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**SUSTAINABLE DEVELOPMENT OF TOURISM AND ITS INFLUENCE ON
SOCIAL PROCESSES**

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The idea of sustainable development was first voiced in a report by Ms. Gro Harlem Bruntland (The Brundtland Report) of the International Commission on Environment and Development, published in 1987. Sustainable development has been defined as “development that satisfies the needs of the current generation without sacrificing the ability of future generations to satisfy their needs ”[2]. At the UN conference in Rio de Janeiro (June 1992), the international community officially proclaimed sustainable development as a guide and goal for the 21st century. It was noted that sustainable development provides future generations with sufficient resources to

maintain a normal standard of living, and long-term planning and participation of all people is necessary in this process.

How will the concept of sustainable development sound relative to tourism? Sustainable tourism development (or sustainable tourism) meets the current needs of tourists and host regions, protecting and enhancing opportunities for the future. Management of all resources should be carried out in such a way that, while satisfying economic, social and aesthetic needs, maintain cultural integrity, important environmental processes, biological diversity and life support systems [4].

However, often there is some confusion in the terminology: sustainable tourism is considered as one of the varieties of tourism, identifying it with ecological, soft, nature-oriented, green or other type of tourism. It must be clarified that sustainable tourism is a common concept.

We must not forget that in the concept of sustainable tourism all its components (economic, environmental, social, cultural) are in harmonious unity. Moreover, the probability of achieving such harmony decreases with increasing degree of urbanization of a tourist region. Currently, sustainable tourism for most regions is an elusive model. Indeed, paying all attention, for example, to environmental safety, we jeopardize economic benefits, and, carried away by profitability, we destroy the environment. To bring tourism closer to its ideal model, not only a well-thought-out educational, educational and awareness-raising work among the population is required, but also a clear tourism regulation policy both at the national and regional levels.

The emergence of the concept of sustainable tourism is associated with the growth of mass tourism and its negative consequences, exacerbated a number of environmental problems in the world, as well as with a change in public views on environmental problems, awareness of the value of natural resources.

It should be noted that modern mass tourism has a negative impact not only on the environment. In places often visited by tourists, serious socio-cultural problems arise. Tourism is turning local cultures into commodities. Religious rituals, traditional ethnic rites and festivals are being modified to meet tourist expectations. In some countries, tourists ignore existing moral values: in many Muslim countries, where women are obliged to observe a number of rules, Europeans dress in accordance with their ideas (short skirts, shorts, etc.).

Modern tourism leads to and exacerbation of the following sociocultural and environmental problems:

- excessive commercialization, accompanied by the loss of the region's identity (customs, folklore, crafts);
- discontent of the local population, if they do not feel significant economic benefits from the development of tourism, if the development of tourism is subordinate to interests alien to the population;
- unacceptable increase in population density in recreational areas;
- large anthropogenic pressure on the territory, deterioration of the aesthetics of landscapes, environmental pollution, violation of the ecology of natural areas (parks, reserves and other natural protected sites).

Speaking about the shortcomings of traditional mass tourism, one cannot but mention the recent events related to the volcanic eruption in Iceland. For example, the attitude of the Chinese side to Russian tourists who are not able to fly home from Shanghai, or a global pandemic as a Covid-19, causes outrage among the entire world community. The company does not fulfill its obligations to tourists. The current situation would be impossible for the sustainable development of the tourism industry, since this approach involves not only a personal contact operator, but also a comprehensive consideration of standard and consumer requests. Another fact. The eruption of the ash cloud suggested many local travel companies use the situation. Now, at the foot of the volcano, despite all the safety rules, they deliver groups of tourists who dream of experiencing a thrill. Especially popular is helicopter flight over the top of the volcano and cooking kebabs on the lava. Such a pursuit of commercial profit, on the one hand, and the desire to get more extreme sensations, on the other, can have dire consequences.

The sustainable tourism system has a significant impact on the social sphere, including the processes of social mobility. Indeed, tourism is one of the most labor-intensive industries with a large number of workers serving tourists. It directly or indirectly promotes employment. With the direct effect of employment, the population receives jobs directly in tourism enterprises; when creating places in other sectors of the economy related to tourist services, an indirect effect is realized.

From the point of view of sustainable tourism, improving the skills of workers, career opportunities, creating new promising vacancies and, as a result, alleviating unemployment are important tasks. Local authorities, in order to attract tourists, are actively pursuing a policy of training highly qualified personnel. This, in turn, allows to increase not only the level of education and culture of the region, but also the status of the local population. Consumption of tourism services is correlated with the real level of consumer income, age and his idea of his own status. For example, older people are now leading an increasingly active and healthy lifestyle. Whereas with age, the demand for such types of recreation as skiing or mountaineering decreases among older people, interest in the study of wildlife, cultural and historical monuments, etc. increases in older people.

In addition, according to how, who and what tourist services it consumes, we can conclude about the direction of stratification changes, about the characteristics of upward and downward social mobility in modern Kazakhstan society. The development of mass tourism, which should have been aimed at increasing the welfare of economically undeveloped areas and creating jobs, often leads to the destruction of the usual living conditions of local residents, and an invasion of established norms and laws. Often conflicts arise due to mutual misunderstanding between guests and hosts, and in the so-called developing countries, this mutual alienation is aggravated by the fact that local residents at best find themselves in the role of service personnel and feel like second-class people. In addition, in some areas, intensely developing religious tourism, negative social changes took place: many local residents changed their employment. Now they are professional beggars, because a new source of income does not require much effort on their part. And, despite the fact that in this case the income of the local population could have increased, the fact itself should be considered as a degradation of the individual. The main direction of sustainable tourism development is to reduce the gap between rich and poor, to improve living standards in developing regions. Since the proper development of the tourism industry can contribute to increased prosperity and the removal of social tension. As a factor in the development of the national economy, tourism contributes to the economic development of structurally weak regions. Most often these are areas with predominant development of agriculture. The development of sustainable tourism in such places is especially favorable, since it makes it possible to locally sell agricultural products, local crafts, and crafts, and thus helps to improve the welfare of the local population.

Tourism development has an impact on spatial, geographical mobility of tourists and migratory mobility of labor resources. An example of geographic mobility is interregional and international tourism. But if a change of status is added to a change of place (here we mean people employed in the industry), then geographical mobility turns into migration. Tourism should be developed in such a way as to strengthen the local economy, rationally and carefully use natural resources, benefit the local population by ensuring stable employment, promote the development of local crafts and crafts, develop infrastructure and services for tourists so as to benefit local residents.

The sustainable tourism development system will help to solve important social problems - to increase the standard of living of people, maximize the employment of local residents, preserve the cultural and natural heritage. Fulfillment of these tasks will have a positive impact on the expansion of intercultural ties, changes in the social structure of society, will stop the growth of social tension and destabilize the social system, and will create favorable conditions for implementing the strategy of upward mobility.

A review of the goals, objectives and prospects of sustainable tourism development in modern conditions presented on the basis of UNWTO materials clearly demonstrates the

importance of this priority direction of the UNWTO activity for the formulation of each specific research problem in order to preserve the country's richest natural and cultural-historical values when used as tourist resources in the process the formation and development of tourist destinations in Kazakhstan and its influence on social processes

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