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TOURISM AS A SOCIO-ECONOMIC AND CULTURAL PHENOMENON

Abstract. Tourism is one of the strongest and most dynamically developing fields of the economy belonging to the service sector. High growth rates, investment flows and large foreign exchange earnings contribute to the formation and sustainable development of the existing tourism industry by substantially influencing various sectors of the economy. In this regard, tourism is considered a phenomenon of the 21st century.

Key words: dynamic development, tourism infrastructure, rest and entertainment, leisure, tourism industry

Introduction. The current stage of development of tourism services is characterized by high dynamism, increasing competition, specialization and universalization, diversification, informatization, increasing requirements for service quality, strengthening state support for tourism, etc.

Today, the formation of the field of tourism services is facing certain difficulties. A significant part of them is due to the incomplete study of the existing tourism field, insufficient development of theoretical and methodological bases, underdevelopment and failure to meet the existing demand for tourism products.

Urgent and real work must be done and meeting the existing needs must always be in the center of attention to develop and properly regulate the field of tourism services in the new economic environment. There is a great need for scientific and methodological support for the dynamic and sustainable implementation of this process. Such existing and emerging problems make the research topic relevant and it is necessary to conduct continuous scientific and theoretical research in this direction.

The interpretation of the main material. Today, tourism organizations perform very important social functions in an inclusive society in accordance with the pace of rapid development and formation of public relations, as well as tourism and industry. Today, the current level of development of world tourism can be determined by the current state and course of events and relations arising from the leisure and recreation of tourists, the interests and desires of local authorities, as well as the interaction of the population.

Tourism includes people's desire to have fun and relax, rest, visit, the desire to travel temporarily to other countries or to settlements within the country for scientific, educational, professional and other purposes, but without engaging in paid work during their leisure time.

The problems in the field of tourism are not as simple as they seem at first glance. So, various organizations, including the League of Nations, the United Nations, the World Tourism Organization, the Organization for Economic Cooperation and Development express their views regularly and make relevant recommendations.

International tourism reflects the socio-economic relations in the lives of some countries and at the same time determines the necessary conditions for the organization and management of all tourism and excursion activities between countries and within the country as an integral part of international relations and raises them to the international level. These conditions are implemented especially in the establishment of existing tourism organizations. In this sense, the World Tourism Organization (founded in 1975, headquarter is in Madrid, Spain) has become one of the most prestigious and well-known organizations in the world of tourism. The World Tourism Organization (WTO) is currently headed by Zurab Pololikashvili, a Georgian citizen. Zurab Pololikashvili held an online meeting with the President of the Republic of Azerbaijan, Mr. Ilham Aliyev, on the development of tourism and discussed the current state and prospects of tourism in Azerbaijan and the South Caucasus in 2021.

Given the importance of tourism for the national economy and social welfare, its development is considered an important factor for the tourism industry and travelers. In this regard, the main activities of national organizations are aimed at promoting tourism in our country, as well as expanding and developing socio-economic and cultural cooperation between the government and the private industrial sector. In a broad sense, the main goal of this activity is to develop a management structure, establish a national strategy for tourism at the regional level and increase the role of human capital in society.

The socio-cultural vector of tourism is characterized by the highest values and culture, moral and ethical characteristics of human and personality, ethical and etiquette rules, intellectual level, etc. The relevance of the theoretical conception of this phenomenon forms both well-thought-out approaches to its implementation, as well as new realities in the growing system of demand. At the same time, it creates the need to solve methodological issues to identify existing trends.

Today, the perception of tourism as a socio-cultural phenomenon is also relevant for tour operators and travel agencies. From this point of view, modern tourism infrastructure performs important tasks and social functions in people's health, recreation and entertainment, meaningful organization of leisure time. It is very important for tourism specialists to investigate the scientific essence of tourism, its origin and further evolution, to understand the details of modern processes in it and it puts a sense of personal responsibility in front of them.

The socio-cultural vector of tourism corresponds to the situation in which a human is organically the highest value and the basis of the social progress of his culture. The main role of socio-cultural principles in the life of society is determined mainly by the functioning the priority laws of culture in social development.

Today, tourism is an actively developing process and is increasingly attracting the attention of specialists in various fields of scientific knowledge. Tourism operating as a result of migration has mainly the characteristics of this phenomenon, especially the structural system.

It is education and creativity that add maximum socio-cultural values to tourism. Practically, no tourist can implement a travel program without these factors. Tourism is rightly considered one of the largest, most profitable and most dynamically developing sectors of the economy today and as an active source of finance influences on the country's balance of payments. The inflow of foreign exchange earnings often prevail over the income of production in countries that are mainly focused on the development of tourism. So, besides the economy of many countries, tourism also influence on their social, cultural and ecological environment.

So, the modern tourism industry has become one of the priority areas for the development of Europe, Asia, America, Australia and Oceania and to a lesser extent Africa. At the same time, tourism penetrates the life of each individual as an integral element and component of the social system, forms

the life relationships of different social groups and changes society as a whole.

Tourism has been active in almost all areas of public life as a socio-cultural phenomenon as a result of the growing influence of society since the first half of the 21st century. Despite the severe consequences of the pandemic in the world, tourism has become one of the most popular and widespread forms of leisure in domestic affairs in recent decades. The interest in this phenomenon allows to consider this issue from two point of view: first, as an important element of the system of social relations and their integral part and secondly, as a complex, multifaceted and multifunctional phenomenon. Many other social, cultural and ecological phenomena intersect in tourism and their interaction opens a qualitatively new stage for the use of tourism in economic, political, cultural, cognitive, scientific, educational and other processes.

As a result of the popularization of modern culture, the tourism industry has grown rapidly and become one of the most profitable and dynamically developing fields. Global changes are taking place due to the replacement of the producer market with the consumer market in the social sphere. The motivation of tourist demand is becoming more complicated. Besides rest-entertainment and leisure, the educational, communication, innovation and investment processes of tourism are also important.

“Today, the study of tourism problems is of socio-economic, but also great cultural and political significance. This is because the phenomenon of tourism, which is becoming more and more a cultural phenomenon, is already being pursued, studied and supported as a cultural process in scientific and cultural thought.

Institutions, organizations, individuals and societies that have accepted the world as a single house of humanity and promoted human values over time have recognized that tourism has become an integral part of human life and has an impact on the development of the economy, science and culture. The problems of research and promotion of tourism as a cultural fact, a culturological process that opens up broad prospects for a guaranteed and secure future for mankind are understood more clearly now than ever” [10, p. 274].

As a socio-cultural phenomenon, tourism is directly related to the dynamics of culture, changes in the value system, activities and social relations. Tourism was defined by the characteristics of culture and public life in ancient times. Its reasons were mainly related to travel with utilitarian values and there was a great need for trade or treatment in most cases. Since

ancient culture was characterized by competitiveness (agonism), it opened an inaccessible opportunity for anyone who wanted to try himself in various events – art, sports, oratory, theater performances in different cities of Greece, the country of ancient Ellada.

Although excursions and travels had a religious meaning in medieval culture, it was also associated with visiting holy places. However, cultural goals and values changed and corporate and collectivism gave way to individuality and enlightenment during the Renaissance. Travel became a secular profession and was mainly motivated by the desire to study science and be educated. Colonial policy also played an important role in the expansion of travel.

Tourism is a global socio-economic phenomenon of the modern world. It forms the basic principles of the economy of many developed and developing countries around the world. The basis of the modern tourism field is paid leave of employees in terms of quality and quantity. Recently, the role of business travel is constantly growing in tourism, as well as the meaningful organization of leisure time of people of retirement age.

The measure and extent of the impact of international tourism on the world can be assessed by the following indicators. If the number of international tourists in the world was only 25 million in 1950, this number reached about 750 million and international tourism income reached 515 billion USD at the beginning of the 21st century and about 60% of travelers said they wanted to spend their holidays in relaxing and having fun.

According to the WTO, the contribution of tourism to the world economy (total production of services) is estimated at 3.5 trillion USD (data of 1993), which is equal to 10.9% of gross domestic product of the world. The travel and tourism industry provides a large number of jobs in most parts of the world. This means direct employment of about 130 million people (or one in every 15 people in global production). Travel and tourism is more than 11% of international investment and generate about 302 billion USD in tax income for governments. Part of this amount is aimed at improving the socio-economic lifestyle of tourists.

Today, there is a direct relation between the development trends of the tourism industry and general economic, technical and social benefits. The rising standard of living in the developed industrial countries of the world leads to an increase in the length of leave and a fairly high pension, which has a significant impact on the development of tourism. The demand for travel and tourism, as well as existing marketing and advertising processes are related to

market mechanisms (demand for tourist, excursion and other services, supply and distribution of these services) and socio-economic factors. Exogenous factors include demographic and social changes, economic and legal gains, trade development, transport and logistics infrastructure, innovation and information and communication technologies, excursion and travel security, etc. And demographic and social changes include mainly followings: aging of the population, early retirement of people with sufficient pensions, increase in the number of single adults, increase in the number of people in need of care, increase in the number of families deprived of parental care, tendencies to remarriage, increase in the number of families deprived of parental care and vulnerable groups, providing social assistance and benefits to the elderly and people in need, etc.

So, changes in the demographic structure and social models of society are causing more and more people around the world to have the time, desire and financial ability to travel. Many international organizations and institutions, including the Council of Organization for Economic Cooperation and Development (OECD) are currently conducting extensive research on improving the social living standards and income of the population.

The OECD approved a list of social indicators, including a methodological tool such as “time and rest” in 1980 and its indicators have become a priority for the meaningful organization of leisure, rest and entertainment. As a criterion for the rationality of the structure of family expenses, the law discovered by the German researcher Ernest Engel (1821–1896) was applied, so that the increase in family income was accompanied by certain reductions between the share of food expenses and meeting expenses.

The habitat of a person with a wide range of ontological and axiological features is determined by the biological and socio-cultural dominants, which travel and tourism can be mentioned. Today, travel and excursions play an important role in the formation of the lifestyle of human and society.

Tourism helps to form a universal view to the world, to change and expand a human’s perception of the space around him. Hajj pilgrimage and pilgrim’s tourism influence on the religious space and form a certain confessional mental universe. Modern tourism, which embodies the highest values of democratic civilization and is based on legal norms, helps to reflect and spread these norms throughout the world, as well as integrate them.

Socio-economic efficiency of tourism opens new ways and perspectives for various social groups of society, including large families, youth, pensioners,

veterans and the disabled and the meaningful organization and rehabilitation of their cultural leisure time. The development of tourism is also distinguished by the fact that travelers and excursionists have different motivations at the present stage of development of our society. The most important indicator of the completion of the formation of popular tourism is to take into account the intensity of tourism in a certain country and its rapid development. Today, the great demand for tourism services gives a great impetus to the development of popular tourism.

Today, different areas of activity can be a strong motivator for travel. The development of these areas creates interest in the large inflow of investment and capital in tourism. Significant changes influencing on the attractiveness of different groups and categories of tourists are due to its cultural and social characteristics. Culture is understood as human activity in various manifestations, including the accumulation of skills and abilities by all forms and methods of human self-expression and self-knowledge, by an individual and society as a whole.

Culture is a set of stable forms of human activity. The greatest interest among tourists is to source elements of folk art properly, such as science, education, religion, history, decorative-applied arts, folklore, etc., which play an important role in the development of tourism and industry. Fine art is one of the most important elements of culture that can create a convincing motive for tourist trips. Its wide spreading is due to the tendency of tourists to exhibit national works of fine art in popular resorts (hotel buildings) to get acquainted with the culture of the region.

Tourism performs a function similar to popular culture – meeting people's leisure needs under constant stress. The production mechanism of tourist services leads to a constantly expanding field of consumption, which represents a changing and constantly updated set of tourism products. Travel helps to get the maximum view in the shortest possible time, which is a certain model of perception of the environment in modern society. Tourism reflects the realities of the rapidly growing modern world in the plane of changing realities and the existing needs of human. Tourists are not only participants and spectators, but also creative people. At the same time, they are people who are ready to enter another culture, its semantic system.

Popular tourism, which is expressed in one service, has become of global importance through playing an important role in the formation of the “global world order”. As a result, the manifestations of different cultures are reflected

in people's minds. In a sense, tourism is a confirmation of the coexistence of cultures in individual practice, which means a readiness for interaction, a desire for pluralism rather than unity.

The 21st century has gone down in history as a period of formation of a common human culture. Mutual enrichment of national cultures was mainly due to the exchange of socio-cultural information between travelers. As a result, the model of personality changed, the formation of human in industrial society became mobile and dynamic through gaining a new essence and content. This, in its turn, changed the fundamental values and cultural stereotypes and identified new existing directions for the development of society.

The role, place and importance of tourism in the life of culture and society are determined by its following tasks, principles and functions:

- 1) by researching and realizing the needs that a human desires and wants to implement;
- 2) by opening new opportunities for the acquisition of knowledge about culture through cognition;
- 3) through the formation of healthy communication and the expansion and strengthening of the boundaries of communication;
- 4) by mastering social and cultural norms and expanding the creative potential of tourists;
- 5) by organizing people's cultural leisure, recreation and entertainment, etc. properly and efficiently.

The law on compulsory universal education, which was adopted mainly in 1870 in Great Britain and then in other European countries, had a strong impact on the development of popular tourism in the formation of popular culture. The opening of the world's first tourism office in England shortly before the adoption of this law was also an important historical event.

Tourism became a privilege of aristocratic circles and had an elite character in the 18th and 19th centuries. Travel has become an integral part of elite subculture. Travel was organized for educational or recreational purposes in most cases and was considered a necessary condition for the prestigious status of an aristocrat. The elite culture united with the bourgeois culture gradually from this period. This led to the completion of the formation process of an industrial society, the gradual increase of the status of the working population in the city and the deepening of the urbanization process.

It should be noted that the greater penetration of the masses into cultural life as a result of democratic institutions has also led to the interaction of production with consumption, in particular, a significant strengthening of certain gaps in the field of consumption, as well as the function of social regulation of culture. The tourism industry, which serves as a social and cultural relation, has also become a phenomenon by performing complex functions, including elite, high and popular culture.

Today, tourism has become an important factor in the development of interpersonal relations, the meaningful organization of people's leisure and recreation and the process of mutual dialogue and understanding. So, issues related to the development of a strategy in the field of tourism industry play an important role in the policy of both separate countries and the current state. Today, tourism is in the center of the world's attention as a serious global socio-economic and cultural phenomenon.

Conclusion. The rapid development of the millennium shows that the tourism industry has become a way of social life for millions of people and therefore will grow and expand in scale. At present, the formation of a single information space on a global scale has significantly increased the role of tourism and it has had a strong impact not only as a leader of information innovation, but also on moral, ethical and cultural issues. We are not mistaken in saying that today the tourism policy pursued in our country meets all the principles and parameters of intercultural dialogue and understanding. "Although tourism policy, migration processes and intercultural dialogue in the Republic of Azerbaijan are considered as different topics at first glance, the foreign factor is at the center of this field. This clearly reflects the republic's progressive state administration in the protection of human rights and freedoms, as well as its tolerant, independent and transparent policy in modern international relations. To be more precise, tourists and migrants entering the country bring their own culture with them in both cases. As a result, the Republic of Azerbaijan has shown its role in the development of modern intercultural dialogue" [9, p. 243].

Festivals that widely represent different types and elements of national fine arts are also popular. For example, a characteristic feature of the Edinburgh Festival, which is regularly held in Scotland, is to present not only the works of local artists, but also the works of local composers, folklore and others – everything that attracts tourists. The musical potential of the region is one of the attractive elements of culture. Music is the main attraction for tourists in some

countries. Popular music festivals bring together thousands of participants each year. Many resort hotels introduce national music to their guests during evening entertainment programs, folklore evenings and concerts. Audio-visual tapes with national music recordings, which are widely sold in most tourist centers, are an excellent means for educating tourists and learning and exploring the national culture of the local people. The role of information and communication technologies (ICT) and technical means is irreplaceable in the implementation of this process.

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MÜASİR DÖVRDƏ TURİZMƏ ELMİ-KONSEPTUAL YANAŞMA

Turizm iqtisadiyyatın xidmət sektoruna aid ən güclü və dinamik inkişaf edən sahələrindən biridir. Yüksək inkişaf templəri, investisiya axınları və böyük həcmli valyuta gəlirləri iqtisadiyyatın müxtəlif istiqamətlərinə əsaslı şəkildə təsir göstərərək mövcud turizm sənayesinin formalaşmasına və da-

yanıqlı inkişafına kömək edir. Bu baxımdan, turizm XXI yüzilliyin fenomen hadisəsi hesab edilir.

Açar sözlər: dinamik inkişaf, turizm infrastrukturu, istirahət-əyləncə, asudə vaxt, turizm sənayesi.

Ильгар Гусейнов (Азербайджан)

ТУРИЗМ КАК СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ И КУЛЬТУРНОЕ ЯВЛЕНИЕ

Туризм – одна из самых сильных и динамично развивающихся сфер экономики, относящаяся к сфере услуг. Высокие темпы роста, инвестиционные потоки и большие валютные поступления способствуют формированию и устойчивому развитию действующей индустрии туризма, оказывая существенное влияние на различные отрасли экономики. В связи с этим туризм считается феноменальным явлением XXI века.

Ключевые слова: динамичное развитие, инфраструктура туризма, отдых и развлечения, досуг, индустрия туризма.