

Touristical Destinations

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Abstract: This article discusses destination and its importance in the field of tourism, as well as suggestions for its development.

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Introduction. As we all know, tourism is closely linked with the regions. The main element of the tourist system is the area that attracts the tourist, the place where he travels and spends some time - the goal is destination. The term “destination” is derived from the Latin word “location” and has been one of the key terms in the conceptual apparatus of foreign researchers and tourism practitioners for nearly 30 years. Despite its widespread use, the concept of "destination" itself has not become an object of special analysis in the tourist literature. However, both from the point of view of science and from the point of view of effective management, it is important to analyze the essence, structure and content of the concept of "destination".`clean.

In the literature, “destination” is often described as a tourist destination, but does this mean that the geographical area has administrative boundaries or not? Can a destination be called an area with significant tourist resources? When we define destination as a product, is there a difference between destination marketing and product and service marketing? Many definitions do not answer all of these questions.

Let's look at 2 of the most complex definitions of the concept of "destination".

The first was proposed in 1987 by one of the theorists of tourism, Liu A. It offers a three-pronged approach - ideological, organizational, and cognitive.

Ideographic aspect - represents a set of specific "material" features of the region: natural (climate, landscape, flora and fauna), human-dependent (culture, infrastructure, educational opportunities, shopping, price level) , locals, etc.). and mixed (beaches, parks, ski resorts).

Organizational aspect refers to the spatial (destination dimension - from an individual point of view to a country or even a continent) and temporal characteristics of a destination.

Cognitive is the perception of a tourist's destination, the emotions of his time there, and the extent to which he is involved. However, while A. Lew's article remains one of the most complex analyzes of the concept of destination, it has a number of weaknesses. The model does not take into account the fact that the tourist product is multi-component and is the sum of different attractions and their interactions. The relationships and interactions of the various components of the destination (infrastructure, attractions, local attitudes, etc.) and their impact on the final product that the tourist “buys” are not taken into account by Liu A. The author also excludes consideration of the goal management system. Liu A also ignores the truth Destination as a product is formed in the mind of a potential tourist even before his visit - in the form of a motivating demotivator that motivates him to travel. In terms of cognition, it only considers the emotions that a tourist experiences when he is in a designated place. In fact, Liu A. does not take into account the marketing component of the destination. The scientist does not analyze the

territorial-geographical aspects of the destination - it is not clear from his model whether the destination has a specific territory or no geographical connection at all.

The concept of "destination" was first used in the model of the famous scientist N. Leiper, one of the most common models in the tourism system.

-tourists;

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

-transit zone. The area that the tourist must cross in order to reach the destination;

-at least one tourist route. The area chosen by the tourist for the trip;

-tourism industry. Provides tourist flows.

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

Medlik S., author of one of the most popular dictionaries on tourism, states that destinations are countries, provinces, cities, or other areas visited by tourists. Throughout the year, their infrastructure is used by residents on a regular basis, and at some point in the year or throughout the year it also receives temporary users - tourists. According to Medlik, the importance of a particular geographical area as a tourist destination is determined by three factors - convenience, attractions and infrastructure.

Travel with one or more destinations may vary in scale and structure. Variations reflect the level of distribution or concentration of tourist activity in the country, the time spent (respectively and money spent) in different parts of the country, the type and level of services required by the tourist there. Thus, the routes can be primary or secondary. The main destination is the area of direct interest to the tourist, the attractiveness of which encourages you to start your journey from here. The main tourist product is consumed in the main destination area. The secondary route is a place where it is clear to stop on the way to the main destination, or its territorial proximity to the main destination encourages the tourist to travel for an additional 1-2 days. Depending on the initial route of the tourist, the routes can be primary or secondary.

As part of our comprehensive model, we highlight five key interrelated aspects of the concept of "destination": geographical-territorial, infrastructural and resource aspects, marketing, social and management.

Geographical and regional. Traditionally, a destination is a clearly defined geographical area - a city, a country, an island, and so on. If people do not travel from their place of residence to another area, the phenomenon of "tourism" itself will not occur.

Infrastructure and resources. Destination is not only an area visited by tourists, but also an area with certain attractions and appropriate tourist infrastructure.

The infrastructure of the tourist zone is a subsystem that provides tourism services by the region: transport services, hotel services, catering, entertainment and sports services, excursion services, financial services, information support and support, communication facilities and systems, production of souvenirs and handicrafts, tourism and sports products, retail trade, consumer services.

However, infrastructure is only a by-product of destination, and tourists do not come for infrastructure. Tourist resources are important for destination.

Marketing. The most important aspect of the destination is its attractiveness to tourists. Destination is not only a geographical area with a certain set of tourist resources, but also an area that is attractive to tourists. However, the area itself is not the only place that attracts tourists. The tourist is interested in what is in this area, what this area can give to the tourist. Destinations are a set of infrastructure and services selected and connected to meet the needs and expectations of tourists. This is inextricably linked with marketing. As part of the marketing aspect, the tourist himself becomes a key element of the destination. The most important aspect of the concept of "destination" is to consider the address in terms

of a system of supply and demand. In fact, destination is a dynamic product, the result of the demand of tourists for certain emotions and the ability of destination participants to meet these needs or find a new segment in the tourism market.

Destination is a holistic product based on the needs, expectations and perceptions of the tourist, and the tourist infrastructure can only meet these needs. Impressions of the destination are formed by a whole group of independent market participants, each of whom directly affects the overall quality and perception of the tourist as a whole product - representatives of the tourism market (airlines, tour operators, hotels, restaurants, tourist attractions, etc.) , relevant markets (entertainment, leisure, etc.), destination management (authorities, public-private partnerships, tourist information agencies, etc.), public sector (roads, health, security systems, etc.), locals and others. Obviously, in order to form the complete product required by the tourist, the development of the destination should be carried out within a single strategy, the different interests of the participants in the tourism market should be as balanced as possible to increase the competitiveness of the destination.

Destination management, as defined by the World Tourism Organization, is the coordinated management of all the elements that make up a destination (attractions, infrastructure, accessibility, advertising, cost).

Destination management often involves combining different elements to provide a tourist with a consistent, competitive product. This will prevent the duplication of efforts to promote tourists, inform, develop infrastructure, and so on. The subject of management is the specialized state, public, private-public institutions responsible for the development of the address and its competitiveness.

Summarizing the above aspects of the concept of "tourist destination", we note that not every area visited by tourists can be called a destination. There are a number of criteria that the region must meet:

- The area should have a set of cultural, physical and social features that make up a single complex, unique, distinctive and recognized by tourists as a regional identity;
- Integrated tourism product based on a wide range of resources, products and services. The property should have several attractions;
- The region should have the infrastructure necessary for the development of tourism, to meet the needs of tourists for housing, food, entertainment, security, etc .;
- The region should have the necessary resources for the maintenance and development of its tourist facilities in accordance with the interests and needs of tourists;
- There should be a system that allows tourists to "buy" the destination - tour operators, information centers, etc .;
- The area should be accessible for tourists;
- there should be an appropriate body (state or public) responsible for managing and promoting the designated location in the area;
- The population of the region should become part of the product, as well as participate in its creation;
- Tourism is an integral part of socio-economic development of the region.

In conclusion, a destination is a physical space where a tourist chooses to visit and spends time to get the impression, the feeling of interacting with the attractions of the area. It is a tourism product that includes attractions, relevant infrastructure and related services for tourists. As a single product, the tourist destination is consumed under one brand. It has physical and administrative boundaries that allow it to be managed, but administrative boundaries do not always coincide in the minds of tourists with destination boundaries, which makes the management system unique. The marketing competitiveness of a destination is determined by the perception of the tourist, whose interests and needs determine the level of attractiveness of the tourist area. Tourist routes are shaped by many actors, including locals. Routes can be of different sizes - the whole country, region, island, city, village or even a separate amusement park.

By proposing a comprehensive model of the concept of “destination”, we aimed to show that understanding the concept of tourist destination as a concept is beyond disciplinary boundaries. It is a multi-component concept, each aspect of which is closely related to others. Regardless of disciplinary affiliation (marketing, sociology, management, geography, etc.) for tourism research, it is of fundamental importance to clearly define the basic concept - “tourist destination”.

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