

Tourism Culture and New ways of Developing the Tourism

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ABSTRACT

In this article different kinds of culture in Tourism and several ways of developing the Tourism was described. For instance, in Mexican Folkways we know this country is situated in the Central America and is renowned with its unique nature. Moreover, France is one of the most touristic nation in the world. It has its wealth history with wonderful historical monuments. Using innovative technologies in the tourism has become new model for this sector. People are now making their own choices by doing it.

KEYWORDS: *Biodiversity, heterogenous group, beverage activities, tourism destiny, "big five", land alteration.*

Tourism is largely dependant on natural resources. For example, the provision of fresh water for drinking, taking showers, swimming pools or the irrigation of hotel gardens seem self-evident preconditions for tourism all around the world. Beaches and coastlines, mountains, forests, lakes, oceans, and the scenery provided by landscapes containing these elements are central to the attraction potential of most destinations. Similarly, biodiversity is a tourist magnet in many regions, including a wide variety of bird and fish species, as well as charismatic mammals such as moose or deer, whales, dolphins or the "big five" (leopard, lion, rhino, elephant, hippopotamus) in national parks in eastern and southern Africa. In mountainous areas, snow cover is a *conditio sine qua non* for winter sports, including skiing, snowboarding, snowmobiling and dog sledding, and many areas would lose their tourist appeal without snow- for instance, what would impressive mountains ranges like the Alps or tropical Mount Kilimanjaro be without their white-covered tops? Clearly, most tourism is based on stable and, for tourism, favourable environmental conditions.

Global Environmental change threatens these very foundations of tourism through climate change, modifications of global biogeochemical cycles, land alteration, the loss of non-renewable resources, unsustainable use of renewable resources and gross reductions in biodiversity. Elements of the global environment are always changing although change is never uniform across time and space.

Here we can also see Tourism in innovation companies

From the point of view of the present research innovation in tourism is of key importance. Most tourism companies belong to the service sector. However they have their own specificity which may be transmitted to innovation. Therefore the discussion on innovation in services needs to be deepened to capture the particularities of innovation in tourism.

As Carvalho and Costa state: "tourism is currently one of the most promising industries in the world and there is an urgent need to better understand innovation in this sector." The innovativeness of tourism was underestimated for a long time which was reflected in the few studies in this field.

However the spread of new information and communication technologies resulted in growing recognition of innovation in tourism by both practitioners and researchers.

Tourism companies form heterogeneous group. The tourism industries selected cover accommodation for visitors, food and beverage activities, passenger transportation, travel agencies and other reservation activities. Tourism characteristic activities are determined by UNWTO cover: accommodation for visitors, railway passenger transport, transport equipment rental, travel agencies and other reservation service activities, cultural activities, retail trade of country-specific tourism characteristic goods and country-specific tourism characteristic activities.

Let's look at Tourism Advertisements in Mexican Folkways

Mexican Folkways are renowned magazine of folklore, visual art, and culture. It contends that attention to such features illustrate a central paradox at stake in the reliance on this periodical as a historiographical source. Methodologically, the chapter combines content and textual analysis of advertisements for EL BUEN TONO cigarettes and Mexico City Hotels with a historically situated consideration of the context of their, and the magazine's production. In doing so, it spotlights what elsewhere Shelley Garrigan (2012) calls "the dialectical embrace of patrimony and market" at various layers of the periodical and illuminates untold forms of recycling of processes and stakeholders that had been fundamental to nation-building during the Porfiriato in the remarking of modern Mexico after 1920.

Introduction to French Cultural Tourism and Management of Heritage

Many professional roles in cultural tourism and heritage management require demanding language skills. One prime example is that of our tour guide or museum docent; guiding visitors is a professional role in the tourism industry that draws on art history, ethnology, visitor management and spoken presentation expertise. The French term for a professionally trained and accredited tour guide is *une guide conférencière* or, in masc. form *un guide conférencier*. If the guiding and interpreting is done inside or gallery or museum then the profession in English is called a docent, or docenting. The professional role of cultural interpreter is called in French *le métier de médiateur culturel, médiatrice culturelle*.

We also witnessed several threats on tourism in the past. The shooting down of the unarmed Korean airliner, for example, was a global outrage condemned by public opinion. It also revealed quite clearly the importance of military arms as a response to such action. Retaliatory strikes, an embargo, tariff barriers, or a cut in diplomatic relations might have been options if the aggressor had been Fiji, but they were out of the question as a response to a superpower. In fact, when the rhetoric subsided, the only action taken was a short-term refusal by most Western nations to permit airlines to fly to the Soviet Union or allow Aeroflot landings on their soil.

The earliest public exchanges between the United States and the People's Republic of China signalling improved relations came with the invitation to an American table tennis team to visit the PRC to play the Chinese team. Limited tours and exchanges have expanded and contracted according to the political relationship. The US relations with the government in the Republic of China continue to be a sore point. Tourist flows in general can be seen as a crude but reliable barometer of international relations among tourist-generating and tourist receiving countries.

The politics of international tourism are not only fought at the national level, however. Women's groups have made tourism a significant part of their agenda, especially in developing nations. The most prominent tourist-related issues tend to be associated with the exploitation of women, the advantageous and disadvantages of tourism as a means of economic development, and the problems poor nations have in retaining control over their own tourism destiny.

In Conclusion, in my opinion the governments and individuals should use and create new ways of developing the tourism. Like Astronaut tourism or building some kind of touristic destinations or something like that. If they did these experiments we would possibly create or contribute to the sector of the tourism.

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