



TRENDS OF INTERCULTURAL CHANGE IN TOURISM

Radjapova Nasiba Makhmudjonovna

Chirchik State Pedagogical University

3rd Year Student of the Faculty of Tourism

Abstract:

Cross-cultural trends are creating new opportunities in tourism, leading to the development of cultural understanding on a global scale. Tourism offers not only the opportunity to see attractions, but also to learn about and respect other cultures. Factors such as the development of technology, interest in cultural cuisine and gastronomic tourism, as well as the introduction of sustainable tourism principles, help to make travel more diverse and intimate. The open-mindedness and global connections of the younger generation also play an important role in accepting cultural differences.

Keywords: Intercultural tourism, intercultural encounter, Gastronomic tourism.

Introduction

Considering tourism as a system with its own resource system is a very complex approach due to the multidisciplinary perspectives required to analyze it. We propose an intercultural approach, that is, a method based on the dynamics of interactions between people, carriers of culture, to see how this interaction can contribute to the development of sustainable tourism and, at the same time, intercultural dialogue. The participants in this interaction are, on the one hand, a large number of tourists, and on the other hand, the local population, in this case, the peoples of the Mediterranean region.

Tourism has a cultural origin. From the trips taken by English students after graduation in the eighteenth century to pilgrimages to religious sites, the main purpose of such travel, which was only available to the privileged classes, was wisdom, religion and relaxation. However, the situation changed when, as a result of social struggle, "paid vacations" were achieved for workers, while modes of transport made travel easier[1]. We can trace the evolution from pre-industrial



tourism to industrial tourism around the seventies, and the factors that made this evolution possible:

- Economic growth of capitalist countries
- Worldwide process of urban concentration
- Paid holidays for workers
- Modernization of modes of transport
- Advertising
- Relative political stability of the sending and receiving countries.

These trends are absorbed by the capitalist system and are included in the service industry stage, which is controlled by tour operators who organize supply and demand for the tourism industry. Since then, tourism has been considered as a complementary product, as well as a status symbol, which is of great importance in the lifestyle of modern people, primarily in the urban centers of industrialized countries. It is from these main factors that the changes in tourism should be analyzed. For example, we need to study how leisure has been replaced by consumption in the tourism system today and what needs today's family, filled with new structures, has and requires a different type of vacation compared to the families of previous generations who were satisfied with a sun and beach package. From the point of view of communication factors, we should emphasize the opportunities for exchange and communication, expressed by new technologies, in an area where information constitutes the essence of its activity.

This intercultural encounter has two dimensions, one temporal and the other spatial. In terms of time, the interaction begins long before the journey begins and is shaped by the information available to communicate with the destination. The second point is the journey itself, which ends with the actual migration. The third point is the re-establishment of expectations, to which a fourth must be added: the return. The length of this article does not allow for the characteristics of the interaction at each point, their difficulties and limits.

Tourism has been classified by some authors as commercialized hospitality: "We can consider the tourist process as the commercialization of the tradition of tourist-guest relations, in which foreigners take on the temporary role and status of a client of the visiting society. Thus, hospitality is industrialized and temporarily sold to the tourist." Hospitality is a key factor in tourist interactions, influencing both the growth and abandonment of tourist destinations.[7]



Cross-cultural trends in tourism have been witnessing significant changes worldwide in recent years. These changes are associated with the global development of the tourism industry, which is aimed at promoting cross-cultural communication and mutual understanding.

Intercultural tourism is a new form of tourism in which tourism products and services are aimed at promoting interaction between different cultures.[6] This trend contributes to the study of cultural heritage on a global scale, increasing mutual understanding and strengthening friendship between different cultures.

Cultural experiences. Tourists want to explore not only the sights, but also the local cultures, traditions, arts, and cuisine. This, in turn, encourages hotel and tourism businesses to offer cultural experiences.

Acceptance of different cultures. Tourists are becoming more open and curious about the cultures of other countries, which is leading to a positive acceptance of cultural change.

The rise of multiculturalism and its impact on the tourism industry is very noticeable. Multicultural and multicultural societies are introducing new perspectives on travel and tourism. This approach promotes the view of tourism as a full and balanced interaction between all cultures.

Adapting to cultural change. Tourism services and products are often designed to meet the needs of different cultural groups. For example, services such as halal food, vegetarian and vegan menus, and respect for religious practices.

Technology and globalization are key drivers of change. Through digital platforms, online tourism, and social media, the tourism experience is further expanded and cultural connections are strengthened globally.

Online culture and tourism. Tourists learn about other cultures through online platforms, such as YouTube or Instagram. This develops tourism not only as a way to travel, but also as a way to learn about cultural differences and show them to others.

Gastronomic tourism, the desire of tourists to explore local cuisine and cultural tastes during their travels, is also growing. This tourism trend is creating a shift between international and local cultures, as tourism will feature international cuisine and gastronomic traditions.

The principles of sustainable tourism promote the preservation and respect of different cultures. Tourists think not only about preserving nature, but also about



preserving cultural heritage. In the development of tourism, preserving local culture and traditions is important in attracting many tourists. Sustainable tourism aims to implement approaches that have a positive impact on cultural, economic and environmental aspects[2].

The younger generation, especially the current generation, is more open and accepting of cultural differences in tourism. They see tourism as more of a unique cultural experience, new social connections, and creative approaches. This generation sees tourism not just as a way to travel, but as a way to learn about new cultural changes and develop friendships.

Establishing proper and effective communication between local communities and tourists is essential for the successful development of tourism. This helps to ensure cultural exchange and mutual respect. Respect for local lifestyles and customs by tourists, as well as establishing direct contacts with local communities, helps to accept cross-cultural differences.

In conclusion, the trends of intercultural change are creating new opportunities in the tourism industry, which leads to the development of cultural mutual understanding on a global scale. Tourism offers not only the opportunity to see attractions, but also to learn about and respect other cultures. Factors such as the development of technology, interest in cultural cuisine and gastronomic tourism, as well as the introduction of sustainable tourism principles, help to make travel more diverse and intimate. The open-mindedness of the younger generation and global connections also play an important role in accepting intercultural differences. Overall, intercultural change enriches tourism and contributes significantly to social, cultural and economic development.

Taking into account the trends of intercultural change, the following proposals can be made for the further development and effectiveness of the tourism sector:

- Expanding cultural knowledge and training;
- Online intercultural courses;
- Application of technology and digital innovations;
- Organization of cultural festivals and events;
- Creation of tourism programs to encourage young people to study intercultural change and travel;
- Active use of social networks among young people to study tourism and cultures, to interest them in tourism and other cultures;



- Introduction of sustainable technologies to reduce waste and increase energy efficiency in the tourism sector.

Intercultural change creates great opportunities for further development of the tourism sector, wider coverage of travelers and increased cultural understanding. The above proposals will help ensure that the tourism industry is sustainable, innovative and culturally rich on a global scale.

REFERENCES

1. Achdiar Redy Setiawan “Tourism and Intercultural Communication: A Theoretical Study” Article, Jurnal Komunikasi 17(2):186-195 EISSN 2023-y
2. Najmiddinov S.N. Turizm sohasini boshqarishni takomillashtirish. Monografiya. – T.: “ZEBO PRINT”, 2024.
3. Хайитбоев Бегзод Хамидуллаевич, Нажмиддинов Султон Нурали Угли Опыт зарубежных стран в формировании цифровой экономики: выводы и перспективы для Узбекистана // Вестник науки и образования. 2020. №1-2 (79). URL: <https://cyberleninka.ru/article/n/opyt-zarubezhnyh-stran-v-formirovanii-tsifrovoy-ekonomiki-vyvody-i-perspektivy-dlya-uzbekistana> (дата обращения: 12.03.2025).
4. Sulton N. et al. IMPORTANCE OF SMART TOURISM IN IMPROVING TOURISM MANAGEMENT IN UZBEKISTAN //Gospodarka i Innowacje. – 2024. – T. 46. – С. 15-19.
5. Navruz-zoda B. N., Najmiddinov S. N. IMPORTANCE AND ROLE OF ZIYARAH TOURISM IN RAISING TOURISM POTENTIAL OF BUKHARA REGION //Scientific reports of Bukhara State University. – 2020. – T. 3. – №. 2. – С. 231-235.
6. <https://uz.wikipedia.org/>
7. <https://www.researchgate.net/>