

## SOCIAL ASPECTS OF TOURISM

N. Ye. Kosolap , *group MK-72*

L.Ya. Khmelik - *EL adviser*

Tourism has become particularly significant in economic growing. Nowadays tourism industry is the main export sector of numerous countries. Besides its importance for economic indexes, socio-cultural aspect must be taken into account when we investigate various features of tourism. It is difficult to pin-point in a short publication all social aspects of tourist business, all problems which are determined by this direction. Aspects of tourism are distinguished as independent values and we try to realize their consequences choosing them as a factor of social change.

The recent research showed that the most frequent terminology used (on English sites) in reference to the tourist products is “responsible” (for 32.7% of the tour operators). This was followed by “sustainable” (7.5%), “ecotourism” (5.6%), “ethical” and “fair trade” terminology (3.7%). The English terminology is easily translated in Spanish where similar phrases have the same sense. For example, turismo responsable, turismo sostenible, turismo comunitario, and ecoturismo –all these carry the same meaning as their English language equivalents. Responsible tourism, which began as an innovative idea in the late 1970s has put down deep roots. It maximizes the benefits to local communities, minimizes negative social and environmental effects. Sustainable tourism is no longer a mere concept because it influences all fields of modern society.

In favor of its positive effect obvious reasons can be given: responsible tourism develops relations between hosts and citizens, helps in learning different cultures and customs, reduces negative perceptions and stereotypes, develops friendship and pride, benefits appreciation and understanding, respect and tolerance for each other’s culture; it also improves self-esteem of hosts and tourists. Residents get to know about the outside world without leaving their homes, while their visitors learn about a new culture. Local communities benefit through the contribution tourism by improvement of the social infrastructure like schools, libraries, health institutions, theatres, canteens and so on. Besides, if local culture is the base for attracting tourists to the region, it helps to preserve the local traditions and handicrafts which were on the link of extinction. For example, in Uzbekistan, in such famous regions as Samarkand, Buhara, and Horezm tourists contribute to the preservation of traditional handcrafting wood carving, hammered copper work, handmade silk and carpets and, of course, architectural and historical monuments. Since Uzbekistan proclaimed its independence in 1991, many museums and monuments were renovated or opened to promote the national culture and traditions. Growing interest in this culture makes the local people proud of their way of life.

However, from the ecological point of view tourism is often more acceptable and preferable than any other industrial production, as it is environmentally safer. In many countries of Asia and the Pacific, for example in the Cook Islands, Samoa and others, tourism is the main source of income and it is at least better than chopping down the forests or destroying coral reefs.

In spite of these pluses there are some minuses in the sphere of tourism. Scientists can’t skip the fact that there are also a lot of minds among the members of society towards negative socio-cultural impacts of modern tourism. Most fears surrounding tourism are closely associated with uncontrolled and massed tourism growth. Tourism infrastructure is often accused of taking the “best sites” and local secrets seen as being spectacles and losing their destination appeal. This industry is often considered as the solution to economic problems rather than a diversification of the local economy. It is easy for communities to become reliant on tourism drawing labor away from important industries such as agriculture and manufacture.

It is easy to blame tourism for any economic, social and environmental problems. The reason seems to be the lack of information, false impressions, misinformation, poor communication and poor knowledge. But the truth is in its great value for modern social life of our community. Evidently it is a great challenge to make a profitable business in managing tourism activity somewhere without some negative cause to the local communities. But still it is possible for the tourism industry to cooperate with other industries and bring benefits both to the tourism organizations and to the local businesses. The first step to achieve it is to understand the needs and desires of both –the host community and the tourists. Tourism will continue to be a major driver of economic vitality throughout the world. An understanding of local residents` attitudes towards tourism is essential in achieving a host community`s support for tourism development. The intensity of community participation is an integral part of sustainable development in the sphere of tourism business.