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**THE CONDUCTIVE ASPECTS OF TOURISM AND FEASIBLE  
PROBLEMATIC SIDES OF THIS PRACTICE**

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**Abstract:** The given article is dedicated to discuss the conducive aspects of tourism and feasible problematic sides of this practice. Additionally, the article will be provided with supporting examples of alterations that stems from tourism.

**Keywords:** Tourism, wellness and economic stability, cultural exchange, multiculturalism, local businesses creating, COVID-19 pandemic.

Tourism is one of the most important sectors in the economy of modern countries, which will make a significant contribution to their development and prosperity. Tourism has great potential to create new jobs, attract investment and increase exports. In addition, tourism is a strong tool for promoting infrastructure development, improving education and improving the quality of life of the local population.<sup>1</sup>

As it is known tourism is considered to be the one of the feasible sources in accumulating state budget. In fact, several countries wellness and economic stability is directly dependent on visitors' expenditure. In spite of some conducive outcomes of this practice, the travel business remains controversial and may be problematic as well.

To begin with, travel business can serve as a bridge between many countries, resulting in cultural exchange and increased community development. To illustrate, countries such as Canada, Us, Turkey and Costa Rica are known for embracing multiculturalism, obviously these states are open-minded and tolerant towards people from different ethnicities. Acceptable and touristic countries are usually forward-looking and attractive in terms of its opportunities and facilities provided there, in comparison with closed-minded countries like North Korea, Afghanistan, Iran to name but a few. Moreover, tourism generates income for local businesses creating wider job opportunities for people in the host community.

Tourism plays an important role in preserving and popularizing the country's cultural heritage. Travelers, visiting various places and attractions, are interested in the history and traditions of this country. One of the ways to preserve cultural heritage is the creation and development of museums, archaeological parks and art monuments. Tourists can visit these places, explore the expositions and learn about significant

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<sup>1</sup> <https://nauchniestati.ru/spravka/rol-turizma-v-mirovoj-ekonomike-tendenczii-razvitiya/>

historical events and cultural traditions. Thanks to tourist visits, such places can receive financial support for their preservation and restoration.<sup>2</sup>

Tourism also contributes to the promotion of cultural heritage. Travelers returning to their countries tell about the places they have visited and make recommendations to their friends and relatives. This contributes to an increase in the flow of tourists, as well as an increase in interest in cultural values. In addition, various events and festivals organized within the tourism industry also contribute to the popularization of cultural heritage. As a result, this practice can be seen as a positive force for socio-economic development.

Tourism is one of the largest contributors to gross domestic product (GDP), economic development, and job creation (UNWTO, 2018). Jus and Misrahi (2021) report that prior to the COVID-19 pandemic, the travel & tourism sector's direct, indirect, and induced impacts contributed US\$9.2 trillion to the global economy and supported 334 million jobs in 2019, while it directly contributed 10.4% of the world's GDP.<sup>3</sup> Tourism also influences the growth of tourism-led satellite service activities and the global economy). Moreover, the development of tourism demand is one of the key drivers of service growth and trade development.<sup>4</sup>

The potential problems that could arise from tourism could be environmental degradation and cultural erosion. Whatever these scenarios may achieve in satisfying the variety of needs of the tourist, this fabrication of cultural images for mass consumption is disturbing. In order to accommodate tourists the host community resort to endangering the nature for erection of attractions and this could be a root for the loss of biodiversity. Additionally, International tourism is highly sensitive to terrorism, conflicts, and political violence. Some destinations may experience an increase in crime rates associated with tourism, including theft, drug trafficking, and exploitation. Besides, significant dependence on tourism particularly in developing cities is not a reliable source of income. To exemplify, COVID-19 lockdowns lead to loss of travel enterprises, hence this practice is ought to be the just extra way of economic growth and country should pay attention to other spheres as well.

One of the key ways to minimize the negative impact of tourism on the environment and local culture is to control the number of tourists. Government authorities should limit the flow of tourists to sensitive areas and redistribute tourist flows to lesser-known places. This will reduce pressure on natural resources and cultural sites, as well as reduce conflicts between tourists and local residents.<sup>5</sup>

<sup>2</sup> Соколова М. В. Туризм как культурно-исторический феномен : автореф. дне. ... докт.культурологии. М., 2007.

<sup>3</sup> <https://www.unwto.org/tourism-statistics/economic-contribution-SDG>

<sup>4</sup> Raphaël K. Akamavi, Fahad Ibrahim, and Raymond Swaray. (2022) Tourism and Troubles: Effects of Security Threats on the Global Travel and Tourism Industry Performance

<sup>5</sup> <https://assma.ru/plyusy-i-minusy/plyusy-i-minusy-turizma-osnovnye-preimuschestva-i-nedostatki.html>

An important aspect is also to increase tourists' awareness of responsible behavior while traveling. Tourists should be aware that their actions can have serious consequences for the environment and local culture. Organizing awareness campaigns and educating tourists on the sustainable use of natural and cultural resources should become an integral part of the tourism infrastructure.

It is also important to pay attention to the fair distribution of tourism income among the local population. Often travel companies earn many times more than the local residents who provide them with services. Government authorities should review tax policies and make changes to fairly distribute income and support small and medium-sized businesses in the tourism industry.

Overall, tourism can serve as contributor to gross economic development, employment prospects, and may foster tolerance in community. Notwithstanding, the overreliance on is not the best option and even may lead to undesirable repercussions such as depletion of natural, resources, potential crime rate elevation and unexpected crises may terminate travel business. Therefore, the state should to pay attention to all the spheres to guarantee stability in economic and social life of citizens. By adopting sustainable travel practices and promoting responsible tourism, we can ensure that tourism remains a positive force for economic development, cultural exchange, and environmental preservation.

### References

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