



## DESCRIPTION OF FACTORS AFFECTING THE DEVELOPMENT OF TOURISM

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**Annotation:** *This article describes the factors affecting the organization of Tourism. Today, tourism is exposed to a large number of factors, the role of which can vary at each specific time, both in terms of the force of impact and in terms of its duration. Therefore, it is necessary to take into account the factors necessary in the organization of effective tourist activities.*

**Key words:** *the concept of Tourism, Tourism, International Relations, tourist system, endogenous and exogenous factors, cultural and historical factors*

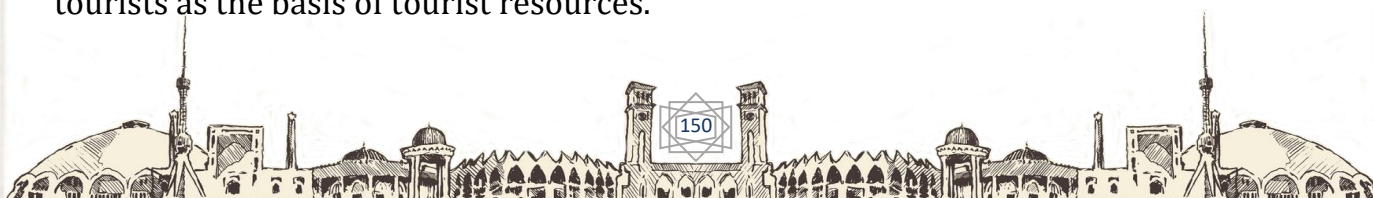
### INTRODUCTION

At the beginning of the XXI century, tourism became a powerful socio-economic and political factor, which greatly influenced the structure of states and the politics of a number of countries and regions. Tourism is one of the most profitable types of business in the world, comparable in efficiency to the oil and gas production industry and the automotive industry. The tourism system is inextricably linked with the interests of the economy and culture, security and international relations, ecology and employment of the population, hotel business and transport organizations. The development of tourism is of great importance both for the state as a whole and for an individual in particular.

As a complex socio-economic system, tourism is subject to the influence of a large number of factors, the role of which at each particular time can vary both in terms of the force of influence and in terms of its duration. For this reason, it is necessary to take them into account in order to organize effective tourist activities. Factors affecting tourism are divided into two groups: external (exogenous) and internal (endogenous).

**MATERIAL AND METHODS.** External factors influence tourism through the changes taking place in the life of society and are of varying importance for different elements of the tourist system. The sentence of the most important external factors includes: natural-geographical, cultural-historical, economic, socio-cultural, demographic, political-legal, scientific-technical and environmental.

Natural-geographical (seas, mountains, forests, flora and fauna, favorable climate, etc.) and cultural-historical (architectural monuments, history and culture) factors play an important role in choosing one region or another in order to be visited by tourists as the basis of tourist resources.





**RESULTS.** The wealth, accessibility and ease of use of natural and cultural-historical resources have a great influence on the scale, pace and directions of Tourism Development. Such resources give them an advantage over rich countries. Unique natural objects, historical and cultural monuments, works of art collected in museums, on the one hand, are considered universal wealth, and on the other hand, they are considered a motivating factor for foreign tourists to come to this or that state. Moreover, the natural and climatic resources of the state and its attractions become a common blessing only with the help of Tourism.

Natural-geographical and cultural-historical factors create conditions for the development of Tourism, and they are of an invariable nature. A person can only adapt them to his needs and make them comfortable for use for tourist purposes.

The influence of economic factors on tourism is observed in the presence of an inextricable correlation between Tourism and trends in the development of the economy. There is a direct relationship between the economic development of the country, the size of national income and the material well-being of its citizens.

The development of tourism is also largely determined by the influence of socio-cultural factors. They affect both the level of consumption of an individual and the content of the consumption of society as a whole.

Culture is a specific way of organizing and developing a society that finds its expression in the products of creativity, in spiritual values, in the totality of human relations to nature, among themselves and to oneself. Culture affects the consumer by determining the boundaries of his personal behavior and influence on various social institutions (family, media, and educational system). The cultural environment has a great influence on such fundamental values as the attitude to the risks that arise in society, personal freedom, and the pursuit of success. In this regard, the French scientist A Mole even called the culture a "mechanism for generating needs." The processes taking place in the field of culture are the deepest cause of human desires. His behavior is considered to be acquired in many ways, that is, brought up by culture.

**DISCUSSION.** Within the social factors of tourism development, it can be noted, first of all, an increase in the duration of leisure, which will ensure the flow of new tourists in harmony with the increase in the standard of living of the population the extension of the time of each year's leave is associated with the modern scientific and technical revolution, in such conditions the importance of mental labor increases, the tension of production and marriage increases. All this leads to physical and mental exhaustion of people. Tourism in many ways contributes to the restoration of working capacity.

**CONCLUSION.** The development of tourism is also greatly influenced by demographic factors that relate to the population size, its location by individual countries and regions, gender-age composition (with the allocation of labor-intensive population, pupils and pensioners), marital status and family composition. In this way,





the above-mentioned factors in the development of the tourism sector are of particular importance.

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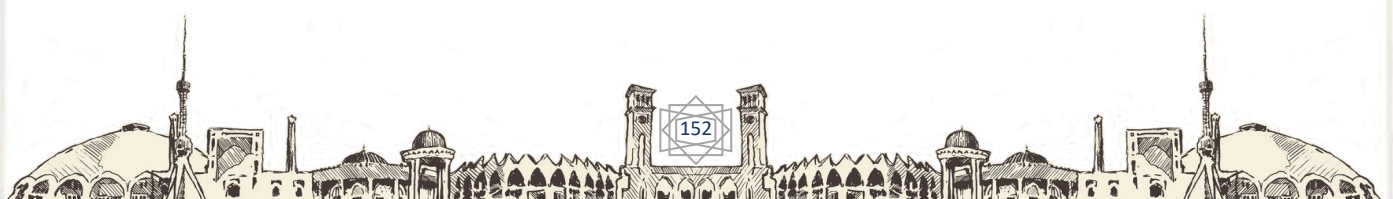
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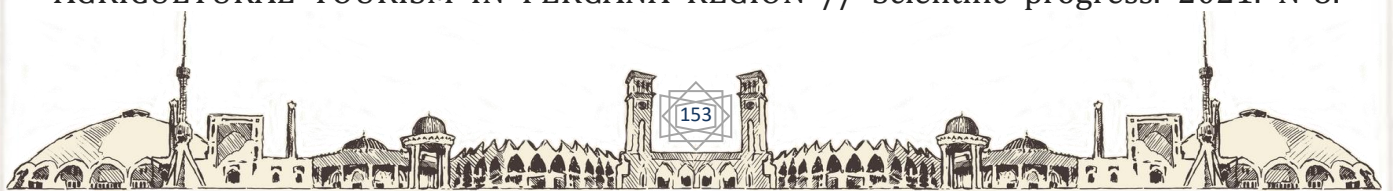
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