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**ENVIRONMENTAL AND SOCIO-CULTURAL IMPACT OF TOURISM****ЭКОЛОГИЧЕСКОЕ И СОЦИАЛЬНО-КУЛЬТУРНОЕ ВОЗДЕЙСТВИЕ ТУРИЗМА****TURIZMNING EKOLOGIK VA IJTIMOIY-MADANIY TA'SIRI****Gofurova Vasila Odiljon qizi** 

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Abstract

Today international travelers are a large and growing proportion of tourism consumers. Travel to international destinations has been increasing at a fast pace. Over the last decades there has been an increasing awareness of the impact tourism has on the environment, societies, economy, culture in which tourism takes place. The economic impacts of tourism are not the only important impacts that must be considered when tourism development is proposed. Effects on environment, public, and cultures of a region are just as important to study and predict as the economic effects of tourism. Where tourism has grown dramatically many different positive and negative impacts have been found, and the greater the dependence on tourism the community has, the more inclined locals and the local tourist industry are to change local traditions and lifestyles to adapt to tourists' needs. Therefore, it's important to consider potential social and cultural impacts when planning for tourism.

Аннотация

Международные путешественники представляют собой большой и растущий сегмент потребителей туризма. Путешествия по международным направлениям быстро растут. В последние десятилетия растет осознание влияния туризма на окружающую среду, сообщество, экономику и культуру стран, в которых осуществляется туризм. Экономическое воздействие туризма – не единственное важное воздействие, которое необходимо учитывать при планировании развития туризма. Влияние туризма на природу, народы и культуру региона так же важно изучать и прогнозировать, как и экономическое воздействие туризма. Там, где туризм растет в геометрической прогрессии, были отмечены различные положительные и отрицательные последствия, и чем больше сообщество зависит от туризма, тем больше местным жителям и местной туристической индустрии приходится адаптироваться к местным традициям и образу жизни, чтобы удовлетворить потребности туристов. Так склонен к переменам. Поэтому важно учитывать потенциальные социальные и культурные последствия при планировании туризма.

Annotatsiya

Xalqaro sayohatchilar sayyohlik iste'molchilarining katta va o'sib borayotgan segmentidir. Xalqaro yo'nalishlarga sayohatlar tez sur'atlar bilan o'sib bormoqda. So'nggi o'n yilliklarda turizmning atrof-muhitga, turizm sodir bo'lgan jamiyatlarga, iqtisodiyot va madaniyatga ta'siri haqida xabardorlik kuchaymoqda. Turizmning iqtisodiy ta'siri turizmni rivojlantirish taklif etilganda e'tiborga olinishi kerak bo'lgan yagona muhim ta'sir emas. Mintaqaning tabiat, xalqlari va madaniyatiga ta'sirini o'rganish va bashorat qilish turizmning iqtisodiy ta'siri kabi muhim ahamiyatga ega. Turizm jadal rivojlanib borgan joyda turli ijobji va salbiy ta'sirlar qayd etilgan va jamiyat turizmga qanchalik bog'liq bo'lsa, mahalliy aholi va mahalliy turizm sanoati sayyohlarning ehtiyojlarini qondirish uchun ko'proq mahalliy an'analar va turmush tarziga moslashishi kerak, o'zgarishga shunchalik moyil. Shuning uchun turizmni rejalashtirishda potensial ijtimoiy va madaniy ta'sirlarni hisobga olish muhimdir.

Key words: economic system, infrastructure, natural resources, common traditions, cultural expressions.**Ключевые слова:** экономическая система, инфраструктура, природные ресурсы, общие традиции, формы культурного самовыражения.**Kalit so'zlar:** iqtisodiy tizim, infratuzilma, tabiiy resurslar, umumiy an'analar, madaniy ifodalar.**INTRODUCTION**

Tourism is a multifunctional industry that plays an increasing role in the world economy, contributing to job creation, infrastructure development, and cultural exchange. However, as travel continues to grow in popularity, it brings with it a host of environmental and social/cultural impacts that require careful monitoring. From the breathtaking landscapes that attract millions of visitors to the vibrant local cultures that enrich their experiences, the interplay between tourism and the environment, as well as the communities that host travelers, is complex and often fraught with challenges. Environmental issues, including habitat loss, contamination and resource drain, can

IQTISODIYOT

occur as destinations struggle to accommodate increasing numbers of tourists. the hundreds of thousands of acres of national parks and preserves, nearly 12% of Earth's land surface, that have been set aside all over the world primarily to preserve them for future generations to enjoy.¹ How can tourism be used to enhance and preserve the environment? Management and education play an ever increasing role in informing the public with the environmental and social effects of the tourism. When visitor numbers are managed, and they see firsthand the wonders of the attraction or the beauty of the natural setting and are educated about visitor impacts and nature's fragile balance, they are more likely to understand the importance of preservation efforts. In addition to its educational role, tourism can be used to help finance the preservation of attractions and natural areas. Funds collected from taxes, memberships, entrance fees, and various guest services can be utilized to maintain and enhance the features that draw tourists.

Simultaneously, the social and cultural aspects of local communities can be altered, leading to both positive and negative outcomes. While tourism can foster cultural exchange and economic opportunities, it can also result in the commodification of local traditions and the erosion of cultural identities. Another important cultural benefit of tourism is the attainment of the "critical mass" of interest necessary to maintain the viability of a society's culture, especially the culture's authentic art forms.² The opportunity to sell native crafts or to perform to an enthusiastic audience can entice local artisans to continue traditional art forms that otherwise may no longer be seen as a viable means of income. For example, in Fiji, islanders have turned their crafts of palm mats and shell jewelry into lucrative tourist businesses. They also earn additional income by performing folk dances, including fire walking.³ To offer services to tourists, a tourism destination must first establish the essential infrastructure to support these services. This mirrors the concerns expressed by the tribal council members at the beginning of the chapter. Infrastructure serves as the fundamental foundation or framework for a system or organization. In tourism, this includes elements such as roads, ports, airports, and utilities like electricity, water, and sewage systems. Additionally, there will be a need for superstructures. The superstructures of tourism are the facilities directly associated with serving visitors' needs such as welcome centers, hotels, restaurants, car rental facilities, tour company offices, and retail establishments. Historic site deterioration can occur in more modern locations as well. Many historic towns in the United States have applied the brakes to tour buses rolling through their streets. For example, New Orleans officials stopped all tour bus access to the French Quarter owing to the damage inflicted on the delicate architecture by the vibration of hundreds of buses passing through the narrow streets.⁴

This study addresses the following research questions:

What are the environmental effects of tourism?

What are the social benefits which tourism can bring?

LITERATURE REVIEW

Rehmath Jahan in his study concluded that cultural legacy, traditional values, nature and environment, accessibility and facilities are important features of heritage tourism places. Significant difference is prevailing among demographics of domestic tourists and features of heritage tourism places. Cultural legacy, traditional values, accessibility, nature and environment and facilities have significant and positive impact on revisit intention of domestic tourists. In order to improve revisit intention of domestic tourists, heritage tourism places should arrange cultural programs and they must give traditional hospitality. Additionally, heritage tourism places should maintain well and clean and they must have variety of recreational activities. [1]

Negative environmental consequences related to tourism activities, such as [greenhouse gas emissions from air travel](#), and [litter](#) at popular locations, can be significant. The tourism sector accounts for about 5% of global CO₂ emissions with aviation contributing to 40% of CO₂ emissions related to tourist transportation. [2]

Two main fields of tourism impact on life environment are pressure on natural resources and damages of the ecosystem. Uncontrolled development of tourism leads to the degradation of

¹ Quammen, D. (2006, October). An endangered idea. National Geographic

² Diedrich, A., and García-Buades, E. (2009). Local perceptions of tourism as indicators of destination decline. Tourism Management

³ Vaughn, R. (1995). The two worlds of Fiji. National Geographic

⁴ Coleman, C. Y. (1996, July 12). Quaint towns apply brakes to tour buses. Wall Street Journal

life environment, but also degradation of life environment in return represents a serious threat to tourist activities [3]

Care of cultural heritage at the same time has one goal- to help countries so that it can bring back and save its status, reputation and meaning in the European system of spa resorts. [4]

Training staff to be culturally sensitive and respectful of local customs and traditions can enhance the guest experience and minimize negative cultural impacts. Encouraging authentic interactions between guests and local communities can promote cross-cultural understanding and appreciation. [5]

Incorporating sustainable design principles into serviced apartment buildings and operations can reduce environmental impact. This includes energy-efficient appliances, water-saving fixtures, renewable energy sources, and green building certifications. [6]

METHODOLOGY

This study uses a mixed-method approach, combining qualitative and quantitative case studies. Information were collected through different nation's experiences. There is given some scientists' opinion about pros and cons of the tourism. The surveys focused on to find some weakness and strength of tourism in different touristic places. Data provided insights into policy frameworks.

ANALYSIS AND FINDINGS

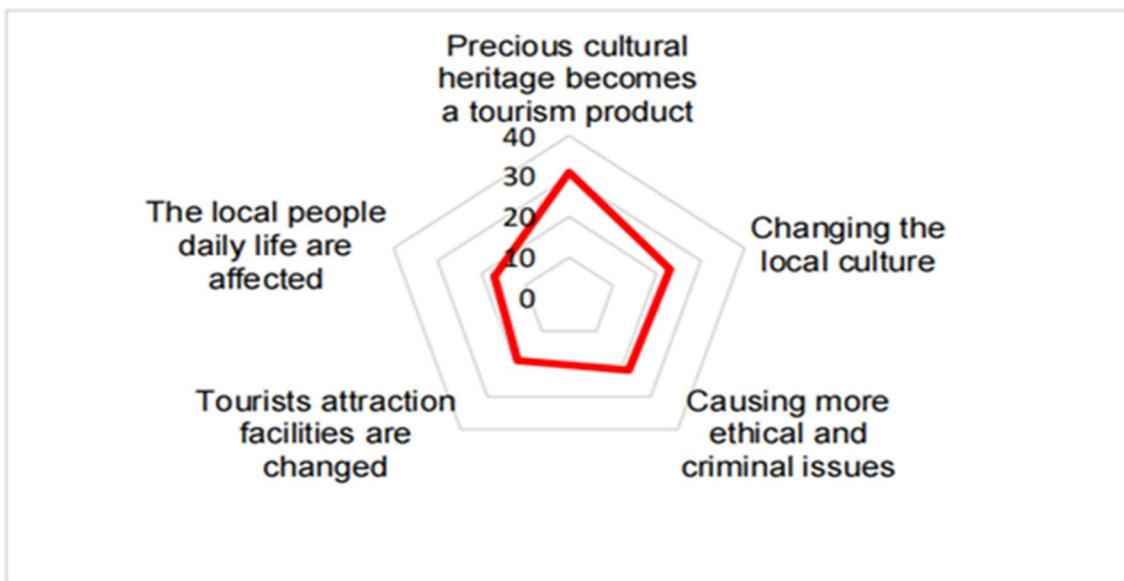
Cultural tourism can promote heritage conservation and raise awareness among local communities. The research found that World Heritage tourism in Chiang Mai's Old City encourages cultural exchanges, the preservation of local traditions and culture, and fosters community pride. These findings align with a study by Srakawee which found that community-based tourism leads to new skills and promotes cultural sustainability. (Figure 1) However, the study also revealed negative impacts, such as lifestyle changes, the commodification of local culture, and risks related to ethics. crime⁵

Figure 1



Positive social effects of tourism
<https://doi.org/10.20900/jsr20240047>

⁵ A Study of the Environmental, Economic, and Social/Cultural Impacts of Historical and Cultural Tourism in the Old Town District of Chiang Mai. J Sustain Res. 2024;6(3):e240047. <https://doi.org/10.20900/jsr20240047>



Negative social effects of tourism <https://doi.org/10.20900/jsr20240047>

CONCLUSION

Regardless of potentially positive economic benefits, the tourism industry can have negative impacts on the environment, cultures, and societies. When visitor numbers are effectively planned and capacities are properly managed, the income generated from taxes, memberships, and entrance fees can be reinvested into marketing and educational initiatives. These efforts help raise awareness and mitigate the potential negative effects of visitor activities. By preserving and maintaining the appeal of a location or destination, economic stability can also be sustained. This balance has proven successful, as many of the world's invaluable historical and cultural sites have endured thanks to visitors willing to pay to experience these treasures. Conversely, it is crucial to integrate modern information and communication technologies into the tourism sector to enhance and strengthen the management systems of unique tourist offerings. The commercialization of cultural heritage and natural resources will play a significant role in promoting countries and realizing economic benefits, particularly in line with sustainable development principles. Ultimately, fostering the authenticity of a country will enhance the attractiveness of the destination itself.

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