
TOURIZM AND INTERNATIONAL RELATIONS. FACTORS THAT INFULUENCE
TO THE TOURIZM INDUSTRY PROMOTION

Student of group 403-22: Maruffjonova Muborak Laziz qiz

*Jizzakh branch of the National University of Uzbekistan
named after Mirzo Ulugbek*

Teshaboyeva Nafisa Zubaydulla qizi

*The Faculty of Psychology, the department of Foreign languages
Philology and teaching languages*

Abstract: This article explores the intricate relationship between tourism and international relations, focusing on the factors that influence the promotion of the tourism industry. It examines how diplomatic efforts, political stability, economic factors, cultural exchange, and technological advancements impact tourism promotion strategies. By analyzing case studies and theoretical frameworks, the article provides insights into the dynamic interplay between tourism and international relations, highlighting the importance of collaboration and cooperation for sustainable tourism development.

Keywords: Tourism, International Relations, Promotion, Diplomacy, Political Stability, Economic Factors, Cultural Exchange, Technology

Tourism serves as a vital bridge between nations, fostering cultural exchange, economic development, and diplomatic relations on a global scale. The promotion of the tourism industry is influenced by a myriad of factors, ranging from diplomatic initiatives to socio-economic conditions and technological advancements. Understanding these factors is essential for crafting effective tourism promotion strategies and harnessing the potential of tourism as a tool for international cooperation and mutual understanding.

Firstly, diplomatic Efforts: Diplomatic relations between countries play a crucial role in shaping tourism promotion strategies. Bilateral agreements, diplomatic missions, and cultural exchanges facilitate the flow of tourists by enhancing mutual trust and cooperation between nations. For example, visa liberalization agreements and diplomatic outreach programs can stimulate tourism by simplifying travel procedures and promoting cross-border mobility.. **Political Stability:** Political stability and security are fundamental prerequisites for a thriving tourism industry. Countries plagued by conflict, instability, or security concerns often struggle to attract tourists due to safety apprehensions. Conversely, nations with stable political environments and robust security measures are more likely to attract tourists seeking relaxation, leisure, and cultural experiences.

Economic Factors: Economic conditions, including exchange rates, income levels, and government policies, significantly influence tourism promotion efforts. Economic downturns may deter discretionary spending on travel, while favorable exchange rates can make destinations more affordable and attractive to international visitors. Moreover, government incentives, such as tax breaks for tourism businesses or investment in infrastructure, can bolster the competitiveness of a destination.

Cultural Exchange: Cultural attractions and heritage sites play a central role in promoting tourism and fostering intercultural dialogue. Destinations rich in history, art, cuisine, and traditions often appeal to tourists seeking authentic cultural experiences. Cultural exchange

programs, festivals, and cultural diplomacy initiatives serve to showcase the unique cultural identity of a destination and attract visitors interested in cultural immersion.

Technological Advancements: Technological innovations have revolutionized the tourism industry, enabling destination marketing, online booking platforms, and personalized travel experiences. Digital marketing strategies, social media engagement, and virtual reality tours are increasingly utilized to promote tourism and engage with potential travelers. Moreover, advancements in transportation infrastructure and communication technologies have facilitated greater accessibility and connectivity, expanding the reach of tourism promotion efforts. In Uzbekistan, the number of customers using the services of tourist enterprises is regularly increasing. But these rates of growth are not so noticeable now. According to preliminary calculations of the requirements, in the near future, the demand for foreign tourists to come to Uzbekistan can increase by 11.5% per year. The consumption capacity of the tourist services market is characterized by indicators of the market volume. In the total volume of services to tourists, the economy of hotels is the most significant (54.8%), while in the next place are tourism enterprises (27.2%). At the same time, our analysis of the opportunities of the tourism market size shows that currently its opportunities are higher on the account of large groups of income, including the population. The organization and operation of the tourist complex largely depends on the innovative marketing and financial situation of the tourist enterprise, the level of which is based on the reliability of the services of the cross-border of the sphere. The economic activity of the tourist enterprise is inextricably linked with the turnover of tourist products. Expenses for the services of external organizations accounted for 46,5% of the expenses for the placement of a large amount in the structure, transport –25,7%; catering –9,7%; services on exportation –3,6%, total expenditure-85,5%. Analysis of the factors that contribute to their growth allows to determine the mechanism of price assessment in the tourism industry, to identify ways to reduce the cost of the tourist product and increase its competitiveness. The tourist industry is characterized by the fact that it has parts that form the material basis of tourism, among which it is necessary to include, first of all, the transport and hotel industry

The provision of transport services to tourists is one of the components of the tourist industry. The presence of international class airports in five cities of Uzbekistan, Tashkent – Samarkand – Bukhara – Urgench Railway, the construction of Angren – Andijan highway, a network of local importance of highways makes it possible to further improve the transport system of the Republic. Today, Uzbekistan is directly connected with more than a million foreign countries. The Republican Avi company carries out more than 53 flights to distant foreign countries per week and 69 flights to CIS cities. Within the framework of the single transport structure of the tourism industry, 92% of all trips of tourism across the country are carried out by cars, 78% of which are accounted for by buses. The number of buses meeting international standards is increasing year by year. Uzbekistan's highways provide safe movement of passenger and cargo cars during the day-night. However, the general condition of Motor Vehicles does not correspond to the standards of developed countries in terms of width and surface coverage. One of the main tasks facing road service personnel is to further improve the road network in the future. As practice shows, one of the negative factors that affect the development of the tourism industry in the current period is the lack of regularity of interaction of tour operators with transport companies. The dynamics of the development of Civil Aviation

shows that in the following years, the volume of passenger transportation of Civil Aviation is almost unchanged. The survey conducted by the author among tour operators shows that the fact that the National Avi company "Uzbekistan Airways", which has turned tourism into a monopoly, has greatly increased the cost of services, hinders the growth of tourists arrival. The introduction of customs taxes (30% of the total price) and excise taxes (70%) negatively affects the renewal of any type of export. Scientific research shows that in the market of transport services there is a high competition, which affects the mutual coordination of the activities of tour enterprises and the tourist industry, the legal protection of the rights and interests of tourists. An important component of the success in the tourism industry was the development of the hotel business. Therefore, for the successful development of the tourism industry, high-quality services must be provided here. The consumer of the hotel product can choose a variety of options and forms for accommodation in the Republic. One of the main peculiarities of the relationship of the subject in the market of tourist services is the offer of this available capacity to the fullest extent possible. The analysis of the three leading spheres of the Republic's tourist industry (transportation, accommodation and tour operators' offers and costs) shows that it is necessary to regularly analyze the needs and requirements of the main groups of consumers, as well as to develop conceptions that ensure stable competitive activity of producers of effective products and services; it is necessary to develop tourist products, bring them to the market, distribute and sell them, at the same time, the profit portion must also be included in the price; when determining prices, it is necessary to take into account the nature of competition in the tourist market, as well as the pricing policy of competitors.

Tourism opportunities of Central Asian countries

Countries	The main objects of tourism and types of recreation	Country potential %	Conditional minimum amount of capital required (mln dollars)
Tajikistan	Ajina Topa complex, Khulbuk and Kafirkala towns, Mirsaid Khamadani shrine, mountain-Badakhshan Autonomous Region, Shirabad district, Yarzob Pamir-administrative, mountain-skiing tourism and hunting	59,2	25,80
Turkmenistan	All-Turkish national reserve, neutral rock, Sultan Sanjar mausoleum, Kora-Kum region of enlightenment and natural tourism	63,5	23,90
Kyrgyzstan	Issyk-Kul, Naryn, Karatol-Japirik Reserve, Sarichat-Ertash, Sari-Chelek reserve-the territory of nature tourism	60,7	19,75
Kazakhstan	Utroz, Sayram, cities of Turkistan, Khoja Ahmed Yassavi mausoleum, Karahan and Daudbek theme, Chori kanoni, Borovoy, Kukchatau Kur, Shimbulak educational holiday, nature and mountain tourism region		
Uzbekistan	Historic cities, Ugam-Chotqol National Park, Zamin nature zone, Kora-Kum, Haydarkul, Shakhimardon-the territory of enlightenment, nature, treatment and recovery	56,0	18,25
Total by Central Asia		55,8	20 mlrd

Thus, a sustainable tourism complex requires taking into account long-term benefits and consequences. Tourism massages are such a limit that it is necessary to take advantage of all the opportunities of the selected areas to a great extent and keep them safe for the next generation. It is necessary to create a new methodology for planning the transition from short-term tourism to long-term tourism as a result of such a concerted approach to tourist activity. Complex was widely used in the analysis of the results of selected observations, as well as data from the State Department of Statistics and special literature. According to him, it was concluded that in order

to enter the tourist markets, it is necessary to organize efforts and to reconsider the demand for tourist products and services of Uzbekistan. For this, it is necessary to develop the concept OF innovative marketing of the development of the tourism industry in the country and its functions among the interested forces engaged in its realization. To determine what the internal structure of the Central Asian tourist market, taking into account the opportunities of the region, it is necessary to disassemble the map of Central Asia, having determined the specific types and directions of Tourism. Travel and tourism contribution to the GDP of Uzbekistan in 2023. Travel and tourism GDP-2,473.5, 4,5% of GDP, International visitors spending 1,550.9 % million and 21.1 % of total exports

The promotion of the tourism industry is intricately linked to international relations, encompassing diplomatic, political, economic, cultural, and technological dimensions. By recognizing the interplay between these factors, governments, tourism authorities, and industry stakeholders can develop holistic and sustainable tourism promotion strategies. Collaboration, dialogue, and mutual cooperation are essential for harnessing the transformative power of tourism to foster global understanding, economic growth, and peace-building initiatives.

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