management, visitor flow controls, and local community empowerment, the area could obtain not only permanent economic growth, but also environment conservation for future generations.

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THE ROLE OF TOURISM IN SOCIO-ECONOMIC DEVELOPMENT OF LOCAL COMMUNITIES

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Abstract. Tourism brings money, jobs and new services to the places people visit. But these benefits do not always reach the people who live there. This paper looks at how tourism affects the economic and social life of local communities, what helps residents gain from it, and what problems it can create. The paper is based on a review of research and on data from the World Travel & Tourism Council and UN Tourism. The main finding is simple: a community gains most from tourism when local people own businesses, when hotels and restaurants buy from local producers, and when residents have a say in decisions. Examples from Uzbekistan are used to illustrate these points.

Keywords: tourism, local community, socio-economic development, employment, income, leakage, residents' attitudes, Uzbekistan.

Introduction

Tourism is one of the largest sectors of the world economy. Travel and tourism contributed approximately $10.9 trillion to world GDP in 2024, representing

approximately 10 per cent of the total GDP [1] and supporting 357 million jobs. In the same year people made about 1.4 billion international trips [2]. These are big numbers behind which lies thousands of towns, villages and city districts where tourists reside, eat and shop.

Tourism can bring new employment, improved roads, additional income to families and a way to preserve old buildings and traditions to a local community. It can also involve increased costs and heavily trafficked streets and altered lifestyle in daily life [3, 4]. For these reasons, for many years, researchers have been examining the attitudes of residents towards tourism and their actual tourism benefits [5, 6].

The paper is intended to demonstrate the effect of tourism on the socio-economic development of the local communities. The goals are: 1) to explain the economic impacts of tourism on the local level; 2) to explain the social impacts of tourism; 3) to examine existing global data; and 4) to recommend how to enhance local benefits. Methods: literature review, analysis of secondary statistical data and generalisation.

Economic impacts of tourism in the local community

Jobs and income. A lot of people are required for tourism, such as, the staff of the hotels, the guides, the driver, the cook, the craftsman, the seller etc. A large number of these occupations do not necessitate a university education, and are therefore accessible to young people, women and people from rural backgrounds [7]. Tourist money is based on three points. Direct effect: tourists pay hotels, cafés and shops.The tourists pay hotels, cafés and shops (direct effect). These businesses purchase food, furniture and services from other businesses (indirect effect). Lastly, the workers use their earnings in their area of origin (induced effect) [3].

Tourism and economic development. The theory that tourism development equals growth in the overall economy has been tried and tested by economists. This is known as the tourism-driven growth hypothesis. A long-term relationship between the growth of tourism and the economic growth of Spain has been found [8]. A subsequent examination of numerous studies revealed that the relationship is supported in most countries, although it varies depending on the specific characteristics and size of the economy [9].

Leakage. Not every tourist funds remain in the tourist destination. If hotels are part of another company, the food is brought from elsewhere and the managers are from another region, a good amount of money is going out of the region. This is termed leakage. It is lower if local residents own small hotels, guesthouses and cafés and they are purchasing local products. In Northern Thailand, a study reported that the integration of tourism activities in the vicinity of the farms and craft producers is beneficial for the villages to retain more of the revenues generated through the tourism activity [10].

Social effects of tourism.

Positive effects. Earnings from tourism contribute to the maintenance of roads, water supply and public spaces and are also utilised by residents. Tourism also provides an impetus to preserve traditional crafts, music and festivals and to be proud of the place [4]. Contact with visitors helps young people learn languages and new skills.

Negative effects. Increased costs of housing and food, noise, traffic and loss of privacy [3, 4] are common complaints among residents. Doxey noted that as the number of tourists increases, so does the attitude of the residents from happy to indifferent, to annoyed and then finally to hostile [12]. According to the social exchange theory, residents accept the tourism as long as they believe that the gain outweighs the loss [5, 6].

Tourism in the world economy: Present data

World Travel & Tourism Council data as shown in figure 1 indicates that travel and tourism contributes to the global GDP.

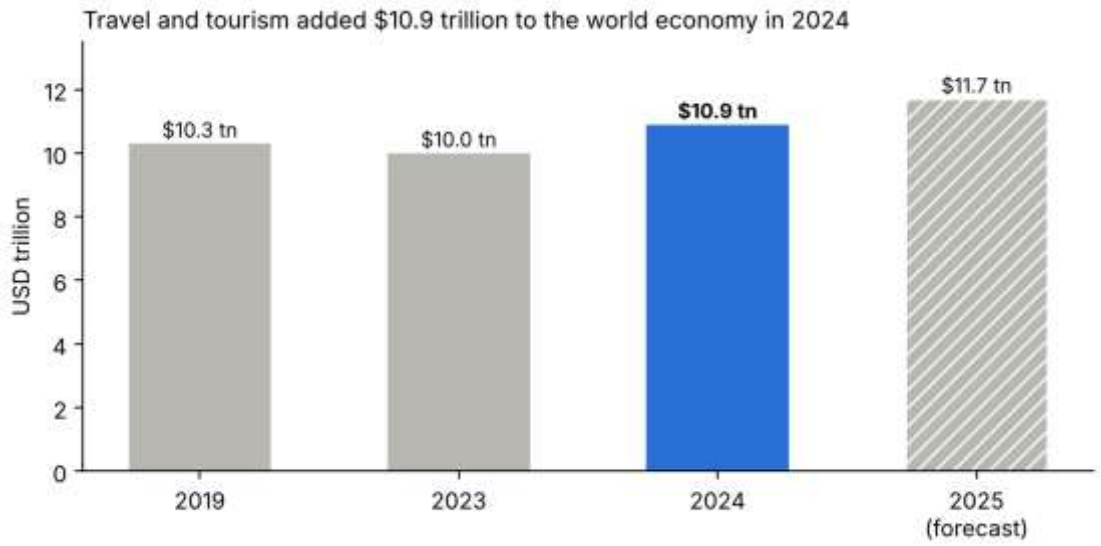


Figure 1. Contribution of travel and tourism to world GDP, USD trillion.
Source: WTTC [1]. Values for 2019 and 2023 are calculated from the growth rates given by WTTC; 2025 is a forecast.

As can be seen in the figure, after the pandemic the sector has fully recovered. Its contribution rose to approximately 6% in 2024 compared with 2019 and it is predicted to be $11.7 trillion and 371 million jobs in 2025 [1]. For local communities, this will continue to increase their customers. The issue is not whether or not tourists will visit but how much of their money will remain in the community.

How to increase benefits for local communities

The literature summarized above suggests some practical course of action:

Support local ownership of small businesses such as guesthouses, family restaurants, craft workshops [7, 10].

2. Establish local food chains, encouraging hotels and restaurants to purchase food and goods from local farms and producers [10].

3. Provide training and micro-loans to local population, particularly women and youth [7].

4. Engage community in planning – tourism develops at a rate the community will accept [13].

5. Use a portion of tourism taxes to fund improvements in infrastructure used by residents as well [11].

In Uzbekistan these questions are very practical. The number of foreign visitors has rapidly increased and many families, in Samarkand, Bukhara, Khiva and mountain villages, have established guesthouses. A guest house is an opportunity for a family to make money from tourism, but without investing a lot, and which circulates in the neighborhood. Meanwhile, the prices of real estate in historic centres are also climbing, and the danger is that the inhabitants of these areas will leave and the old quarters will be “for tourists”. Tourism policy should not be solely concerned with big hotels. It should also benefit small local businesses as well as maintain the population of people living in historic centres.

Conclusion

Tourism is a big and expanding industry and source of income and employment; the economic impact of tourism on the world economy in 2024 was $10.9 trillion [1]. It can bring new employment opportunities, improvements in infrastructure and pride in local culture to local communities, but also increased costs and stresses on daily life [3] [4]. The amount of profit or benefit a community receives is related more to the way tourism is organised rather than the number of tourists, such as who owns the businesses, where the purchasers of goods are located and whether residents are involved in decision making [10] [13]. Under these conditions, tourism becomes a true instrument of local development and local communities remain to be supportive of it [6].

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ПОТЕНЦИАЛ АГРОТУРИЗМА ДЛЯ РАЗВИТИЯ СЕЛЬСКИХ ТЕРРИТОРИЙ В УЗБЕКИСТАНЕ: ВОЗМОЖНОСТИ ТРУДОУСТРОЙСТВА И ПОЛУЧЕНИЯ ДОХОДА

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Аннотация: Агротуризм может внести важный вклад в развитие сельских районов Узбекистана, сочетая сельскохозяйственную деятельность с туристическими услугами. Страна обладает ценными сельскохозяйственными ресурсами, традиционными методами ведения сельского хозяйства, разнообразными сельскими ландшафтами и богатым кулинарным наследием, которые могут привлечь местных и зарубежных посетителей. Однако экономические возможности, связанные с агротуризмом, во многих сельских районах остаются недостаточно развитыми. В данной статье рассматривается потенциал агротуризма для поддержки экономического развития сельских районов, создания рабочих мест и увеличения доходов домохозяйств в Узбекистане. В нем также рассматривается роль местных сообществ, туристической инфраструктуры, маркетинга и государственной поддержки в развитии этого сектора. Особое внимание уделяется возможностям интеграции агротуризма с культурным и гастрономическим туризмом в Самаркандской области. В статье используется концептуальный подход, основанный на существующих исследованиях, политических публикациях и примерах агротуризма в Узбекистане. В статье утверждается, что агротуризм может разнообразить сельский образ жизни, стимулировать развитие малого бизнеса и укрепить связь между сельским хозяйством и туризмом. Тем не менее, достижение этих преимуществ требует улучшения инфраструктуры, профессиональной подготовки, эффективного продвижения и укрепления сотрудничества между фермерами, туристическими предприятиями и государственными учреждениями.