



# Tourism Development for Baysun SPA in Uzbekistan as a New Destination

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**Abstract:** Nowadays, Uzbekistan has concentrated on establishing small tourist zones in mountainous regions in order to increase the number of local and international tourists visiting the places. Based on the government reforms, we have studied to develop a SPA tourist place in Baysun, Surxondaryo region, Uzbekistan. In this research, we approached to develop a new touristic place as a SPA tourism by Plog's theory. The findings from this research can help both of the government and the stakeholders to organize a system for SPA tourism development in Baysun, Uzbekistan.

**Keywords:** SPA tourism, Baysun, Uzbekistan, Plog's theory, New touristic destination.

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## Introduction

Tourism has lengthy roots within the records. People travelled at the start for the purposes of locating meals and clothing that have been important for surviving and dwelling. Afterward human beings travelled for the purposes of trading, religion, financial advantage, struggle and migration. Defining tourism differs from the factor of view it's far defined from, because it for commonplace human beings method traveling for entertainment. The reputable way of defining tourism as it is miles stated in the dictionary of travel, Tourism and Hospitality with the aid of S. Medlik is the following: "Tourism method tour for most purposes" (Medlik S., 3rd edition, web page vii).

Baysun district is about 1,000 km from the city of Tashkent, in western Surxondaryo region. Baysun is historical place that numerous ancient fortresses are found in Baysun district. The largest are: Poykurgon, Kumimullatpa, Saribandtepa, Yalangtotepa, Darband, Munchakepa, Boyirchi, Qiziljartepa, Mullatepa, Kalakurgan. Caves that were inhabited by primitive people include Teshiktosh, Machay, Big Suluwkamar, Dukhan, Amir Temur, Iskandarhan and other syrup chinori (in Sayrob), Iron Gate (in Darband), Teshiktash Gori (Machay village), Dozen's tracks, Bibishox shot, Boybuloq. There are historical monuments such as Cave (in Kurgoncha village), Poyangurgan (Rabot village). Baysun is a mountain region. The barn is located on the banks of the Baysun Mountains. Baysun SPA which is named "Amankhana" with long history is surrounded by dark soils. This geographical location, with its beautiful landscape, has a special effect on the human spirit. There are silicic acid, iron, aluminum and many other micronutrients in the reservoir. According to experts, such vitamin and mineral-rich spring water has the ability to treat the human body, especially the liver, gallbladder pathways. When compared with modern hemodialysis, which is used to wash the body's internal organs, it is advantageous and unsatisfactory that the ammonium spring water is several times higher. There is also an Amankhana cave with a height of 3.5 meters

and a total area of 60 square meters. Here's a good story to watch. That is, the temperature inside the skull is 5-6 degrees Celsius and 20-22 Celsius in winter.

Among the Baysunians there are various narrations about the history of the Ammonium. It is said that the Amir Temur's troops were swayed when he came to this valley. In addition, the soldiers siphon one after the other. Then they drank the water from the Amankhana SPA and took the stomach in the coolness of the night. From the narration we can conclude that this address has long since been used to ensure the health and well-being of the people.

Nowadays, President of the Republic of Uzbekistan has concentrated "On establishing small tourist zones" in mountainous areas of the region in order to increase the number of foreign and domestic tourists visiting these regions and extend their travel time in mountain region.

I chose Baysun SPA taking into account all of these factors mentioned above. All ages can visit to the area considered travel purposes. The reason that this touristic destination attract 3 types of tourists such as allocentric, midcentric and psychocentric with a number of facilities to enjoy tourists including SPA is for orderly people that they can swim on mineral water which is useful for people health and mountain area is for youth generation who can dynamic activities skiing and skateboarding. Importantly, an amazing waterfall can be able to move for a moment you far away from life's worries. However this destination is not well-known among host community and international customers. Some questions are why this destination is not attractive in tourism industry and what to do to attract tourists and who to do. I prefer to use Plog's model to solve these issues by the research project.

### **Research questions:**

The research project will therefore seek to explore and investigate the following:

- To learn tourist's motivations and needs who related to Plog's theory
- To identify which type of tourists to target for the destination
- To find a way that increases the interest of domestic and international tourists for Baysun SPA
- To identify and evaluate the demand for this destination.
- To define the role of government in turning it into touristic destination
- To explain the benefits after government established as new tourism destination

### **Literature review**

Allocentric tourists are the type of travelers who're searching out locations which are new and provide the novelty and break out from the confusion and tedium of life. They may be more likely to stay off the beaten path of different tourists and like the unusual destination in addition to are open to others. These tourists are those who're mild danger takers, need to attempt new products, sense in control, intellectually curious, use disposable profits, revel in the feel of discovery, select non-visitor regions and pleasure in new experience earlier than others go to the area. Allocentric vacationers are willing to accept distinct type of accommodation as well as ingredients, preference for novel destination with high level of activities and they like being "first". (Cooper, etc, 4th edition, 47)

Psychocentric travelers have the persona type that's conservative and they journey to safe destinations, choose a based destination whit package deal vacations as well as itinerary. They may be anticipating no surprises and they emerge as nervous if there are any. These travelers are the ones who are low hazard taking, experience the sense of powerlessness, are non-adventurous and

really intellectually confined as well as have low tolerance of nerves. Psychocentric vacationers prefer to travel to familiar destination and like the common location sports in travel locations.

Psychocentrics are seemed to journey less often; they pick using over flying and searching for familiar, nicely evolved locations. A Psychocentric visitor seeks cultural sites that are smooth to eat, however allocentric tourist wants to explore the vacation spot's cultural history more deeply. McKerner states that "Distance is intently correlated to the psychological profile of site visitors, with the more adventuresome willing to travel the longest distances". Allocentrics travel more often to strange and in addition away locations than psychocentrics. McKerner states that "cultural distance exerts same or greater impact on demand than physical distance", this supposed that someone's mental profile is visible whilst a person is taken out from his/her secure and acquainted environment and thrown into unexpected subculture and far flung vacation spot inside the ways of reaction and behavior.

By understanding the range of tourists that exist and information their psychological conduct, motives, needs and wants, its miles less complicated to outline extra clear vacation spot photos that appeal to sure tourist institution, for instance allocentrics. "According to Plog's findings, Dependables or psychocentrics opt for lifestyles that are more established, strong and predictable. These individuals could as a substitute comply with a hard and fast pattern or habitual so as to have the ability to plot their lives. Venturers or allocentrics generally tend to journey greater regularly and take adjustments of trying out new and strange vacation spot simply out of interest. Leisure journey occupies primary vicinity in their lives, and that they eagerly are looking for out new, exotic and/or unknown locations."(Charles, Goeldner, J.R. 2009, 554-559).

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**Research design**

The Plog's version of tourist groups concentrates more on the psychological aspect of choosing, eating and experiencing the tourism products. The tourism psychology concentrates on how consumers think, sense, the manner they motive, and the way they select among exclusive options for instance: manufacturers and products. The tourism psychology of the way the consumer is influenced by means of his or her environment as an example: about culture, circle of relatives, signs and symptoms and media. The conduct, alternatively, concentrates on customers even as they make shopping or different marketing related selections.

According to Plog's theory, a destination appeals to a different group of tourists based on destination character and success. Since Baysun SPA is located in country side, firstly improving transportation systems such as train, taxi and planes brings a number of customers to the destination. Additionally, organized high quality service by building luxury hotels, restaurants and creating sightseeing activities appeal not just youth, but elderly people begin to visit there. In short first of all, government focused on enhancing city's infrastructure with using modern technology. Then, tourism industry officials learn about domestic visitors interests that what kind of facilities they would like to have in this destination. For instance, allocentric tourists prefer dynamic

activities meanwhile psychocentric want to minimize risk by visiting familiar destinations. Baysun SPA include both of sides with a place where the water has special minerals in it where tourists visit to improve their health by drinking water and swimming in it. Baysun SPA attracts and treats simultaneously through wonderful nature and healthful elements. Currently, Government has paid attention developing step by step this destination.

### **Conclusion**

In conclusion, we can say that Spa tourism is a very productive activity both for the tourist and the government. According to experts, in the pond of the mountain slopes there are many useful elements for human organisms such as silicic acid, iron, and aluminum. According to Plog's theory, a destination appeals to a different group of tourists based on destination character and success.. Baysun SPA include both of sides with a place where the water has special minerals in it where tourists visit to improve their health by drinking water and swimming in it. Also, the government should consider the development of Spa tourism in Baysun. Based on our research, we hope that Spa tourism in Baysun will be developed and increase the number of visitors to Baysun.

Above all, tourism is one of the fastest-growing industry in the world that has changed the scenario of the world.

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