

## THE IMPORTANCE OF TOURISM DEVELOPMENT

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**Abstract:** Tourism development is crucial for several reasons, benefiting both the industry and tourists. Sustainable development is the foundational principle for enhancing human and economic development while maintaining the functional integrity of ecological and social systems that support regional economies. Tourism has played a critical role in sustainable development in many countries and regions around the world. In developing countries, tourism development has been used as an important strategy for increasing economic growth, alleviating poverty, creating jobs, and improving food security. Many developing countries are in regions that are characterized by high levels of biological diversity, natural resources, and cultural heritage sites that attract international tourists whose local purchases generate income and support employment and economic development. Tourism has been associated with the principles of sustainable development because of its potential to support environmental protection and livelihoods.

**Keywords:** tourism, industry, tourists, economic development, economic growth, local purchases, supporting unemployment, international tourists, environmental protection.

**Introduction:** The concept of sustainable tourism development emerged in contrast to mass tourism, which involves the participation of large numbers of people, often in structured or packaged tours. Mass tourism has been associated with economic leakage and dependence, along with negative environmental and social impacts. Sustainable tourism development has been promoted in various ways as a framing concept in contrast to these economic, environmental, and social impacts. Some literature has acknowledged a vagueness of the concept of sustainable tourism, which has been used to advocate for fundamentally different strategies for tourism development that may exacerbate existing conflicts between conservation and development paradigms. Tourism has played an important role in sustainable development in some countries through the development of alternative tourism models, including ecotourism, community-based tourism, pro-poor tourism, slow tourism, green tourism, and heritage tourism, among others that aim to enhance livelihoods, increase local economic growth, and provide for environmental protection.

Social tourism has a strong impact on host countries. Tourism itself can be a source of international peace, friendship, and a means of improving relations with other countries, but at the same time, it is also a source of ecological destruction, a destroyer

and destroyer of local cultures, an attack on people's dignity, privacy and authenticity.

Positive effects of tourism:

Tourism develops positive attitudes among nations;

Tourism helps to learn the culture, traditions and customs of different peoples;

Tourism reduces negative beliefs, perceptions and stereotypes;

Tourism develops pride, friendship, appreciation, mutual respect and cultural tolerance;

Cooperation in the field of economic and financial assistance;

Tourism enhances the reputation of the host country.

Social connections and understanding between tourists and local communities foster mutual understanding, awareness, tolerance, family relationships, respect and positive attitudes. Residents get information and information about world events without leaving their country, while tourists gain knowledge about their unique culture. Further, local communities will benefit from tourism contributions such as improvements to social infrastructure, schools, health facilities, libraries, Internet cafes, hotels and restaurants, and amusement parks. In addition, if local culture is the basis for attracting tourists, it allows for the preservation of local traditions, crafts and old monuments (Mathieson 1992).

For example, in several regions of Uzbekistan, such as Bukhara, Khorezm, Samarkand, tourists are engaged in the preservation of folk crafts, copper products, wood carving, hand-made carpets and fabrics, and preservation of historical and architectural monuments. makes a great contribution. Since Uzbekistan declared its independence in 1991, our country has started repairing and preserving monuments and museums in order to promote national traditions and introduce its culture to the world. An increased interest in these cultures and values will not only give citizens pride in their cultural heritage, but also preserve local agriculture and provide employment.

On the other hand, tourism can accelerate hostility, tension and suspicion, and its claim as an important tool for peace becomes exaggerated. In fact, the evidence does not show that tourism is bringing the world together. In this context, the social and economic impact on citizens depends on how much income from tourist flows goes to the host communities. Much of the income from tourists goes to hotels, travel agencies, airlines, and other international companies, leaving local residents and workers with little benefit (Archer 1995). Unsuccessful exploitation of resources can then lead to a number of negative consequences such as assimilation, conflicts and unpleasantness between the host country and the tourists. While introducing traditional culture to tourists can help preserve it, it can also destroy or dilute it. The negative impact of tourism occurs when the flow of tourists is greater than the ability of the environment to cope with the acceptable limits of changing this situation. Conventional uncontrolled

tourism poses potential threats to several natural areas in developing countries. This can put enormous pressure on the area, which can lead to increased pollution, soil erosion, loss of natural habitats, runoff into the sea, increased threats to endangered species, and vulnerability to wildfires.

#### Economic impact of tourism on developing countries

Tourism generates various economic impacts. The host country benefits greatly from tourists in terms of sales, profits, tax revenues, jobs and increased local income. The main direct impacts occur in key tourism industries such as transportation, restaurants, lodging, retail, and entertainment. Through secondary effects, tourism affects most sectors of the economy. Analysis of the economic impact of tourism activities usually reflects changes in trade, employment, and income in the region resulting from tourism activities. The impact of tourism can be described as more than the result of a particular tourism activity, object or event. Impacts manifest as changed human behavior resulting from interactions between subsystems and the change agents they affect. The relationship between different categories of tourism effects, such as physical, social and economic, is very close and difficult to measure and plan. The potential economic benefits of tourism have always been a major attraction for developing countries because of three arguments in favor of tourism. First, the growing trend in demand for international travel continues to grow at an astonishing rate due to the travel preferences and economic stability of people in developed countries such as Europe and North America. Second, the income elasticity of demand for tourism shows that as people's incomes rise in developed countries, more discretionary income goes to travel. Finally, developing countries need foreign currency to implement their economic development initiatives and meet the demands of their citizens (Pleumarom 1999).

There are different categories of economic impacts that are not usually included in an economic impact assessment, at least not directly. For example; for example:

Price fluctuations - the tourism industry tends to increase housing and retail prices in the region often seasonally.

Changes in the quantity and quality of goods and services - tourism can result in a wide range of goods and services of lower or higher quality than would be the case without tourism.

Changes in property and taxes - taxes that cover the cost of local services may be lower or higher when there is tourism activity. In some cases, indirect or direct tourist taxes can lead to reduced local taxes for roads, schools, and rehabilitation of the poor and needy. On the other hand, there could also be the possibility of taxing local residents to cover the cost of additional infrastructure and services.

Economic Dimensions of Environmental and Social Impacts - Many environmental and social impacts have several economic consequences that can be

positive or negative. For example, traffic congestion can lead to higher transportation costs for businesses and households. Improved amenities that attract tourists may also encourage retreat or other types of entrepreneurial activity to settle in the area (Wahab 1997).

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