

## THE IMPORTANCE OF THE TYPES OF TOURISM

***Kozimova Roziyabegim Miraliyevna***

*A master student of*

*Tourism and Economics department*

*"Tashkent Institute of Irrigation and Agricultural Mechanization Engineers"*

*National Research University*

[\*rosiekozimova@gmail.com\*](mailto:rosiekozimova@gmail.com)

**Abstract** – Tourism is the most dynamic branch of the global services sector. The prerequisites for the positive dynamics of the tourism market in the world are a set of factors such as an increase in the solvency of the population and the consistent development of tourism infrastructure, the formation of the state's identity in the international arena to improve the country's reputation, an increase in the penetration level of remote banking services, the internet, online services.

**Key words:** tourism, international tourism, travel, countries, tourism industry, tourist attractions.

### **Introduction**

Tourism over its centuries-old existence, as a social economic and cultural-cognitive phenomenon still does not have a clearly formulated definition. There is also no unambiguous formulation about the science studying the tourism industry. In connection with these, experts in this field, scientists and tourism organizations interpret these concepts differently. Due to the pace of development of tourism: its variations, forms and classifications, significant changes in the world over the past few years, as well as terminology, have undergone changes.

The world tourism organization (UNWTO) is a specialized intergovernmental agency of the un system, uniting 158 member countries. UNWTO operates on the basis of its charter, which came into force on 2 January 1975. The main goal of the UNWTO is to promote the development of tourism as the main factor in ensuring international peace and mutual understanding, world trade, strengthening cultural and economic ties

between countries<sup>30</sup>. The UNWTO organization is part of the UN system and has the right to draw up definitional standards in the tourism industry.

### **Literature review**

The first scientific works on tourism and the tourism industry began to appear in the 1920s and 1930s. Formalization of terms such as "tourist" and "tourism" was also required by government agencies and tourism industry organizations. Depending on the area of study, tourism is usually interpreted differently. For example, experts in the field of economics study tourism through the prism of its contribution to the socio-economic indicators of the state. Scientists and experts in geography, in turn, study the spatial aspects of tourism. Their area of study includes such factors as: the direction of tourist flows, the use of natural resources, the dispersion of people throughout the country, changes in the environment after the stay of tourists.

Each scientist and researcher in the tourism industry puts forward his own definition of this term. For example, Jafar Jafari believes that tourism is the study of the traveling person himself, who is at a given moment in time outside his permanent residence. He classifies tourism as an industry that must satisfy human needs to the fullest extent possible. The author is also confident that man and industry influence each other in a positive or negative way, and together with each other they influence the cultural, economic and political spheres<sup>31</sup>. Other experts, such as Alistair Matheson and Geoffrey Wall, offer a slightly different interpretation of tourism. They believe that tourism is a temporary stay of a person in a place that is located outside of his normal work activity or residence. These scientists, like Jafar Jafari, are confident that the type of activities that tourists do while traveling is aimed at satisfying needs<sup>32</sup>. Due to the fact that there is no clear definition, some experts and specialists in the tourism industry consider the term "tourism" to be one of the vaguest.

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<sup>30</sup> ЮНВТО [Электронный ресурс]. - Режим доступа: <https://www.unwto.org/> (дата обращения: 05.05.2022г.).

<sup>31</sup> Jafari J. Editor's Page // *Annals of Tourism Research*. Special Number. October/December, 1977. p. 8.

<sup>32</sup> Mathieson A., Wall G. *Tourism: Economic, Physical and Social Impacts*. London: Longman Group Ltd., 1982.

Speaking about the classification of tourism, first of all it should be noted tourism within the country in which a person lives and international tourism. The second type of travel means crossing territorial borders between states.

### **Analysis**

International tourism, in turn, is divided into two subgroups, such as outbound and inbound tourism. The difference between these types lies in the direction of the tourist flow. That is, outbound tourism means leaving the country in which it is located, and inbound tourism means the arrival of a person in a particular country. There are also other names for these types, for example, receptive - this is the receiving country to which they travel and proactive, that is, sending from their own country.

You can organize your travels in different ways. Some people prefer to look for tickets themselves, book hotels, plan their leisure time, while others resort to the help of professionals such as travel agencies and tour operators. In this regard, there are planned and amateur types of tourism. The first involves receiving a set of services when interacting with a company that provides these services. Accordingly, the future tourist pays for his time in advance. And the second type of tourism is travel without any participation of intermediaries, and, as a rule, they pay for the trip at the time of their stay in the visited country as needed.

### **Discussion**

The main purpose of travel determines the form of tourism, so tourism can be classified as follows:

#### 1. Archaeological

This type of tourism is an alternative form of cultural tourism. Archaeological tourism helps people increase their knowledge of excavations, preserve historical sites, find something new and unknown in their country, and uncover the mysteries of millennia that are “buried” deep underground. Also, one of the main goals of this tourism is to popularize public interest in excavations and archeology in general. This tourism also implies not only active participation in excavations, but also visiting

various infrastructure dedicated to this topic, for example, museums or other architectural monuments. This type of tourism can involve both independent travel and being in a group.

## 2. Heritage tourism

Cultural heritage tourism (or simply heritage tourism) is a destination that focuses on the culture of the place where tourism takes place. It should be noted that culture has always been the main object travel. Cultural heritage plays an important role in tourism at all levels; from global landmarks of world culture to attractions that lie at the heart of local identity. This type of tourism includes visits to historical or industrial sites, such as old cities, railways, battle sites, etc. The overall goal of cultural heritage tourism is to gain insight into a country's past.

## 3. Pilgrimage tourism

A special type of tourism that depends on a person's faith and his spiritual component. For religious people, this type of tourism is of great importance. Pilgrimage tourism implies both visiting various holy places and sources of power in the world, as well as a more detailed theoretical acquaintance with the history of pilgrimage. The holy land is a center of pilgrimage for many religions such as Judaism, Christianity and Islam.

## 4. Adventure tourism

One of the most interesting, exciting and exciting types of tourism. The fact is that this type of tourism, as a rule, is directly related to exoticism and travel to countries that are radically different from a person's usual location. It is worth noting that this type of tourism is gaining popularity as tourists seek various types of recreation. In order for tourism to truly be called adventure tourism, certain conditions must be met. The first of them is physical activity. The second is cultural exchange.

## 5. Agritourism

Agritourism is a type of holiday that usually takes place on farms. This type of recreation means providing an opportunity for a tourist to express himself in

performing agricultural work during a visit to a particular territory. Such work includes: picking fruits and vegetables, planting trees, and there is also the opportunity to feed pets. Another part of this type of tourism includes activities such as tasting different products, for example, homemade goat milk, cheese, honey or wine, as well as buying farm souvenirs and much more.

#### 6. Excursion tourism

An excursion is a trip by a group of people, usually taken for recreational or educational purposes. It is often an addition to a longer trip or visit to a place, sometimes with others (like usually work-related) goals. State-owned companies issue excursion tickets at reduced prices to attract this type of business. Often these tickets are limited to days with minimal occupancy, such as weekdays, or times, such as business hours.

#### 7. Medical tourism

Medical tourism (also called medical travel, health tourism or global health) is a term originally coined by travel agencies and the media to describe the rapidly growing practice of traveling across international borders to obtain medical care. Such services usually include elective procedures, that is, consultation with a specialist, as well as complex specialized operations.

#### 8. Eco-tourism

Eco-tourism is an industry that strives to have minimal impact on the natural environment and local culture, while helping to generate income and jobs for local residents. World economists predict continued growth in international tourism - from 3 to 6 percent per year, depending on the location. As one of the largest and fastest growing industries in the world, this continued growth will put great pressure on the remaining biodiverse habitats and indigenous cultures that are often used to support mass tourism.

#### 9. Wellness tourism

Wellness tourism is voluntary travel to world-wide destinations for the purpose of promoting health and well-being through physical, psychological, or spiritual activities. Wellness tourism aims to control stress levels and promote a healthy lifestyle. Specific types of wellness tourism include meditation and multiple types of yoga, such as classical or exercise-based, as well as treatments that include conventional, alternative, complementary, herbal, or homeopathic medicine. These types of wellness tourism account for the global market growth of the industry and the impact and issues that are currently within the industry or will occur in the future.

#### 10. Wildlife tourism

Wildlife tourism, in its simplest sense, is observing wild animals in their natural habitat. Wildlife tourism can be eco-friendly and friendly to both captive and wild animals. In recent years, this type of tourism has been actively developing in all over the world. Wildlife tourism is also a multi-million-dollar industry, offering tailor-made tour packages such as safaris, and also includes parks and wildlife sanctuaries.

#### **Conclusion**

As for the tourism economy, it is a system of economic relations, which in turn arise between different areas of the industry. For example, between producers and those who use tourism services or between the state and organizations that provide services in the tourism field.

Like any system, the tourism economy has a number of functions. One of the most important is to increase the capital of the industry. Tourism is a fairly attractive system for investment. This is due to indicators such as payback and demand for tourism services. Another important function should be identified - an incentive to improve other areas. Tourism is closely related to such industries as construction, trade, and infrastructure. Accordingly, if tourism develops, then new roads are also built for ease of travel, more souvenirs are made and architectural monuments are reconstructed.

In the process of tourism activity, economic relations arise in the form of exchange of experience between countries, consumption of products of this industry, distribution

of resources - all this together is the tourism economy. Regarding the consumption and distribution of resources, one of the tasks of the tourism economy is to find their most effective use.

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