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HOW DEVELOPMENT OF TOURISM AFFECTS SOCIAL LIVES

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Tourism is an active form of recreation, traveling to another country or land. Today, in all developed countries, the economy depends on the direct service of tourism. The government of the Republic of Kazakhstan started the tourism development in 2015 within the framework of the Strategy «Kazakhstan-2050» [1]. Kazakhstan is an attractive region for tourism. Tourism development benefits the local population and social status, too.

Tourism has many economic and social benefits. This sector encourages the development of infrastructure that brings a lot of benefits to the local infrastructure such as various types of vehicles, health care facilities, sports centers and telecommunications in addition to the hotels and high-end restaurants that service foreign visitors.

Tourism contributes to poverty reduction in developing countries. For example, tourism in Nigeria provides employment and development of small and medium-sized businesses: transportation, small scale farming, trading, hotel, restaurants, car rentals, marketing. All of the above provide income, and employment, which helps to reduce poverty. Accordingly, Kazakhstan also can resolve such kind of problems by developing tourism.

The purpose of the work is to explore the impact of tourism development on the social status of population.

This research work may identify the impact of tourism on social life. Based on the results, we can find more sustainable solutions that would further create a prosperous life for the residents. By researching this work, we can find gaps in the development of tourism which means we can offer a solution to the problem.

The research methods used in the work are: collection of information from reliable sources, conducting an online survey, conducting an interview, S.W.O.T analysis.

The novelty of the project is that this topic has not been well investigated before and now we are using this information to make a S.W.O.T analysis and identify the result.

This work is directed to those people who are interested in tourism and those people who want to explore the tourism of our country.

1. What is a social status?

In sociology or anthropology, social status is the honor or prestige attached to one's position in society [2]. According to M.N. Rutkevich, social relations are «relations determined by the position of people and groups in the social structure of society. The core of social relations is relations of equality and inequality in the position of people and groups in society».

2. Connection between social condition and economy

The social position, occupied by different groups in society, is decisively determined by the system of economic relations. The relationship between the economic and social field is the influence of economic relations on the social structure of society and on the activity of social groups, as well as the influence of the system of social inequalities on social and economic processes [3].

3. The functions of tourism industry

The tourism industry has its own functions like economic, social, humanitarian functions. The economic function implies the opening of new enterprises, which form and provide tourist products. The social function of tourism is aimed at restoring the strength of a person or a group of people who have been expanded on solving certain production and household tasks. The humanitarian function is the creation of favorable conditions for the development of the individual, expanding the horizon and realizing the creative potential of the individual. All these three aspects formulate the whole understanding about the impact of tourism industry on social positions of population in a country. It means that each of these functions is connected with another one.

In society, tourism is an important element of the national economy system, a factor in the formation of common culture of the population, contributes to the increase of sociability of people, development of cooperation. Especially, what is great is its role in the recreational process to restore physical and the spiritual resources of society through their reproduction [4].

4. Positive impact of tourism on life of local people

- The development of tourism improves the infrastructure of the area, as the tourism industry covers numerous small businesses, such as restaurants, hotels, shopping centers, airports, etc. The infrastructure is used not only by tourists, but also by local residents. It means that the living conditions become better.

- The next positive aspect of developing the tourism industry lies in the fact that tourists are forced to pay taxes, as well as local residents. There are airport fees, visa fees, customs duty and others. Thus, tourism boosts the region's revenues [5]. It means that the budget of this region increases, respectively. A certain portion of money can be allocated to improve the social lives of residents.

- Job creation is overriding to any discussion concerning tourism's positive economic effects. The 2017 Economic Impact Report by the World Travel & Tourism Council indicates that the industry generates one out of 10 jobs worldwide [6]. This is 9.9% of global employment. As well as, according to the World Tourism Organization, a comprehensive service of one tourist is equivalent to the creation of 9 new jobs. It means the level of unemployment can decrease as the tourism industry develops. According to the information of World Travel and Tourism council, in 2017, Travel & Tourism directly supported 2,336,500 jobs (6.2% of total employment) in Thailand. This is expected to rise by 5.2% in 2018 and rise by 4.0% pa to 3,628,000 jobs (9.4% of total employment) in 2028 [7].

- Developing the tourism industry causes the increase of demand for agricultural products and locally produced goods. Local people can run their own domestic business, making national goods such as souvenirs. It also brings benefits, because every foreign tourist buys some memorable things that are connected with the visited country.

5. Negative impact of tourism on life of local people

Tourism has a different impact on the life of the local population through its material and spiritual activities, the system of values, social behavior and interests. In a region where tourism is traditional and the number of tourists is inferior to the local population, and their cultural level is approximately the same, there is no particular impact of tourism. However, in a number of industrialized regions, the growth of tourism can lead to significant changes in social structure, environment and local culture. This phenomenon became the basis for the study of the problem of social interaction caused by contact between cultures.

The nature of the relationship between tourists and the local population is largely determined by the fact that both are carriers of different cultures, the contact between them occurs at a time when tourists rest, and the local population works, and is temporary [8].

The negative impact of tourism can be caused primarily by its spontaneity, lack of prior training and control. In such circumstances, the local population is unable to adapt to the changes.

An example of a negative attitude towards tourists is a conflict of interest: the locals are aggressive against visitors the difference in financial situation, value system, feeling of social inequality and so-called social discrimination. In some countries, the income of local residents working in the tourism industry is much higher than that of those working in other areas. This situation creates a social conflict. Both positive and negative aspects of the impact of tourism, on the local population are manifested at different levels - national, local or individual. The satisfaction of tourist needs should not harm the social and economic interests of the population of the regions and countries visited, cultural and historical values, the environment and natural resources [9].

Doxey (1975) developed a model explaining the interrelation between the growing tourist flow and stress in community, and specified four main stages of the attitude of the local population toward the development of tourism industry:

- euphoria (the state of bliss, joyous, spiritual lift, not always explained by external circumstances and reasons);
- apathy (state of complete indifference, indifference);
- irritation (physical or chemical effects on sensitive cells of sensory organs or other organs of the nervous system);
- antagonism (irreconcilable contradiction) [10].

The relationship of tourists with the population goes through these four stages. Ultimately, someone could get hurt by this.

A special created survey consisted of 10 questions which were directed to identify the opinions of people about tourism and its impact on social conditions. Overall, 45 answers have been collected.

According to the survey results majority of answers have been got from female (61.4%) and 36.6% male. It can be considered that females are more interested in such kind of survey on

tourism topic. 68.9% of participants were 18-25 years old, 22.2% were 15-17 years old and 8.9% were 26-35 years old. It means most of them were university students.

The illustrated graph provides the information on what kind of tourism type the participants prefer. More than a half (60%) of people is keen on active types of tourism like hiking, alpinism and etc. The second more popular type of tourism is cruise (48.9%). 11 individuals have chosen ecotourism (Figure 1).

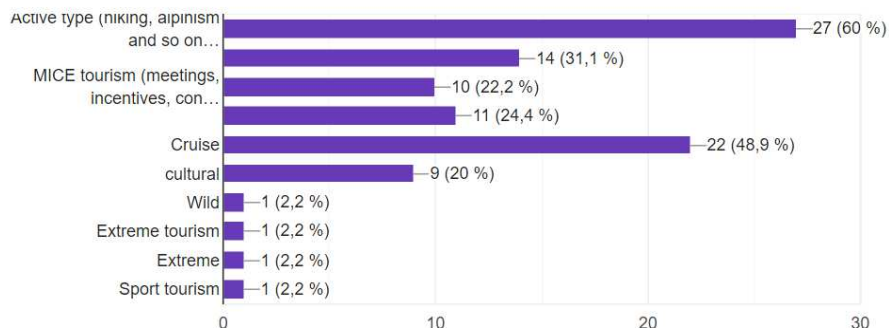


Figure 1. The preferable kinds of tourism

The question which was aimed to determine the level of tourism development in Kazakhstan have resulted that the level of the tourism industry in Kazakhstan fluctuated between 2 and 3 out of 5 levels of scale (Figure 2).

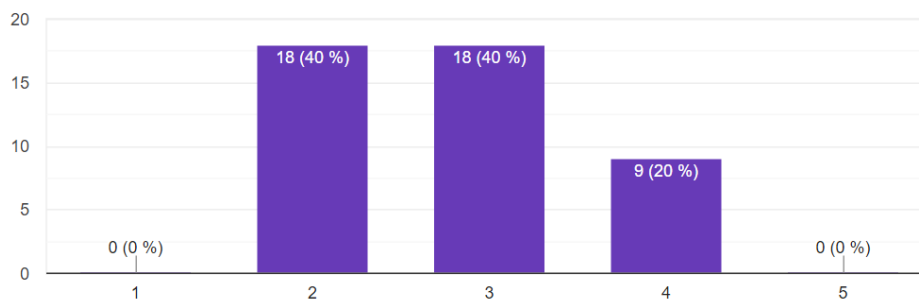


Figure 2. The current situation of the tourism industry in Kazakhstan

One of the main questions has been about the most positive impact of tourism on social life of residents. People could choose only one answer. According to the pie chart, the most popular impact is connected with cultural exchange that collected 28.4% of answers, the next are satisfaction with provided services (24.4%) and generating new ideas, values and motivation for social progress (24.4%). 22.2% from total amount is related to the variant «increase the number of work place» (Figure 3).

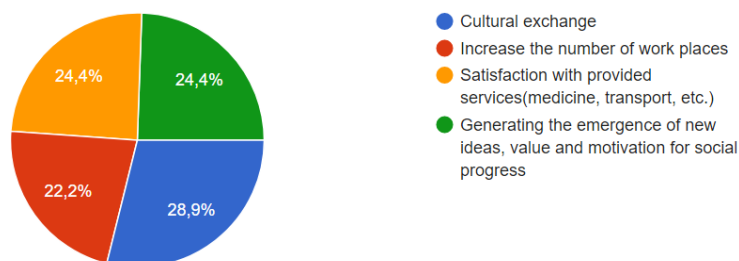


Figure 3. Positive impact of tourism on social life

The next question was directed to know the main negative impact of tourism on social life. The participants could choose only one answer like in the previous question. Four main possible negative effects have been offered. According to the results, most of participants think that the

development of tourism raises the number of crime (24.4%), other 22.2% answered some actions of vandalism may occur, 20% of respondents have chosen the option of overpopulation. Other options like antagonism and lose of cultural identity have been selected by 15.6% of participants. Looking at the answers, we can say the development of tourism can have a negative impact on society, on culture and people's behavior (Figure 4).

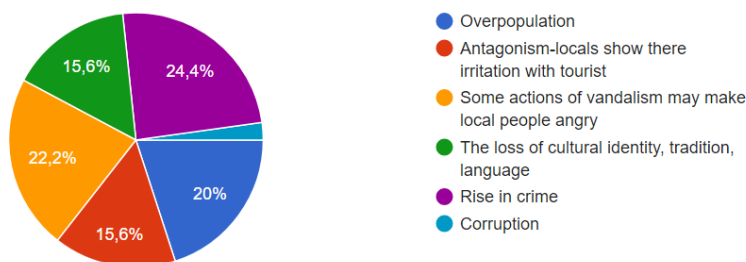


Figure 4. Negative affect of tourism on social life

The seventh question was aimed to know what kind of problem may arise according to the negative effect of tourism on social life. More than a half percentage of answerers (29 of participants out of 45) think that tourists may have problems which is connected with crime, gambling. Also they can introduce bad behavior like drugs to local people (44.4%) (Figure 5).

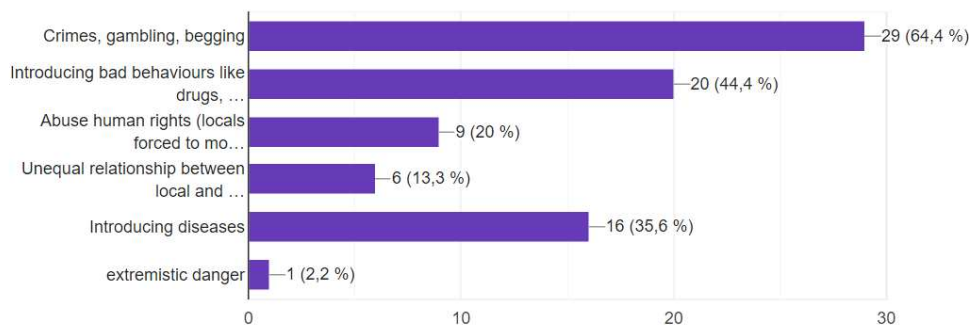


Figure 5. Types of social problems arising in the result of the tourism development

The next question was about the resolution of occurred problems between local people and tourists. By less than a half of participants' (48.9%) opinions the government should take a strict control under tourists and locals residents, 33.3% of them suggests the compulsory medical examination to solve the issues connected with diseases (Figure 6).

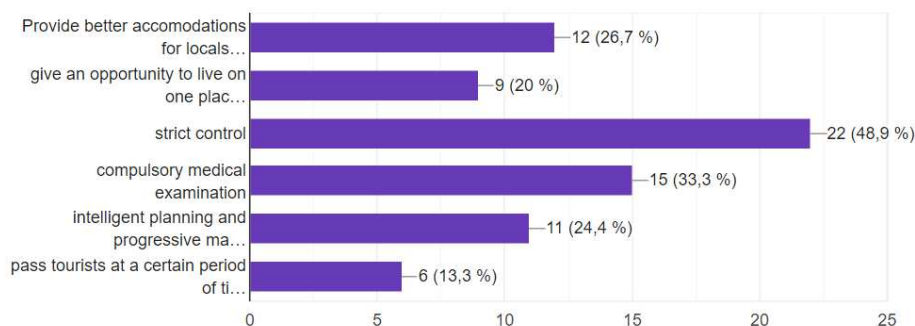


Figure 6. Solutions of the problems which are given in Picture 5

Almost all survey participants consider the idea of being open to tourists (97.8%). It means that the country should get profits from tourism industry. Our participants support the idea of being open to the whole world. By concluding all the arguments of our participants we can highlight some reasons to be open to tourists:

- the increase of the country's budget;
- the connection with other countries, building new relationships with other countries;
- the development of the economy, high income, the improvement of the infrastructure;
- gaining new information by the population.

SWOT analysis

<p>Strengths:</p> <ul style="list-style-type: none"> - the improvement of the infrastructure; (Tourists are forced to pay taxes, as well as local residents); - the decrease of unemployment; (Tourism industry generates one job out of 10 worldwide); - the increase of the demand for agricultural products and locally produced goods. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> - overpopulation - antagonism - vandalism - rise in crime - corruption
<p>Opportunities</p> <ul style="list-style-type: none"> - The living conditions become better (health care institutions, transportation, etc); - Money from taxes can be allocated to improve the social lives of residents; - The level of unemployment can decrease as the tourism industry develops. - Local people can begin their own domestic business, making national goods. 	<p>Threats</p> <ul style="list-style-type: none"> - The development of tourism leads to the loss of cultural identity, tradition, language. - Locals show their irritation with tourists. - Some actions of vandalism may occur. - The development of tourism creates an imbalance between tourists and local residents. - Tourism causes the danger of rebellion

The development of tourism industry has positive as well as affect social conditions of local residents. According to the survey, it can be considered that despite the negative impact, people believe in necessity of tourism not only in economic sector, but also in social life. Rely on searched information we can say that there are no countries, which fully suffered from tourism industry. Even if it has disadvantages, it can be overcome.

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