

Problems of Localization of National Tourism Products in the International Tourism Market

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Abstract:

The article reveals some of the problems associated with the creation of a national tourism brand and its promotion in the international market, which determines the competitiveness of the country, and their solutions.

Keywords: tourism industry, country brand, competitiveness, tourism product, training.

Creation of favorable economic and organizational-legal conditions for the rapid development of tourism as a strategic sector of the country's economy, more complete and effective use of the huge tourism potential of the regions, radical improvement of tourism management, creation of national tourism products and their promotion in world markets. In order to form a positive image In 2019, a new law on tourism was approved. As part of the reorganization of the sector, the ministry was transformed into the Ministry of Tourism and Cultural Heritage ¹.

The pandemic that has prevailed for the last 2 years has had a negative impact on the active economic life of the countries. This is especially true of the tourism services industry. Nevertheless, the country's tourist centers are undergoing major modernization, and domestic tourism is developing rapidly.

Raising tourism to a strategic level in the economy, diversifying and sharply increasing the volume of domestic tourism services, creating the necessary conditions to acquaint citizens with the tourism potential of the country, improving the quality and competitiveness of tourism services in world markets, additional for tourism businesses The resolution of the President of the Republic of Uzbekistan "On additional measures to diversify domestic tourism services" was announced in order ²to create opportunities, accelerate the development of modern service infrastructure, as well as provide employment and expand their sources of income .

In this case , from June 1, 2022, "Travel around Uzbekistan!" program and many other tourism infrastructure tasks.

At the heart of these strategic directions is one of the important potentials of ensuring the competitiveness of our country - the creation of a national brand in the field of tourism and ensuring its stability in the world market.

In the field of tourism, the presence of the country's brand is a regional resource and a source of competitive advantage of the state. In this case, the competitiveness of the country-territory is not understood in the context of its "product competitiveness", but the country itself is manifested as a certain "symbolic value".

¹ Decree of the President of the Republic of Uzbekistan No. PF-75 of February 18, 2022 "On organizational measures to improve public administration in the field of tourism, cultural heritage and sports" / norm @ uz /

² Presidential Decree of April 30, 2022 on additional measures to diversify domestic tourism services . norma @ uz /

Under the influence of existing information and communication technologies, this "symbolic value" is formed as a fully understood value, while becoming an integral part of the image of the state in the global information environment.

These types of competitive models were formed in the business sector as a source of additional profit for a wide range of companies. However, the current post-industrial level of development of society requires an increase in the role of its information-symbolic component in all spheres of socio-political life. This situation is also reflected in world economic relations (today almost everything is exported, medical services, justice, culture, traditions, lifestyle, ideas, knowledge and so on).

This applies to tourism as well, as the formation of the global social consciousness of a certain region (country) as a unit of consumption of images. Thus, the presence of the country's tourist image in the global information space is an important factor in determining the competitiveness of the state.

According to UNWTO, 3-10 euros will be spent on advertising to attract an additional 1,000 euros to the country's economy at the expense of foreign tourists. This means that 32 million euros will be required from the state budget each year to move the prison system.

not yet created a methodological framework for the financial calculation of budget expenditures for each of the foreign tourists . Therefore, the measures currently being taken to promote national tourism can only slightly contribute to changes in the existing parameters of the flow of tourists.

For example, experts estimate that the revenue from each tourist visiting the countries corresponds to the average world trade turnover of 9 tons of coal, 15 tons of oil or 2 tons of high-grade grain.

In addition, the sale of raw materials may deplete the country's basic resources, but the tourism industry has access to renewable energy resources. Accordingly, tourism ensures the sustainable social and economic growth of a society while saving the country's resources.

According to the calculations, during the 2 hours of stay of 100 thousand tourists in a certain destination, the average consumption of services will be \$ 350,000, or \$ 17.5 per person per hour.

The indirect impact of tourism on the economies of countries can be seen in the formation of the budgets of the country and its territorial units within the framework of different levels of tax revenues and the formation of gross domestic product.

The issue of directing the tourism brand of Uzbekistan to the world community as a unique, transparent and safe tourist center is being promoted as one of the concepts of state policy for the further development of the tourism industry. The organization of Uzbekistan's tourism potential, large-scale non-profit advertising campaigns with a special approach to foreign and domestic tourism markets will inevitably play an important role in the efficient use of the country's rich tourism resources and the transformation of the industry into a high-income sector. At the same time, focusing on the CIS countries will create great opportunities not only for the reconstruction of traditional routes, but also for the introduction of new products.

At the same time, as a result of partnership between public and private enterprises, tourism enterprises will not only be able to regularly sell their goods and services in foreign and domestic markets, but will also play a special role in promoting the national brand on a partnership basis.

The low level of use of tourist resources is not only related to infrastructure. Today, there are some problems in the development of tourism. This is mainly due to organizational issues, the lack of cooperation between tourism firms and companies with local history organizations, national

handicraft enterprises, applied arts workshops, folklore and ethnographic communities, shortcomings in the study of the field.

Today, peace and mutual understanding between different peoples is a decisive factor in cultural ties between countries, and the development of tourism is directly related to the increase in living standards, incomes and welfare of the population. This is confirmed by the fact that the main indicators of growth in demand for tourism in the world are formed in the rapidly growing economies of developing countries, especially in Asia. In other words, the level of economic development, its indicators are reflected in tourism as a mirror.

International tourism is becoming a popular type of recreation for the middle class. It is not difficult to observe such a law - the more and wider the middle class in a country, the higher its tourism potential. In this regard, it is important that middle-class people are very active and entrepreneurial, that they live in search of innovations, to realize their abilities and potential. In this regard, the regular application of modern marketing practices and a separate organization of services to target audiences are also important for the growth of the brand.

The development of tourism infrastructure, the overall acceptability of tourist facilities, the convenience of transport and hotel services and, in general, all services related to tourism logistics, the introduction of modern information technology - all the issues we face at every step play an important role in shaping the national tourism image.

Much in this area depends on the level of investment in the tourism industry, which includes the creation of government incentives, preferences and incentives for private capital and business, infrastructure, modern infrastructure, hotel and hotel services. includes provision. The construction of tourist complexes, the study and preservation of historical and architectural and artistic monuments of different epochs and cultures, the development of tourism logistics depends primarily on this work.

The issue of training and retraining of highly qualified personnel remains the most important and decisive factor not only in the development of the tourism industry, but also in the formation of the brand. Today, there are 5 universities in Uzbekistan that train modern specialists, including the Tashkent branch of the Singapore Institute of Management Development, as well as about 10 professional colleges.

International experience shows that, among other factors, tourists pay attention to the simplicity and convenience of the procedure for travel to the country of their choice, as well as the ability to quickly and cheaply complete all the necessary paperwork.

In this regard, the introduction of electronic technologies, the shortest possible time to obtain a visa, the purchase of air and rail tickets, online booking of tourist routes and hotels online are also important.

The national tourism market is an integral part of the global tourism market, a system of socio-economic relations between sellers and buyers of tourism products developed in the region, formed on the basis of natural-geographical, socio-economic, ethnic, material and technical characteristics of the region.

The creation of a national brand and its promotion in the world market is being carried out with full mobilization of existing opportunities. However, as in other areas, the issue of effective organization of info-tours, one of the non-profit events promoting the national brand in our country and in other countries around the world, is lagging behind. For example, in all important social, economic, cultural and sports events held in our country or in other countries, the mutually

beneficial cooperation with the world's leading media systems to informational support the national tourism brand of Uzbekistan is working effectively.

At the same time, it should be noted that the use of this support will achieve a "price-quality" balance. In other words, the interpretation of advertisements in info-tours by journalists and celebrities who have seen them with their own eyes in foreign media structures will inevitably be more effective than in magazines, catalogs or visiting publications.

The world's efforts to shape the country's image in tourism are proving to be economically and politically effective. First of all, it will allow the country to become more competitive in the tourism sector and support national business.

There are various goals to build a positive tourist image of the country. While some regions (countries) make efforts to promote their image, some regions focus on promoting their cultural potential as a valuable asset in order to ensure a competitive advantage. It does not require much effort to make their culture world-famous and competitive.

No matter what it is, the main element of the country's tourist image is its tourist attractiveness. Namely, the tourist image determines the high level of competitiveness of the country and its territorial units (for example, a high level of security, service, developed infrastructure, cultural heritage, etc.).

It is recommended to follow certain principles in creating a positive tourist image of the country:

1. The image of tourism and its spread is not only reflected in historical-cultural or natural resources, but also the influence of social environmental factors is significant. In other words, the image of the country also depends on the attitude of the population of the country. Therefore, the image of the state must be clear and comprehensively understood;
2. The tourist image largely depends on the country's export of spiritual and material values;
3. Various features of the country make it difficult to spread its image. Therefore, it is expedient for each state to highlight its basic image as a leading factor and with the help of emblems that support it.
4. Image building should be proactive and goal-oriented. This in turn excludes the formation of negative perceptions of the target audience.
5. In the context of globalization, the central image of the country's tourist image is characterized by the uniqueness and uniqueness of the region. Therefore, one of the important tasks is to translate individual symbols in certain areas into a "language" that is understandable to the target audience, using generally accepted symbols.
6. The romantic world, which reflects the pride of the nation, and the creative work that is being done, form an important methodological basis for the image of tourism in the audience, which has a historical and modern character of the country.

Based on the above considerations, the importance of the state's tourist image in the formation of its competitiveness depends in every way on the activation of the internal potential of the region, both materially and culturally. This, in turn, in the future will be reflected in the formation of a positive image of the country in the world community and as a resource that will ensure its competitiveness.

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