# Digital Marketing Strategies of Creating A Positive Tourist Image

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*Annotation*. **This article examines the specific aspects of creating a positive touristic image of regions and gives methodological recommendations for the use of digital marketing strategies in image creation. A mechanism for the implementation of activities that increase the attractiveness of the tourist area of the region has been developed, and proposals and recommendations for the implementation of the mechanism have been put forward.**

*Keywords***:** Tourism, regional tourism, image, marketing, digital marketing, strategy, marketing concepts, regional brand

## 1. INTRODUCTION

The socio-economic development potential of the regions is based on industry, resource, tourism, investment, management and other types. However, the availability of such resources does not always allow rapid development of the region. Creating a touristic image as an innovative approach to regional development in world practice is one of the effective sources of sustainable development of the economy.

The main source of regional development marketing concepts is that each region (region) strives to increase its investment and tourist attractiveness under the influence of competitive forces. If nature or history did not take care of the uniqueness and attractiveness of the area, then its inhabitants should find or create them, form a set of comfortable impressions, convince themselves and the surrounding world of the unique and symbolic attractiveness of the region. Accordingly, it is necessary to have specific concepts of creating a unique image in the regions

Review of literature

There are wide definitions of the concept of "image" in the scientific literature. In particular, it is defined by Bulyko as "a purposefully formed image designed to highlight the unique characteristics of a person, event or object and to have an emotional and psychological impact on someone for popularization, advertising, etc." [1]

V. M. Shepel [2] notes that "Image is an individual appearance or image created by the media, a social group, or an individual's actions to attract attention." Tursunov K. from Uzbek scientists. In his dissertation, the investment image of the region is defined, in which the set of assessments and opinions that arise among investors about the investment environment and potential of the region, is considered as a tool that facilitates the arrival of new investors, increases the volume of investments of existing investors, and prevents the exit of investors from the region. The investment image is the level of perception of the investment environment of the region by investors. [3]

A.P. Pankrukhin recognizes the recognition of the territory by the public as an image [4] The famous American marketing theorist F. Kotler defines "image" as the perception of the company or its products by the consumer. [5]

A number of studies have been conducted by scientists from foreign countries on the formation of the tourism image of the region. In particular, Lapochkina V. V. In the abstract of the dissertation, the author defines the concept of the image of a tourist area as "a certain emotional image of an area with a touristic and recreational effect, purposefully formed in the public mind in order to attract people to this area." [6]

Creating an image of a region depends on many objective and subjective factors. Producers of goods and services, investors, residents, various social groups, and political institutions play an important role in the formation of the image of the region. At the same time, the policies carried out by the state and the priorities set for regional development affect socio-economic development. The location of the region, investment environment, financial stability, development of entrepreneurship, intellectual and scientific potential of the region are of high importance in the formation of the region's image.

The image of the tourist area is resistant to changes, if they are formed historically, because ideas about the area, positive perceptions, can change relatively little under the influence of economic, political and other factors. However, on the other hand, the image affects the socio-economic, political and cultural development of the region. The development of tourism in the region is also the main factor in the formation of the image of the region. In many countries, through the development of tourism, new jobs are created, the population's standard of living is ensured, and the population's income and well-being are increasing. That's why policies and initiatives aimed at improving the

infrastructure of tourist areas, preserving the environment, preserving and restoring historical and cultural monuments, and preserving cultural heritage are put forward in countries with a high emphasis on tourism. Therefore, the main task of marketing in this regard is to use strategies aimed at increasing the image of tourist areas.

## 2. ANALYSIS AND RESULTS

The development of methodological approaches for the use of digital marketing strategies as one of the means of creating a tourist image is relevant. Figure 1 suggests a mechanism for the implementation of measures that increase the attractiveness of the tourist area of the region.

Formation of the touristic image of the territory is to define the main mission. In marketing theories, the main mission of building any brand is the pursuit of high goals aimed at solving specific problems of consumers. It is appropriate to define the main mission of creating a touristic image in the region with the understanding of the historical roots. When tourists visit the region, it should be assumed that they not only have a touristic holiday and cultural recreation, but also get a certain level of spiritual and spiritual strength. It is appropriate that such power is reflected in the bright manifestation of the civilizations of the Middle East.

There are a number of concepts in creating a regional image, which are based on the marketing approach, the systematic approach, the behavioral approach and the programmatic approach.

The first conceptual approach involves the process of forming the image of an attractive area for tourists, which consists of goals that consist of interrelated methods, including: the development program and the development content, forms, methods and means of implementation.
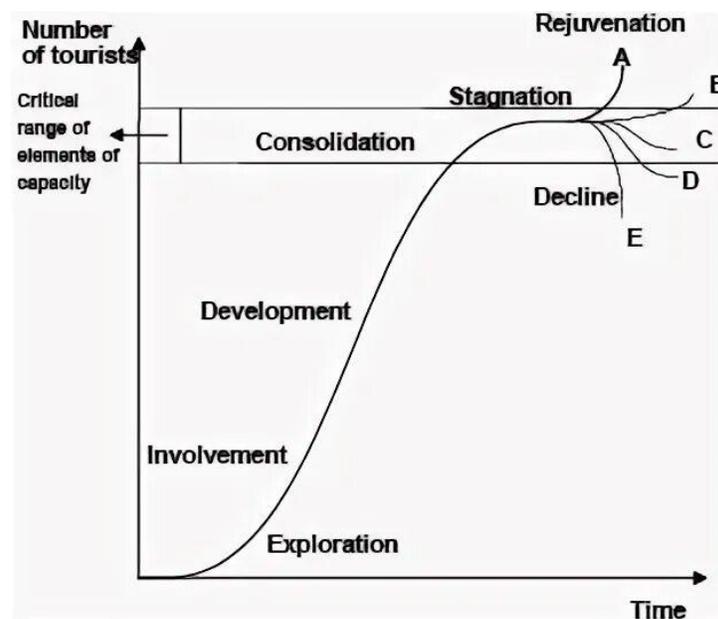


Fig.1. Butler`s Tourism Area Life Cycle

The second approach is based on the touristic competitiveness of the area: it means creating competitive advantages based on the use of tourism attractiveness, tourism resources and infrastructure in the most optimal way.

The third conceptual approach focuses on the comparison of the region with other similar regions and the effective acquisition and use of other regions' image creation strategies. This approach is the principle of benchmarking in scientific research. [7]

The fourth conceptual approach is based on actions aimed at forming effective cooperative relations of stakeholders in order to form the touristic image of the region.

The fifth conceptual approach is the approach in which the touristic image is useful for the population of the country and region and improves their well-being. This approach is based on the principles of social responsibility.

Finally, the sixth conceptual approach is based on the principle of control and feedback, and it is an approach that assumes that any tourism development projects have a level of uniqueness that can form a positive image of the

country, including the Eiffel Tower in Paris, the Taj Mahal in India, Egypt's temples, etc.

## 3. CONCLUSIONS

According to the above, in order to form a touristic image of the region, it is necessary to create a suitable touristic image for tourists. To create such an image, one of the important areas is the development of a clear program of actions based on strategic and tactical plans.

Determining the main activities for the formation of the regional tourist image will consist of defining strategic (near, medium and long-term) directions and tactical goals. Strategic directions should be developed not only to create an image within this area, but also taking into account other tourist routes adjacent to the area.

The next stage of formation of the tourist image in the regions should include an accurate assessment of the tourist potential, analysis of competitive advantages and infrastructural problems, analysis of consumers and competitors of the region or benchmarking analysis. It is desirable to create permanent analytical software platforms for accurate assessment of potential in the development of strategies and "roadmaps" for the formation of the touristic image of regions. The use of "CRM" and "Big data" data processing technologies, which are digital technology tools, is highly effective.

In the creation of the image-brand platform, the local management should take part as an initiator. These platforms are required to be flexible to tourists. Accordingly, importance should be paid to the creation of regional "media space" and "integrated marketing communication space" that freely integrates and is unique to all platforms. Creation of media space and "integrated marketing communication space" is the main direction of formation of digital marketing ecosystem in the region.

Defining image-brand identities of regions and targeting them to tourist markets is a priority. It is proposed to create visual and communication identities as brand identities. As visual identities, it refers to the creation of its own tourist ideology, logo, tourist routes and unique tourist products. Communication identities are mobile application programs that manage websites, social networks and messengers on the basis of a single system. It includes the creation of a web portal for tourists that allows for continuous online communication.

The use of creative marketing strategies to create an image in the territories is of high importance. It is proposed to develop and distribute creative advertising banners, video advertising tools that reflect the activities of the region's tourism, tourist complexes, the specific aspects of the routes, the use of viral marketing, and the use of various gamification tools from social networks.

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