

Problems in the Development of Tourism

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Abstract: This article talks about the origin of problems in the field of tourism and ways to eliminate them, and offers suggestions.

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INTRODUCTION

We can see that the tourism sector is developing day by day as a result of the reforms being carried out on a global scale. Also, although our country has achieved many achievements in the field of tourism, we, like all other countries, have experienced some negative effects of this field. In tourism, the safety and health of tourists are of the first place.

Tourism, which is a complex socio-economic system, is influenced by many factors, especially in today's informational, fast-paced world, the role of internal and external influences is important. Therefore, keeping track of them is objectively necessary for the effective organization of tourist activities.

Factors affecting tourism are divided into two types:

External (exogenous);

Internal (endogenous).

External factors affect tourism through changes in the life of society and have unequal importance for different elements of the tourism system.

Main part. Among the most important external factors affecting the development of tourism are:

- Natural geographic;
- cultural and historical;
- economic;
- social;
- demographic;
- political and legal;

- technological;
- ecological.

Natural geographic (sea, mountains, forests, flora, fauna, climate, etc.) and cultural and historical (architecture, historical and cultural monuments) factors as the basis of tourist resources are decisive when tourists choose a specific area to visit. is important.

The wealth of natural and cultural-historical resources, the possibility and convenience of their use have a significant impact on the scale, speed and direction of tourism development.

It should be remembered that natural phenomena can lead to both ups and downs in tourist activity. For example, the last solar eclipse of the 20th century. (summer 1999) was well observed in Europe, especially in Romania. The skillful advertising campaign of this event led to an increase in the number of tourists who came to this country in 1999 by almost 200 thousand people compared to 1998. On the other hand, a major flood (June–July 1997) limited tourism in most of Poland and the Czech Republic. A devastating earthquake in northern Turkey (1999) resulted in a 2 million drop in visitor numbers compared to 1998 and a nearly \$3 million drop in international tourism revenue.

In general, natural-geographical and cultural-historical factors create conditions for the development of tourism and have a permanent, unchangeable value. A person can only adapt them to his needs and make them more convenient for tourism purposes.

The state's economic situation depends not only on the population's income, but also on the level of development of the material and technical base and tourism infrastructure. That is, tourism occupies an important place in the state's economy.

Economic factors include inflation, interest rates, fluctuations of real exchange rates and currencies. Thus, the change in exchange rates has a significant impact on the volume of tourist flows between countries with strong and weak currencies. percent growth leads to a 6-10 percent decrease in demand for outbound tourism.

The development of tourism is very sensitive to which stage of the economic cycle - growth or decline - not only for the national, but also for the world economy. Thus, during the economic crisis of the 80s, the number of international tourists decreased significantly.

Among the social factors of tourism development, first of all, the increase in free time of the population (reduction of working hours, increase in the duration of annual vacations) should be noted, along with the increase in the standard of living. population means new potential tourist flow.

With the increase in the duration of the population's leisure time in tourism, two trends have appeared - the fragmentation of the vacation period and the growth of short-term trips. Tourist trips are becoming shorter, but more frequent. In foreign literature, this phenomenon is called "travel with intervals" . Instead of a long year-long trip, several shorter trips are often preferred (for example, a two-week vacation at the sea in the summer, a week in the mountains in the winter, as well as several trips on weekends and holidays). Such trips mean increasing activity and mobility of tourists. "Short-term" visitors typically spend more per day at a destination than long-term visitors.

Demographic factors that have a constant influence on the development of tourism depend on the population, its distribution by individual countries and regions, age and gender composition (with the distribution of working-age population, students and pensioners), family status and family composition. . Thus, the growth of the population of the whole world and its individual regions has a

direct proportional effect on the increase in the number of tourists. Statistics show that tourists come from here. Countries with high population density are stronger than countries with low population density. In addition, there is a clear trend of changing the mobility of tourists depending on age, gender and family status. Thus, people aged 18-30 show the greatest tendency to active types of tourism. However, the general tourist mobility of people reaches its peak at the age of 30-50. Studies show that unmarried people are more mobile than married people, and women are more interested in tourism than men.

The group of demographic factors also includes urbanization (increasing the share of the city population), the level of which is directly proportional to the intensity of tourist trips. The highest level of urbanization is in the countries of North America (77%) and Europe (71%), which are the main "suppliers" of tourists. Within a country, the level of tourism activity in urban areas is much higher than in rural areas. In addition, the larger the city, the more its residents go on tourist trips. In addition, the decision of urban residents to travel for educational purposes is influenced by the overall high cultural level of urban residents. and educational level is affected.

The following changes are taking place in the demographic composition of the population of developed countries:

- aging of the population (decrease in birth rate leads to an increase in the proportion of elderly people, while the number of young people, in particular, between 15 and 24 years old, is constantly decreasing);

- the number of working women is increasing, their career aspirations are increasing (this leads to late marriage, postponement of childbearing, and an increase in the number of childless couples)

- the number of single people is increasing (in big cities they make up half of the total population.

It should also be added that tourism activity is largely dependent on the political situation. A stable political situation promotes the development of tourism, and on the contrary, a tense situation causes its low growth rates and even its decline. Some armed conflicts (for example, the Middle East in 1967 and 1973) coincide with economic crises. Overlapping each other, they mutually reinforce their negative impact on tourism.

In the early 1990s, due to the military actions of the United States in the Persian Gulf region, the growth rate of tourist arrivals decreased in all regions of the world, and an absolute decrease in the number of tourists was observed in Italy, Great Britain, Germany and Switzerland. Permanent Israel-Palestine conflict (their outbreaks are observed from time to time, for example, in the spring of 2002) has a negative impact on the development of tourism in most countries of the Middle East.

Terrorism and extremism pose a serious threat to tourism. Thus, the negative consequences for international tourism in connection with the terrorist attacks on September 11, 2001 in the United States are practically incalculable. In absolute terms, the number of travelers in 2001 was 689 million compared to 697 million in 2000 (a decrease of 1.3%). The last time this indicator decreased was recorded in 1982, when it was 0.4. 96. In the following years, the volume of tourist arrivals around the world grew steadily. In countries where tourism has a large impact on the national economy, extremists may choose to attack tourists in order to exert political pressure on the ruling circles (for example, it happened in Egypt in 1997). changes in the political map of the world. In the 20th century, the opening of the borders of the CIS and Eastern European countries and the transition to market changes

presupposed an increase in the flow of tourists from these countries. At the same time, some countries of Eastern Europe (Czech Republic, Hungary, Poland) took leading positions in receiving guests.

The measures of the European Union to create a single market without internal borders with the free movement of capital, goods, services, people, unification of tax policy, introduction of a single currency in Europe create all the conditions for the rapid development of tourism in this regard.

Conclusion: Ethnic tourism aims to visit the places where tourists were born, where their relatives and friends live. This type of tourism plays an important role in international tourism exchange. Ethnic tourism is of particular importance for countries whose population lives abroad.

Therefore, in order to develop tourism, it is necessary to achieve internal and external stability from the political side. It is also necessary to actively establish useful cooperation with other countries. In the development of tourism, a long-term and logical strategy must be created. For example, in tourism Urban planning is one of the most important aspects, but it is not paid attention to everywhere. Cities need to be built taking into account the next 50-60 years. Another problem is the active organization of the digital economy using digital technologies in tourism. For this reason, attention is being paid to modern technologies and IT in the countries of the world and in our own Republic, as well as efforts are being made to develop this field.

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