

**INTERNATIONAL TOURISM AND ITS IMPACT ON WORLD POLITICS AND
WORLD ECONOMY**

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Abstract: International tourism is one of the most dynamically developing forms of international trade. In the economy of a particular country, it performs a number of important functions: it is a source of foreign exchange earnings and a means of providing employment for the population; contributes to the balance of payments; contributes to the diversification of the economy, providing stimulating effects on industries serving the tourism sector; increases the attractiveness of the country as a sphere of international entrepreneurship and business cooperation; creates incentives for the inflow of foreign capital into the national economy.

Keywords: Tourism, World Tourism Organization, Recreation, Visitor, Statistics, World Politics, World Economy.

Introduction

Tourism - means leisure or business travel. The World Tourism Organization defines tourists as: "People who leave their usual environment and travel to another place for less than one consecutive year for leisure or other purposes (Davitashvili, Elizbarashvili, 2012)."

At the same time, the person, who is making such a journey is called a "tourist", "traveler", or "visitor". Economic sectors that cover the commercial activities of organizations primarily related to tourism are classified as tourism industries, such as travel agencies and other booking services (UNWTO, 2017).

According to another version, a tourist is a person visiting a country (place) of temporary stay for health-improving, recreational, educational, physical culture, sports, professional, business, religious, and other purposes without engaging in activities related to generating income from sources in the country (place) of temporary stay, for a period of 24 hours to 6 months in a row or spend at least one overnight stay in the country (place) of temporary stay. Modern tourism is impossible without activities for the production of a tourist product: special clothing, equipment, hotels, tour agencies, transport, etc. However, this activity is not reflected in the definitions currently proposed.

In General, It is rather difficult to give a brief and at the same time a complete definition of the concept of "tourism" due to the variety of functions it performs and a large number of forms of manifestation. In the process of development, various interpretations of this term were given, and each of them reflects certain aspects of tourism. The basic criteria for defining "tourism" are:

1. Change of place: moving to a place that is outside the daily habitat.
2. Stay in another place: the place of stay should not be a place of permanent or long-term residence (12 months or more).
3. Payment for activities in the visited place: the purpose of the trip should not be the implementation of activities paid from a source in the visited place or work (remuneration).

Tourism industry

The industrial era, in which material well-being was the main value, is being replaced by the postindustrial era, where the main goal is impressions and sensations. Important factors influencing the development of tourism were the development of transport, communications, growing mobility, urbanization, reduction of working hours, and the growth of social wealth. Under these conditions, the socio-economic position of tourism is rapidly strengthening, and its share in world trade in services is more than 30%. Tourism has become one of the most

profitable businesses and today uses up to 7% of global capital. As early as 1995, the annual income from international tourism was estimated at 373 billion US dollars; while 567 million international trips were made. Tourism employs 137 million people. In the tourism industry in 2008 accounted for about 6% of global GNP, and in 2018 - 10%; that is, in the world market, the tourist product is in the lead along with oil); 6% of jobs; 11% of global consumer spending. The annual growth in investment in the tourism industry is about 35% (UNWTO, 2022). The implementation of the tourism business in market conditions can be carried out in the presence of four main components: capital, technology, personnel, and recreational resources. This means that it is not enough, to have capital, acquire personnel, and technology and engage in tourism. To do this, you need to choose a place where there are recreational resources, and if there is no such place, then create it. This is one of the specific features of the tourism business in the market. Since the fourth component -recreational resources -is the cheapest, in general, this determines the high profitability of the tourism business; if tourism is associated with the creation of a tourist resource, then the cost of the tourist product increases dramatically.

Recreational resources Since recreational resources are extremely unevenly distributed on the planet, an increasing number of people go on a journey with recreational goals and motives. These recreational trips (medical, healthimproving, educational, sports) became the basis for the development of recreational tourism; recreational aspects are always present in business tourism (business tourism, congress tourism, shopping tourism). Recreational resources are understood as a set of natural and artificially created objects suitable for creating a tourist product. As a rule, recreational resources determine the formation of the tourism business in a particular region. These resources have the following main properties: attractiveness (attractiveness), climatic conditions, accessibility, degree of study, excursion significance, sociodemographic characteristics, potential reserve, method of use, etc., these resources are used for health, tourism, sports, and educational purposes. Recreational resources can be conditionally divided into natural and socio-economic (socio-cultural). Natural tourism resources are classified:

- by belonging to certain components of the natural environment (climatic, water, forest, etc.).
- by functional purpose (improving, educational).
- by exhaustibility (exhaustible: objects of amateur hunting, recreational fishing and inexhaustible: sun, seawater).
- by renewability (renewable: plants, fish, animals and non-renewable: therapeutic mud, cultural monuments).

Socio-economic resources include:

- cultural and historical objects (monuments and memorable places, museums, architectural ensembles).
- cultural and historical phenomena (ethnographic, religious).
- economic (financial, infrastructural, labor).

Despite its social and humane role, tourism modifies the environment. Reducing the damage to the tourism industry to the environment is regulated at the state and international levels through environmental education, tax regulation, limiting the tourist and recreational load on natural resources, etc. Thus, recreational resources are considered one of the factors in the development of tourism and the basis for planning the production of a tourism product (Chanturia, 2001).

The rapid strengthening of the financial and economic position of the tourism industry has led to the fact that in many countries of the world tourism has become a significant factor in regional development. Territorial authorities of various hierarchical levels, from counties and districts to federal authorities, take care of the development of tourism and areas with valuable recreational resources. Tourism is considered a catalyst for the regional economy, allowing not only to use of the entire range of recreational resources but also to use of the total production and socio-cultural

potential of the territory in the most efficient way while protecting ecological and cultural diversity. Based on this, the authorities are initiating the development of a strategy for tourism activity, together with business - the development of tourism infrastructure, the creation of national parks and recreational areas, attracting investment, and increasing the number of visits to the region.

The tourist product finally turned into an economic category only in the conditions of mass tourism. The intensity of tourism is an indicator that gives an idea of what part of the population of the country (as a percentage) annually makes at least one trip. When the intensity of tourism is above 50%, we can say that tourism in a given country has a mass character. The tourist balance of a country is the ratio between the value of goods and services sold to foreigners in a given country and the value of goods and services sold to citizens of that country abroad. If the balance of the tourist balance is positive, then they say that tourism is active for the economy of this country (Thailand, Switzerland), if it is negative, it is passive (Germany, Russia). From an economic point of view, the attractiveness of tourism as an integral part of services lies in a faster return on investment and income in hard currency. The tourism business stimulates the development of other sectors of the economy: construction, trade, agriculture, production of consumer goods, communications, etc. This business attracts entrepreneurs for many reasons: low initial investment, growing demand for tourism services, high profitability, and a short payback period. In the tourism industry, the dynamics of growth in the volume of services provided leads to an increase in the number of jobs much faster than in other industries. The time interval between the growth in demand for tourism services and the emergence of new jobs in the tourism business is minimal. Tourism, in addition to its great economic importance, plays a big role in expanding the boundaries of mutual understanding and trust between people of different religions and cultures. Its activities are not limited to trade in goods and services and the search for new trading partners. It is also aimed at establishing relationships between citizens of different countries for the preservation and prosperity of the world. The task of tourism development requires the solution of many related tasks, for example, the development of the transport system, the development of the public catering system, the improvement of the image, and the development of information infrastructure (Davitashvili, Elizbarashvili, 2012).

Conclusion

According to the World Tourism Organization, a tourism product is: "a combination of tangible and intangible elements, such as natural, cultural, and man-made resources, attractions, facilities, services, and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle".

Tourism product covers a wide variety of services including:

- Accommodation services from low-cost homestays to five-star hotels ·
- Hospitality services including food and beverage serving centers ·
- Health care services like massage ·
- All modes of transport, it is booking, and rental ·
- Travel agencies, guided tours, and tourist guides

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