

TOURISM INDUSTRY IN THE WORLD

Mirzoeva Laylo

Teacher, Termez State University

Annotation

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes".

Key words: tourism, activity, world, balance, slow.

Tourism can be domestic (within the traveler's own country) or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Tourism numbers declined as a result of a strong economic slowdown (the late-2000s recession) between the second half of 2008 and the end of 2009, and in consequence of the outbreak of the 2009 H1N1 influenza virus, but slowly recovered. Globally, international tourism receipts (the travel item in balance of payments) grew to US\$1.03 trillion (€740 billion) in 2005, corresponding to an increase in real terms of 3.8% from 2010. International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012, emerging source markets such as China, Russia, and Brazil had significantly increased their spending over the previous decade. The ITB Berlin is the world's leading tourism trade-fair. Global tourism accounts for c. 8% of global greenhouse-gas emissions. The **tourism industry**, as part of the service sector, has become an important source of income for many regions and even for entire countries. The *Manila Declaration on World Tourism of 1980* recognized its importance as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies, and on their international relations." Tourism brings large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting as of 2011 for 30% of the world's trade in services, and, as an invisible export, for 6% of overall exports of goods and services. It also generates opportunities for employment in the service sector of the economy associated with tourism.

The hospitality industries which benefit from tourism include transportation services (such as airlines, cruise ships, trains and taxicabs); lodging (including hotels, hostels, homestays, resorts and renting out rooms); and entertainment venues (such as amusement parks, restaurants, casinos, shopping malls, music venues, and theatres). This is in addition to goods bought by tourists, including souvenirs. On the flip-side, tourism can degrade people and sour relationships between host and guest. In 1936, the League of Nations defined a *foreign tourist* as "someone traveling abroad for at least twenty-four hours". Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.

In 1941, Hunziker and Kraft defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976, the Tourism Society of England's definition was:

"Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home.

In 1994, the United Nations identified three forms of tourism in its *Recommendations on Tourism Statistics*:

- Domestic tourism, involving residents of the given country traveling only within this country
- Inbound tourism, involving non-residents traveling in the given country
- Outbound tourism, involving residents traveling in another country

Other groupings derived from the above grouping:

- National Tourism: It is a combination of domestic and outbound tourism
- Regional Tourism: It is a combination of domestic and inbound tourism
- International Tourism: It is a combination of inbound and outbound tourism

The terms *tourism* and *travel* are sometimes used interchangeably. In this context, travel has a similar definition to tourism but implies a more purposeful journey. The terms *tourism* and *tourist* are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited. By contrast, *traveler* is often used as a sign of distinction. The sociology of tourism has studied the cultural values underpinning these distinctions and their implications for class relations. Travel outside a person's local area for leisure was largely confined to wealthy classes, who at times traveled to distant parts of the world, to see great buildings and works of art, learn new languages, experience new cultures, enjoy pristine scenery and to taste different cuisines. As early as Shulgi, however, kings praised themselves for protecting roads and building way stations for travelers. Travelling for pleasure can be seen in Egypt as early on as 1500 BC. During the Roman Republic, spas and coastal resorts such as Baiae were popular among the rich. The Roman upper class used to spend their free time on land or at sea and traveled to their Villa urbana or Villa maritima. Numerous villas were located in Campania, around Rome and in the northern part of the Adriatic as in Barcola near Trieste. Pausanias wrote his *Description of Greece* in the second century AD. In ancient China, nobles sometimes made a point of visiting Mount Tai and, on occasion, all five Sacred Mountains.

Middle Ages

By the middle Ages, Christianity and Buddhism and Islam had traditions of pilgrimage. Chaucer's *Canterbury Tales* and Wu Cheng'en's *Journey to the West* remain classics of English and Chinese literature.

A Japanese tourist consulting a tour guide and a guide book from Akizato Ritō's *Miyako meisho zue* (1787)

The 10th- to 13th-century Song dynasty also saw secular travel writers such as Su Shi (11th century) and Fan Chengda (12th century) become popular in China. Under the Ming, Xu Xiake continued the practice. In medieval Italy, Francesco Petrararch also wrote an allegorical account of his 1336 ascent of Mount Ventoux that praised the act of traveling and criticized *frigida incuriositas* ("cold lack of curiosity"). The Burgundian poet Michault Taillevent later composed his own horrified recollections of a 1430 trip through the Jura Mountains. In the last years, there are many places in the world that the local population develops an anti-tourism sentiment and protests against tourists. One of the most

prominent examples of such a mobilization was the so-called "Tourists go home" movement, which emerged in 2014 in Spain due to the slogans and mottos calling the tourists to go back to their homes. Barcelona, as one of the most visited cities of the globe, has millions of tourists per year. The irresponsible behavior of the tourists in association with the overpopulation, usually during the summer months, caused the rage of the local population against the tourists. Besides, citizens also tend to blame platforms such as Airbnb for raising the renting prices and promoting the tourism industry, making it difficult for the citizens to find an inexpensive place to live. Venice was also facing such problems, and the "Tourists go home" slogans appeared on the walls of the city. Moreover, several other countries, such as Japan and the Philippines, are having problems with overtourism. Nevertheless, the year 2017 seems to a landmark for the anti-tourism sentiment as "a new Spanish social movement against an economic development model based on mass tourism gained following high-profile attacks targeting foreign tourists and local business interests." The anti-tourism sentiment also seems to be linked with a clash of identity and people's individualism.

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