Tourism and international relations. Factors that influence to the tourism industry promotion

Jizzakh branch of the National University of Uzbekistan

named after Mirzo Ulugbek

The Faculty of Psychology, the department of Foreign languages

Philology and teaching languages

Scientific advisor: Teshaboyeva Nafisa Zubaydulla qizi

nafisateshaboveva@jbnuu.uz

Student of group 401-22: Abdullayev Ismatulla Ne'matilla o'g'li

ismatullaabdullayev0@gmail.com

Annotation. International tourism refers to the act of traveling to a foreign country for leisure, business, or other purposes. It involves visiting different destinations outside one's home country and experiencing new cultures, traditions, and attractions. International tourism plays a significant role in the global economy, contributing to employment, foreign exchange earnings, and economic growth. It offers a wide range of benefits to both tourists and the host countries, promoting cultural exchange, understanding, and fostering international relationships.

Key words: International tourism, destination, culture, attractions, global economy, foreign exchange earnings, economics, introductory, political economy

The introduction to international tourism is crucial as it sets the foundation for understanding the various aspects of this industry. It encompasses the basic principles, concepts, and definitions related to international tourism. Students will learn about the different types of international tourists, such as leisure tourists, business tourists, and adventure tourists. They will also explore the motives behind international travel, including relaxation, exploration, education, and

cultural immersion. Understanding the factors that influence international tourism, such as political stability, economic development, and technological advancements, is also essential in this introductory phase.

Moreover, students will gain insights into the evolution and growth of international tourism over the years. They will learn about the historical development of tourism and how it has transformed into a global phenomenon. This includes the emergence of mass tourism, the advent of low-cost airlines, and the impact of the digital revolution on the travel industry. By studying the evolution of international tourism, students will develop a comprehensive understanding of the industry's past, present, and future trends.

International tourism can be categorized into various types based on the purpose of travel and the activities involved. One of the most popular types of international tourism is leisure tourism, where travelers visit foreign countries for recreational purposes such as sightseeing, shopping, and enjoying local cuisines. This type of tourism is often associated with vacation trips and allows individuals to relax and unwind in a new and unfamiliar environment. Leisure tourism is a great way for people to experience different cultures, traditions, and attractions while also taking a break from their daily routines.

Another type of international tourism is adventure tourism, which involves travelers seeking out thrilling and exciting experiences in foreign destinations. This type of tourism often includes activities such as hiking, mountain climbing, scuba diving, and bungee jumping. Adventure tourism appeals to individuals who are looking for a sense of challenge and adrenaline rush while exploring new and uncharted territories. It allows travelers to push their limits and step out of their comfort zones in order to create unforgettable memories and stories to share with others.

Cultural tourism is yet another type of international tourism that focuses on exploring the history, art, and traditions of a foreign country. Travelers who engage in cultural tourism often visit museums, historical sites, and attend cultural

events to gain a deeper understanding of the local heritage and way of life. This type of tourism allows individuals to immerse themselves in the rich cultural tapestry of a destination and appreciate the diversity and uniqueness of different societies. Cultural tourism not only educates travelers about the world around them but also fosters mutual respect and appreciation for different cultures and traditions.

Cultural tourism is a form of international tourism that focuses on experiencing the culture and heritage of a particular destination. This type of tourism involves visiting historical sites, museums, art galleries, festivals, and other cultural attractions to gain a deeper understanding of the local customs, traditions, and way of life. Cultural tourism allows travelers to immerse themselves in the unique identity of a place, providing them with a more enriching and authentic travel experience.

One of the key benefits of cultural tourism is its ability to promote cross-cultural understanding and appreciation. By engaging with the customs, beliefs, and practices of different cultures, travelers are able to broaden their perspectives and develop a greater sense of empathy and respect for diversity. Cultural tourism also plays a significant role in preserving and promoting the cultural heritage of a destination, helping to safeguard traditional practices and artifacts for future generations to enjoy and learn from.

The United States and Canada have a long-standing tourism partnership, with millions of Americans crossing the border to visit iconic Canadian attractions such as Niagara Falls and Banff National Park. This close relationship has helped strengthen the diplomatic ties between the two countries, leading to agreements on issues such as border security and trade.

In Europe, the European Union has implemented policies to promote tourism and facilitate travel between member states. This has not only boosted the economies of countries like Spain and Italy, which are popular tourist destinations, but has also fostered a sense of unity and cooperation among EU member states.

China's "Belt and Road Initiative" aims to enhance connectivity and cooperation between China and other countries through infrastructure development, including transportation links for tourists. This initiative has led to increased tourism between China and countries in Central Asia and Africa, fostering cultural exchange and diplomatic relations.

The Peace Corps, a U.S. government program that sends volunteers to work on development projects in countries around the world, has helped promote understanding and goodwill between the United States and host countries. Volunteers often engage in cultural exchange activities and promote tourism in their host communities, leading to lasting relationships and positive international relations.

International tourism can have a range of positive impacts on both the destination country and the tourists themselves. One of the key benefits of international tourism is the economic boost it can provide to the destination country. Tourists spend money on accommodation, food, transportation, souvenirs, and other goods and services, which can help to stimulate local businesses and create job opportunities for residents. This influx of tourist dollars can also contribute to the overall growth and development of the destination's economy.

In addition to the economic benefits, international tourism can also have positive social impacts. When tourists visit a new country, they have the opportunity to learn about different cultures, traditions, and ways of life. This cultural exchange can help to promote understanding and tolerance between people from different backgrounds, and can foster a sense of global citizenship. In some cases, international tourism can also help to preserve and promote local traditions and heritage, as communities seek to showcase their unique culture to visitors.

Furthermore, international tourism can have environmental benefits if managed sustainably. Many destinations rely on their natural beauty and resources to attract tourists, which can create incentives for conservation and environmental protection efforts. By promoting responsible tourism practices, such as reducing

waste, conserving water, and supporting eco-friendly businesses, international tourists can help to minimize their impact on the environment and contribute to the preservation of natural habitats and ecosystems. Overall, international tourism has the potential to bring about positive change and create mutual benefits for both the destination country and the tourists who visit.

a. Economic benefits: Tourists visiting a beach resort in Thailand not only spend money on accommodation, food, and activities, but also support local artisans by purchasing handmade crafts and souvenirs. This helps to stimulate the local economy and create opportunities for small businesses to thrive.

b. Social impacts: A group of tourists visiting Machu Picchu in Peru engage in cultural exchanges with local communities, learning about traditional Andean practices and even participating in traditional ceremonies. This fosters mutual understanding and respect between tourists and locals, promoting cultural preservation and appreciation.

c. Environmental benefits: Tourists on a safari in Kenya abide by strict wildlife conservation guidelines, supporting eco-friendly lodges and participating in sustainable tourism practices. By minimizing their impact on the environment and respecting the natural habitats of the animals, they contribute to the preservation of Kenya's rich biodiversity.

International tourism can have negative impacts on both the environment and local communities. One major issue is the strain that mass tourism puts on natural resources. Popular tourist destinations often suffer from overdevelopment, leading to deforestation, pollution, and habitat destruction. Additionally, the transportation of tourists to and from these destinations can contribute to carbon emissions and air pollution, further exacerbating environmental issues.

Another negative impact of international tourism is the disruption it can cause to local cultures and traditions. As tourists flood into a destination, there can be a push for commercialization and the commodification of local customs. This can

lead to the erosion of authentic cultural practices and a loss of identity for the local community. Additionally, the influx of tourists can put a strain on local infrastructure and services, such as water supply, waste management, and healthcare, leading to increased pressure on already limited resources.

Moreover, international tourism can also have negative social impacts on local communities. As tourism grows, there can be an increase in crime, exploitation, and social inequality. Some locals may be pushed out of their homes or lose their livelihoods due to rising property prices or the shift towards tourism-focused industries. Additionally, the influx of tourists can sometimes lead to cultural clashes and resentment from the local population, further straining community relations. It is important for sustainable tourism practices to be implemented to mitigate these negative impacts and ensure that tourism benefits both the destination and its residents.

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