



Volume: 03 Issue: 03 | Mar 2022 ISSN: 2660-454X

<http://cajitmj.centralasianstudies.org/index.php/CAJITMF>

The Factors Influencing of Tourism

¹Sharipov Shakhriyor

²Shamsiddin ugli

Received 30th Jan 2022,

Accepted 29th Feb 2022,

Online 12th Mar 2022

^{1,2} Master Student, International University of
Tourism And Cultural Heritage

Abstract: The tourist destination is a center element of the tourism system. It can be defined as a territory with all kinds of amenities, facilities and services to meet the various needs of tourists (Studopedia, 2015). The tourist destinations and their image attract tourists, motivate the visit. Destinations have special features that are following:

1. The presence accommodation, food, entertainment and a highly developed transport system;
2. The presence of attractions
3. The availability of information and communication systems, as a necessary tool for informing the tourist market about the destination.

Key words: Tourism, Factors, Growth.

Tourists are, first of all, driven by different motives to travel. Motivation is Solomon et.al, (2006) defines “the processes that cause people to behave as they do”. Motivation arises when there is a need which is desired to be satisfied by the consumer. Fodness (1994) claims the basis of travelling to a tourism destination is divided into five motives such as: culture, educational motives, pleasure and sensation, self-esteem and social prestige, punishment maximization or escape stimulus-avoidance. Recent studies have found that there are push factors and pull factors in tourist’s motives to travel. Push motivation comes from the tourists’ personal. Such factors include escape from routine everyday life, sightseeing, exploration, social interaction, relationship enhancement, learning new things, interests in culture and nature, engaging and prestige (Subadra, 2015). It can be concluded that push factors are connected with the “subjectivity” where tourists’ personal psychological intensions are the core of their motives. Pull motivation is depended not on tourist’s decision, but the attractiveness of the destination. The pull factors are related to the sightseeing places in the destination which attract tourists to visit and experience. It can be said that pull factors refer to “objectivity” and the core is the attractiveness of the tourism objects in the destinations. A number of pull factors of tourists traveling to certain country includes weather, culture, shopping sites, natural resource, affordability, diverse attractions, historical or heritage sites, and nightlife entertainment (Wongleedee, 2014). These factors attract tourists to visit certain destinations located in their home country or overseas.

There are five main factors which contribute to the growth of tourism:

Environmental factors

Two main environmental factors are:

1. Climate is one of the most important characteristics of any destination. Tourists who come from colder regions (Canada, Russia and etc.) are eager to spend their holiday under the sunshine in pleasant and warmth climate. On other hands, tourists who come from warm areas might want to spend their holiday in cooler regions (Dubai, Thailand and etc.).
2. Scenery is another important feature of successful growth. Tourists would like to spend their time in picturesque places with beautiful sceneries such as long sea beaches, water lakes, waterfalls, and etc.

Socio-economic factors

1. Accessibility is the most important among socio-economic factors. It refers to the access to a tourist destination by various means of transportation like roads, railways, air and water.
2. Accommodation is another important factor which enables the tourists to have good accommodation and catering facilities. There are different types of accommodation and they differ from each other in terms of the budget. Accommodation facilities are usually classified so the guests can decide which one to choose. Generally, tourism mostly prospers in the areas where good lodging and food facilities are available at reasonable prices.
3. Amenities are the presented facilities for touring activities such as skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc.
4. Ancillary services are supplementary services which make operations faster such as banking and finance, the Internet and telecom connectivity, hospitals, insurance and etc. (Patil, 2013)

Historical and cultural factors

Destinations without cultural and historical heritage are merely beautiful buildings with services. Places with historical significance (ancient monuments, forts, castles and etc.) fill the sight with the atmosphere and immerse visitors in a certain culture. Taj Mahal in India, Machu Picchu in Peru, Pyramid of Giza in Egypt, Great Wall of China and other cultural heritage are vivid examples of cultural heritage.

Religious factors

Holy places can be another factor which attracts people to make pilgrims to the destination. Pilgrim's faiths, beliefs and sentiments contribute to tourism at holy places. Examples of places that are well-known for their religious significance are Jerusalem in Israel, Mecca and Medina in Saudi Arabia, Varanasi and Amritsar in India, etc.

“Safe Travel” Concept

Epidemics can also be the impetus for innovation and progress. In the post-pandemic world the rules have slightly changed. Temperatures are measured at airports and railway stations. People must wear protection masks during their trip. Social distancing at the airports and stations is obliged and disobedience is strictly fined. Some countries require “health passport” to cross their border. Vaccinated travellers are given special QR codes or documents which enable them to travel without test results. Those who are not vaccinated must provide negative test results which are taken not later than 48 hours. Travellers who are concerned about their health prioritize personalized service when choosing a tour, air carrier and accommodation. Many hospitality businesses adapt to a new reality to save their income stable. Technologies are of great help in providing “Covid free” services in the hospitality industry.

Airports

Airports already use self-service check-in kiosks. Passengers can get a boarding pass using the terminal themselves. In some airports passengers now can check-in for a flight online. In Montreal the special service has been launched- the passengers can choose a specific time for the booking inspections (Loginova, 2021). Moreover, the luggage is treated with an antiseptic. At Singapore and Hong Kong airports, disinfection is carried out by robots. They spray carpets and clean floors. Virtual storefronts are becoming popular among passengers. For example, it became possible to place an order in the online catalogue of Duty Free Shops without standing in queues. Another innovation is biometrics. There are special technologies in the some European and Asian airports which scan person's retina instead of a passport. These systems help to avoid overcrowding and protect against terrorist threats (Loginova, 2021).

Hotels

In the new normal, travelers and guests consider safety and hygiene measures a priority when choosing their accommodation (Solia, 2020). Many of them demand implementation of strict cleaning protocols to deal with the coronavirus and its subtype-omicron. Hotels are working in accordance with new service standards. Many hotels provide "health certificates". It is a document indicating that the hotel management guarantees social distancing for employees and guests, conducts regular disinfection of premises, monitors the health of staff and provides them with personal protective equipment (Reznik, 2020). Many of the big franchises are already abandoning standard check-in in favour of private check-in, when employees register guests via a tablet. There are self-check-in kiosks in Europe through which the guest can order additional breakfast or spa services, as well as change rooms. Classical service-buffet is impossible due to the social distancing. To find the solution of the issue, many restaurants at hotels began to serve dishes directly to the rooms of vacationers. Another change is the appearance of virtual remote control. Hotels managers have substituted TV remote control with virtual remote control. It decreases the risk of infection due to the complexity of disinfection of remote controls. Guests only need to scan the code from the TV using their smartphone and it appears in the special app. Some large hotel chains are offering 24/7 medical care (Soria, 2020). Some hotels like Nuevo Boston use private transport to transfer guests to avoid the use of public transport.

Restaurants

The COVID-19 pandemic turned to minimum customer-facing services. Much of it has been digitalized. Solutions include everything from digital menus to cashless payment choices and robots to serve food. Restaurateurs are looking for the solutions with contactless transaction capabilities to offer a safe and hygienic experience for the customers. Many restaurants have shifted to off-premise service. They focused mainly on delivery, catering, or pickup. Some startUp companies like PaidIt are trying to develop a digital restaurant platform that includes self-ordering kiosks as the main component. Human-induced climate change is one of the biggest challenges of our time, and policies and efforts to address its impact on human and planetary health have intensified in recent years (Swinburn et al. 2021). International policy to mitigate the negative effects of climate change and stabilize global warming was approved by 196 countries at the United Nations (UN) Climate Change Conference (COP 21) in Paris in December 2015, which is a legally binding treaty. . Entered into force in November 2016 (United Nations Framework Convention on Climate Change, 2021).

References

1. Development – The Role of the Tourist (2020)
https://studopedia.net/6_68225_Development--The-Role-of-the-Tourist.html
2. J. Hospit. Tourism Manag., 43 (2020)

<https://www.sciencedirect.com/journal/journal-of-hospitality-and-tourism-management/vol/43/suppl/C>

3. International Tourists' Travel Motivation by Push-Pull Factors and the Decision Making for Selecting Thailand as Destination Choice

[https://www.semanticscholar.org/paper/International-Tourists-Travel-Motivation Yiamjanya-](https://www.semanticscholar.org/paper/International-Tourists-Travel-Motivation-Yiamjanya-)

CENTRAL ASIAN
STUDIES