
Tourism as Advantageous and Disadvantageous Sphere in the Modern World

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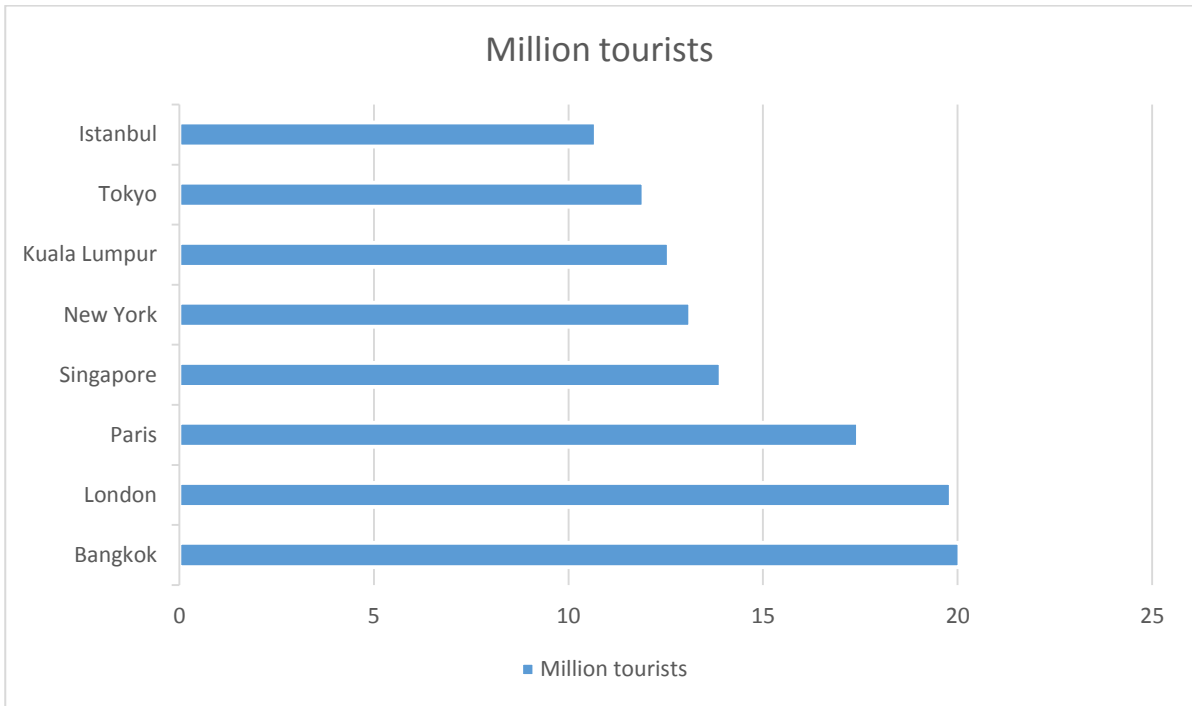
Abstract: Around the world, 44 countries rely on tourism for at least 15% of their workforce and national GDP. Many of these countries are island nations or countries that do not have a highly developed economy or business sector. As the United Nation's agency, the World Tourism Organization, states, increased tourism can boost developing countries' local economies, cultural discussion and job opportunities. However, if developing nations solely depend on the tourism sector and dismiss infrastructure development and other essential services, the disadvantages of tourism can outweigh the advantages. Top challenges confronting tourism are taxation, travel marketing, infrastructure issues, and security and cross border regulations. Too many tourism destinations are not prepared for visitors. Tourists or travelers can at times deem travel marketing to be exaggerated. Another major challenge that the tourism industry faces is the fluctuating rates and cost inflation. New challenges seem to arise quickly impacting the industry as a whole.

Key words: Pros and cons of tourism industry, inflation, risk management, globalization, tax, pollution, transformation, cultural behavior, ecological problems, human interaction, corporation.

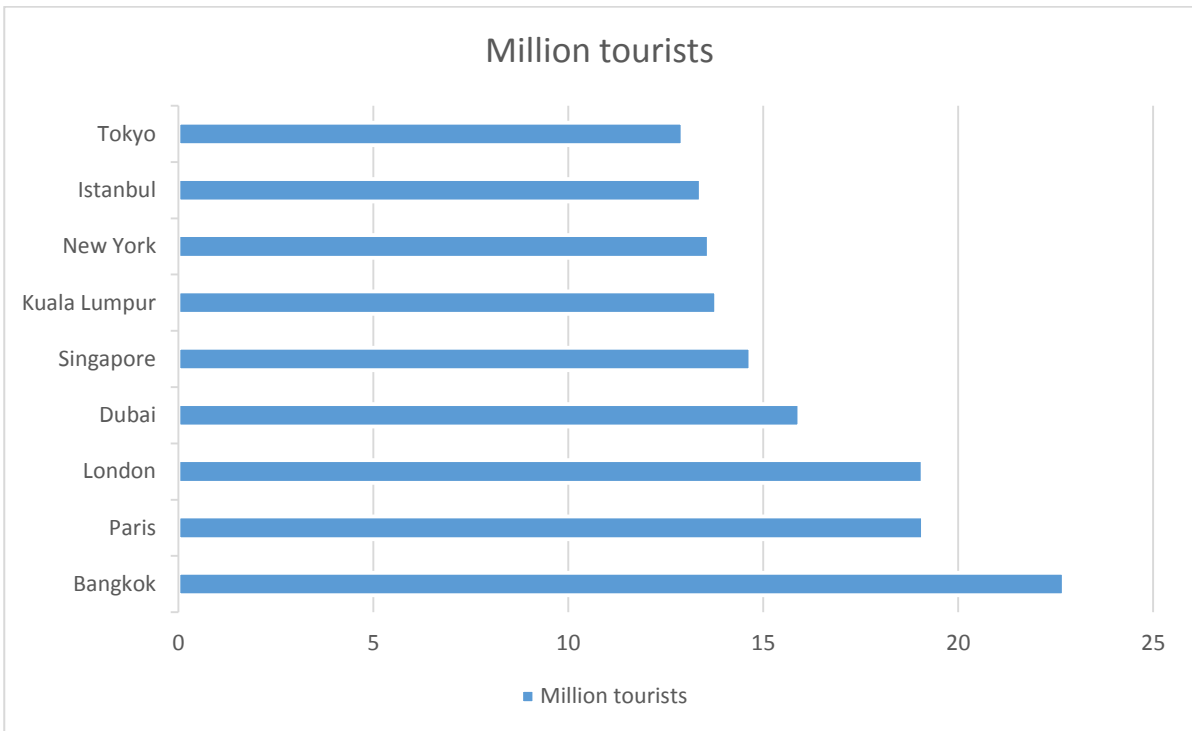
The coronavirus health crisis has hit the global economy hard and the tourism industry most of all. The World Tourism Organization (WTO) is expecting a drop in tourism revenue of 300 to 500 billion dollars in 2020, up to one-third of the 1,500 billion generated in 2019. Although the coronavirus crisis has short-term destructive effects on the tourism industry, it is challenging the practices of the tourism industry and is drawing attention to a succession of issues like poor risk management in the travel industry, viral globalization, and travel of diseases with tourists to cross borders. This is also an opportunity to rethink the tourism industry from a critical perspective. There are several areas for potential transformation and move towards responsible, sustainable, and socially innovative tourism.

Top 10 Tourist Destinations (Cities)

According to MasterCard's Global Destination Cities Index, the top 10 tourist cities for 2018 were:



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Cost of Vacation & Inflation

One of the major challenges that the tourism industry faces is the fluctuations in currency exchange rates. The inability to know the value of a currency means that long-range tourism prices are especially hard to predict and the fallout from this monetary instability is already impacting multiple tourism support systems. The tourism industry is seasonal in nature and does not guarantee round the year flow of income which hampers the overall business setup.

Inflation is rising at an alarming and restaurants have had to raise prices or lower their service. Transportation companies have been hard hit. The airline industry is especially vulnerable. Airlines depend on both the food industry and the fuel industry. Already on the margin, airlines can do nothing more than cut services and raise prices. The result of such a situation keeps the leisure travelers stay away from expensive vacations which further hits the overall tourism sector.

Tax and Tourism

The tourism industry is a heavily taxed sector in some countries. Various taxes are levied across the entire industry right from tour operators, transporters, and airline industry to hotels and these include service tax, luxury tax, tax on transportation, tax on aviation fuel, and various taxes on transportation. In addition, these tax rates tend to vary across different states in the country. All these taxes are finally passed on to the travelers in one or the other way thus hampering its growth.

Many places in the world rely heavily on tourism as a key source of income and employment. Unfortunately, tourism can also be a source of problems, especially if it is not managed well.

A huge influx of visitors can gradually deplete the beauty, uniqueness, character, environment, resources, and social coherence of a tourist destination over time.

It is easy to underestimate the scale of tourism. Every year, about a billion tourists take trips: That makes 30 tourists arriving at their destinations every second. There were around 79.26 million tourists visiting the United States in 2019.

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The Disadvantages of Tourism

Environmental. Tourism can often cause environmental damage with risks like erosion, pollution, loss of natural habitats, and forest fires. Even if tourists behave responsibly, the sheer number of them can cause damage. Ancient buildings, monuments, and temples often struggle to cope with increased traffic and suffer inevitable wear-and-tear. Reefs and other natural tourist attractions can suffer permanent damage.

Cultural. The commercialization of culture can undermine the soul of a tourist destination. Local traditions that have a rich cultural heritage are reduced to wearing costumes and putting on acts for the tourists in return for money.

Culture Clashes. Tourists often lack respect for local traditions and culture, refuse to follow local dress standards, get drunk in public, or behave rudely or inappropriately towards locals.

Service Economy. Although jobs are created by tourism, most are relatively low-level such as bar work, hotel service, restaurant serving, and so forth. These low-wage, low-skill workers have little prospect for advancement or promotion.

Seasonal Fluctuations. Tourism jobs are quite commonly seasonal and insecure, with no extra benefits such as pensions, sick pay, or healthcare. Some areas can be inundated with visitors during busy times, and then virtually deserted for many months.

Imbalanced Funding. Money can end up being directed to tourist areas when it could be used more effectively elsewhere in a country. The locals who don't live in specific tourist areas miss out and suffer relative decline.

Foreign Poaching. Oftentimes, most of the tourism industry in a developing country is owned by big foreign companies. They make the major profits, leaving local businesses with relatively little benefit.

Tourism Dependence. Sometimes tourism becomes so focal that other forms of income-generation are neglected and an economic dependence on tourism forms. This is fine in good

times, but it can leave the country vulnerable to economic ruin in the long run and can contribute to political upheaval or natural disasters.

Economic Pros and Cons of Tourism

Benefits	Detriments
Tourism-generated income can be hugely beneficial both private and public concerns.	Money can end up being spent only on touristed areas while other places and industries suffer.
It can provide employment opportunities for people who can work in tourism-related industries.	Most tourism jobs are relatively low-level and low-skilled, and these jobs may have drastic seasonal fluctuations.
Tourism promotes international connections which can increase business opportunities.	Attracted by opportunity, foreign companies begin poaching business away from local businesses.
	The area may become dependent on tourists' dollars and risk loss and damage as a result.

Negative Environmental Impacts of Tourism

Although tourist money might be put to good use in preserving environments, tourism does put burdens on natural resources and often promotes overconsumption and unfair allocations of resources in places where resources are already limited.

When tourism becomes unsustainable, it can permanently damage the environment. Tourism impacts the wildlife, vegetation, air quality, the quality and supply of water, and natural phenomena.

Pollution. When huge numbers of people visit, they invariably burden the transportation system and contribute to pollution—locally and globally. Flying one mile in a plane produces about 53 pounds of carbon dioxide, and tourists account for almost 60% of air travel. Some estimate that cruise ships to the Caribbean create over 70,000 tons of annual waste.

Environmental Damage. Many tourist activities have negative ecological impacts. Snorkeling, hiking, and fishing all affect and deplete the local scenery. There's a trail in the Himalayas that's nicknamed the "toilet paper trail." A tropical golf course requires the amount of water that would feed 60,000 locals... plus over 3,000 pounds of chemical pesticides, fertilizers, and herbicides per annum.

"Ecotourism." Oftentimes, even environmentally savvy travelers have a negative impact. By traveling to witness remote natural sites like rainforests and other dwindling and at-risk spots, tourists often damage the things they came to see.

Invasive Organisms. Tourism can spread non-native species. The increased human presence from many diverse geographical regions has a detrimental effect on native plants and introduces non-native species in these areas.

Negative Effects of Human Interaction With Wildlife. Increased human presence can severely damage the delicate balance of the food webs, ecological communities, and keystone species of an area.

Depletion of Natural Resources. Tourism can put pressure on natural resources and encourages over-consumption. This is particularly damaging in spots where resources like food and water are already scarce.

Environmental Pros and Cons of Tourism

Benefits	Detriments
If managed properly, it can provide economic incentives for a place to preserve, maintain, and regenerate the local history,	Tourism often causes environmental damage to both the local infrastructure and the flora, fauna, and historical sites in a location.

infrastructure, and environment.	
Ecotourism might promote environmental awareness and activism.	Tourism depletes natural resources, which can be dangerous in areas where resources are scarce.
	Tourism contributes to pollution.

The Opportunity to Challenge Stereotypes

When you visit another culture, you have the opportunity to be exposed to unfamiliar traditions and perspectives and to gain a broader, more informed, and kinder view of both the people and places you encounter, as well as of humanity and the world in general. Preconceptions and stereotypes might be replaced by complexity, empathy, and first-hand knowledge.

On the other hand, those that travel with a group and don't interact with locals or merely visit tourist sites and never wander off the beaten path may not enjoy this benefit at all. Merely visiting a place is not enough to expose a person to culture. Learning about people takes effort.

Gaining Cultural Sensitivity

An important part of understanding a culture is getting to know its unique social manners and etiquette. Things that you think are normal or benign might be interpreted as offensive, and vice versa. Wearing shoes indoors, showing skin, pointing with your index finger, and making certain sounds might be considered rude in some places, so it's wise to do your research on the local customs and morays ahead of time.

An Authentic Experience of Culture

Experiencing a community's traditions, rituals, festivals, celebrations, and rites can be a wonderful way to gain insight into a culture. When the local people get together to observe a tradition that has been performed for many generations, it is a great opportunity to understand that culture more deeply.

However in many touristed places, you'll find traditional dance, music, and other rites performed merely for entertainment and profit. For example when staged for tourists, the Hawaiian luau, Spanish flamenco dances, and Balinese ceremonies may lose their original meaning, energy, and purpose and become merely spectacle.

Cultural Pros and Cons of Tourism

Benefits	Detriments
It promotes cross-cultural connections, appreciation, and understanding.	When tourists don't understand or respect local culture and traditions, culture clashes result.
	The commercialization of a culture can undermine its meaning and detract from tradition.

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