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PRINCIPLES, TYPES AND TASKS OF FORMING THE IMAGE OF REGIONS

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ABSTRACT

This article focuses on issues aimed at forming the image of the territory of Uzbekistan, the classification and structure of the image. World experience in shaping the image of regions is studied and compared with foreign trends. Today, attention is paid to the issues of Uzbek image formation at the world level.

KEYWORDS

Image of territories, region, territory, marketing strategy, PR technology.

INTRODUCTION

The present-day image of the concept is being used in different aspects. The image formation of a number of factors are there. Image is a broad concept and its structure relies on in different methods. In fact, Politics of Uzbekistan, adopting of the decisions and also the state of leaders of the communications to organize clearly in official visits lead to development of image. The image doesn't just form and appear. It has been forming and improving since historical processes.

Before the creating of the image, you need to know what it is. In the forming of the image is created bases on historical individuals, regions, location, natural landscape rather than different visions.

Literature review

The concept of “the territory of the image” is expressed as the main category of the territorial marketing theory. “The territory of the image” to

scientific and theoretical aspects of a number of factors, including: in the research of Yakovlev.M. V, Vajenina I. S, Vizgalov D, Belyakov.S.A , Blinov A.O , Duritsina.R.F , Litvinova , V. V., Kotlet F, Pankruxin A.P. are expressed widely. "The territory of an image" the territory's social and economic development to more accelerate, the population of the level of living increase and innovative economy formation in the process of that most important factor, as it is regarded. By Pankruxin A.P. image of the area in exactly that of territory of the condition of the reporter as consider. Yashina Ye.Z. suggests that the "image of the region" should be considered as an important strategic tool in the socio-economic development of the region, in which attention is paid to the fact that the object is viewed from a positive point of view by the subject Shabunin A.S. presents general conclusions based on the results of various studies, including: the ability of the territory to leave an impression, the availability of information on the territory and the ability to appear feelings. From the point of view, "territorial image" is the image of the country, city, region or district formed by residents, tourists and investors. According to the modern views of marketing, the image of the region is a factor of increasing the competitiveness of subjects of economic and political activities in the region.

RESULTS

Image (English image - image, image) is a specific synthetic image that arises in people's minds in relation

to a specific person, organization or other social object, embodies information about the perceived object and encourages social behavior.

Types of image: it is appropriate to distinguish between corporate image (the image of a company, firm, enterprise, institution, political party, public organization, etc.) and individual image (the image of individuals such as a politician, businessman, artist, leader, leader of a social movement). In both cases, that is, in relation to the organization, and in relation to the individual (person), there is an external and internal image. The external image of the organization is the image and imagination that is formed about it in the environment surrounding it, in the minds of the customers, consumers, rivals, authorities, mass media, and the public. The external image of an individual consists of verbal, visual, moral, aesthetic methods of expression and various forms of behavior, and people who come into contact with him directly or indirectly are the subjects of this image.

The English scientist F. Jevkins, who is a supporter of the functional approach to the issue of image, offers the following types of image:

1. A mirror image is an image that is inherent in our perception of ourselves
2. The current image is the image that is characteristic of the outsider's view

3. An acceptable image is an image that reflects what a person is striving for

4. Corporate image is the image of the organization as a whole, not some departments of the organization or its work results

5. A plural image is an image that occurs when there are several independent structures instead of a single corporation.

Also, the concept of regional image is widely emphasized in the literature. The image of regions has always become a relevant and necessary concept. The historical point of view is also important in its formation. Regions are divided into 3 stages when creating an image.

Controlled process of regional image formation: this process is also studied at different levels. It is divided into political process, social process, communicative process, cultural and work processes.

The uncontrolled process of forming the image of regions: this process includes geographic, natural climatic conditions;

Partially controlled processes of regional image formation;

Economic processes; Audit of workforce, financial and production resources; target audience segmentation; management of the formation process; promote the

image; including image distribution. Uzbekistan is considered one of the new and young countries in the formation of the image of the regions. It is of great importance in presenting the image of Uzbekistan to the world. We have been implementing this process using PR technologies and using various tools.

Uzbekistan has little experience in shaping the image of the region. However, it is of great importance to political and social processes. The geographical process is also very important. The formation of the image of Uzbekistan is very important in this regard. It is necessary to make sufficient use of this opportunity. For example, if we look at the cross-section of regions, Kashkadarya region, in general, is divided into river and mountain and desert regions with favorable location in the first place. The area of the region is 28.6 thousand km², the population is 3,408,300 people (3rd place) (2022), it has 14 districts. Each of these districts has its own nature, regions, and traditions.

Kitab district is distinguished by its "Varganza pomegranates", "national traditions" and "historical monuments". The historical observatory located in this area has been surprising the world community. It should be said that the mountain range connecting Kitab and Samarkand is distinguished by its nature, coolness, height and beauty. This place is also important in shaping the image of Uzbekistan. If it is used and directed correctly, it can become a very useful place for the image. The city of Shahrisabz is

also of great importance with its nature, historical monuments, and historical figures. Handicraft products are also of great importance in improving the image of Uzbekistan. The city of Shahrisabz is important because it has the Aksaray complex in the first place. It is distinguished from other districts by the large flow of millions of tourists every year. It can increase the flow of tourists if it presents handicraft products at low and affordable prices. Only salespeople know the language, lack of culture can reduce the number of tourists. In addition to the city of Shahrisabz, there is a tourist resort of Miraki in this district. This place has become a place of recreation especially for domestic and foreign tourists in summer. The climate is clean, and it is important because of its location in the mountain ranges.

In terms of tourism, it has become a holiday destination for residents of the region and neighboring regions, but various wastes have increased in these places under the influence of the human factor.

CONCLUSION

There should be different approaches to forming the image of regions. Regional infrastructure, the discovery of innovative technologies, and location are also of great importance. It would be expedient to create logos, slogans, and tourism centers of each region, not only itself, but also each district. It is necessary to create facilities for tourists in order to

create an image in the region. We do not have enough conditions for tourists and ordinary citizens. This causes the image to drop.

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