



THE IMPORTANCE OF THE TOURISM TRADE AND ITS STAGES OF DEVELOPMENT

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Abstract

This scientific article analyzes the development stages of tourism trade. The author researched the development stages of tourism divided into five major periods.

Keywords: Tourism trade, international trade, social tourism, psychological tourism, tourism and local population, stagnation, stages of development.

Introduction

Tourism is a specific form of international trade in services; a type of entrepreneurial activity aimed at providing various services to its own citizens or citizens of other countries.

The greatest development of international tourism was observed in the countries of Western Europe. This region accounts for more than 70% of the world tourism market and about 60% of foreign exchange earnings. About 20% goes to the Americas, and less than 10% to Asia, Africa and Australia.

In 1950, there were 25 million international tourist trips worldwide, in 2000 there were 800 million, and in 2020 this figure was 1.5 billion.¹

The World Tourism Organization, in its classification, mainly includes the USA, Belgium, Denmark, Germany, the Netherlands, New Zealand, Sweden, Canada, and England as countries that supply tourists, and Australia, Greece, Cyprus, Portugal, France, Switzerland, and Egypt as countries that receive tourists.

¹ Михайлин А.Н. Краткий толковый словарь-справочник по внешнеэкономической деятельности: Учебное пособие. М.: А-Приор, 2006. 160с.



However, these countries went through different stages in their development to become modern. This article also examines the stages of development of the tourism trade and the unique aspects of each stage.

Literature review on the topic:

Mathieson and Wall (1982) defined tourism as “the temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in these destinations, and the facilities provided to satisfy their needs.”² Moreso, McIntosh and Goeldner (1986) defined tourism as “the set of events and relationships that arise from the interaction of tourists, business suppliers, and host governments in attracting and receiving these tourists and other visitors.”³

M.M. Romanova, I.P. Kulgachev, Y.A. Blinova ⁴ studies show that the development and growth of tourism in developed and developing countries depend on their level of socio-economic development. However, we do not support this view. The reason is that if the tourist attractiveness of China or Turkey depended on their socio-economic indicators, these countries would not be more attractive than some developed countries.

According to Kazibay kizi A., Mukhanova A.E., Smagulova J.B, regardless of the level of development of countries, their tourist attractiveness depends on their tourist image. For example, Italy is the homeland of spaghetti, Finland is the homeland of Santa Claus, Paris is the city of love. It is also necessary to take into account that creating a tourist image requires extensive research, the article emphasizes.

According to O. Kuznesova and others, tourism is an area that is sensitive to geopolitical processes and changes as a result of geopolitical events, regardless

² Mathieson, A., and Wall, G. (1982) *Tourism: Economic, Physical, and Social Impacts*, Longman; Harlow, United Kingdom.

³ McIntosh, R. W., and Goeldner, C. R. (1986) *Tourism: Principles, Practices and Philosophies* 5th Ed. John Wiley and Sons, New York

⁴ Романова Марианна Михайловна, Кульгачев Иван Петрович, Блинова Екатерина Артуровна ОСНОВНЫЕ ТЕНДЕНЦИИ И ЗАКОНОМЕРНОСТИ РАЗВИТИЯ МЕЖДУНАРОДНОГО ТУРИЗМА // Вестник евразийской науки. 2021. №1. URL: <https://cyberleninka.ru/article/n/osnovnye-tendentsii-i-zakonomernosti-razvitiya-mezhdunarodnogo-turizma> (дата обращения: 10.04.2022).



of the level of development of countries. As an example, the dynamics of changes in tourist flows in Egypt are given.

V.V. Pakhar emphasizes that developed countries, while providing high-level services, are competitive with the development of gastronomic tourism. Indeed, it can be seen that countries such as France, Italy, and Japan have their own unique gastronomic offer. On the other hand, it should not be forgotten that developing countries such as China, India, and Turkey also have national cuisines and dishes that are interesting for tourists.

Research methodology

The methodology of this research is based on the fundamental principles of economic theory and the work of leading domestic and foreign economists who have conducted research on the problem under study. The research methods used are theoretical observation, scientific abstraction, and comparative analysis.

Result and discussion:

The first beginnings of the history of tourism trade as a form of travel and knowledge seeking date back to the 16th-17th centuries. Over the years, tourism trade has acquired an official form of trade, has begun to provide employment, additional financial support and, most importantly, to benefit the country's budget. Until now, tourism trade has encountered many development problems, stages, unforeseen circumstances, which have made tourism trade more reliable and profitable for all countries. How tourism trade faced the first recession, how World War II negatively affected it, as well as how the world restored its tourism potential are described in the stages of development of tourism trade. Mathieson, A. and Vall, G. (1982), Dr. Prokopis A. Christou, McIntosh, R. V. and Goeldner, C. R. (1986) cite scientists as to how tourism has developed as a form of international trade.

Travel began in prehistoric times, but tourism is a recent phenomenon, emerging after the industrial age.

Travel was irregular, involving a few travelers, was not considered a business, and did not have the same recreational motivation as it does today. Stages of development of travel:



1. Prehistoric travel – Travel began with early humans between 2 million and 20,000 years ago. Homo erectus traveled to find food, escape enemies, expand territory, seek warmth, and more.

2. Ancient time travel – travel was limited to Europe, the Middle East, North America, and North Africa. In the 3rd century BC, Greeks traveled to visit healing groves and their purpose was to participate in religious festivals.

If we look at the development of tourism trade, this economic term entered science in the 17th century. During this period, young scholars and children of noble families visited Northern Europe, mainly the 4 major European countries (Greece, Germany, France, Italy) for the purpose of cultural exchange, scientific culture, art and trade. This stage is considered the first stage of the development of tourism trade, although it was not part of the balance of payments of the countries.

Second stage: the industrial revolution - It covered the second half of the 18th century. This phase saw the birth of two key terms in the tourism trade: transport and religious tourism. During this period, religious tourism became a reality as pilgrims and religious figures traveled not only to Europe but also to America and Asia for religious business purposes. On the other hand, the Industrial Revolution brought about major changes in logistics and transportation, including the use of horses and trains not only for people, but also for goods and products.

Stage Three: Formation of Travel Agencies - This stage dates back to the 19th century, when the first travel agencies were opened. Economically, this stage is considered a key stage due to the contribution of labor in the tourism industry. People began to work from people who crossed the border not only for business purposes, but also for leisure and medical purposes.

The opening of the Central European transport system at the beginning of the 19th century brought about enormous changes that truly deserve the name of a “revolutionary development”. It also increased the mobility of tourists and created new trends. Short-term and day trips became popular, taking advantage of modern advances in transport technology. In 1812, steam navigation began in



Scotland; in 1820, continuous use of steamships on waterways began in Germany, and in 1823, Switzerland launched its first steamship on Lake Geneva.

Railways also created great mobility. However, the use of railways and the popularization of tourist routes and destinations began somewhat later. With the introduction of mountain railways in the late 19th century, the Vitznau-Rigi railway in Switzerland became the first mountain railway in Europe in 1871. The new means of transport not only increased the carrying capacity of transport, but also reduced travel costs. In addition, ship and rail travel expanded the tourist's field of vision, creating a unique form of "panoramic" perception, and stimulated interest in travel writing.

From this stage, we can legally say that tourism trade is included in the balance of payments and the country's budget.

Stages of development of tourism trade⁵

Stage	Period	Main features
1	Introduction period (17th century)	The first form of tourism trade is the visit of rich children and scholars for the purpose of cultural and trade exchange. The Big 4 of Europe: Greece, Germany, France, Italy
2	Industrial Revolution (mid-18th century)	This stage marked the birth of two key terms in the tourism trade: transport and religious tourism.
3	Formation of travel agencies (19th century)	People began to work from people who crossed the border not only for business purposes, but also for leisure and medical purposes.
4	Boom and Bust (20th century)	The massive development of the tourism industry, the effects after World War II, the first recession
5	Internationalism and Development (21st Century)	Tourism trade, export and import, tourism business, creating conditions for the tourism market. Countries whose economy is based on tourism

Stage Four: Boom and bust - This period is considered one of the most difficult parts of the development of the tourism trade. This period is divided into 2 main periods: Boom (early 20th century) and Shrink (from the 1970s). During the

⁵ made by the author on the basis of the book "The History And Evolution Of Tourism" (ISBN : 978-1-80062-128-2) by Dr Prokopis A Christou and the "Europeana project"



boom, the tourism industry continued to grow due to the mass production of buses and cars. Beach tourism began to gain importance, and after World War II, the Mediterranean coast quickly gained popularity. Also, the improvement of air transport (charter flights), progress in labor legislation and the increase in social welfare led to the rapid development of tourism ⁶. During the Shrink, the tourism industry experienced its first recession due to post-World War II production and environmental problems, such as power outages, production crises and low prices ⁷.

Stage Five: Internationalism and Further Development - The period from the 21st century to the present is considered the creation of the “backbone” of tourism trade. During this period, tourism became the mainstay of the economy, the terms of tourism trade, export and import, tourism business, and tourism market began to apply. Most countries began to pay attention to tourism trade not only as a means of cultural exchange, but also as the main creator of labor, logistics, medicine, architecture, and production. From this period, countries began to divide into tourism-based economic states. This stage is still ongoing and reveals the global significance of tourism trade.

Conclusion

Whether West or East, every country has a history of tourism trade development. Starting from Europe, we can see how European culture began tourism trade as a form of “cultural and knowledge exchange”. Later, not only for these reasons, but also religion became a factor in travel between countries, increasing the importance of East and North America. The Industrial Revolution and its role in transporting tourism and providing official tourism employment also have their importance. The revival of travel agencies in the economy in the mid-19th century shows the first evidence of the gradual formation of a tourism infrastructure. The post-war period and the recession led to a change and a sharp decline in tourism trade. From these stages to the present day, we can see how important formations have been created on the basis of today's tourism trade, taking into account the global pandemic of Covid-19. Studying the stages of tourism trade development

⁶ <https://www.europeana.eu/en/blog/travelling-for-pleasure-a-brief-history-of-tourism>

⁷ R.J. Buswell. Mallorca and Tourism History, Economy and Environment. Channel View Publications 2011



helps us predict where tourism trade is going, what we can predict and what might happen in the future, and how to be prepared for any eventuality.

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