

THE BASIC CLASSIFICATION OF TOURISM

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Abstract: Tourism is the most dynamic sector of the global services sector. China has established itself as a leading Asian tourism market. The prerequisites for the positive dynamics of the tourism market in the world are such a set of factors as the growth of the population's solvency and the consistent development of tourism infrastructure, the formation of the state's identity in the international arena to improve the country's reputation, the growth of the level of penetration of remote banking services, the Internet, online services, etc.

Keywords: tourism, international tourism, travel, countries, tourism industry.

Tourism, for its centuries-old existence, as a socio-economic and cultural-cognitive phenomenon, still does not have a clearly formulated definition. There is also no unambiguous formulation of the science that studies the tourism industry. In this regard, experts in this field, scientists and tourism organizations interpret these concepts differently. Due to the pace of tourism development: its variations, forms and classifications, significant changes in the world over the past few years, and the terminology is subject to change.

The World Tourism Organization (UNWTO) is a specialized intergovernmental agency of the United Nations system, uniting 158 member countries. UNWTO operates on the basis of the Charter, which entered into force on January 2, 1975. The main goal of UNWTO is to promote tourism as a key factor in ensuring international peace and mutual understanding, world trade, and strengthening cultural and economic ties between countries [1]. UNWTO is part of the UN system and has the right to compile standards of definitions in the tourism industry. For these purposes, in 2001, the UNWTO Thesaurus of Tourism and Leisure Activities was published in three world languages (English, French and Spanish), which provides basic terms and concepts of tourism. Based on the definitions presented in the Thesaurus, it should be concluded that "tourism" is a category of travel that has certain distinguishing characteristics.

Speaking about the classification of tourism, first of all, it is necessary to note tourism within the country in which a person lives and international tourism. The second type of travel means crossing territorial borders between states. Here it is necessary to note some difficulties that await a person who undertakes this type of tourism, for example, visa control in some countries, or the epidemiological situation, which is especially relevant in our time. As for tourism within one's own country, there are no formalities such as a visa. If we define domestic tourism, it is the departure of people beyond their permanent location, which is limited to the territorial borders of the same country.

International tourism is divided into two subgroups, such as outbound and inbound tourism. The difference between these types is in the direction of the tourist flow. That is, outbound tourism means leaving the country in which it is located, and inbound tourism means the arrival of a

person in a particular country. There are also other names for these types, for example, receptive - this is the host country to which they travel and initiative, that is, sending from their country.

Business tourism, or as it is also called, business tourism means travel and trips that pursue business goals. As a rule, this type of tourism is paid for not by the person himself, but by his employer. Business tourism includes trips to participate in negotiations or seminars, which directly depends on the cooperation of one company with another.

Each person has their own purpose for traveling. Someone visits certain countries for medical purposes, to receive good medical care, someone to visit an important holy place, and someone to see natural diversity. The main purpose of the trip determines the form of tourism, so tourism can be classified as follows:

1. Archaeological Tourism

This type of tourism is an alternative form of cultural tourism. Archaeological tourism helps people increase their knowledge of excavations, preserve historical sites, find something new and unknown in their country, reveal the mysteries of millennia that are “buried” deep underground. Also, one of the main goals of this tourism is to popularize public interest in excavations and archeology in general. Tourists gather from all over the world in one place, spend the night under the starry sky and hope to dig up something significant for themselves or the history of their country. There are a large number of agencies in the world that are ready to organize this type of vacation. This tourism also implies not only active participation in excavations, but also visiting various infrastructure dedicated to this topic, for example, museums or other architectural monuments. This type of tourism can involve both independent travel and being in a group. Although archaeological tourism is a relatively new phenomenon, many international organizations and governments have already begun to think about viable alternative activities for sustainable economic and social development. Several countries have been involved in programs resembling the basic principles of archaeological tourism for many years to generate economic income.

2. Cultural Heritage Tourism

Cultural heritage tourism (or simply heritage tourism) is a direction that focuses on the culture of the place where tourism is carried out. It should be noted that culture has always been the main object of travel. Cultural heritage plays an important role in tourism at all levels; from global attractions of world culture to attractions that are the basis of local identity. This type of tourism includes visits to historical or industrial sites such as old cities, railways, battle sites, etc. The general goal of cultural heritage tourism is to gain an understanding of the past of a particular country.

3. Pilgrimage Tourism

A special type of tourism that depends on the faith of the person and his spiritual component. For believers, this type of tourism is of great importance. Pilgrimage tourism implies both visiting various holy places and sources of power in the world, and a more detailed theoretical acquaintance with the history of pilgrimage. Representatives of all major religions participate in pilgrimage. A person making such a journey is called a pilgrim. The Holy Land is the center of pilgrimage for many religions, such as Judaism, Christianity and Islam. Pilgrims were an important element of long-distance trade before the beginning of the modern era and brought prosperity to successful pilgrimage sites - an economic phenomenon unrivaled until the advent of the tourist trade in the twentieth century. Encouraging pilgrims was an incentive for the

manufacture of relics and the writing of lives of local saints, filled with inspiring stories of miraculous healings.

4. Adventure tourism

One of the most interesting, exciting and thrilling types of tourism. The fact is that this type of tourism is usually directly related to exoticism and travel to countries that are radically different from a person's usual location. It is worth noting that this type of tourism is gaining popularity, as tourists seek different types of recreation. In order for tourism to truly be called adventure, it is necessary to meet certain conditions. The first of them is physical activity. It can consist of different types of activities, for example, mountaineering or rock climbing, bungee jumping or swimming with sharks. The second is cultural exchange. This condition implies communication between a tourist and local residents, who can be the first to explore the territory of an exotic country. Third, but no less important, is close interaction with nature. It is worth noting that adventure tourism is not suitable for everyone. Those tourists who are not ready to leave their comfort zone, as a rule, choose another type of tourism for their travels.

5. Agritourism

Agritourism is a type of recreation that is usually carried out on farms. This type of recreation means providing the tourist with the opportunity to try themselves in performing agricultural work during a visit to a particular area. Such work includes: picking fruits and vegetables, planting trees, and there is also the opportunity to feed domestic animals. Other parts of this type of tourism include such activities as tasting various products, such as homemade goat milk, cheese, honey or wine, as well as buying farm souvenirs and much more. Due to the fact that people are increasingly interested in what they eat, what this or that product consists of, agritourism is gaining more and more popularity among other types of tourism. Agritourism is often practiced in many countries around the world. This form of extended agritourism has led to the emergence of so-called "entertainment farms". These farms offer not only regular farm products, but also places for family recreation, such as picnics or interaction with domestic animals.

6. Sightseeing Tourism

A sightseeing tour is a trip taken by a group of people, usually for leisure or educational purposes. It is often an addition to a longer trip or visit to a place, sometimes with other (usually work-related) purposes. Government companies issue sightseeing tickets at reduced prices to attract this type of business. Often these tickets are limited to days where occupancy is minimal, such as weekdays, or to times, such as during business hours. Short excursions for educational purposes or to observe natural phenomena are called day trips. Such excursions are often organized by educational institutions as extracurricular activities, for example, to visit a natural or geographical site.

7. Medical Tourism

Medical tourism (also called medical travel, health tourism, or global health) is a term originally coined by travel agencies and the media to describe the rapidly growing practice of traveling across international borders for medical care. Such services typically include elective procedures, such as consultations with a specialist, as well as complex, specialized surgeries. Factors that have led to the rise in popularity of medical travel include the high cost of medical care, long wait times for certain procedures in the home country, and improved technology and service standards in many countries around the world. Convenience and speed are also important for

medical travel. Countries with public health systems are often so taxed that non-urgent medical care can take a long time to get, so when this situation arises, people turn to tourism.

8. Eco-tourism

Eco-tourism is an industry that aims to have a minimal impact on the natural environment and local culture, while helping to generate income and jobs for locals. Global economists predict continued growth in international tourism, between 3 and 6 percent per year, depending on the location. As one of the largest and fastest growing industries in the world, this continued growth will put great pressure on the remaining bio-diverse habitats and indigenous cultures that are often exploited to support mass tourism. Tourists promoting this type of tourism are sensitive to these threats and seek to protect tourist destinations in various ways, such as: maintaining the integrity of local cultures by embracing traditional values, educating about the culture of a place, supporting the economy of a given country by purchasing local goods, and practicing tolerance.

9. Water Tourism

Water tourism is a boat trip during a vacation with the express purpose of seeing something that cannot be seen on land. This can be a trip on a luxury yacht or a boat. Water tourism is very well known and quite popular. In ancient times, people resorted to this type of transport only, since the infrastructure of cars, railways and aviation was not developed. However, after these industries began to improve actively, water transportation lost its importance to the extent that it was. In recent years, the growth of water tourism has been growing. In old cities of various countries, which still have ports that are not used in our time, are now usually converted for tourists. Travelers who enjoy this type of travel are a strong motivation for countries to preserve water tourist routes and canals.

10. Wildlife Tourism

Wildlife tourism, in its simplest sense, is the observation of wild animals in their natural habitat. Wildlife tourism can be eco-friendly and friendly to both captive animals and wild animals. In recent years, this type of tourism has been rapidly developing all over the world. Wildlife tourism is also a multi-million dollar industry offering individual tour packages, such as safaris, and also includes parks and reserves with wild animals.

Conclusion. The classification of tourism into various categories allows stakeholders—governments, businesses, and communities—to better understand the diverse needs and preferences of travelers. By recognizing these distinctions, they can develop more effective strategies to enhance visitor experiences while promoting sustainable practices that benefit both tourists and host destinations. As the tourism industry continues to evolve, these classifications will help adapt to changing trends and emerging markets.

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