



Journal Website:  
<https://frontlinejournal.s.org/journals/index.php/fmmej>

Copyright: Original content from this work may be used under the terms of the creative commons attributes 4.0 licence.

 Research Article

## DEVELOPMENT OF A SMART MODEL OF THE ZIYARAT TOURIST DESTINATION IN THE KASHKADARYA REGION

**Submission Date:** September 02, 2023, **Accepted Date:** September 07, 2023,

**Published Date:** September 12, 2023

**Crossref doi:** <https://doi.org/10.37547/marketing-fmmej-03-09-03>

**Kahramon K. Khalilov**

Researcher, Department Of "Tourism And Marketing" Karshi State University, Uzbekistan

### ABSTRACT

The development of smart models for tourist destinations has gained significant attention in recent years due to the growing demand for enhanced visitor experiences and improved management of tourist attractions. This abstract presents the development of a smart model for the Ziyarat tourist destination in the Kashkadarya region.

The Ziyarat tourist destination is a culturally significant site known for its historical and religious importance. It attracts a large number of visitors each year who come to explore its rich heritage, architectural marvels, and spiritual significance. However, the lack of advanced technological solutions has hindered the potential for a seamless and interactive experience for tourists, as well as effective management of the destination.

Furthermore, the smart model enables efficient management of the tourist destination. It collects data on visitor flows, preferences, and behavior, which is then analyzed to gain insights into visitor patterns and demands. This information can be utilized to optimize resource allocation, improve crowd management, and develop targeted marketing strategies.

The development of the smart model of the Ziyarat tourist destination in the Kashkadarya region has the potential to revolutionize the tourism experience in the area. By integrating advanced technologies, it aims to enhance visitor satisfaction, promote cultural understanding, and ensure sustainable management of the destination. The findings from this project can serve as a valuable reference for other tourist

destinations seeking to embrace smart tourism concepts and improve their overall performance and visitor experiences.

## KEYWORDS

Ziyarat tourist destination, Kashkadarya region, smart models.

## INTRODUCTION

Development of tourism and craft activities based on the law of supply and demand, increasing its change in the volume of gross domestic product and services per capita, providing residents with new jobs in the regions, and organizational and economic management of industry enterprises scientific researches are being conducted to improve the mechanisms. In this regard, expansion of horizontal and vertical management structures in handicraft enterprises, use of digital booking systems at the global and local level, improvement of destination management models and mechanisms that ensure operational efficiency by filling them with the necessary elements (participants of the structure, management methods, resource components), Also, it is one of the priorities to create a multiplicative effect at the regional (meso, macro) level, to conduct scientific research on improving the methodology of managing tourism handicraft

activities in countries with a handicraft resource base.

## THE MAIN RESULTS AND FINDINGS

Despite the rich tourism and craft potential of the Republic of Kashkadarya region, many of its areas are still underexplored from the point of view of tourism and recreational development. One of the attractive regions of the Republic of Uzbekistan for the development of tourist and recreational activities is the Kashkadarya region. The region has rich natural resources and historical and cultural heritage, and in recent years has been the center of attention of the government of the Republic of Uzbekistan, as well as scientists and experts in the field of tourism.

The trends of global changes in the world indicate that the rate of growth of the gross domestic product created by the field of tourism crafts is increasing in the recent period. Factors related to

the development of tourism crafts, there is a need to ensure economic development by expanding tourism activities and improving its management processes. By 2022, revenues from international tourism trips are projected to reach 2.0 trillion US dollars a year»[43]. Therefore, the development of the tourism craft has a relative priority in the development of the world economy, which requires the improvement of the management methodology in the field.

Ziyarat is a three-level smart model of a tourist destination

1. Necessary information materials and applications such as mini-atlases, tourist guides, navigation programs, route indicators, content for mobile phones.

2. Websites of shrines, museums, concert halls and tour companies, as well as information about seasonal cultural and entertainment events, translated into foreign languages and included in a single program format, are advertised on the websites of travel operators, international airlines and hotel associations .

3. End-users' cloud computing, Internet of things, Big Data, artificial intelligence and other Internet service system technologies . This cloud

computing technology is used in applications such as "Tourist guide" for smartphones and allows to automatically serve the information needs of thousands of tourists at the same time.

The destination approach to the development of tourism crafts in the region. Within the framework of the destination approach, there are opportunities to move tourist areas to areas that create tourist flows and to sell handicraft products. According to many researchers, "domestic tourist destinations are effective" in the development of international and domestic tourist markets. The term "tourist destination" was first coined by the New Zealand scientist N. Leiper in 1979. "geographical area attractive for tourists" is included in the scientific exchange .

There are different models of the concept of "tourist destination" as a tourism object in foreign and domestic literature on tourism.

A systematic model of a tourist destination. The New Zealand scientist N. Leiper distinguishes the following four types of areas that interact with tourists in his tourist destination model.

- 1) regions that send tourists and create tourist flows related to their places of residence;

2) transit areas related to the transportation of tourists to and from the area;

3) the area where tourists travel;

4) the environment influencing the choice of travel destination.

A tourist destination is the main nucleus and an important element of the tourism system. Based on the conceptual model of tourism, the field of tourism as a system includes the sub-systems of tourism subject and object. In this case, if the tourist subject is organized by tourists, its object is composed of enterprises and organizations that provide tourist resources and tourist services. If tourists are demand representatives or buyers within the framework of this system, their opposites are sellers - providers of tourist goods and services.

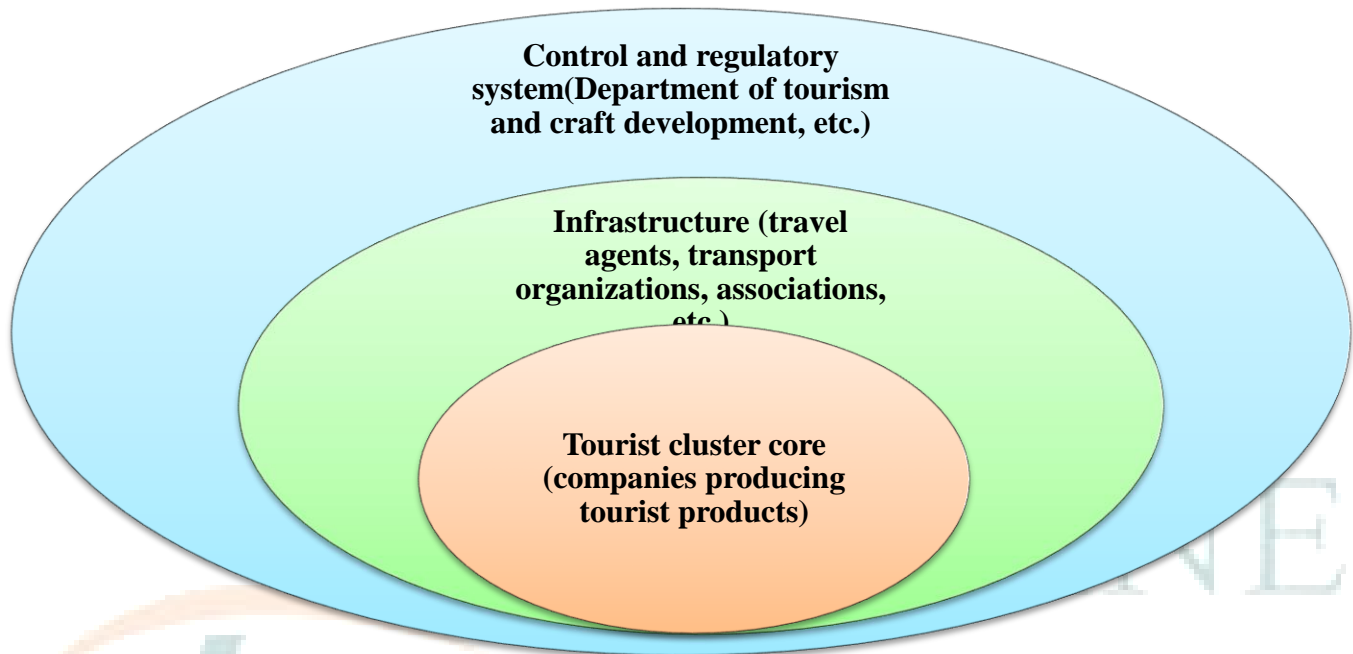
Geographical model of the tourist area. Russian scientist M. A. Morozov defines a tourist destination as a geographical area that has a certain attractiveness for tourists. In this definition, attractiveness is considered as the main aspect and it can be different for different groups of tourists. This model is based on the "Cartographic Taxonomy" approach, which depends on the area where the clusters are

located. "Taxonomy" (from the Greek "taxis" - a place of residence and "nomos" - a law) is a theory of classification and systematization of complex areas of reality, usually with a hierarchical structure (objects of geography). By "cartographic taxonomy", the authors understand it as a method of presenting information about tourist resources, characteristics and development factors of tourist areas using cartographic taxonomy. "Cartographic taxon" is interpreted as a set of territorial units containing a single resource (indicator) of the studied object. "Territorial unit" means the area of the territory corresponding to the 1x1 kilometer horizontal plane on the map, with the order number (coordinates) assigned to it.

As can be seen from Figure 1, the first, central layer of the network model of the tourist cluster is called the "cluster core" and it is formed as a structure consisting of leading enterprises and organizations that create the main products and services of the cluster economy and attract customers. plays the role of a center. The core of the tourist cluster includes tour operator and travel agency companies, hotels, restaurants, recreation facilities, and transport service providers. The second layer of the cluster will

consist of infrastructures that support the activities of the main and additional enterprises and organizations. The third layer consists of the

Department of Tourism Development and other control and regulatory bodies.



Nikolayev S.S. developed a socio-cultural model of a tourist destination in his research. This model also considers the marketing side of tourist areas. The socio-cultural model of the tourist area is related to marketing or demand formation. According to this model, a tourist destination is not only a place where tourist demand is manifested, but also a destination where local people live, who are in constant contact with tourists.

Craftsmanship was created by the production activity of man, and during the development of society, it was gradually separated from agriculture and animal husbandry, it was improved in connection with the development of technology within the framework of different social and historical periods, various specializations (pottery, carpentry, blacksmithing, coppersmithing, building, stonework, It was divided into carving, embroidery, tanning, tailoring, weaving, jewelry, tailoring, embroidery, goldsmithing, painting,



shipbuilding, tinsmithing, etc.). International tourism festivals have started to be organized in Chirakchi, Shakhrisabz, Kasbi, Kitab districts of Kashkadarya region. Handicrafts depend on the availability of natural resources, weaving in places where there is cotton, cotton and coir, pottery, wool and leather in places where there are high-quality raw materials (for example, in Rishton), weaving and tanning, depending on this, handicrafts. , forests in many places, woodworking, metal production and blacksmithing in mineral-rich lands, shipbuilding, etc. developed on the sea and river banks. 3 types of Crafts have been formed in connection with the stages of development of the society and the division of labor. Home crafts, custom crafts, market crafts.

We believe that the shortcoming of this model is that it does not take into account the unique nature of craft tourism. The fact is that the unique feature of craft tourism and its difference from industry, agriculture and other sectors is that the tourist services are not delivered to the destinations where the customers live, but on the contrary, the future tourists leave their place of residence and come to the tourism area. use these services. That is, the product is not moving

towards the customer, but the customer is moving towards the product. In order for foreign tourists to fulfill their desire to see monuments or visit holy places in our country, they should visit Uzbekistan. Therefore, we believe that in order to create a value added chain of creating a cluster in the formation of a pilgrimage tourism cluster model, it is necessary to take into account the territorial proximity of the enterprises to be merged (territorial aspect) as well as its belonging to the region.

Regional models for the formation of tourism and craft clusters are formed in order to rationally use the tourism potential of the regions and increase their competitiveness. "Regional cluster," according to the American economist M. Enright's definition, "is a geographical association of firms operating in one or more interconnected economic sectors." Regional cluster is an industrial district where small and medium-sized enterprises are located; may consist of a concentration of high-tech firms associated with the use and development of common production methods" .

Regional tourism cluster is "a form of territorial organization of tourism represented by a set of enterprises in the tourism industry and various

sectors connected with it, united by horizontal ties." The distinctive features of regional tourism clusters are the establishment of horizontal connections between the combined enterprises. In this case, creating a cluster based on the cooperation of participants and their competition, all organized enterprises and organizations work to achieve a common goal.

Tourism and craft clusters will be created in different regions of the region. They are at the micro level - a touristic cluster within the region; at the mesolevel - regional touristic cluster; at the macro level - it is formed in the form of interregional tourist clusters. Regional tourism clusters are formed on the basis of geographical space.

## CONCLUSION

Homecraft was the most common type of Craftsmanship in pre-capitalist times. This type of handicraft is an integral part of natural economy. The development of cities is inextricably linked with the rapid growth of the production of Handicraft products to order and the release of Handicraft products to the market. As a result, Handicraft products became commodities, commodities were produced for exchange. Due to

the demands of the times, new types of handicrafts were created. Artisans also began to specialize in the preparation of various products. Neighborhoods in cities were formed depending on the profession of artisans (for example, at the beginning of the 20th century in Tashkent, there were neighborhoods of tanners, potters, saddlers, cradle makers, gunsmiths, and craftsmen). Thus, tourism With the extensive use of handicrafts, shrines are transformed from traditional pilgrimage sites into tourist areas and create pilgrimage tourism clusters that have a wide range of opportunities to meet diverse tourism needs. In the process of organizing craft products in the tourist areas of the region, if the traditional tourist destination is the base that forms the tourist cluster, and in the field of tourism crafts, the tourist destination serves as the foundation that forms its nucleus.

## REFERENCES

1. Бенчмаркинг – инструмент развития конкурентных преимуществ. <http://litra.pro/benchmarking--instrument-razvitiya-konkurentnih-preimuschestv/voevodina-n-a/read/1> (дата обращения: 30.03.20 г.).

2. Машкович Е. А. Оценка понятия «туристская дестинация» в контексте современной туристики. // Известия Иркутской государственной экономической академии. 2007.- №6 - с.89-92.
3. Туристик худудрақобатбардошлиги[Матн]:Монография\ и.ф.д.,проф. Б.Н.Навруз-Зодатахрири остида. Муаллифлар:Навруз-ЗодаБ.Н., ИбрагимовН.С.,Навруз-зодаЗ.Б.,Навруз-зодаШ.Б. 2017– 27- 34-бб.
4. Павлова Э.Н.Дестинация как концепт развития региональной системы непрерывного профессионального туристского образования. Автореферат дисс...докт.пед.наук. Москва. 2010.- Режим доступа: <http://www.dissercat.com/content/destinat> siya-kak-kontsept-razvitiya-regionalnoi-sistemy-nepreryvnogo-professionalnogo-turist.
5. Leiper N. The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry // Annals of Tourism Research, № 6(4), 1979. P. 390-407.
6. Leiper N. Tourism system: an interdisciplinary perspective. Palmerston North, New Zealand: Department of Management Systems, Business Studies Faculty, Massey University, 1990, 289 p
7. Медведев А. В. Сакральное как причастность к абсолютному. Екатеринбург, 199. С. 40.
8. Морозов М.А. Дестинация – важнейший элемент туризма / М.А. Морозов, О. Коль. Туризм: практика, проблемы, перспективы. – 1998. – № 1. – С. 9.