
THE DIFFERENT TYPES OF TOURISM INDUSTRY

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Annotation

This article describes the sphere of Tourism and its types and gives suggestions for the improving the types of tourism.

Keywords: Tourism, infrastructure, development. Transport, economy, budget, foreign tourists, film tourism, medical tourism, pilgrim tourism, types.

Introduction

Tourism is now being used around the world for relax, recreational, nature-friendly, sporting and extreme, pilgrimage and other purposes. Millions of people are involved in tourism activities each year. In many countries tourism has become an important sector of the economy. The purpose of any touristic trip (or more than one purpose) is to connect, for some reason. There are many types and directions of tourist trips around the world. Experience of foreign countries shows that the implementation of various types of tourism development stimulates such sectors of the economy, such as transport, communications, trade, construction, agriculture and consumer goods, to solve the issue of replenishment or replenishment of the revenue part of the state budget and other budgets.

Tourism industry in Uzbekistan is rapidly developing. Uzbekistan has a huge touristic potential. The Republic is a central tourist destination not only in Central Asia, but also throughout the world. It covers various periods corresponding to historical and architectural ensembles of Uzbekistan. In modern architectural and historical centuries, national architectural monuments are distinguished by their originality and are unique not only to Uzbekistan. In recent years, we have a special focus on tourism. In our country, to accelerated development of tourism, more comprehensive and effective utilization of the existing tourism potential, along with traditional cultural and historical tourism, other types of tourism must be developed: pilgrimage tourism, ecological tourism, educational tourism, ethnographic tourism, gastronomic tourism, sports and extreme tourism, agriculture tourism, industrial tourism, business tourism and other types.

Tourism development consists of many elements including, but not limited to: developing and managing private-public partnerships, assessing the competitors to gain competitive advantage, ensuring responsible and sustainable development, viewing tourism as an interconnected system and a demand-driven sector, assessing private sector investment and international cooperation, tourism clustering and involvement by the Government.

At the beginning of 2016, a process of radical reform of the tourism industry was launched in Uzbekistan. Transformations in the field of tourism were named as one of the strategic directions for the development of the national economy, which can ensure the accelerated development of regions. The analysis showed a positive dynamic of growth in tourism. So, in 2016-2019, there was a significant increase in the number of foreign tourists visiting Uzbekistan. For comparison, if in 2016, 2 million foreign tourists visited the country, in 2019 their number increased 3.3 times and reached 6.7 million.

In 2018, the number of foreign tourists increased - by 98% compared to 2017, and the number of companies and organizations engaged in tourism activities - by 131%.

It is notable that the growth in the number of tourists from different regions occurs in different ways. For example, the number of visitors from Central Asian countries increased by an average of 22-25% per year, while the annual growth among tourists from non-CIS countries was 50%. At the same time, positive results were noted in domestic tourism. Compared to 2016, the number of domestic tourists in 2019 almost doubled and amounted to 14.7 million.

Film Tourism

Film-induced tourism is one of the fastest-growing sectors in tourism currently. It emerged as a prominent form of tourism in the 1990s. Before its emergence as a unique driver of the tourism industry, there were brief mentions of the phenomenon of film tourism by academics and anecdotal mentions. For destinations, films provide long term tourism revenue. The appearance of a particular area in a film or television can have a huge effect on the number of visitors of an already existing place and create a new kind of tourism to the area and generate a boost for the [local economy](#). On average, a film can increase tourism and revenue by almost 31%. Film tourism is another of the most important tools for shaping the country's image, which plays the role of passive advertising, providing information about the region among potential tourists. A number of measures were also taken to develop cinema tourism in Uzbekistan. In particular, the Decree of the President of the Republic of Uzbekistan "On measures for the further development of the tourism sector in the Republic of Uzbekistan" and the Resolution of the Cabinet of Ministers "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" were adopted. Last year, foreign film companies shot 6 feature films worth \$1.6 million in Uzbekistan.

Pilgrimage tourism is a type of [tourism](#) with two main subtypes: [pilgrimage](#), meaning travel for religious or spiritual purposes, and the viewing of religious monuments and artefacts, a branch of sightseeing. Religious tourism has been characterised in different ways by researchers. Gisbert Rinschede distinguishes these by duration, by group size, and by social structure. Juli Gevorgian proposes two categories that differ in their motivation, namely "[pilgrimage](#) tourism" for spiritual reasons or to participate in religious rites, and "church [tourism](#)" to view monuments such as cathedrals. Religious sightseeing can be motivated by any of several kinds of interest, such as religion, art, architecture, history, and personal ancestry. According to the Global Muslim Tourism Index published in 2019, the number of Muslims who made the pilgrimage in 2018 was 140 million. By 2026, this number is expected to reach 230 million. Over the past period, Uzbekistan has done a lot to develop pilgrim tourism and increase its share in the export of tourism services. For example, in order to create special convenience for those visiting Uzbekistan for the purpose of pilgrim tourism, new requirements have been introduced for hotels, a map of the country's mosques has been developed and posted in the mobile application. The first Pilgrimage Tourism Forum was held in Bukhara and 120 foreign guests from 34 countries took part.

Medical Tourism

Medical tourism can be defined as the process of traveling outside the country of residence for the purpose of receiving medical care. Growth in the popularity of medical tourism has captured the attention of policy-makers, researchers and the media. Originally, the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland. Today we are experiencing both qualitative and quantitative shifts in patient mobility, as people travel from richer to less-developed countries in order to access health services. Such shift is mostly driven by the relative low-cost of treatments in less developed nations, the availability of inexpensive flights and increased marketing and online consumer information about the availability of medical services. What really puts the word "tourism" in medical tourism concept is that people often stay in the foreign country after the medical procedure. Travelers can thus take advantage of their visit by sightseeing, taking day trips or participating in any other traditional tourism activities. In Uzbekistan, measures are being taken to develop medical tourism and attract more tourists to medical organizations. In particular, conferences and training seminars are held in cooperation with the largest public and private medical institutions in the country. Private medical clinics play a particularly important role in the provision of medical services to foreign citizens. In 2019, the number of foreign citizens visiting Uzbekistan for medical purposes exceeded 50 thousand. In fact, this number can be higher, since determining the number of tourists visiting private medical clinics is still a difficult task. Medical tourism represents a worldwide, multibillion-dollar phenomenon that is expected to grow considerably in the next decade. For the individual interested in health services, cost is the key factor involved in the decision to receive medical care abroad.

As healthcare costs in the US and other parts of the world are excessively soaring, many employers and insurance companies started to view medical tourism as a way to lower them. More and more countries around the globe start to see the financial benefits from this emerging market, so they offer premium medical services at notably lower prices.

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