www.wordlyknowledge.uz Volume: 1, Issue: 2, 2023

WHAT IS TOURISM

Aslanova Malokhat Akramovna

Associate professor of Physical Culture

ANNOTATION: *This article provides information about the tourism industry.*

KEY WORDS:*Tourism, tourist service, inbound tourism, sports tourism,tourist resources.*

The word "tourism" (tourisme, from tour) in French means "walk", "trip", "journey". Tourism is a journey made by a person in his spare time from his main job for recreational, educational, professional, business, sports, religious and other purposes. This is one of the types of active recreation, the best way to escape from the hustle and bustle, see new and interesting things, gain positive emotions. Tourism provides an opportunity to get acquainted with the culture of other countries and regions, satisfies a person's curiosity, enriches him spiritually, heals physically, promotes personal development. It allows you to combine rest with learning new things.

A tourist trip involves only a temporary departure of a person outside his usual environment, without conducting paid activities at the place of stay , which excludes from the category of tourists people who travel professionally or forcibly (diplomats and consular workers, military personnel, emigrants, refugees, nomads, etc.).

The basis for the development of tourism are tourist resources (natural, cultural, historical).

The key figure in tourism is a tourist. He acts as a consumer of a tourist product or services (tour), for his high-quality service , the tourism industry is formed and operates.

Tourism is not only travel and recreation, but also an important area of the economy. The tourism industry covers enterprises of various industries, from the products and services of which the tour operator creates an attractive tourist product for the consumer.

The tourism industry contributes to the influx of financial resources into the country. It not only provides income to tourism firms, but also provides tax revenues, increases the demand for food and a variety of services, there by stimulating the development of related industries (transport, hospitality, communications, trade and catering, souvenir production, etc.).Tourist service is a source of income for the local population.

This type of activity does not require large initial investments, has a high level of profitability and a relatively short payback period for capital investments. The development of tourism contributes to the creation of new jobs and provides employment for the population (foreign experience shows that up to 10 people are required to serve one foreign tourist).

The development of tourism improves the system of social and cultural services for the population, increases resources for the modernization of the relevant infrastructure, improves the quality of life.

Tourism raises the prestige of the country, its authority in the world community and among ordinary citizens. It strengthens interregional and international friendly ties, develops people's diplomacy, stabilizes relations between regions and states. The level of tourism development is a kind of indicator of the state of society, its material prosperity and spiritual health.

www.wordlyknowledge.uz Volume: 1, Issue: 2, 2023

World experience shows that the following conditions are necessary for the dynamic development of tourism:

– stable socio-economic situation (in the world as a whole, in a particular country and a specific region);

– absence of administrative and bureaucratic barriers when moving across borders and during a guest stay;

– attractive recreational resources (natural-climatic and cultural-historical);

– developed tourism infrastructure and qualified personnel;

– high level of service, comfortable accommodation, hospitality, culture and professionalism of the staff;

– comfortable and safe transport, reliable communication;

– freedom of movement and guarantees of the rights of travelers, ensuring their safety;

– high responsibility of tourist organizations and their structural divisions for conducting specific tours;

– positive tourist image of the territory, high reputation of firms and companies serving tourists.

There are several main features of tourist activity. The first and most significant is that, unlike the branches of material production, the tourism industry exports not a product, but impressions. To better reveal this feature, let's give an example.

It is possible to export 1 ton of oil, say, for $ 100-150. At the same time, the sold oil will leave the country, and its reserves will not recover in the bowels of the earth. A room in a first-class hotel can also bring $ 100-150, but every day! In a year, he can give tens of thousands of dollars, eliminating the need to export seven to eight railway oil tanks. The same applies to the export of other non-renewable natural resources. The tourist does not take anything away from the country, except impressions (virtual product), and leaves quite material – money.

This feature is extremely important for modern Russia, which exports non-renewable resources (oil, gas, metals) and at the same time has conditions for the development of tourism.

Inbound tourism – travel for tourist purposes within the country persons who do not live in it permanently. The reception of foreign tourists in the country is a kind of export of services (this is how the World Tourism Organization defines inbound tourism, since the profit from it goes to the host country in foreign currency).

Outbound tourism is the travel of citizens permanently residing in the same country abroad for tourist purposes. Recreational (wellness) tourism – travel for recreation and treatment. It can be divided into beach (visiting the seashore, especially in winter) and sanatorium-resort, characterized by 5 longer duration (the usual duration of the tour for treatment is 21-28 days, which is much longer than for other types of tourism).

Although wellness recreation is purely individual in nature, recreational tourism is the most popular type of tourism. It may include entertainment and entertainment programs (theater and film festivals), interest classes (hunting, fishing, musical and artistic creativity), ethnic hikes (related to the study of the national culture of the host country), etc.

www.wordlyknowledge.uz Volume: 1, Issue: 2, 2023

Sports tourism is associated with trips to various sports events. The popularity of this type of tourism is constantly growing. It allows you to engage in selected sports (skiing, swimming, sport fishing and hunting, etc.), as well as "cheer" for your favorite team, personally attending major sports competitions. This is all the more important because, in accordance with the recommendations of the World Tourism Organization, tourism and recreation, along with physical education and sports, should be considered inextricably and interrelated.

In conclusion, it is worth presenting a list of the most important concepts characterizing the tourism sector.

Tourist resources – natural, historical, socio-cultural and other objects of interest to tourists (including potential ones). As a rule, tourist resources are used for display. They are designed to satisfy the curiosity and spiritual needs of a person, to give a charge cheerfulness, improve emotional state and restore physical strength.

The quality of resources is determined by their uniqueness, primevalness and originality, the degree of their positive impact on the physical and spiritual health of a person. Certain tourist resources attract specific tourists, their type and condition largely determine the use value of tours, tourist products in general.

Tourist resources are the basis and an integral element of the tourism infrastructure.

REFERENCES:

1.Aldenderfer, M.S., & Blashfield, R.K. (1984). Cluster Analysis. Beverly Hills: Sage Publications.

2.Arabie, P., & Hubert, L. (1994). Cluster Analysis in Marketing Research. In R. Bagozzi (Ed.) Advanced methods of marketing research (160-189). Cambridge: Blackwell.

3.Baumann, R. (2000). Marktsegmentierung in den Sozial- un Wirtschaftswissenschaften: eine Metaanalyse der Zielsetzungen und Zugänge. Diploma thesis at Vienna University of Economics and Management Science. Vienna.

4.Bieger, T., & Lässer, C. (2002). Market Segmentation by Motivation: The Case of Switzerland. Journal of Travel Research, 41 (1), 68-76.