



THE ROLE OF TOURISM IN THE WORLD, A COMPARISON OF ASIAN AND EUROPEAN TOURISM SERVICES AND AN EXAMINATION OF CERTAIN TOURISM PROBLEMS

Tukhliev Iskandar Suyunovich

Master of Faculty Tourism and Service

Samarkhand institut of Economy and Service

Doctor of Economic sciences, Professor, Department of "Tourism" of Samarkhand Institute of Economy and Service

Azamatova Nozima Jaxongirovna

Samarkhand city 140100, Amir Temur Street 9

Tel/Fax: (99866)-233-38-72, (99866)-231-12-53; e-mail: sies_info@edu.uz

Article history:

Abstract:

Received: 10th November 2022

Accepted: 11th December 2022

Published: 11th January 2023

The most used types of tourism worldwide. Tourism in Europe and Asia. Problems in the tourism service around the world

Keywords: Service of tourism, domestic industry, recreational areas, scenic spots, historical monuments, eliminate, rest, a strong network, capital funds, socio-economic network

INTRODUCTION

Tourism is one of the developing industries today. Tourism not only brings financial benefits to the countries, but also provides a great service to the preservation and development of historical monuments and scenic spots. The development of tourism brings benefits to both European and Asian countries. However, in order to contribute to the further development of tourism, we will examine the shortcomings and problems of this industry and consider certain recommendations to eliminate them as much as possible. So to begin with what does it mean tourism itself? Tourism when individual makes a trip related to diverse purposes such as health, business and recreation.

Tourism activities are mainly carried out in free time. Such two conditions must be met for this to happen: to rest allocated free time and appropriate funds. For a long time only wealthy people engaged in tourist activities. Currently, different layers of the population spend their free time and to go on various tourist trips with the accumulated funds are spending. Tourism, as it is currently understood, dates back to the end of the 19th century Although it was formed over time, it gained momentum only by the 20th century developed and the development of techniques and technologies, society as a result of the rise of relations, he was named "phenomenon of the 20th century". took Today, tourism is a very important part of the global economy is a strong network, and its share in the world gross domestic product is 10% and a large number of employees are employed in this field, fixed assets and

large capital funds were involved. This is a big one business, big money and serious politics on a global scale. With the development of society, there are more and more people on our planet residents are attracted to tourism. Tourism today of a rapidly developing industry in many countries is a socio-economic network. World Tourism Organization According to the assessment of BTT, the city has a developed tourist service 100 visiting tourists cost around 20,000 US dollars spends, i.e. 200 per day per tourist Profits in the amount of USD. If with examples in comparison, to get this amount of profit even A developed country also supplies at least 1 ton of cotton to the world market He will need to export 2 tons of wheat [1].

MAIN BODY

Tourism itself already admitted that one of the beneficial field of industry but in tourism also there is a most used style and which called cultural tourism. The field divided into different categories such as recreational, cultural and business.

Overall, the contribution of travel and tourism to the global GDP amounted to 5.81 trillion U.S. dollars in 2021, denoting an increase of around one trillion U.S. dollars from 2020 but staying below pre-pandemic figures. Characteristic Contribution to GDP in billion U.S. dollars

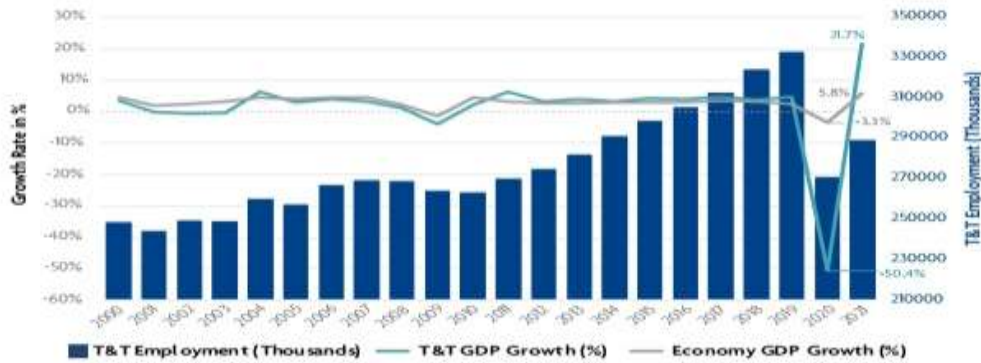
2021 5,812

2020 4,775

2019 9,630

The number can be good prove to our ideas[2].

Figure 1: Economic Impact Timeline, 2000 – 2021



[3]. According to number tourism was already grown and the only decrease could be analyzed during 2020. This is not only one of the most popular types of tourism but this is actually the crowd puller. Some of the famous festivities and cultural occasions still boast of a massive transport and trafficking of tourists in different parts of the world[4].

Before discussing possible benefits, it would be preferable to give some problems of tourism which are the main barrier on progress of development. Challenges in the Tourism Industry

Top challenges confronting tourism are taxation, travel marketing, infrastructure issues, and security and cross border regulations. Too many tourism destinations are not prepared for visitors. Tourists or travelers can at times deem travel marketing to be exaggerated. Another major challenge that the tourism industry faces is the fluctuating rates and cost inflation. New challenges seem to arise quickly impacting the industry as a whole.

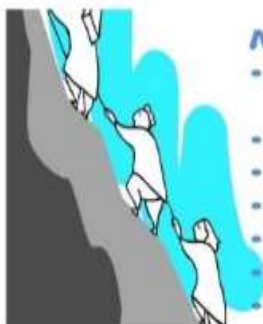
What is coming to tourism? What will the tourist sector have in the coming years? It is the question that all professionals in the travel industry would like to have answered. Let's look at some of the challenges faced by the travel industry and what the future looks like.

Impact of Coronavirus on Global Tourism

The coronavirus health crisis has hit the global economy hard and the tourism industry most of all. The World Tourism Organization (WTO) is expecting a drop in tourism revenue of 300 to 500 billion dollars in 2020, up to one-third of the 1,500 billion generated in 2019. Although the coronavirus crisis has short-term destructive effects on the tourism industry, it is challenging the practices of the tourism industry and is drawing attention to a succession of issues like poor risk management in the travel industry, viral globalization, and travel of diseases with tourists to cross borders. This is also an opportunity to rethink the tourism industry from a critical perspective. There are several areas for potential transformation and move towards responsible, sustainable, and socially innovative tourism.

Tax and Tourism

The tourism industry is a heavily taxed sector in some countries. Various taxes are levied across the entire industry right from tour operators, transporters, and airline industry to hotels and these include service tax, luxury tax, tax on transportation, tax on aviation fuel, and various taxes on transportation. In addition, these tax rates tend to vary across different states in the country. All these taxes are finally passed on to the travelers in one or the other way thus hampering its growth.



Major challenges :

- Fluctuations in currency exchange rates
- Seasonal dependence
- Inflation
- Taxation
- Lack of infrastructure
- Security issues
- Regulatory issues



Risk & Security of Tourists

Safety will always be a paramount consideration for the traveler. Security has been a major problem as well for the growth of tourism for a number of years. Improper law and order, terrorist attacks, political unrest adversely affect the sentiments of foreign tourists. Despite the economic growth, tourism is vulnerable to natural and man-made crises, unexpected events that affect traveler confidence in a tourist destination, whether the risk is real or perceived.

Regulatory & Border Issues

Regulatory issues like visa procedures are seen as hindrances. Difficult visa processes keep the tourists away from some destinations. A number of projects in the tourism infrastructure segment and in the hotel industry are delayed due to non-attainment of licenses and approvals on time. However, in order to capitalize on the benefits of the tourism sector, the government should aim at creating proper infrastructure, speedy clearances, and make effective policies to regulate the tourism sector and to gain the confidence of foreign tourists.

Technological Drivers of Change

Technology is fast penetrating into all aspects of life. Tourism futures will be determined and facilitated by technology. The Internet has leveled the playing field for tourism marketing. A good website means that small remote destinations can compete equally with the giants of tourism. The fusion of information and communication technologies will allow tourism enterprises to become more efficient and competitive[5].

Next problem is marketing and publishing ads

So when it comes to publishing possible adverts the first thing is thought that ads are ubiquitous but what about places which is far away but worthy to visit. The only problem is financial cost. Because no one wants to invest some money to that places so no other alternative option except government.

Comparison between Asia and Europe. You think of vacations and the first picture that pops up in mind is of Paris, London, Italy, Barcelona, and so forth. But that's not all this world has to offer. One travel destination often overlooked by travelers across the globe is Asia, South Asia and Southeast Asia to be Specific. Traveling in Asia is unique.

Countries like Nepal, Bhutan, Thailand, Laos, Cambodia, and Myanmar have more to offer than one might realize. These countries aren't exactly the most developed, so traveling these parts of the world is definitely different than traveling in Europe to say the least. book now Traveling in Asia.

I wanted to give some strict examples when it comes to comparison of 2 parts of world :

Asia is Cheaper

From hotels to food, travel costs and pretty much anything, you name it – Asia is considerably cheaper than most of Europe. Singapore has some of the most expensive cities in the world, but it is still in no way comparable to the expenses of Paris and London.

One thing where westerners can get skeptical about prices in Asia is there are tourist prices in most places. However, you could still eat your stomach full for few dollars, rent a scooter for whole day for \$5, and even rent amazing hotels for fraction of the price of what you'd be paying in Europe.

Weather is better all year Round

When you're traveling, what would you rather be traveling in half pants and shorts or heavy jackets and raincoats? That's the crucial difference between traveling in Asia and Europe.

If you're travelling to SE Asia, the weather is good almost all year round with only 2 seasons for the most part. Most of the SE Asia is tropical and so you can enjoy the sun and cheap beer almost throughout the year. Europe is mostly colder and wet, which might not feel like a vacation at times if you're constantly seeking for the sun.

Asia isn't as Flooded with Tourists

From Amsterdam to London and Prague, almost entire Europe is packed with tourists during peak seasons. On the contrary, Asia is not as crowded and you will have plenty of space. Few Islands here and there might be packed in August or Christmas, but other than that there's not much crowd of tourists. This means, you will be able to find cheaper hotels, and you will also get special treatment from the locals.

No Language Barrier

You will have absolutely no pressure to learn the local languages while traveling in Asia. Frankly, there are too many to keep track, but mostly you can easily speak English with the Natives.

The younger generations speak fluent English and you shouldn't feel any barrier in communication unless you are in a remote village in Myanmar. But then again, same would be the case for a remote village in Croatia. Asia is way more Exotic

Apart from the major cities, you will find everything to be quite exotic in Asia. Temples, open air, streets crowded with open markets, and just a completely new way of living. You will have never seen anything like it, and you can take the time to embrace the new culture[6]. Europe. There are enough places in Europe so it makes us think about big skyscrapes of Europe.



World Bulletin of Social Sciences (WBSS)

Available Online at: <https://www.scholarexpress.net>

Vol. 18, January, 2023

ISSN: 2749-361X

LITERATURE RESOURCES:

1. "Basics of tourism" study book by I.Tukhliyev and Z. Raximov 1p
2. www.statista.com 2 p
3. Travel&Tourism economic impact 2021
4. Global trends 2022 2p
5. www.newstrackindia.com 2p
6. www.technofunc.com 3p
7. www.himalayasguide.com 4p