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### **Conceptual foundations of the category of tourist destination**

#### **Abstract**

*Object:* object of research is the essence of tourist destination.

*Methods:* The presented research is analytical in nature. The research methods are based on the principles of system-structural analysis, the methods of bibliographic analysis and classification have applied.

*bibliographic analysis:* which made it possible to update information on publication activity within the framework of the considered scientific problem through the creation and analysis of the search query “tourist destination”;

*classification method:* which made it possible to obtain a classification of types of tourist destination based on the identified features of the grouping.

*Findings:* The article analyses the key concept of modern tourist discourse – “tourist destination”. The article discusses various approaches to the formation and content of the concept of destination, its meaning, and also examines its main features. The analysis of the use of the term “tourist destination” in domestic and foreign scientific literature is carried out, the author's vision is given.

In determining the features of the tourist destination, the 6A system was considered, which groups the main elements inherent in it. The importance of proper planning of the life cycle of a tourist destination in the successful management and development was also revealed.

*Conclusions:* Contemporary tourism scholars consider the tourist destination from two points of view: visitor's and manager-developers'. Tourist destination consists of several elements: attraction, accessibility, convenience, intermediaries and auxiliary services, the organization of tourist services, and the availability of ready-made tourist products. Having considered the typology of tourist destinations given above, it can be described as a place that can arouse any tourist interest. In conclusion, the destination is a tourist direction with a developed infrastructure and service that can concentrate the interests of tourists and attract them.

**Keywords:** tourism industry, destination, attractiveness, tourist product, 6A, tourist destination life cycle, tourist motives.

#### **Introduction**

The modern international tourism market occupies a leading position as a large developing sector of the global economy. Considering that tourism is extremely important for any country, including the Republic of Kazakhstan, it is necessary to pay attention to the quality of tourist destinations and increase their attractiveness. The question of the ways of development of the destination is the most urgent, requiring creative solutions and a new look in connection with the rapidly changing trends in world tourism. Thus, the winners in the field of tourism will be those countries that have attractive tourist destinations that will attract many visitors.

The formation of the modern domestic tourism industry as a complex economic, social and ecological system is based on the interaction of its subjects, that is, tourists, and objects – tourist destinations. It is the tourist destination that acts as a key component of the tourist system, since it is formed by functionally related elements (tourist resources, tourist and general infrastructure of the territory, labor potential and management), which are located on a certain territory, have information and communication structures to ensure the

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implementation of strategies and tactics for the production and sale of tourist products aimed at effective economic, social and environmental activities in it.

Traditional theories look at a tourist destination as a geographical area but new approaches consider tourism destination as constantly changing socially constructed units. The article summarizes the main theoretical approaches to determining the essence of the economic category “tourist destination”. The characteristic of the main approaches to the content of the tourist destination is given. The author’s approach to the structure and components of tourist destinations is proposed.

### *Literature Review*

The concept of the destination means “address” in Latin, even though it is one of the main terms for tourism researchers and practitioners over the past 30 years, one cannot state that there exists a single, generally accepted definition or even approach to this term. A destination is a place rich in recreational resources, located in comfortable geographical and transport conditions, and provides tourists with sufficient information about it.

Leiper was one of the first to localize the concept of destination in tourism. One of the first scientifically based concepts of tourist destination was proposed in 1988 by R. Pozzer, who considers the concept to be “a space for stabilizing tourist flows” (Bogoljubov V.S., 2005). In addition, it combines four principles for tourist purposes: environment, attractiveness, service, residents, heritage and culture.

According to S.R. Yerdavletov (2002) “tourist destination is a locality, a place of residence, a natural object, where complex of tourist and excursion services is created on the basis of recreational resources. The tourist complex consists of tourist accommodation facilities (tourist bases, hotels, boarding houses, etc.), catering, shopping centers, sports equipment locations, institutions providing sightseeing and other tourist services”.

In foreign literature, the concept of tourist destination is mainly associated with the system of Land Management. Research by C. Metelka (1990) and C. Gunn (2020) define the destination as “a geographical area to which a person travels”, or “the territory of the tourist market”. Furthermore, a tourist destination can be any geographical location that is interesting for a person engaged in tourism, for example, a city, village, rural locality, special tourist service centers, rivers, lakes, sea (ocean), mountain massifs, landscapes, national parks, nature reserves, etc.

Table 1. Definitions are given to the concept of “destination” in foreign literature

Author	Definition
Leiper N. (2004)	Tourist destination regions – locations that attract tourists to stay temporarily, and in particular those features which inherently contribute to that attraction.
World Tourism Organization (2002)	A tourist destination is a physical space, in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions and tourism resources within one day’s return travel time. It has physical and administrative boundaries defining its management, and images and perceptions defining its market competitiveness.
Kotler Ph. (2017)	A tourist destination is a multidimensional tourism product (complex of intangible and tangible elements): main, accompanying, complementary, and enhanced products.
Buhalis D. (2000)	Destinations are amalgams of individually produced tourism amenities and services (accommodation, transportation, catering, entertainment, etc.) and a wide range of public goods (such as landscape, scenery, sea, lakes, socio-cultural surroundings, atmosphere, etc.).
Cooper C. (2005)	A tourism destination is the concentration of favorable conditions and services for tourism activities.
Baggio R. (2010)	Destinations are considered complex systems, represented as a network by enumerating the stakeholders composing it and the linkages that connect them. (...) A tourism destination shares many of these characteristics, encompassing many different companies, associations, and organizations mutual relationships of which are typically dynamic and nonlinear.
Ritchie, Crouch (2003)	Tourist destinations are geographical regions explicitly branded and positioned for tourist enjoyment and all sorts of travel activities.
<i>Note – compiled by the authors on basis of literatures</i>	

The views presented above show that a tourist destination is a specific territory that has the ability to provide a wide range of tourist services and is the purpose of tourist's journey (Table 1). In general, tourist destination is a territory with recreational potential and developed infrastructure (transport roads, hotels, restaurants, entertainment centers, urbanization and etc.) to serve a number of tourist contingents. Also, it is the dominant unit of the tourist system, and it can be described as a center with maximum convenience, services that meet the needs of the service sector and tourists.

### **Methods**

The presented research is analytical in nature. The research methods are based on the principles of system-structural analysis, the methods of bibliographic analysis and classification have applied.

*bibliographic analysis*: which made it possible to update information on publication activity within the framework of the considered scientific problem through the creation and analysis of the search query “tourist destination”;

*classification method*: which made it possible to obtain a classification of types of tourist destination based on the identified features of the grouping.

### **Discussion**

The peculiarities of the development of the tourism industry and the modern needs of consumers impose several strict requirements on the development and formation of tourist destinations. According to the traditional concept, the tourist destination is considered as “a place where people spend their holidays”, the characteristic elements of which are the following: place (development of tourist area and structure), people (demographics, motivation, arrival rating and employment in the destination) and recreation (activities of tourist during the holidays).

Contemporary tourism scholars consider the tourist destination from two points of view:

1. Visitor's perspective – an area so chosen by people to spend their holidays and resulting impacts of their activities.
2. Developer/Manager's perspective – managing the demand for tourism as well as managing the impacts of tourism on the destination. Concepts like carrying capacity, visitor expectation, and resource protection help in managing the fine balance between tourist expectation, tourism demand, and consequences for the destination.

The role of the local community in tourist destination development, guiding and modifying tourist behaviors for minimization of impacts, delivering unique destination experiences, synchronizing the public-private partnerships, and managing the conflicting interests of various stake holders are some of the emerging destination paradigms.

### **Results**

#### *Classification features and types of destinations*

One of the main signs of a tourist destination is tourist interest. The emergence of tourist interest is associated with the motivation of travelers to the destination, that is, consumer preferences are different. For example, it is clear that the interest of a tourist who is going to embark on a pilgrimage journey differs from that of vacationers for recreational purposes. Despite the various reasons for travel, it is possible to get the main factor called tourist enthusiasm, making the main goal of the trip. These incentives allow tourists to choose a specific tourist destination, which is the end point of the trip (Erdavletov et al., 2007). Visiting a particular tourist destination is typically motivated less by the elaborated physical characteristics of the site than by the powerful mental and emotional image or “pre-experience” the tourists have for the expected experience at the destination.

At the same time, the types of tourist incentives can also be described by the concept of “tourist motivation”. According to some authors, mainly natural and climatic, cultural, economic, and psychological motivations are the main motives for travelers (Fig.1).

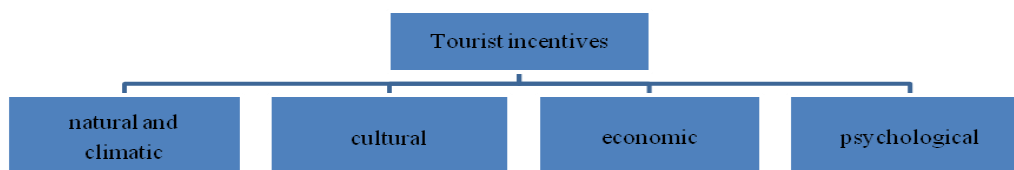


Figure1. Types of tourist incentives

Note – compiled by the authors on a basis of (Erdavletov et al., 2007)

A good understanding of tourist incentives allows the manager to form the best tourist destination, pursue a favorable tourism policy and develop the tourism economy and the region (Erdavletov et al., 2007).

Tourist incentives are a combination of cultural, psychological, physical, etc. needs that satisfy the desires and interests of tourists and affect theirs in thinking about the tourist centers. There are many types of tourist incentives that define a wide variety of types of tourism. Moreover, as tourism spaces, destinations are deliberately constructed to fulfill specific tourist expectations (Meethan K., 2006). The values associated with specific destinations play a crucial role regarding the degree to which people will consider their travel experiences as satisfying and as meeting their expectations (Meethan K., 2006).

Tourist destination establishes the objective and subjective ratio of tourism. 1969 I.V. Zorin examines the factors that form tourist destinations into three groups:

- Formative (according to the needs of tourists);
- Developer (depending on resources);
- Consolidating (related to informing the population) (Cooper et al., 2005).

For long-run tourism growth, it is very important to develop a destination in a well-planned manner. Each destination is characterized by its own specificity, although today the tourist destination can be systematized through its elements as follows (Table 2). The elements of the destination directly affect its attractiveness and popularity. Also, these basic elements can be broken down into attractions (“must see” and “must do”) and other elements. The provision and quality of these elements will be influential in the visitor’s decisions to make their trip.

Table 2. System of destination elements

Elements	Elements value
Attraction	It includes all those factors which attract tourist, attractions make people interested in visiting them because they are exciting, for example: a place, nature, lakes, beach, monuments, etc.
Accessibility	Availability of internal and external communication and transport links in the destination. Ways to reach.
Amenities	A set of enterprises that provide high-quality tourist services and goods: restaurants, shopping centers, sanitary, and many more.
Ancillary services	The supporting facilities inside and around tourist destinations. Even though some of these facilities may not directly relate to tourism, they are often needed by some visitors: communication channels, internet services, bank ATMs, medical services, and postal services.
Activities	All kinds of activities that visitors are able to do in a tourist destination: sightseeing, swimming, outbound, playing, and taking photographs.
Available packages	Ready-to-sell tourist products prepared according to needs of tourists. You will be able to find various packages which have been combined into one package for the purpose of offering to visitors. They include guiding services, organized tours, and special interest tours.
<i>Note – compiled by the authors on a basis of (Tran et al., 2017).</i>	

The first four elements illustrated in the table can be attributed to the first and second levels of tourism infrastructure. The first level is not directly related to tourist activities, but includes production facilities that are necessary for the provision of tourist services (for instance means of communications, energy, public utilities, finance, insurance, etc.). If the quality of service for objects of the first level is low, this, in turn, negatively affects the attractiveness of destinations.

The second level provides a set of structures that tend to form effective tourist destinations without tourist demand. But their activities expand when they are located in a place of tourist interest (for example, car rental, accommodation, catering, entertainment, and treatment enterprises) (Tran et al., 2017).

The elements “activities” and “available packages” belong to the third level of tourism infrastructure, which is represented by complexes of enterprises, activities of which are aimed at forming and satisfying tourist needs – tour operators and agencies, producers of individual tourist services.

Thus, the tourist destination provides for the needs of tourists, so that it is an isolated geographical space consisting of certain tourist attractions that create an impression of the place. Each destination has its own characteristics, although they can be divided into four groups in general:

1. The destination consists of the following components: attractions, amenities, accessibility, additional services, etc.
2. The destination offers cultural values: visitors should perceive the destination as an attractive place that justifies the time and money spent on the trip.
3. The destination is indivisible, that is, the tourist product is produced where it is used, and in order to consume it, tourists must be in the destination.
4. In addition to tourists, the services of the destination are also used by people: local residents, and employees serving in the travel area.

The stated properties become criteria for different approaches to destination classification. T. Bieger classified tourism destinations according to their size: continents, international areas, countries, regions, villages, tourism localities, and places of attraction (Bieger, T., Beritelli, P., 2012). Another classification of destinations according to geographical properties is offered by Kotler, it consists of a division of macro- and micro-destinations. Macro destinations include a region consisting of thousands of micro destinations, such as the USA: districts, States, large and small cities, and inner-cities destinations.

According to the functional structure, tourist destinations can be classified as follows:

- Climatic centers offering sunbathing: cold beaches (North, Baltic seas) and hot beaches (Mediterranean, Caribbean);
- Balneological and mineral springs;
- Traditional sports (swimming, winter sports, golf) and sports adventure centers (Safari, fishing, Olympic Games);
- Historical, destinations where historical and architectural monuments are located (Egyptian pyramids, Louvre, Hermitage museums);
- Religious, centers where different religious duties are performed and which are symbols of different beliefs (Jerusalem, Mecca, Lourdes);
- Cultural, visiting exhibitions, concerts, theaters, film, opera seasons, conferences and congresses, folklore, national holidays, fairs, and music-based centers;
- Business and shopping centers, visits to fairs, various exhibitions, and organization of business meetings, conference centers, seminars, symposiums, and scientific and political forums;
- Entertainment centers – zoos, casinos, attractions, etc.

However, the market of tourism products is expanding, and at present, we can add new categories to this list. The examples are:

- Dark tourism destinations, associated with death, war, and violence, for instance, concentration camps, cemeteries, etc.;
- Gastronomic tourism destinations, providing new cuisine and food experiences for the customers.

As a tourism product, destinations fall into two categories: mass and alternative. Mass tourism destination is characterized by an extreme concentration of tourists there. Usually, these are all-inclusive resorts, and guided package tours organized by tour operators and agencies (Vainikka V., 2016). Alternative tourism concerns a variety of approaches: eco-tourism, agro-tourism, community tourism, ethical tourism, etc. (Duterme B., 2006). Tourism objects and areas, providing services for these industries may be viewed as alternative tourism destinations.

Classification of destinations according to tourism infrastructure: capital cities, towns being hubs of touristic routes, centers specially built for tourists, or promotion of national or regional culture (Cooper et al., 2005).

Taking destinations as points of touristic routes from the point of consumers, J. Holloway and C. Humphreys (2016) have defined the following destination types:

- Centered destinations, i.e. one locality is chosen for the most time of visit;
- Base destination, i.e. place of stay where tourists stay for a visit with the aim of exploring nearby countryside;
- Multicentered destination, i.e. two or more places of visit chosen for travel;
- Touring destinations i.e. stop of touristic routes, such as ports at cruises;
- Transit destinations, i.e. stop being made on the way to the final destination.

Each of these types of tourist destinations requires special facilities for tourism and tourism-related services.

*The life cycle of tourist destination*

The notion of the life cycle of a tourist destination is used in the implementation of Destination Management. This concept was introduced by Butler (1980) to explain the progress of a tourist destination over time. This progress is estimated with the number of tourists coming to a destination and their view of the destination. The life cycle of a tourist destination is important in planning a destination and choosing a strategy for its future development (Butler, 1980).

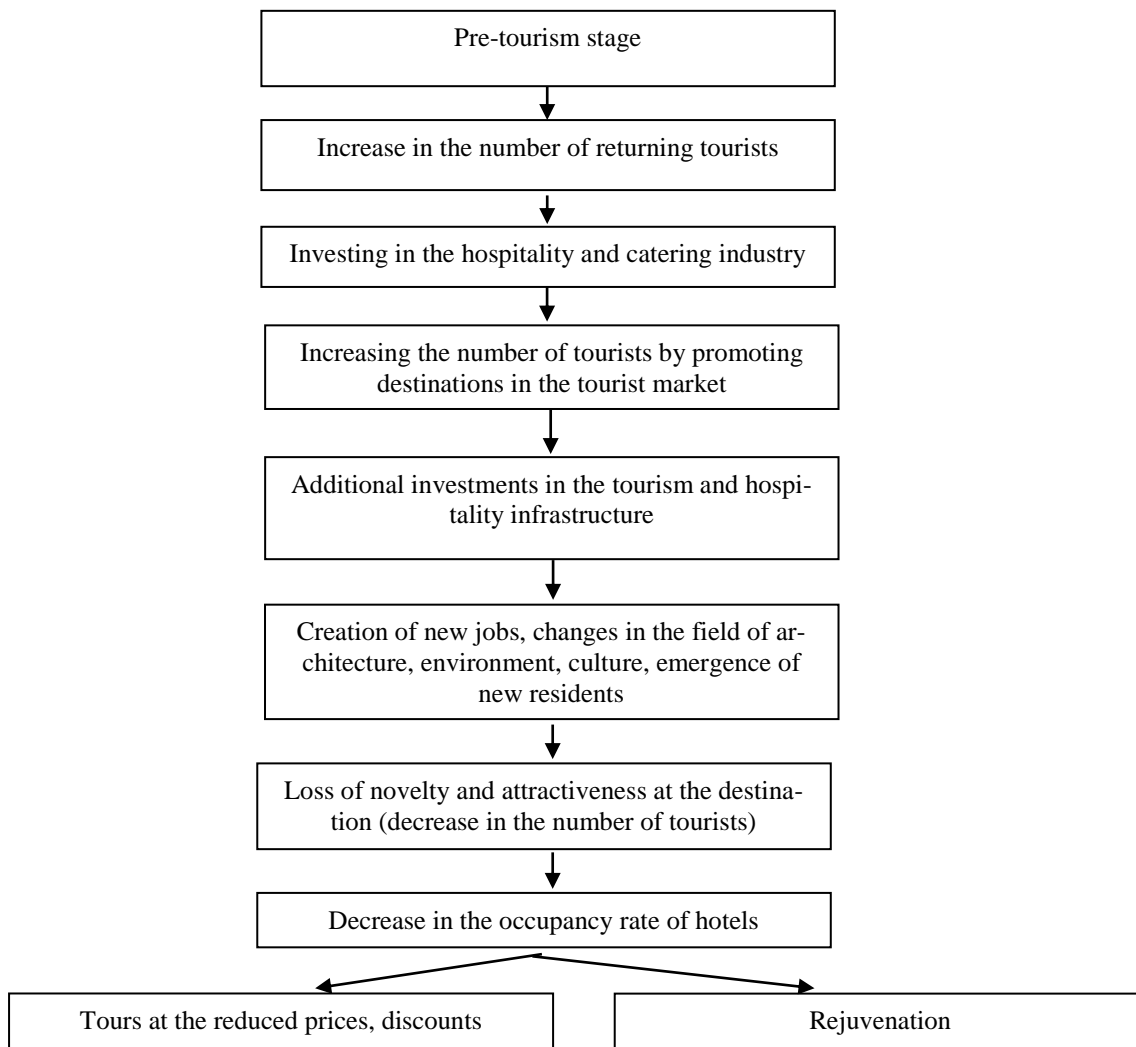


Figure 2. Tourist destination life cycle

Note – compiled by the authors basis on (Butler, 1980)

A destination undergoes an evolutionary cycle of six stages as listed below:

- Exploration (pre-tourism) stage - national and cultural-historical objects of the region have not yet been affected by tourism. The destination is remote with a shy or unknown look, with little or no touristic development.
- Involvement stage – visitors / tourists from the congested city centers are fascinated by the calm and unspoiled landscape of the destination. During this stage, people from different groups work together for the betterment of tourism.
- Development stage – the number of tourists increases and at peak periods it is more than the size of the local population.
- Consolidation stage – the destination becomes a fully fledged known destination among the tourists.
- Stagnation stage – the tourism landscape becomes overriding and little scope is available for further expansion.

- Decline stage – the destination loses its charm and tourists find out some newer destination of the same choice. There are chances of two more events in the declining stage and these are:
  - a) Stagnation (in the declining stage);
  - b) Rejuvenation (in declining stage);
  - c) Declining (in the declining stage).

However, this model of destination development by Butler is not applicable or appropriate for each destination as Choy (1992) suggested that it is better to treat each destination individually. Each destination is a unique entity, and if managers decide to control development and limit the construction of tourist facilities before the destination reaches the stagnation stage, the destination can live for a longer time.

Tourists' destination life cycle finds out the long-term profitability of any destination by using it as a conceptual framework, as a tool for forecasting, and as a guide to strategic planning and development.

### **Conclusion**

To carry out effective, competitive activities, many tourist centers perform their activities in the form of destinations. Contemporary tourism scholars consider the tourist destination from two points of view: visitor's and manager-developers'. It is characterized as a destination for visitors, a final destination for tourist travel, and for managers – developers - a place of concentration of tourist requests and their management. Each tourist destination is characterized by its own characteristics. It combines several elements: attraction, accessibility, convenience, intermediaries and auxiliary services, the organization of tourist services, and the availability of ready-made tourist products. Having considered the typology of tourist destinations given above, it can be described as a place that can arouse any tourist interest. It can be from large cities to small thematic parks. In general, the role of the destination location, infrastructure, local population, and quality of service in the organization and development of destinations is also special. And the most important condition for creating a destination today is the presence of an information system. It performs the main function of promoting destinations in the market, awakening tourist interests. The wide spread of information about tourist destinations increases the demand bag for them. Therefore, in the organization of tourist destinations developed at any high level, much attention is paid to marketing. In conclusion, the destination is a tourist destination with a developed infrastructure and service that can concentrate the interests of tourists and attract them.

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**Б.Д. Жанділла, Р. Шохан, Д.Г. Мамраева**

### **Туристік дестинация санатының тұжырымдамалық негіздері**

#### **Аңдатпа**

*Мақсаты:* Зерттеу нысаны туристік дестинацияның ұғымының мәні анықтау.

*Әдісі:* Ұсынылған зерттеу аналитикалық болып табылады. Зерттеу әдістері ретінде жүйелік-құрылымдық талдау принциптеріне негізделген, библиографиялық талдау және жіктеу әдістері қолданылған.

- *библиографиялық талдау:* «туристік дестинация» іздеу сұранысын талдау және құру арқылы қарастырылып отырған ғылыми мәселе шеңберінде жарияланған ақпараттарды толықтыруға мүмкіндік жасайды;

- *жіктеу әдісі:* анықталған топтастыру белгілері негізінде туристік дестинация түрлерін жіктеуге мүмкіндік берді.

*Нәтижелер:* Мақалада қазіргі туристік дискурстың негізгі тұжырымдамасы — «Туристік бағыт» талданған. Мақалада дестинация ұғымының қалыптасуы мен мазмұнына, оның маңыздылығына қатысты әртүрлі тәсілдер қарастырылған, сонымен қатар оның негізгі ерекшеліктері зерттелген. Отандық және шетелдік ғылыми әдебиеттерде "туристік дестинация" терминінің қолданылуына талдау жасалған, авторлық көзқарас берілген.

Туристік бағыттың ерекшеліктерін анықтау кезінде оған тән негізгі элементтерді топтастыратын БА жүйесі талқыланды. Сондай-ақ табысты басқару және дамыту үшін туристік бағыттың өмірлік циклін дұрыс жоспарлаудың маңыздылығы анықталған.

*Қорытынды:* Қазіргі заманғы туризм зерттеушілері туристік дестинацияны екі тұрғыдан қарастырады: келушілер тұрғысынан және әзірлеуші менеджерлер тұрғысынан. Туристік бағыт бірнеше элементтерден тұрады: тартымдылық, қол жетімділік, ыңғайлылық, делдалдық және көмекші қызметтер, туристік қызметтерді ұйымдастыру және дайын туристік өнімдердің болуы. Туристік бағыттың жоғарыдағы типологиясын қарастыра отырып, оны кез келген туристік қызығушылық тудыратын орын ретінде сипаттауға болады. Қорытындылай келе, дестинация — бұл дамыған инфрақұрылымы мен қызметі бар туристік бағыт, ол туристердің мүдделерін шоғырландырып, оларды тарта алады.

*Кілт сөздер:* туризм индустриясы, дестинация, тартымдылық, туристік өнім, БА, туристік дестинацияның өмірлік циклі, туристік мотивтер.

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### **Концептуальные основы категории туристской дестинации**

#### **Аннотация:**

*Объект:* Объектом исследования является сущность туристической дестинации.

*Методы:* Представленное исследование носит аналитический характер. Методы исследования основаны на принципах системно-структурного анализа, применены методы библиографического анализа и классификации:

- *библиографический анализ:* который позволил обновить информацию о публикационной активности в рамках рассматриваемой научной проблемы, путем создания и анализа поискового запроса «туристическая дестинация»;

- *метод классификации:* который позволил получить классификацию типов туристических направлений на основе выявленных признаков группировки.

*Результаты:* В статье проанализировано ключевое понятие современного туристического дискурса — «туристическая дестинация». Рассмотрены различные подходы к формированию и содержанию понятия «дестинация», ее значение, а также исследованы ее основные особенности. Проведен анализ использования термина «туристская дестинация» в отечественной и зарубежной научной литературе, дано авторское видение.

При определении особенностей туристического направления была рассмотрена система БА, которая группирует основные элементы, присущие ей. Также была выявлена важность правильного планирования жизненного цикла туристического направления для успешного управления и развития.



**Выводы:** Современные исследователи туризма рассматривают туристскую дестинацию с двух точек зрения: с точки зрения посетителя и менеджеров-разработчиков. Туристическое направление состоит из нескольких элементов: привлекательность, доступность, удобство, посреднические и вспомогательные услуги, организация туристических услуг и наличие готовых туристических продуктов. Рассмотрев приведенную выше типологию туристской дестинации, ее можно охарактеризовать как место, которое может вызвать любой туристический интерес. В заключение можно сказать, что дестинация — это туристическое направление с развитой инфраструктурой и сервисом, которое может сконцентрировать интересы туристов и привлечь их.

**Ключевые слова:** индустрия туризма, дестинация, привлекательность, туристический продукт, 6А, жизненный цикл туристской дестинации, туристские мотивы.

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