EYIB
EDUCATIONAL YIELD
INSIGHTS & BREAKTHROUGHS
TA'LIMGA OID TUSHUNCHALAR VA YUTUQLAR
ISSN:3060-4648
Vol.8 №3
https://eyib.uz



The hidden side in tourism: Do local communities actually benefit from tourism?

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Annotatsiya

World heritage sites and natural environment are the key resources in the tourism sector. Natural places, historic monuments are becoming increasingly popular destinations, with both international and domestic travelers, where heritage tourism is the main activity contributing to the development of the area. Considering this, it is becoming essential to better understand how tourism affects the lives of local people from economic and social perspectives, as well as the environment. Thus, this study aims to examine tourism development worldwide and its contribution to local sustainable development. It presents the interview results with the key experts in ecotourism and recommendations towards sustainable development of the region. Furthermore, core indicators of sustainable tourism have been used to assess economic, social and environmental sustainability of the area.

Kalit so'zlar: Ecotourism, sustainable tourism, sustainability, tourism value chain, economic leakage, seasonal employment.

Introduction. A tourism industry agglomeration provides a base upon which the activation of a regional economy can be achieved. According to the United Nations (2010), tourism can be viewed as a social, cultural, and economic phenomenon related to the movement of people to destinations outside their usual place of residence, usually motivated by plea sure. Agglomeration can be defined as the spatial concentration of economic activity. Thus, policy-makers are keen to contribute to developing a successful agglomeration policy as one means of activating the economy of a region. Many regions around the globe are currently engaged in the construction of agglomerations, but these are yet to be completed (see Ministry of Economy, Trade and Industry, Japan, 2020). Krugman (1991) developed a spatial version of the Dixit–Stiglitz model (1977) with which to examine where economic activity takes place and why. Fujita et al. (1999) provide an explanation of the prototype model of Krugman (1991) in Chapter 4 of their work, and review the established spatial economics, including central place theory, in Chapter 3. Based on a Hoteling type framework in central place theory, Henkel et al. (2000) determined the inequality conditions of an agglomeration equilibrium related to spatial allocation decisions when all consumers are active in a marketplace. Herein, we reinterpret the model for the emergence of

retailing markets from the perspective of a tourism industry agglomeration. An agglomeration is an organization composed of a set of segments that facilitate physical infrastructure, including ports and highways, institution building, human resource development, and satisfaction with living conditions, cultural aspects, and so on (see Appendix Table). Kanai and Ishida (2000) coined the term ‘process analysis’ to refer to research on the dynamic process of agglomeration building. Naturally, the construction of an agglomeration can not be completed in an instant, but requires the sequential construction of segments. For example, it has taken more than 10 years to construct manufacturing agglomerations (see Kuchiki, 2020a).

Ecotourism is one of the fastest growing sectors of the tourism industry, and research interest in ecotourism has increased over the last several years (Bricker and Kerstetter, 2001; Diamantis 2004; Hill and Gale, 2009). Ecotourism is defined by the International Ecotourism Society as “responsible travel to natural areas, which conserves the environment and improves the welfare of the local people” (TIES, 1990). It is a form of tourism, where participants visit natural areas without damaging the environment, traveling to a destination with undisturbed nature and cultural heritage. However, this type of tourism has both negative and positive impacts on the environment and on society. Thus, it is relevantand useful to incorporate sustainable development into the assessment of ecotourism development. Alexander and Whitehouse (2004) consider that if ecotourism is to induce sustainable development, it must be ecologically sustainable, culturally sensitive, and economically viable. They studied three dimensions of successful ecotourism that meet the principles of sustainable development: economic viability, environmental consequences, and social appropriateness.

-Economic viability in ecotourism facilitates the development of other related industries such as hotel business and restaurants that give local residents opportunities to get permanent jobs, promotes consumption and production, and encourages conservation of protected areas.

-Environmental issues of sustainable ecotourism include promoting environmental protection, increasing environmental understanding of people and changing attitudes and behaviors toward protecting and conserving ecological diversity, as well as providing environmental education for expanding knowledge in the ecotourism sector.

-Social sustainability of ecotourism, based on the active participation of local people in the development of ecotourism in their area, empower local people and support local administration.

However, it is difficult to achieve the sustainability of all three indicators in ecotourism. Some of the aspects could be of benefit, while others could bring negative effects. Thus, achieving balance of sustainability between these aspects is an essential for ecotourism development (UNWTO, 2013).

Literature review. One of the earliest attempts to assess the impact of tourism is the approach which considers tourism as an export-base of a region. Based on this view, the tourists inject foreign money into the local economy that instigates the generation of new employment and other spending. In classical economic base theory, the primary industries are defined as those that generate new income and non-

primary sectors as those that supply local goods and services [1] (Archer, Fletcher, 1996). When the major industries like tourism make growth, it might result in growth of non-major industries. It is a theory over which the popular concept of multi plier is founded. Multipliers are used to represent the flow of the initial expenditure by visitors around the economy initially through business-to-business spending (indirect effects) and later on through household spending funded by the tourism wages (induced effects) [16] (Stynes, 1999). Although the influence may be evident, the multiplier models have been criticized to be too simplistic in their examination of the local economies and the linkage of such sectors is assumed to be great and the benefits of tourism over-rewarded especially in developing countries where supply capacity is low at the home front [4] (Briassoulis, 1991)

At the beginning of the 2000s pro-poor tourism (PPT) formed an array of concepts under which tourism can provide direct improvements to low-income populations, help them directly as a result of tourism. PPT does not just consider the aggregate benefits and thereafter consider distribution of benefits. Studies have shown that even as far as tourism can inject a lot of money in the local economy, the money is normally washed out of the economy or it is channeled towards the urban elites and foreign forces [2] (Ashley, Mitchell, 2009). The paradigm also highlights the non-financial elements of empowerment in which it says that poverty alleviation is not confined to income incomes but more to voice, participation and control of local means and resources [12] (Scheyvens, 1999).

The other theory that is impactful is the value chain theory that examines the generation, dissemination, and maintenance of value on the tourism supply chain. This plan portrays that a greater number of middle men in the chain (such as foreign tour operators, booking websites and foreign suppliers) will likely cause more leakages and decrease the benefits to the local community [18] (Tolkach, King, 2015).

Creation of employment is one of the most frequently quoted economic roles of tourism. But it has been proven that the job in tourism in different countries is more, better or more assured. It is estimated that the total employment around the globe is around 10 percent as a result of tourism, however, in most instances, tourism is bigger in small island states and developing economies (World Travel & Tourism Council, 2019). These aggregate figures however, hide important differences between job security, wages, seasonal and skills demand (Baum, 2015).

Methodology. The study combines literature analysis with quantitative research. The previous academic studies are based on researches on sustainable tourism and community participation. The research date comes from survey-based data collection from residents involved in tourism. The collected survey responses are classified in various income sources to examine the main distribution of tourism economy.

Results.

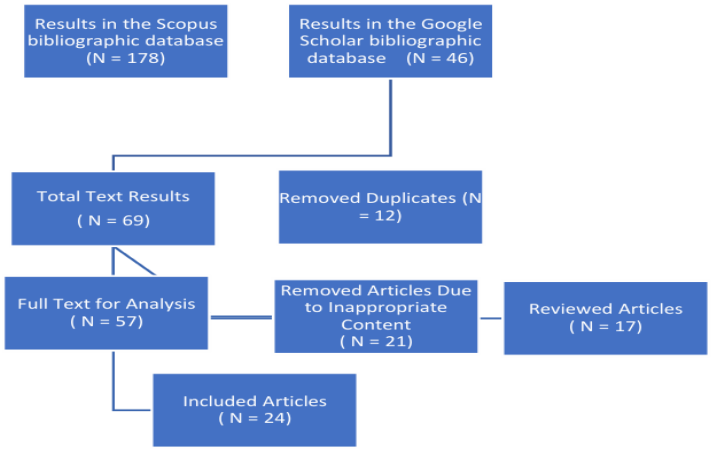
Central Asia, analysis shows that tourism has formed a huge source of new employment in the last several decades, especially in those sectors that are directly connected with the visitor services such as room and board, dining, and shops, as well as cultural tourism (Kantarci, Uysal, & Magnini, 2017). The Kyrgyzstan and Kazakhstan have extremely seasonal tourism jobs. There are many jobs that can only be offered during the busiest seasons of the year and this limits the tourism in terms of providing steady and throughout earnings to families. It is possible to notice the same

tendencies in Uzbekistan. The largest share of the tourism jobs is centralized in such big historic cities as Samarkand, Bukhara and Tashkent but the periphery areas are not as engaged in the tourism job distribution. According to the Uzbekistan tourism officials, the industry has been witnessing the steady increase in the number of individuals who are employed within the industry since it ranks just after the industry in terms of growth over the past 1 decade yet jobs are still being concentrated within a small number of sectors. Most of the jobs lie in the accommodation and food services and fewer job opportunities are available in transportation, recreation and tour operation.

Jobs and Gender Dynamics.

One more theme which is similar among tourism labor markets is the gender inequalities. It is also shown in the international literature that women will make a considerable percentage of tourism workforce, but in low paying, lower status, or informal work (Baum, 2015). Available statistics on Uzbekistan further reveal that the female workforce is also segmented in other sections of the housekeeping and catering services and reception services as compared to the managerial or technical jobs that are more conducive to men. This pattern contributes to the inequality of the wages and denies women in the industry the freedom of movement in the long run.

Figure 1
Literature Review Results Using the PRISMA Methodology

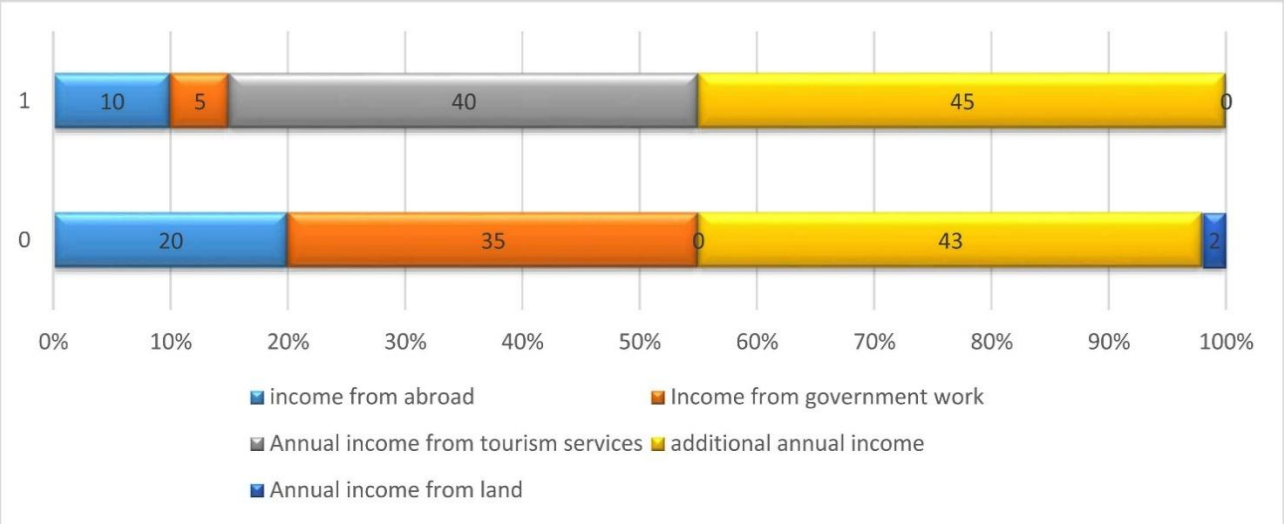


Inclusion and Exclusion Criteria for Article Selection

Criterion	Inclusion Criterion	Exclusion Criterion
Area	Collaborative management in rural tourism	Other
Time Criterion	2020–2024	Before 2020
Language	English	Other languages
Access	Full text	Abstracts, descriptions, short reports
Publication Type	Published articles (original, scientific, technical)	Published articles – popular, unpublished material, review articles

The systematic literature review aims to explore existing theoretical frameworks, empirical studies, and practical examples related to the role of communities in tourism

development, particularly in smaller local communities. By identifying key success factors, challenges, and research gaps, this review seeks to contribute to a better understanding of the dynamics and significance of the community involvement in tourism development. Furthermore, it justifies the need for further research in this area. To ensure our analysis reflects the latest developments, we limited the selection to articles published from 2020 onwards. While some older review articles were identified, our focus is on the current research. Furthermore, the global significance of this topic is further emphasised by the diverse locations of the authors and research studies, spanning various continents. The selected articles employed a variety of methodological approaches to explore collaborative tourism management. Seven studies utilised a mixed methods approach, combining both qualitative and quantitative data. Seven studies relied solely on quantitative methods, while the remaining nine employed qualitative methods. Aligned with the research objectives, the findings are categorised into three key themes: 1) Attitudes towards collaborative tourism management, 2) Benefits of collaborative tourism management, and 3) Strategies for effective collaborative tourism management.



The contribution of ecotourism to the income of rural residents should be noted separately. Ecotourism can be developed as a main sector that helps to increase the economic activity of the population and entrepreneurs, and as an additional sector. In the course of our research, we will analyze the level of income of rural residents when they are engaged in ecotourism or other industries.

In the Fig. 4, if we see the distribution of incomes of the residents who operate and do not operate in the ecotourism facility, according to the survey conducted, the income structure of the rural residents who do not operate is 20 % from incomes from abroad, and 35 % from monthly incomes from state institutions., and only 2 % receive income from planting agricultural crops in the garden, and the remaining 43 % of income corresponds to income from additional activities (such as craftsman, driving, tailoring).

10 % of the annual income of the population engaged in ecotourism is money from abroad, 5 % is income from working in a state institution, 40 % is income from ecotourism, and the remaining 45 % is income and we can see that it takes from additional activities. Income from ecotourism makes up a large part of the population's income, which indicates the need to focus on further development of this activity and

reduction of seasonality. These changes lead to an increase in the socio-economic efficiency of the rural population.

The following table shows the statistical analysis of the gross income of the population, which is an involuntary variable, for those who engage in ecotourism activities and those who do not.

The annual income of those who operate in the ecotourism object is 76857.49 thousand soums, and the activity is 58162.31 thousand soums, that is, our observation that the income of those who operate in the ecotourism object is 18695.18 thousand soums more than the income of those who do not operate in the ecotourism object possible Using the econometric model selected for the study and the available indicators, we obtained the following result by evaluating the impact of engaging in ecotourism activities on the income of the population.

Income from ecotourism makes up a large part of the population's income, which indicates the need to focus on further development of this activity and reduction of seasonality. These changes lead to an increase in the socio-economic efficiency of the rural population.

Source: A survey conducted by The economic and social impacts of ecotourism on local employment and income: A case study of rural Samarkand, Uzbekistan - ScienceDirect

Conclusion. Generally, the results reveal that tourism is a major economic pursuit among the sampled communities as the respondents earn more than half of their house hold income as a result of tourism activities. Despite this high degree of dependence, there are imbalanced distributions of benefits of tourism. Most of the measurable measures like the number of years of involvement, the share of income, the perceived fairness, the impact of tourism on quality of life, as well as, the involvement of communities showed no significant differences by the region suggesting quite similar tourism experiences. The regional disparity was the only prominent difference and was in the nature of local spending retention that was highest in Khiva, which signified that it was more assimilated in the value chain of small vendors and artisans to the tourism. The qualitative data revealed that, qualitatively, there were several barriers to participation in a fair way in the system. The lack of financial strengths, incomplete infrastructure, inability to market their products to tourists, and bureaucracy was very widespread in the respondents. There is also the low aspect of community involvement in the planning of tourism and decision-making process is regarded to be top-down and ceremonial in nature. These restrictions create additional leak ages of the tourist income in the imports of goods, firms belonging to foreigner and non-local investors. The implications of these findings are relevant in the fields of policy and practice. The first one is that community-based tourism programmes must be institutionalised, funded and expanded where national CBT mechanisms should offer technical support, marketing and quality assurance to CBT projects in heritage cities and their rural environments. Second, it should incentivise or mandate local procurement via procurement charters that require large accommodation and tour operators to procure designated quota of goods and services locally facilitated by building out artisan and agricultural co-operatives that can deliver quality and quantity goods and services. Third, local entrepreneurs and workers, in hospitality management, digital marketing, e-commerce, and foreign languages, should receive capacity

development in a systematic way, associated with the availability of tourism-specific microfinance products with repayment terms that reflect the seasonality. Fourth, simplification of regulations such as simplified business registration, harmonisation of license, and the facilitation of the adaptation of culturally specific informal operations to formal structures are necessary in order to minimise impediments to micro-enterprise formalisation and subsequent devel opment. Fifth, there is a need to have authentic participatory levels of governance, like constituted Community Tourism Councils with a recognised advisory capacity on destination planning processes, in order to counter the reported lack of community voice and ownership.

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