in recommending the destination to friends and family?

**Methodology.** The current research paper employs qualitative research methods and CHAID analysis. The secondary data was used to develop the formation of the destination image and its relationships. The sources for the study of relevant articles came from four databases: EBSCO host, Web of Science, Scopus, and Emerald.

**Research findings and discussion**

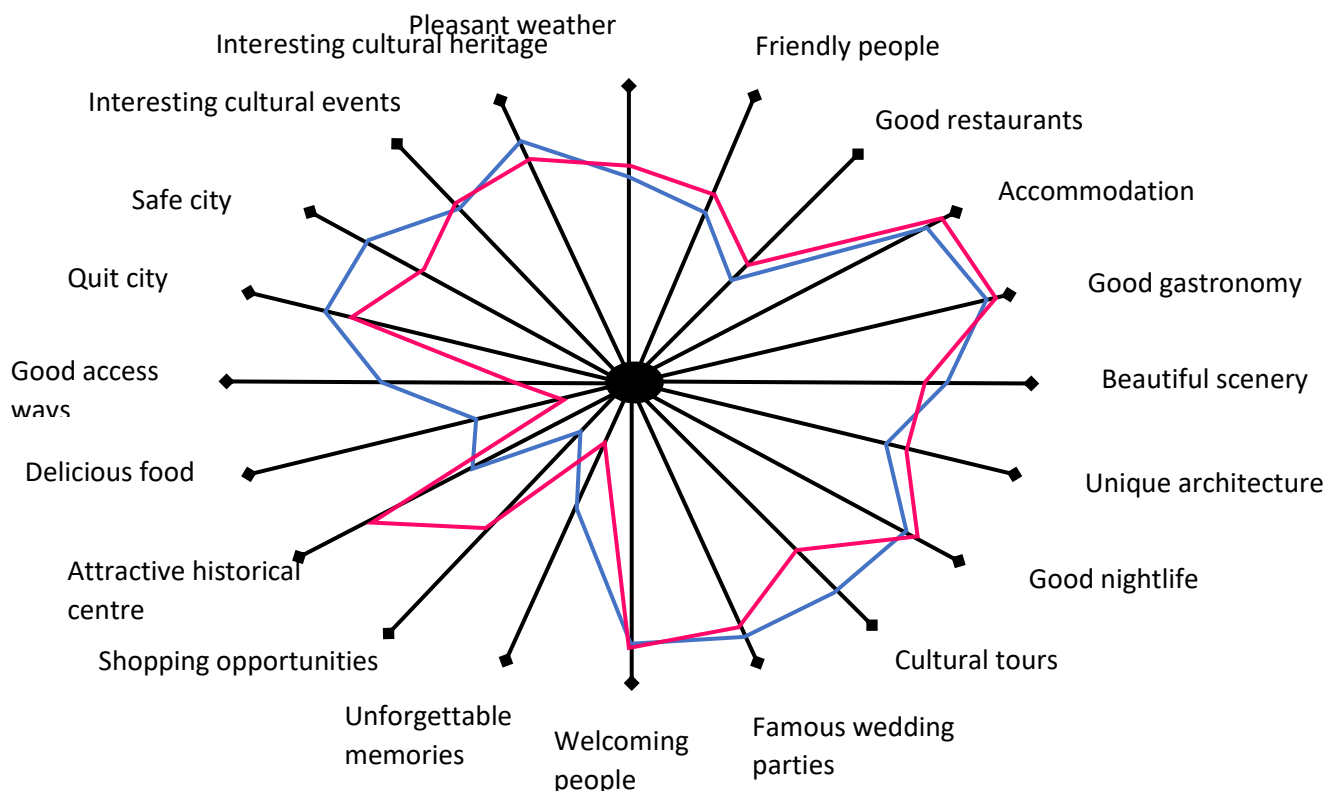
Figure 1 illustrates the findings from the exploratory study conducted on both tourists and residents. Addressing research question 1, the holistic perspective of tourists portrays Khiva as a destination with exceptional features such as stunning beaches, white sand, abundant sunshine, and an appealing promenade within historical and maritime settings. Additionally, tourists perceive Khiva as a hospitable, friendly, tranquil, and secure destination. On the other hand, residents describe Khiva as having good, extensive, and picturesque beaches, accompanied by a serene sea and year-round sunshine. The historical and cultural aspects are emphasized, depicting Khiva as a calm, relaxing, and secure destination from the residents' viewpoint.

Tourists		Residents	
Functional characteristics		Functional characteristics	
Attractive historical sites	- Great and beautiful scenery with spectacular desert	-Attractive historical sites Climate Cultural heritage	Good, long, and beautiful scenery Good shopping opportunity Pleasant weather Historical and cultural landscapes
Climate	- Sunshine		
Unique architecture	- Safe city		
Local people	-Good gastronomy		
Friendly and receptive residents	- Welcoming and hospitable destination	Tranquility and safety	Calm, relaxing, and safe destination

**Figure 1. Continuum functional-psychological: Tourists versus residents**

From the literature review and exploratory study, 20 attributes were identified to be applied in the questionnaire, responding to research question 2: attractive historical center, pleasant weather, interesting cultural heritage, good values, interesting cultural events, attractive natural landscape, city, good nightlife, good shopping opportunities, good sports facilities, good bus system, good accommodation, good restaurants, good value for money, pleasant weather, good access ways, safe city, good gastronomy, friendly and receptive residents, and quiet city.

Figure-2. The cognitive component of Khiva tourism destination image.



**Conclusion and recommendations.**

The examination of destination image has been a prominent topic in the realm of international tourism for around five decades. Over time, research on destination image has evolved, with increasingly diverse methodologies. A scrutiny of the field's research over the past decade reveals that there is room for improvement and enhancement in current destination image studies. This underscores the direction towards which researchers should aim their efforts in the future. The primary objective of the study, encompassing both tourists and residents of Khiva, was to assess its destination image, pinpointing the key areas of consensus and disparity in the perspectives of these two stakeholder groups (Matniyozov et al., 2023). We considered the following as the main recommendations for forming the image of Khiva destination.

- The government should consider the role of destination marketing organizations to promote their destination image.
- Marketing research is important in the formation of the image, so this research should be conducted continuously.
- This observation aligns with existing literature, which emphasizes that factors such as motivations can influence destination choice independently of a positive destination image.
- From the tourist's perspective, the attributes that explain the recommendation of Khiva to friends and family are, in descending order on the significance level: "interesting cultural heritage", "good value for money", "interesting cultural events", "calm weather" and "good gastronomy."
- There should be a consensus on how to format the destination image of the country among stakeholders like the Tourism departments of the government, Universities, and tourism stakeholders.

It is also important to emphasize that the study contributes to the theory and practice. In the literature review, it is clear a lack at the level of comparative studies in the measurement of the destinations' image, focusing simultaneously on the perspectives of both tourists and residents, which allows one to conclude about the similarities and differences.

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<p><b>М.Матниёзов</b>  <b>Xiva destinatsiyasining turistik qiyofasini shakllantirishning uslubiy asoslari</b>  <b>Annotatsiya:</b> Ushbu tadqiqot kognitiv, ta'sirchan va xulq-atvor o'lchovlarini o'z ichiga olgan kompleks yondashuvni qo'llagan holda, O'zbekistonning turizm yo'nalishi bo'lgan Xorazm viloyatining Xiva destinatsiya imidjini shakllantirishga qaratilgan. Mavjud tadqiqotlardagi bo'shliqni turistlar va mahalliy rezidentlarning nuqtai nazarini taqqoslash yo'li bilan bartaraf etish, empirik tadqiqot orqali imidj shakllanishini yaxlit tushunish uchun sifat tahlili usullarini o'z ichiga olgan aralash metodologiya qo'llanilgan.  <b>Kalit so'zlar:</b> destinatsiya imidji, imidj kognitiv imidj, affektiv imidj, Xiva, rezidentlar, yaxlit yondashuv.</p>	<p><b>М.Матниёзов</b>  <b>Методологические основы формирования туристического имиджа Хивинской дестинации</b>  <b>Аннотация:</b> данное исследование направлено на формирование дестинационного образа Хивы, туристического направления в Хорезмской области Узбекистана, с использованием комплексного подхода, включающего когнитивные, аффективные и поведенческие измерения. Чтобы заполнить пробел в существующих исследованиях путем сравнения точек зрения туристов и местных жителей, был использован смешанный методологический подход, включающий методы качественного анализа, чтобы обеспечить целостное понимание формирования имиджа посредством эмпирических исследований.  <b>Ключевые слова:</b> имидж дестинации, имидж, когнитивный имидж, аффективный имидж, Хива, жители, целостный подход.</p>
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**Kamol Sharifovich Yuldashev** — Ipak yo‘li xalqaro turizm va madaniy meros universiteti tayanch doktoranti, BuxDU o‘qituvchisi

**MUSTAQIL TURIZM RIVOJLANISHINING EVOLYUTSIYASI**

**Annotatsiya:** maqolada mustaqil turizm kategoriyasining rivojlanish davri va evolyutsiyasi, uni turizm sohasidagi ahamiyati va jahon iqtisodiyotiga ta'siri tadqiq etilgan. Turizm bozorida axborot texnologiyalari va internet aloqalarining kirib kelishi, onlayn band qilish platformalarining tashkil etilishi bilan sayohatlarni mustaqil amalga oshirishining ommalashishiga olib kelgani haqida batafsil ochib berilgan.  
**Kalit so'zlar:** mustaqil turizm, uyushgan ommaviy turistlar, uyushtirilmagan mustaqil turistlar, internet texnologiyalari, onlayn band qilish tizimlari, xizmat ko'rsatadigan sohalar.

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Манзил: Самарқанд шаҳри, Шохрух кўчаси, 60-уй.

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