

Specific features of international tourism management

Radjapova Nasiba Makhmudjonovna

Chirchik State Pedagogical University, 3rd year student of the Faculty of Tourism, Uzbekistan

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Abstract: This article analyzes the main features and development directions of international tourism management. The legal, economic, cultural and technological aspects of international tourism management are covered, and its importance for global markets is emphasized. The development of international tourism infrastructure plays an important role. The article also expresses its views on the future of international tourism management and its impact on the global economy.

Keywords: International tourism management, the function of analyzing and managing tourist needs.

Introduction: Tourism offers great opportunities for emerging economies and developing countries. It creates jobs, strengthens local economies, contributes to the development of local infrastructure, and helps to preserve the natural environment, cultural heritage and traditions, and reduce poverty and inequality.

International tourism management encompasses a variety of characteristics, such as understanding tourism trends, goal-oriented management, and the use of digital technologies [1].

Tourism data is an indispensable set of information that serves the various needs of governments, economies and the general public. Almost all countries collect their own tourism data. As for world tourism data, some reputable tourism organizations collect it regularly, and such an international organization, the United Nations World Tourism Organization (UNWTO), is generally considered one of the most complete and reliable sources of data. The UNWTO has recognized five major tourism regions in the world:

- Africa;
- America;
- Asia and the Pacific;
- Europe;
- Middle East.

In terms of travel purpose, 56% of global visitors travel for leisure, recreation and leisure as their main purpose, while 27% of visitors travel for visiting friends and relatives (VFR), health, religion and other purposes.

Business and professional visitors accounted for 13% of visitors. By mode of transport used, international travel relied primarily on air transport (58%), followed by road (37%), waterways (4%) and trains (2%) [5].

At the beginning of the 19th century, the English researcher R. Owen devoted much of his time to the problems of achieving organizational goals with the help of other people. He provided workers with better housing, improved their working conditions, developed a system of evaluating the results of their labor, and encouraged good work through generous payments. These reforms were a unique breakthrough in the essence of human perception of reality and the role of leadership. However, despite this, the entrepreneurs of that time saw little common sense in R. Owen's reforms, and none of them followed his example, since they were not interested in management [6].

American Joseph Wharton in 1881 first developed a management course for teaching in colleges. American engineer F. Taylor published his book "Principles of Scientific Management" in 1911, which aroused general interest and for the first time recognized management as an independent field of science and research. These works were the first attempts to scientifically generalize accumulated experience and form the foundations of scientific management. They were a response to the needs of industrial development, which increasingly included such specific features as mass production and mass sales, large-capacity markets and the creation of large-scale organizations in the form of powerful corporations and

joint-stock companies. Very large organizations felt an urgent need for rational organization of production and labor, for all departments and services, managers and executives to work clearly and in harmony in accordance with scientifically based principles, norms and standards [6].

The emergence of management is associated with the following main conditions:

- The development of mechanized production, the growth of requirements for management, the inability of the owner and entrepreneur to overcome the growing difficulties of management;
- The emergence of a large number of market entities, their growth in size and strengthening of market relations;
- The growth of competition and the stability of the market economy, which justify the need for a professional approach to management;
- The emergence of large corporations and, accordingly, an increase in the volume and complexity of management work, which can only be performed by a special apparatus of employees,
- In the same corporation, management is completely separated from the self-management of the owner - entrepreneur;
- The concentration of property among shareholders, as a result of which new tasks arise for managing share capital;
- Entrepreneurs try to use the advantages of technology created during the industrial revolution;
- The desire of creative, curious groups of people to create effective methods of doing work.

Management function - refers to a set of activities aimed at solving specific tasks related to one or another objective management. Thus, management is carried out through specific functions. Identifying functions, revealing and studying their essence is an important condition for the proper organization of the management process.

International tourism management is a complex activity that includes the processes of managing the global tourism market, developing destinations, organizing tourist services in accordance with international standards, and attracting foreign tourists. Its distinctive features are the following:

1) International market orientation.

- It is necessary to develop and promote tourism services in the markets of different countries.
- It is important to adapt to the tourist needs, culture and legislation of each country.

2) Legal and economic aspects

- In international tourism, it is necessary to take into account legal aspects such as visas, customs regulations, the tax system and the rights of tourists.
- Tourism activities have a significant impact on the international economy, ensuring currency exchange and investment flows.

3) Cross-cultural management

- It is necessary to work with representatives of different nationalities and cultures.
- Tourism services must meet international standards (hotel standards, service ethics).

4) The importance of technologies:

- The development of digital marketing, online booking systems, artificial intelligence-based services is important;
- Customer service through virtual tours, online platforms and mobile applications is expanding.

5) Development of tourism infrastructure:

- International airports, transport systems, hotels, restaurants and other service facilities must meet global standards.

6) Ecological sustainability and sustainable tourism:

- It is important to pay attention to the concepts of ecotourism and sustainable tourism, rational use of natural resources;
- It is necessary to keep tourist destinations environmentally safe and take into account the interests of the local population.

7) International cooperation and diplomacy:

- The tourism sector serves to develop diplomatic relations between countries;
- Cooperation with international organizations (World Tourism Organization - UNWTO, UNESCO, etc.) is required.

8) Analysis of customer needs:

- It is necessary to study the behavior of tourists, travel motives, tourist trends and create services that correspond to them;
- Providing individual services to customers through personalization of tourist products is becoming a trend.

International tourism management has a positive impact on the economies of countries and promotes cultural exchange and cooperation on a global scale.

CONCLUSION

In conclusion, management processes and new functions in the field of international tourism management play an important role in the

development of the global economy. As the management structure of large corporations and joint-stock systems has changed, the need for new management strategies and technological innovations in the tourism sector is increasing. Attention to the principles of intercultural management and environmental sustainability, as well as the development of tourism infrastructure, is important in ensuring successful and sustainable tourism on a global scale. International tourism management also serves to develop diplomatic cooperation and improve tourism services. The trend towards individualization of tourism services through new technologies and analysis of tourist needs is increasing.

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