

## THE ROLE OF TOURISM CULTURE IN THE DEVELOPMENT OF INTERNATIONAL SOCIO-ECONOMIC RELATIONS

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### ABSTRACT

In fast-paced world today, the interethnic socio-economic relations development is one of the most urgent issues. There are many definitions of international relations. International relations are economic, political, ideological, legal, diplomatic and other relations and attitudes between state systems and states, as well as the main classes, the main social, economic, political forces, organizations and public movements moving in the world arena, in general, the complex relations between nations.

**Keywords:** International relations, economics, strategy, ideological, cultural, financial, trend, declaration, agreement, free economic zone.

### INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

None of these definitions fully describe the content of the object. Their task is only to give an initial idea of the object. Therefore, when interpreting the international relations concept, researchers not only try to give a perfect definition, but also to distinguish criteria that help to understand its essence.

These approaches to defining the international relations concept may lead to different conclusions. In general, we can talk about different types, forms, levels and conditions of international relations. International relations can also be classified on the basis of class criteria, domination and subordination relations, cooperation, mutual assistance, and changing relationships.

There are two types of international relations based on the following criteria:

1. Forces balance;
2. Balance of interests.

International relations

economic, political, military-strategic, cultural, ideological and other relations *in the field of social life*;

*depending on the participants*, interstate relations, relations between different international organizations, etc. are classified;

divided into levels based on *intensity and level of development* (high, medium, low);

*on the basis of geopolitical dimension*, subregional global, regional level (European, Asian, etc.) international interaction is distinguished;

*in terms of the tension degree* - a state of stability and instability; trust and enmity, cooperation and conflict, war and peace, and so on.

All the types, appearances, levels and states of international relations known to science are manifested as a separate type of social relations, which, due to their specificity, differs from the social relations of a particular social community as a participant in international relations.

In this sense, international relations can be defined as a type of internal social relations interaction, which goes beyond the territorial structures.

One of the most important aspects of the international economic relations development since the second half of the XX century is their role strengthening and importance in the former colonies and dependent territories. These countries are now referred to as developing countries or they are often liberated countries, southern countries, Peripheral countries. These countries have 3.2 billion population and are diverse districts. They are going through very complex socio-economic processes. Accordingly, the main trends in the liberated countries development began in the 1960s and became more and more widespread. The most advanced of them reached a relatively high level in economic relations of developing countries by 1950, 2.4 times higher than the "average" (54 countries). Since the middle of the century, the difference in the development level between the above-mentioned countries has increased significantly. Also, by 1992, the first group population of developing countries (19 countries) was 2.9 times higher than the "average per capita income" corresponding level and 12.2 times higher times than that of the lower groups.

Polarized countries are located some of the most developed countries in the world, the main ones are a number of Persian Gulf countries - Qatar, Kuwait, the Bahamas, Bermuda, as well as the newly industrialized countries of Southeast Asia and Latin America, on the other side of the pole are the poorest countries in a state of complete stagnation. There are 48 countries in this category. These include a number of African countries, including Mozambique, Ethiopia, Sera Leone, Burundi, Uganda, Chad and Rwanda. In addition to the countries belonging to this group, a number of Asian countries are listed at the bottom of the group list. These are: Nepal, Bhutan and Vietnam, Myanmar and others.

The main socio-economic aspects of developing countries are the savings problems (i.e., with a lack of monetary resources) and the funds accumulation, mainly for trade (domestic and foreign), the real estate purchase, insurance for car repairs, refueling, etc., as well as where most of the investment will go. In the production sphere, capital is spent only for the purpose of creating favorable conditions. But in most cases, foreign investment has dominated the liberated countries economies, who are generally reluctant to give in to local entrepreneurs.

Active participation in the international labor division, a more developed system of world economic relations, the transnational flow of ordinary and financial resources, has become an infinite economic development condition. By participating in the world community as an independent state, all developing countries have been actively seeking to participate in the international labor division since the early 1970s. Despite many challenges in expanding traditional goods exports, the share of developing countries in total world exports is growing slowly. Developing countries are in the structuring process their total exports. Also, the share of industrial goods in exports of developing countries, including non-ferrous materials, in 2010 reached 57.7%. The share of developing countries in world industrial exports is also growing. It reached 19.5% in 2010, compared to 7.6% in 1970. 2010 show that the share of developing countries in world exports has been growing steadily. In mid-2010, their share increased by 25% due to the exports growth of industrial goods.

Striving to get out of the "Poverty swamp" requires the advanced sectors development of the economy, all sectors development of the economy, the gradual foreign investment attraction from developing countries. For this purpose, special economic zones will be created, where investment is an important guarantee.

In the global financial and economic crisis, enterprises in the country should strive to succeed in international competition. To do this, every business must not only run efficiently, but also strive to meet its customers' needs more fully than others. The role of marketing research in achieving this goal is invaluable.

Of course, the service sector development and expansion will play an important role in increasing the number of jobs. In order to use marketing as a reliable tool for success in the market, it is advisable for business leaders and professionals to completely change their marketing methods and approach them creatively in specific situations.

According to world experience, one of the most effective uses of marketing tools is tourism. Because the main issue in tourism, which is one of the most competitive industries, is the consumer products delivery to tourism. A tourist comes to a tourist destination where there are resources that can meet their material and spiritual needs, and such resources are found in many parts of the world. If at any tourist destination, for some reason, the quality of service deteriorates, then tourists choose another tourist destination, where the service quality is high. This will intensify the competition between destinations that can attract tourists. For this reason, the managers of tourist destinations widely use a marketing tools variety. Due to the fact that tourism is associated with crossing the different destinations boundaries, as well as the tourist demand diversity, tourism marketing takes on an international character.

In today's society, socio-economic and cultural factors have served as the main reason for the tourism development. The first of these is the working hours reduction, especially in Germany, where in the last 15 years of the XX century, the average annual working hours of people decreased by 27%, the paid holiday duration increased by 2.5 times in the last 50 years, but at the same time the work intensity also increased. All this has led to an increase in the amount of leisure time and stress at work. It is known that a person has the opportunity to go on a tourist trip only if he has free time and sufficient financial resources. The above-mentioned situation has created sufficient conditions for the tourism growth among the developed countries population. Moreover, the production automation and computerization began to evoke in workers an alienation sense from the work being done. This, in turn, has led to increased stress and dissatisfaction with one's work.

As job satisfaction increases, so do the getting chances enough rest at home. In all developed countries, the majority of the country's population lives in cities. Different stresses, noise, hustle and bustle, private life secrecy, lack of sincerity between people, similarity of street views, disconnection from nature, all of them are an integral part of this city life. It makes people want to escape from city life and their environment. Many of the city's residents use this free time as an opportunity to venture out and return to the bosom of nature, albeit temporarily, in search of intimate social relationships.

Despite various political and socio-economic changes in recent years, the tourism industry in our country remains the economy sector that is steadily increasing the goods and services production from year to year. This trend is confirmed by the calculations made by the BTT methodology. Such calculations are based on long-term reports of tourist services provided. The results of the analysis allow experts to predict that the tourist services volume, and therefore the amount of income from them, will increase in the future.

Uzbekistan has a great tourist potential and a position in the world tourism market. The reasons that hinder the tourism development in Uzbekistan are:

- the hotel and transport services level, catering and recreation of tourists does not meet international standards; increase the services cost when the service level is much lower;
- Lack of a national marketing information system and various forms and types of advertising;
- Many travel agencies do not meet the current qualifications of their employees and are mainly focused on foreign tourism.

An important factor in improving the of tourism development management effectiveness in the economic relations transformation is the search for new management forms. The tourist services market in our country is currently dominated by traditional forms.

If the tickets price goes up, the number of vacationers will go down. It follows from the above that one of the most pressing issues in Uzbekistan today is the tourism industry reorganization, increasing its profitability, primarily through the high-tech complexes and tourist centers establishment with appropriate infrastructure.

The domestic tourism development, the tourist and excursion activities improvement among young people, the poor, war and labor veterans, and the quality improvement of social services provided are also expected to be addressed.

The following are the preferred integration measures in the integration into the international tourism market:

- Membership of the republican tourist organizations in the international tourist organizations;
- External channels' construction of major international tourism organizations in Uzbekistan;
- Establishment of the tour operators union in Uzbekistan on the basis of large foreign companies;
- Signing direct agreements on cooperation and technical assistance with Central Asian countries, advanced tourism countries and the world's largest companies;
- Access and participation in world tourism organizations for reservation;
- Representative offices opening of republican branches abroad.

In order to develop the export potential of the country, it is planned to implement the following measures in the future:

- economic zones' creation for tourism;
- improving the additional services system depending on the flow and interests of foreign tourists;
- creation of new tourist routes and their effective use;
- preparation of investment projects for the new hotels, resorts construction, products production for the equipment of tourist hotels and farms;
- measures such as improving the housing quality with the hotel and service expansion, as well as increasing the existing monuments capacity to receive tourists.

Especially for the tourism industry, it is expedient to train qualified personnel, tourism marketers. A lot of work is being done in our country in this regard; in particular, the establishment of the International University of Tourism "Silk Road" in Samarkand by the President will serve as a key factor in training qualified personnel in the field of tourism.

Uzbekistan's tourism has to compete strongly with foreign tourism companies, which already have a strong position in the Russian market, providing a combination of beach and excursion

services. In conclusion, we can add that our country also has great potential for the event tourism development. In addition to traditional national holidays such as Navruz, Samarkand regularly hosts the “Sharq Taronalari” (Oriental Songs) music festival and the Asrlar Sadosi (Echo of centuries), which is held annually in various cities.

"Silk and Spices" is celebrated in Bukhara, oriental dance festivals in Khiva, as well as "Osh Bayrami (pilaf festival)" in Tashkent, "Non Sayli (bread festivities)", " Qovun sayli(Melon festivities)" in Fergana and Andijan. Cooperation with Russian tour operators in the process of reconstruction of the bright events of the past in our country, the experience of colleagues, can be very useful for the representatives of the tourism business of our country. Event tourism, in addition to attracting foreign tourists to our country, will also be interesting for local tourists. It is advisable to study the international tourism market and analyze it in depth through marketing research. Because the consumers demand study and adherence to world standards in the services provision will lead to a further increase in tourism revenues. Tourists mainly go to countries rich in ancient, historical monuments. Naturally, tour operators also struggle for every tourist. But in the face of such competition, not only countries that provide a high tourism and service level, but also countries that are able to fully reveal their historical, cultural and spiritual potential will win. Advertising methods are widely used to promote the country's tourism to the world. Annual tourism fairs also help to find potential tourists. The analyze of the international tourism market in marketing environment has shown that a promising selection, targeted market to increase the tourists flow, study the micro and macro environment of tourism firms, determine the daily market demand, determine future demand, it is necessary to organize agreements, to study the globalization processes in tourism.

In addition, it is necessary to accelerate Uzbekistan integration into the international tourism market, to pay attention to the supply and demand imbalance in the pricing hotels and restaurants policy, to control and organize the tourism enterprises marketing. It is necessary to reduce the delivery process of tourism products to consumers, to use multinational methods in creating a competitive product, to develop factors system for this purpose and to study more the positive factors influencing the tourism development.

In general, it is noteworthy that at a globalization time in tourism, Uzbekistan's memberships in the international tourism organization, its historical sites, cultural sites, architectural monuments have a place in world tourism. In order to increase revenues from tourism in the future, it is necessary to develop domestic and international tourism, train marketers for the tourism market. Despite various political and socio-economic changes in recent years, the tourism industry in our country remains an economy sector that is steadily increasing the production of goods and services from year to year. At present, the tourist services market in our country is dominated by traditional forms. If the tickets cost is constantly increasing, the number of vacationers will decrease accordingly.

It follows from the above that one of the most urgent issues in Uzbekistan today is the tourism industry reorganization, increasing its profitability, primarily through the high-tech complexes and tourist centers establishment with appropriate infrastructure.

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