THE IMPORTANCE OF INTERNATIONAL TOURISM AND ITS ROLE IN INTERCULTURAL RELATIONS

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ABSTRACT

International tourism and its intercultural relations are of great importance today not only in our country, but also in countries around the world. Each country has its own culture and traditions. The ties between these cultures are further developed through tourist relations. Tourism also creates great opportunities for economic development, social change, and intercultural dialogue.

Keywords: International tourism, culture, stereotypes.

INTRODUCTION

International tourism refers to tourism that crosses national borders. Globalization has made tourism a popular leisure activity worldwide[6]. When it comes to international tourism, the criteria that differentiate potential tourists include socio-demographic factors (age, gender, socio-professional category, household income, family composition and family cycle), geographical factors (place of origin, proximity to the destination and place of residence) and psychographic factors (personality, lifestyle, motivation). These criteria help to profile tourists based on their psychological characteristics, cultural and ideological values, lifestyle, interests, views and motivations. Taking into account these segmentation criteria, companies operating in the tourism sector can create tailored and individual offers, change their approach to working with tourists and achieve high-quality intercultural communication.

Culture can be understood as a certain level of historical development of society, human creative power and abilities. It is expressed in various manifestations of people's lives and activities, as well as in the material and spiritual wealth they create. Barriers to intercultural communication in the tourism industry can manifest themselves between tourists and employees of various tourism-related institutions, including hotels, restaurants and travel agencies. These barriers often arise from misunderstandings arising from differences in behavior, perception or interpretation between tourists from different cultures. Intercultural communication includes a number of problems such as misunderstandings, misinterpretations and gaps in communication. Engaging in intercultural communication enriches people's understanding of other cultures.

Effective communication goes beyond simply exchanging information; it involves understanding each other's wants and needs. When one side takes the lead and refuses to engage in intercultural dialogue, communication becomes problematic and can have a negative impact on experiential tourism in a given destination. Sometimes, negative aspects of communication can arise, ranging from a rejection of the concept of dialogue to extreme forms of conflict. In the tourism industry, these problems can arise especially when tourists interact with local communities.

In intercultural communication situations in the tourism sector, communication barriers can arise, as well as misunderstandings resulting from differences in behavior, perception, or interpretation between tourists from different cultural backgrounds. Negative stereotypes can also be activated. Communication barriers can exist between tourists and various tourism businesses, such as hotels, restaurants, and travel agency staff. Misunderstandings, misinterpretations, and communication gaps are inherent in the study of intercultural communication. Engaging in intercultural communication helps people to understand and appreciate other cultures, while also increasing their understanding of themselves.

According to Hofstede, culture encompasses the range of thought processes and mental frameworks that influence human behavior. Collectively, these mental frameworks within a group of people within a country are called national cultures. Geert Hofstede describes anthropological culture as the "software of the mind" that serves as the basis for intercultural communication. Think of culture as software; if you lost your memory and all the knowledge you had acquired, this software would represent your cultural identity.

Stereotypes are rigid and simplified concepts about a particular group or social category that significantly influence our assumptions and actions. Stereotypes are cognitive generalizations about a particular social group that group members together by certain attributes. These cognitive associations can arise at any time and are not necessarily "culture-specific." These cognitive associations can arise at any time and are not necessarily tied to a particular culture [1].

Stereotypes are universal, meaning they exist across all communities, societies, and cultures. This universality emphasizes their social significance and reflects something about human characteristics and character. Stereotypes have always been a part of human society and can arise from our attempts to describe and understand the behaviors, values, language, appearance, cultural practices, and ideals of other people who are different from our own. Stereotypes arise from cultural patterns and our socialization and interactions with family, friends, and peers, and they exist within the social institutions in which we live, work, and play.

Cross-cultural encounters often involve similar psychological and social processes. A common scenario in the tourism industry is when foreigners are introduced to a new cultural environment. Typically, these foreigners experience some kind of culture shock. Uninformed newcomers may have difficulty understanding new environmental cues and rituals, such as the appropriate use of words, how to greet others, and when to give gifts. Understanding deeper layers of cultural values is often even more difficult. In essence, a visitor to a foreign country is returning to a new stage where they must relearn even the most basic things. This often results in feelings of confusion, helplessness, and sometimes hostility toward an unfamiliar environment. Cross-cultural encounters often involve similar psychological and social processes.

In order to increase the tourism potential of our country and ensure the sustainable development of the industry, many regulatory legal acts have been adopted. In particular, by Resolution No. 427 of the Cabinet of Ministers of the Republic of Uzbekistan dated 07.07.2021, the functional duties of the Deputy Prime Minister of the Republic of Uzbekistan - Minister of Tourism and Sports, the Regulations on the Secretariat for Tourism, Sports, Culture and Mass

Communications, and the Inspectorate for the Protection of Cultural Heritage were approved[1]. This document was adopted to ensure the implementation of the Presidential Decree No. PF 6199 dated 06.04.2021 "On measures to further improve the state administration system in the fields of tourism, sports and cultural heritage" and the Resolution No. PQ-5143 dated 10.06.2021 "On additional measures to improve the activities of the Cabinet of Ministers"[2].[2] In conclusion, culture plays a crucial role in shaping communication. The study of intercultural communication goes beyond just language use. It examines how culture shapes our identities, behaviors, thoughts, and language. Recognizing and respecting these cultural traces takes into account the changes in the way people communicate, think, and act. Historical experts often wrongly attribute these cultural differences to heredity, underestimating the impact of intergenerational learning and knowledge transfer.

The interaction of culture, context, knowledge, and emotions significantly influences an individual's communication behavior. How our culture communicates is shaped by the specific attitudes, values, customs, and expectations of an ethnic group. These attitudes develop and are disseminated during the communication process. Intercultural communication occurs when individuals from different cultures engage in conversation. During intercultural communication, travelers from different cultural backgrounds negotiate their cultural identities, rules of interpretation, perceptions, and potential outcomes.

- The following proposals can be considered to develop and further strengthen international tourism and its intercultural ties:
- Creating cultural exchange programs between different countries to develop international tourism;
- Promoting cultural tourism as an effective way for countries with historical and cultural wealth to introduce their culture to the world;
- Engaging and educating the local population in tourism;
- Strengthening intercultural ties in the tourism sector using the Internet and digital technologies.

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