



## INTERNATIONAL TOURISM: THEORETICAL AND METHODOLOGICAL APPROACHES AND CLASSIFICATION

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**Annotation:** *This thesis explores the theoretical and methodological approaches to international tourism studies. It examines the socio-economic nature of tourism, its role in globalization processes, and various perspectives presented in academic literature. Special attention is given to the classification of tourism types, criteria for categorization, and the economic, cultural, and ecological impacts of international tourism. Furthermore, the paper analyzes modern classification methods, international practices, and their potential integration into national tourism policies.*

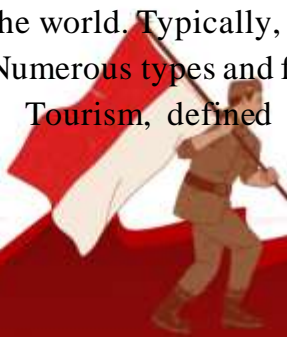
**Keywords:** *international tourism, theoretical approach, methodology, classification, types of tourism, globalization, economic impact.*

Tourism (from the French *tourisme*, meaning “travel”) refers to journeys and trips undertaken for leisure and one of the forms of active recreation. Tourism is understood as the movement of an individual from their permanent place of residence for health-improving, educational, professional-practical, or other purposes, for a period not exceeding one year, without engaging in paid activities in the visited destination (country).

The history of tourism dates back to the early 19th century[1]. In 1815, organized tourism was introduced from England to France. The founder of modern tourism, the English clergyman Thomas Cook, organized the first railway excursion in 1843. Later, he established his own private travel company, and in 1866 the first tourist groups were sent to the United States. In the East, the Arab traveler Ibn Battuta began his journeys at the age of 21 and visited almost all countries of the East and North Africa, mostly on foot. In Transoxiana, travel activities gained momentum during the reign of Amir Timur and the Timurids. Amir Timur maintained diplomatic ties with French King Charles VI and English King Henry IV, and in 1403 his envoy arrived in Paris. The Spanish traveler Ruy González de Clavijo described the social life of Transoxiana and the attraction of travelers to Timur's empire in his book “*The Life and Deeds of Great Timur*[2].”

In the modern era, tourism has become a mass phenomenon in many countries of the world. Typically, it is organized through travel agencies along established routes. Numerous types and forms of tourism exist.

Tourism, defined as travel from one place to another for purposes of leisure,



health, or other motivations, is rapidly expanding in today's world. Importantly, the development of tourism in any country is not only linked to leisure or health restoration but also contributes to the economy. Tourism has become an essential branch of national economies: it generates revenue without consuming material resources, improves infrastructure in active tourist destinations, and creates new jobs in the service sector. The emergence of these jobs helps reduce unemployment, increase household incomes, and indirectly lower crime rates. Ultimately, income from the tourism services market enhances national economic growth. For this reason, every state sets the expansion of the tourism market as a strategic priority[3].

From a scientific perspective, tourism is classified according to geographical and demand directions, purpose, source of financing, the number of participants, organizational forms, and specific characteristics of travelers. Based on the first criterion, types of tourism include national, international, regional, domestic, inbound, and outbound.

National tourism refers to the promotion of a country's natural landscapes, cultural heritage sites, and social values to visitors. Within this category, subtypes include recreational, educational, and medical tourism. National tourism thus covers diverse forms such as leisure, business, educational, and health-related travel[4].

International tourism is a general concept encompassing all forms of temporary movement of people outside their permanent residence for recreation, health, cultural enrichment, or leisure purposes. Inbound and domestic tourism includes excursions to landmarks, stays at hotels, resorts, sanatoriums, and tourist villages, participation in festivals and cultural events, tasting national food and beverages, and other activities.

By purpose, tourism is subdivided into historical, archaeological, recreational, health, professional, scientific, sports, trade, religious (pilgrimage), nostalgic, ecological, hunting, gastronomic, safari, speleological, cultural-educational, extreme, ethnographic, educational, and medical tourism.

By source of financing, tourism is classified into social and commercial. Social tourism refers to travel subsidized by state funds for social needs. A special bureau for social tourism was established in Brussels on June 7, 1963. The International Bureau of Social Tourism is a member of the World Tourism Organization (UNWTO), and the aims of social tourism were reflected in the Manila Declaration adopted by UNWTO in 1980. Commercial tourism, on the other hand, refers to travel undertaken by individuals, often small-scale entrepreneurs, to purchase goods abroad or in other regions of the country for resale and profit-making[5].

With globalization, rising economic stability across regions, and improved living standards, many new forms of tourism have emerged while traditional tourism has partially lost its attractiveness. One of the most rapidly growing modern forms of tourism, especially popular among youth, is adventure tourism.



Adventure tourism first emerged in Europe, pioneered by modern European youth. Its development was motivated by boredom with monotonous lifestyles, the desire to enrich leisure with new adventures, and the aspiration to experience extreme conditions in unexplored destinations. However, approaches to adventure tourism vary worldwide: in many cases, it is interpreted interchangeably with sports tourism or extreme tourism. Nevertheless, the World Tourism Organization identifies adventure tourism as the fastest-growing segment in the tourism market and stresses its distinctiveness compared to other types of tourism.

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