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Socio-cultural and economic nature of tourism and its methodological basis

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Abstract. In modern times, tourism, which is seen as a sphere of socio-cultural and economic activity in a globalized world, is also of particular importance in terms of conceptualization and scientific research. Today, tourism is valued not only as a type of activity, the sphere of recreation and entertainment, but also as one of the leading areas of the national economy. The increase in the number of tourists, the expansion of business, advertising and marketing ties increases the sense of responsibility and accountability of companies and institutions working in this area. In particular, the development of tourism in less developed countries is considered one of the most effective tools to combat poverty. Research shows that there is a positive and direct relationship between social security and tourism. Tourism, which plays an important role in the economy of the countries of the world, is of global interest. To date, there are close financial relationships between logistics and transport enterprises operating in the tourism sector, accommodation centers, tour operators, catering enterprises and enterprises providing entertainment services. The active role of tourism in the national economy is characterized by changes in the creation of national income, the contribution of tourism to the balance of payments, and tax revenues to the budget. The influence of tourism on the world community is constantly growing, which has taken an exceptional position in spreading the atmosphere of global peace and security and reducing international tension. The growth of tourist exchange, the strengthening of peace between states and good neighborly relations play an important role in the formation of healthy communication. At the same time, the socio-economic and cultural significance of tourism encourages the creation of specialized organizations.

Keywords. economic nature of tourism, sociocultural nature of tourism, methodological foundations of tourism, tourism information support

Introduction

Comprehensive planning of tourism development, improvement of management methods for this process can prevent most of the negative consequences of tourism. Tourism can actively influence the country's economy, its cultural, social and humanitarian foundations. Satisfying the biological and other needs of a developed human society, including the needs for tourism, involves the production of tourism products and services, which in turn stimulates the development of production activities and the expansion of the tourism market. tourism products and services designed to meet the needs and desires of travelers, and can be defined as an institution that studies and analyzes the socio-cultural and economic relations of the subjects

involved in its consumption. the food and drink industry, the entertainment industry, the souvenir industry, etc. The tourism infrastructure, which includes such broad areas, currently performs very important functions and tasks.

An important role in the development of tourism is played by both historical, cultural and socio-economic factors. The development of tourism has socio-cultural, economic, humanitarian and political significance. Provides invaluable services in solving the problem of preserving the historical and cultural heritage for future generations. The tourism industry, which is often considered as a manifestation of cultural communication and interaction between states in the field of culture, requires special attention to foreign tourists coming to the country. Researchers who define the boundaries between the cultural, socio-economic spaces of tourism approach this problem from different angles. Since these areas are also closely related to each other, they mutually influence each other. The tourism industry provides the necessary resources and conditions for the development of cultural tourism, which is an integral part of tourism. At the same time, the economic benefits that the tourism industry brings play an important role in the preservation of culture. Tourism, which performs the function of cultural leisure, recreation and entertainment, is currently becoming one of the most important areas of the world.

A serious problem in the economy of tourism is the choice of a criterion by which the distribution of tourism products and services can be carried out. Many external and internal factors influence the choice of criteria for the distribution of tourism products and services. Each country that receives tourists chooses its own criteria for the distribution of the tourist product. Subjective conditions are the motivation and goals chosen by each tourist depending on his personal preferences. Tourist bases and tour operators are based on purposeful and programmed use. The essence of tourist bases is the existing tourist facilities and enterprises that can satisfy the needs of people that arise in the tourism process. The development of tourism is out of the question where there are no tourist bases.

The production of a tourist product and ensuring its safety are also of great importance at the present time. So, the prevention of pollution of nature and the environment and the strict observance of environmental cleanliness is very important and important for everyone. Tourism resources are a national wealth. However, some of them are of particular importance, while others are objects of world importance and historical and cultural monuments. Such a list is compiled and updated annually by UNESCO. All historical and cultural monuments and natural places are under the control and protection of each state. Today, the UN and UNESCO organizations feel a sense of personal responsibility and accountability for the proper protection of monuments of world significance and historical and cultural sites, and financial resources are being released for this.

Tourism, which has won the position of an important axis of socio-cultural progress and economic development, is the basis of regional development. From this point of view, tourism is inherently an activity that implements intercultural communication and exchange. Nowadays, the tourism sector is one of the fastest growing sectors and is in constant interest of both developed and developing countries. The level of development of the tourism sector depends on the level of development of countries. In developed countries, income from the tourism sector acts as a means of spending funds, while in developing and underdeveloped countries this sector acts as a new source of employment. The tourism industry is an actual production complex that creates conditions for travel and recreation in many areas and is engaged in the development of tourism. The tourism industry is largely based on human

potential, in connection with this, the main factor providing service in tourism enterprises is a person.

Tourism is one of the most powerful and dynamically developing sectors of the economy related to the service sector. High rates of development, investment flows and large foreign exchange earnings significantly affect various areas of the economy and contribute to the formation and sustainable development of the current tourism industry. In this regard, tourism is considered a phenomenon of the XXI century.

The current stage of development of tourism services is characterized by high dynamism, increased competition, specialization and universalization, diversification, informatization, increased requirements for the quality of services, increased state support for tourism, etc. Currently, the development and formation of the tourism services market faces certain difficulties, a significant part of which is associated with insufficient knowledge of the existing tourism market in its entirety, insufficient development of its theoretical and methodological base. fundamentals, as well as the lack of formation and current needs and demand for a tourism product.

For the development of the tourism services market in the new economic conditions and its proper regulation, it is necessary to carry out urgent real work and always keep the satisfaction of existing needs in the focus of the relevant organizations. There is a great need for scientific and methodological support for the dynamic and sustainable implementation of this process. Such existing and emerging problems determine the relevance of the research topic and continuous scientific and theoretical research in this direction.

Currently, state tourism organizations play an important role in an inclusive society in accordance with the high pace of development and formation of both public relations and tourism, its industries and types. Thus, tourism activity and its rapid development today can be determined by the current state and course of events and relations arising from the interaction of tourists, suppliers, local governments and the population.

The tourism industry refers to the desire of people to make temporary trips to countries other than their permanent place of residence, or to settlements within the country for the purpose of entertainment and recreation, health improvement, visits, science, education, profession and other purposes, but without participation in paid work. .

The problems arising in the field of tourism are not as simple as they seem at first glance. Therefore, various organizations, including the League of Nations, the UN, the World Tourism Organization, the Organization for Economic Cooperation and Development, regularly express their opinion on this matter and give appropriate recommendations.

International tourism defines the necessary methodological conditions for reflecting socio-economic relations in the life of individual countries and, at the same time, as an integral part of international cultural relations, for organizing and managing all tourist and excursion activities both between states and within the country. These conditions are implemented, in particular, when creating existing tourism organizations. In this sense, the World Tourism Organization (headquartered in Madrid, Spain) is considered one of the most reliable and well-known organizations in the world of tourism. Currently, the World Tourism Organization (WTO) is headed by Zurab Pololikashvili, originally a citizen of Georgia. In 2021, the President of the Republic of Azerbaijan, Mr. Ilham Aliyev, held an online meeting with Zurab Pololikashvili on the dynamic development of tourism and discussed the current situation and prospects for tourism in Azerbaijan, Georgia and the South Caucasus. Also, taking into account the current tourism potential of the Republic of Azerbaijan, the proclamation of Shamakhi as the capital of the Turkic world for tourism in 2023 and the selection of Shushi as the cultural

capital of the Turkic states in the same year made a great contribution to the development of Azerbaijani tourism and became a historical event. At the same time, the adoption by the Organization of Turkic States of the Strategic Roadmap for Tourism had a significant impact on the development of tourism infrastructure in Azerbaijan, existing roads and development prospects were identified.

Since the importance of tourism for the national economy and public welfare is obvious, its development is regarded as an important factor for both 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 state and the private industrial sector. In a broad sense, the management of these activities is aimed at creating an inclusive society, developing a national tourism strategy at the regional level, building a competitive economy, setting existing realistic goals and constantly increasing the role of human capital in society.

Tourism is a phenomenon of global economic and sociocultural significance in the modern world. It serves to meet the needs of the cultural, physical, cognitive and spiritual development of man. Tourism is characterized by the interaction of existing socio-economic and cultural spheres. This, in turn, increases the need and interest in the study and research of cultural processes in society.

The system of social tourism is primarily considered as a set of socio-cultural objects and participants, as well as beneficial principles, goals and means that allow low-income segments of the population to use the available opportunities for leisure, recreation and entertainment tourism. Today, there is a great need to create a legislative framework, adopt existing regulatory legal acts, develop social infrastructure, train personnel with information and communication technologies, go in for sports and the health of various segments of the population for the effective organization of tourist recreation. and free time. In particular, the state policy of social tourism, aimed at helping people and solving their needs, is of great relevance in society and is one of the main priorities.

The development of priority areas of social tourism is currently considered one of the most important and important tasks facing the state policy and the State Tourism Agency of the Republic of Azerbaijan. In particular, the treatment of vulnerable segments of the population, the disabled and veterans in rehabilitation centers and the problems of their health and recreation, their referral to sanatoriums and resorts and tourism institutions is always in the center of attention of the state. At the same time, the issue of providing socially oriented services to the families of martyrs and invalids of the Patriotic War and solving the educational and recreational problems of their children imposes a sense of personal responsibility and accountability to state enterprises and related organizations. . The system of social tourism provides not only preferential conditions for certain privileged categories of the population, but also the purchase of vouchers for staying in hotels, sanatoriums and resorts, as well as various types of transport and existing discounts. The severe consequences of the pandemic that has been raging in the world since 2019 have also shown their negative and painful consequences for the tourism industry, and in such a situation, countries are forced to close existing borders.

Today, the social functions of tourism are implemented precisely in the existing types of leisure activities that contribute to the harmonious and dynamic development and creative self-expression of a person, the preservation and promotion of health, and recuperation. From this point of view, the adaptation and integration of individuals into the social life of society is of particular importance within the framework of the social functions of tourism.

The cultural functions of tourism contribute to an increase in the general socio-cultural level of the population as a result of education, training, the exchange of social initiatives, public and scientific and technical experience. "The role of social factors in the development of tourism is no less important than other factors. Because the effective organization of his rest depends on the social status of a person.

In general, the term "social situation" refers to the complex characteristics of the life of general and individual segments of the population. The factors that determine the emergence of a social situation are factors that arise in social conditions that affect the development of the structural parts of society" (6, p. 100).

At the beginning of the 21st century, the rapid and dynamic development of tourism has turned the tourism industry into one of the leading and most important sectors of the world economy. Tourism accounts for more than 20% of the world's national product, and every tenth worker in developed countries works in this area. However, tourism is not only a sphere of economic activity and a profitable business, but also a special mass travel, a way of recreation and learning, acquaintance with world cultural and historical values, a unique area for improving human health.

Tourism is a complex multifaceted phenomenon of the modern world, organically combining both economic and social aspects of human life. The growing importance of tourism in the life of modern post-industrial society is obvious. In addition to high economic potential, tourism has an extremely important socio-cultural essence and is determined by the following factors:

- Firstly, the tourism business plays a positive role in socio-economic development, investments in this area directly affect the development of social infrastructure, tourism-related employment centers, new jobs are opened, resulting in an increase in the standard of living and well-being of the population. an increase in the local population.

- Secondly, the recreational-reproductive and cultural-cognitive functions of tourism, aimed at restoring vitality, contribute to the development of the spiritual and intellectual level of the tourist.

Increasing the availability of tourism services for the population increases the qualitative characteristics of human capital and, as a result, has a beneficial effect on the labor resources of the region. The latter case is important in the context of a reduction in the number of labor resources; in order to maintain the efficiency of social labor at the same level, it is necessary to increase their quality parameters in a crisis demographic situation.

In many countries of the world, tourism has become a daily way of life for people, valued as a necessary social need and a means of active recreation and health improvement. In Soviet times, the mass character of tourist, excursion and sanatorium services and their correct direction were an important component of state policy. During this period, special attention was paid to sports and health, youth and children's entertainment tourism. Recreation and leisure enterprises were exempted from taxes, and the linkage of costs with production costs was encouraged to organize recreation for state employees, as this served the socio-economic interests of the whole society.

During the years of reforms, social programs were limited, and budget funding began to decline. As a result, the system of social tourism that had developed during the years of Soviet power began to collapse. In particular, the commercialization of industry has led to the impoverishment and impoverishment of a large part of the population. A small number of preferential sanatorium-resort and tourist-excursion services led to the development of only the

elite part of tourism, and social tourism began to acquire other semantic meanings, for example, receiving only social assistance from the state.

There were two comparative approaches to the definition of the concept of "social tourism" in the scientific literature and world experience. In a narrow approach, social tourism is seen as a form of assistance to the poor and vulnerable citizens who find themselves in a difficult life situation. The broad interpretation of this term was supposed to reflect the mass consumption of tourist services with the help of a targeted state social policy that provides recreation for all categories of citizens. From this point of view, the Manila Declaration of the World Tourism Conference (1980) became the realization of social tourism issues in the interests of vulnerable groups and low-income citizens enjoying the right to rest.

Secondly, in most developed countries, the concept of social tourism is understood as the presence of a basic standard for a wide range of tourism services. We are talking about the existence of mechanisms for the redistribution of social wealth, making recreation and travel affordable for the majority of the country's population. Currently, in the world experience, there are various systems of social tourism. For example, the Scandinavian social tourism market, which is widespread in the Scandinavian countries, provides an opportunity to provide tourism services to all categories of citizens, regardless of income and labor (a state of redistribution of national income in favor of the poorest classes), etc.

The Anglo-Saxon model, which includes all the English-speaking countries of Europe, provides social services to citizens and low-income families in accordance with the principle of income redistribution and targeted assistance at the expense of taxpayers, separating the social tourism system from market relations.

The action of the German model of social insurance was remembered for the benefits provided to citizens during the period of working capacity in order to maintain their standard of living after retirement. A distinctive feature of the American model of social tourism is the creation of an acceptable standard of living for representatives of various social groups in difficult life situations, and the implementation of social services available to them at the expense of private funds in the process of financing.

The prospects for social tourism as a mass phenomenon depend, first of all, on a well-thought-out state policy, supported by an appropriate legal framework both in the field of tourism development and in social policy in general. Since modern tourism is a wide area of employment, the implementation of economic and social goals here should be regulated by law.

The development of tourism in the regions is today considered one of the most important means of eliminating unemployment and creating jobs in the country. At present, the implementation of the "Smart Village and Smart City" projects in Karabakh and the East Zangezur region has a great influence on the development of tourism. The state pays special attention to the development of this sphere and adopts legal acts. At the same time, the work done by the State Tourism Agency in this area is highly commendable. In particular, the national strategic program and the main goals adopted by the Republic of Azerbaijan for 2021-2030 indicate the future prospects and success of tourism.

In tourism, promoting oneself as a person, communication, creating healthy relationships, raising the level of knowledge and culture, protecting the material and spiritual potential, providing comfort, and so on are considered among the top priorities. Tourism as a type of activity opens up new and different horizons of culture, becomes a form of human existence. Socio-philosophical analysis of tourist activity carries out the clarification of its two most important structural elements - the subject of tourism and its object.

Often, the subject of tourism is understood as a participant in a tourist event or a tourist who is looking for opportunities to meet their needs by obtaining special tourist services. The object of tourism is any concept that can be transformed into the purpose of travel of the subject of tourism (tourist).

The object of tourism (tourism industry) consists of three main components: the tourist region (place), the organization of tourism and the tourist enterprise. The tourist region is understood as the geographical area (place, region) chosen for the purpose of travel. In such an area there are all the necessary conditions for living, accommodation, food and recreation for tourists. Thus, the region is a single tourism product and a competitive unit. The content of tourism as a socio-cultural phenomenon is revealed in various directed aspects that characterize one or another side of this activity, and in general allows us to understand its purpose and essence.

The epistemological aspect is manifested in the direction of tourism to obtain certain information and knowledge on the one hand; on the other hand, the epistemological aspect can be defined as a condition for the success of tourism. This activity requires knowledge about the region, its geography, natural and climatic features, as well as tourism activities. This knowledge of the system is inseparable from the activity itself.

The praxeological aspect of tourism is expressed in the fact that thanks to this activity a person develops as a person, enriches himself culturally, and increases his spiritual potential. At the same time, tourism as an activity can change the social and natural environment. Tourists sometimes disturb the peaceful life and public order of people, and local authorities are forced to spend more money on the construction and operation of water treatment facilities.

Another recent trend around the world is the rise of self-catering housing. The desire of tourists to be independent in their travels, the high costs of recruiting, training and retaining staff mean that a high level of service can only be justified in the elite sector of the tourism market. At present, group tour packages in the Western tourism market are mainly used only by single young people, tourists with limited financial means, retirees and pilgrims. However, in the near future, the following trends in the development of the tourism industry can be predicted:

- development of new tourism services and existing markets, taking into account the state of tourism (natural, cultural and historical) resources in the countries where tourists are received;
- broad participation of the local community and municipal authorities in the planning and development of tourism activities, ensuring its safety;
- development of relations between tourism organizers and municipal structures to understand the needs of each and find ways to meet them;
- improving the welfare of the local population, eliminating tax, customs and other difficulties that may hinder the development of tourism;
- paying special attention to maintaining prices for tourist services at a level acceptable to tourists and useful for the tourism industry;
- taking into account the problem of environmental protection (construction, architecture, anthropogenic loads) in the implementation of capital investments;
- allocation of more resources for more precise marketing and promotion of services, search for certain groups of tourists and obtaining targeted information for them about the services offered;
- increasing the level of professionalism of those working in the field of tourism, etc.

Recently, people's interest in traditional types of tourism has increased significantly. People are showing more interest in nature tourism. In particular, the attention of tourists is attracted by interest in extreme tourism. Despite the capricious phenomena of nature, tourists prefer to spend their free time, recreation and entertainment in the bosom of nature. Forest fires, earthquakes, tsunamis, volcanic eruptions and hurricanes are among the factors negatively affecting tourism. Safety is considered one of the main issues in tourism. The interest in tourist trips is also growing every day. Tourists are more satisfied with their travels.

There is also a trend towards a concentration of activities in the tourism sector, which consists of a small number of large global operators occupying their respective segments of the tourism market, and a large number of small travel agencies. Especially today there is a great need to create a quality tourism product. The main conclusion is obvious, to achieve success in tourism, a new approach to the production, promotion and marketing of tourism products is needed, based on the needs of customers and meeting the requirements of the law.

Currently, tourism is becoming an active phenomenon in the life of society, its cultural forms are changing day by day. Thanks to the activation of this activity, healthy communication relations are strengthened, the cultural space is expanding, the economy and civil society are developing, and the moral potential of the individual and society is enriched. As a result, in scientific knowledge, the intensification of research into the phenomenon of tourism is noticeable. In recent years, research has been conducted on the study of the economic content of this type of activity, extensive scientific research on sports, ethnographic, ecological, nostalgic and other types of tourism. The relevance of tourism in the life of society makes it necessary to determine its institutional foundations, which in turn makes tourism one of the priority areas of modern public and state policy.

Although tourism was of local and domestic importance, it did not have a significant social role in the life of society. Only since the beginning of the 21st century, the tourism business, which has found a way to develop on a global scale, involving global human resources in the process of production and consumption, has had a strong impact on many areas of public life and has significantly changed its economic and moral content.

A number of factors, such as socio-demographic, ethno-cultural, the development of the non-productive sphere of the economy, the increase in people's free time, contributed to the formation of mass tourism as one of the most dynamically developing phenomena of our time. "The development of social tourism in each country reflects the social achievements of that country. According to the conclusions reached by the participants of the World Conference, held in 1980, the goal of social tourism should serve to expand the opportunities for leisure activities for the poor. That is, the main function of social tourism should be understood primarily as the possibility of recreation, realized at the expense of funds allocated from the budget of the state and local governments.

Social tourism is a type of tourism intended for low-income families, students, people with disabilities, and the disabled. To implement this type of tourism, each enterprise must have financial capabilities. In the days of the Soviet Union, this was carried out only for the purpose of rest and restoration of the health of advanced workers through trade unions. In modern conditions, the development of social tourism is at different levels in different countries. For example, such developed countries as the USA and Germany do not have social tourism as a world tourist destination" (5, p. 213).

Conclusion

Tourism, as a phenomenon that has entered the daily lives of hundreds of millions of people, has become important as an important form of effective and purposeful use of leisure, has become the main means of interpersonal relations, political, economic and cultural contacts, an activity of great importance for modern society has become a type.

Currently, the development of social tourism is necessary and this direction is economically healthy and profitable. Today, the increase in human resources is very important for the socio-economic development of the territories. For the economically profitable development of social tourism, it is important to have not single individual elements of infrastructure, but a purposeful system that gives people the opportunity to have a good rest and, therefore, is able to restore the lost strength of people as a result. influence of physical and spiritual strength. Today it is necessary to pay attention to the main factors that can affect the development of social tourism:

1. The tourism industry plays an important role in the income of the country's population. After the oil and gas and engineering industries, tourism has become one of the main priorities as a non-manufacturing sector. It should also be noted that at present, many people in the world cannot use the right to rest to the maximum. In this sense, social tourism attracts attention as a phenomenon that allows citizens to exercise their constitutional rights.

2. The development of tourism has a beneficial effect on the country's economy as a whole. Although social tourism does not have the task of making a profit, it has a great influence on the development of the infrastructure of the regions. At the same time, it plays an important role in creating new jobs, creating employment centers and solving problems.

3. The reasons for the development of social tourism include the improvement of the image component of our country, because along with the development of infrastructure, the investment attractiveness of the regions can also arouse the interest of tourists. This, in turn, makes social tourism the main priority and leading direction in the region.

4. Education of youth military patriotism is considered one of the main issues today. Social services associated with the constant and sustainable development of tourism should be available to all segments of the population who know the history of the country, love the Motherland and feel pride in it, should be an important factor for the younger generation.

5. Orientation of social tourism to the solution of many social problems: the provision of intangible benefits; formation of the educational and cultural level of the population; elimination of material inequality; reduction of social and psychological tension in society; education of worthy members of society and other issues are currently considered one of the main priorities.

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