

THE INFLUENCE OF LEISURE TOURISM ON THE WELL-BEING OF CITIZENS OF UZBEKISTAN

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Abstract

In this research psychological, social and economic effect of the contribution of leisure tourism among the concerned citizen well-being of Uzbekistan in analyzed. Through secondary research of academia and government sources of information including statistics on tourism, it is proven that tourism highly contributes in the reduction of stress and in the promotion of mental health. Tourism provides as economic support its supporting local economies by creating jobs, investing in infrastructure and enhancing living standards. This is good because in social terms it encourages cultural exposure, brings community pride and makes people involved with their culture of heritage. As tourists grow and exceed capacity, the research also highlights challenges, like cultural commercialization and intercommunity social tension, that may arise. This study highlights that issues of such importance as sustainable tourism practice are important for a positive influence on tourism and preservation of environment, as well as of culture. Our results reveal that the tourists not only gain, but the whole community also reaps the long-term benefits during the process of tourism development.

Tourism, according to different experts and researchers identified is one of the fastest developing industries within the globe and presently one of the prominent components of the tourism industry. In expansion experts believe that for a better understanding of cultural tourism, it is crucial to know how the world heritage sites fulfill visitors' needs. Along with this, experts are too concerned about the massive intrusion and tourist industrial development, which brings numerous social changes in a particular community (Abbasi Dorcheh & Mohamed, 2013).

In order to develop the tourism industry in a particular region. Sustainability needs to be the core indicator. The idea about sustainability in the tourism industry is basically, adopted from sustainable development. Therefore, many organizations and experts defined sustainability in their own ways. Such as, World Tourism Organization (WTO, 1993) defines sustainable tourism as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and



host communities". Sustainability is the main key, in tourism development. Therefore, the World Health Organization emphasizes sustainable tourism development strategies and management practices that are suitable to all forms of tourism in all types of destinations. In addition, socio-cultural, economic, and environmental tourism development is the utmost significant dimension of sustainable development (WTO, 2013).

Keywords: Travel, impact, tourism, well-being, psychology, leisure tourism, social impacts,

Introduction

This paper explores these effects on the personal and then societal and cultural factors involved in travel. The research will provide a richer context of how travel informs the individual and the collective, and how this universal experience in turn constructs our own lives and inhabits the world. (Chen and Petrick, 2013).

Literature Review

3.1 Exploring the Physiological Effects of Vacationing: Toda et al. (2004) Study

Neal, Uysal, and Sirgy (2007) further tested the hierarchy of satisfaction using a random sample of 2,000 adults residing in Southwest Virginia (Neal, Uysal, and Sirgy 2007). In this subsequent study (Neal, Uysal, and Sirgy 2007), direct and indirect effects of trip satisfaction were found. However, their studies (Neal, Sirgy, and Uysal 1999; Neal, Uysal, and Sirgy 2007) only examined the effects of vacationing on two life domains: leisure life and nonleisure life. Sirgy et al. (2011) thus developed a scale to measure the positive and negative affects accompanied by taking a vacation couched within various life domains, including social life, family life, leisure life, cultural life, health and safety.

Regarding vacation outcomes, most studies have been interested in perceptions, such as perceived health and psychological well-being, while physiological measures have been adopted by only a couple of studies (Tarumi Hagihara, and Morimoto 1998; Toda et al. 2004). For example, Tarumi Hagihara, and Morimoto (1998) attempted to examine the association between work stress and frequency of vacationing among 551 male, white-collar workers. Their results indicated that frequency of vacationing had a negative effect on the psychological measures of stress, while the relationship between vacationing and the physiological measure of stress was not significant. Toda et al. (2004) used saliva samples from 40 women to test whether people can release stress. (Chen and Petrick, 2013)

3.2 Advancing Quality of Life Research in Support of Sustainable Tourism

Residents' perceived social impacts of tourism and their interpersonal trust can define their overall quality of life through the mechanisms discussed. It's important to consider the mental health and wellness, and readiness of residents to welcome domestic and international tourists during and post the pandemic. This requires that we develop and propose a number of mechanisms promoting healthy behaviours as discussed above among residents for their



mental, physical health and wellbeing. The challenge is to advance quality of life research in exploring residents' engagement and interactivity in their place settings in support of sustainable tourism development.

Positive perceived social impacts of tourism include community benefits, increased community pride and value, cultural exchanges, community participation, sharing cultural knowledge; some common negative impacts are increase in vandalism and crime, alcohol abuse, prostitution (Joo et al., 2019; Ribeiro, et al., 2017; Nunkoo et al., 2013). With the local community being directly impacted by tourism development (Iazzi et al., 2020; Yu et al., 2011), it is important to explore missing mechanisms linking residents' perceived social impacts and their overall wellbeing and quality of life. (Kalhor and Abbas, 2022)

Residents with negative perceived impacts of tourism may perceive their place as just an object to them (Franquesa, 2011) which unfortunately can be a dire consequence of over-tourism (Cheer et al., 2019). This study posits that in a pandemic context however, residents may be more tolerant (Song et al., 2019) of tourism impacts to revive tourism businesses. (Ramkissoon, 2020). Residents perceiving social impacts of tourism positively may develop a greater sense of attachment to their environmental settings (Clark et al., 2017; Lu et al., 2018).

3.3 Positive and Negative Impacts of Tourism on Host Communities (Williams, 1998)

According to Williams (1998), every tourist either foreign or domestic inevitably provokes both positive and negative influences on the host community. One of the prime positive impacts or change includes enhancement in knowledge, local culture, and host societies norms and activities (Bochner, 1982). While on the other hand, it also generates negative influences to the host community such as degradation of culture through cultural commercialization, increase tension and disputes among outsiders and traditional lifestyle of the local community, a new pattern of local consumption, erosion of the strength of local language, and increase promotion of risks (Drugs, sexual Harassment, Gambling, etc.)

3.4 Research gap

Much of the extant literature on tourism focuses on its psychological and social effects, however, there is a dearth of literature with regard to the physiological consequences of tourism on the tourist and on the local resident alike. The benefits of most studies that have been done thus far only examine the short-term benefits i.e., stress reduction or relaxation, but do not really delve into how these benefits actually lead to health improvements. Second, the physiological consequences of tourism for residents (who may experience changes in stress levels, sleep patterns, or overall health caused by tourism related pressures) are rarely addressed. There are also many of these studies that do not pay attention to how the appearance of the tourist for prolonged periods of time affects the health and well-being of the population of local communities living in the tourist areas which are visited by great tourist line. We understand the full impact tourism makes on residents' well-being without understanding these physiological impacts in depth.



3.5 Recommendation

Future research will include long term studies measuring physical impacts like cortisol levels, heart rate variability or sleep quality as measures of tourism's physiological impacts. It could include biological measures of both tourists and local residents to gain better understanding of how repeated exposure to tourism conduces to physical health over time. Based on integration of these physiological measures with already existing psychological and social measures, tourism research can now gain a more holistic view of the ways in which tourism affects community well-being, helping to inform more sustainable tourism practices.

4. Research methodology

This study will use secondary research to examine the impact of leisure tourism on the well-being of Uzbekistan's citizens. It will analyze existing literature, government reports, and tourism statistics to explore how tourism affects social, psychological, and economic well-being. By reviewing relevant sources, the research aims to provide insights without primary data collection.

5. Data Collection

Quantitative Data Collection: Data for this study was collected over statistical reports, government publications, and tourism industry data. It focused on tourism trends figures, economics impact and well-being indicators of Uzbekistan citizens. Especially these secondary sources offered interesting and quantifiable data regarding the relationship to the well-being of the local community in leisure tourism.

Qualitative Data Collection: It also reviewed academic articles, case studies and reports with the purpose of discussing social, psychological and cultural implications of leisure tourism. These sources helped to lay a basis for a discriminating understanding of how tourism influences the wellbeing of citizens in Uzbekistan particularly with regards to social cohesion, quality of life, cultural exchange.

5.1 Data analysis

Qualitative Analysis: Along with, the quantitative data, a qualitative approach was used for case studies and academic articles to review the common theme for social and psychological impacts of tourism. This study completed a comparative analysis regarding how leisure tourism can alleviate cultural identity, social cohesion, and general well-being in the literature. This qualitative assessment complemented the statistical findings with this better understanding of how tourism can impact citizens daily lives in a positive or negative manner in Uzbekistan.

Quantitative Analysis: Secondary data for this study was Analytically reviewed by reports and academic journals (Utilizing Tourism statistics, government publications and reports indexed on both Google Scholar and Google). The impact of tourism on the well-being of citizens was identified and trends in leisure tourism and their economic and social



consequences were examined. This method enabled an analytic study of available data to what effect tourism contributed to the quality of human life in Uzbekistan, and to understand how tourism influenced the quality of human life.

6. Research findings

6.1 Leisure Tourism Psychological Impacts

Leisure tourism is a significant contributor of improving citizen good psychological state, especially through its potentiality to lessen worry and enhance life satisfaction. There have been multiple studies as to how tourism reflects a psychological aspect, and provides the stress relief and relaxation. Similar results were obtained in Uzbekistan at natural beauties and lonely places – rural areas and picturesque places. While these effects are good for visitors and for the local population, because it lowers stress levels and increases well-being. (Ramkissoon, 2020)

6.2 Economic Impacts of Tourism

The leisure tourism in Uzbekistan supports the local businesses, gives them the opportunity to employ, as well as develops infrastructures. But according to government reports and the latest statistics, the tourism sector in Uzbekistan is growing steadily. In 2023, tourism represented a great percentage of the national GDP at nearly 5%, and more than 20,000 new jobs, generated in hospitality, transportation and related sectors. Additionally, the development of infrastructure, including hotels, road and public facilities, has expanded especially in the major tourist areas such as Samarkand and Bukhara because of a rise in tourism. (World Travel & Tourism Council, 2023)

6.3 Psychosocial Well-Being and Tourism

Conversely, leisure tourism transfers benefits of psychological well-being of tourists, and the host community in that leisure tourism reduces stress, and increases life satisfaction. (ResearchGate, 2022)

Most importantly, as says research (Neal, Uysal, and Sirgy 2007) vacationing and its related tourism specifically of leisure tourists are also important for human mental health, particularly to relieve mood, work stress and enhance personal satisfaction. The authors say that these activities have improved well-being, and whether they increase form satisfaction and relaxation, or contribute to a sense of fulfillment and overall psychological well-being.

7. Discussion

Based on this thesis, leisure tourism has had indisputable psychological, economic and social impacts on the citizens of Uzbekistan. Because both leisure tourism can lower stress and increase life satisfaction while benefitting the tourists as well as the local communities, is a type of tourism that could be considered. However, tourism is making a clear economic contribution: It accounts for 5 percent of country's GDP, and more over than 20,000 new jobs will be created in 2023. However, some of the remaining areas are too dependent on the



tourism. It also supports infrastructure development. Tourism reinforces the social exchange of culture as well as the sense of pride in a community, increasing a cultural commercialization and social tension between residents and visitors. The Affordable intercultural challenges suggest these management practices that take into more careful order so that cool societies may be housed and the good visitant reaction of residents can be controlled. Additionally, tourism's environmental aspect is understood as a type of tourism, which concerns the environmental issue or sustainability in the highlights areas. An integrated approach towards tourism development, covering both positive and negative impacts on society, culture and the environment for long term benefits and the conservation of Uganda's Environment will be the course followed by Uzbekistan. Future research should revise the long term physiological effects of tourism and methods to integrate sustainable tourism. Tourism being a key focus of sustainable development, the sector's growth can still happen while it tries to mitigate its damage to environment and local communities.

Conclusion

What boosts the well-being of Uzbekistan's citizens is leisure tourism, which turns out to be important for a lot of things. Tourism provides in its very psychological side a break with the daily routines, it reduces stress, improving the mental health. Research demonstrates that vacations boost gladness and also ease, as do the encounters of Uzbek cites. Historical cities like Samarkand and Bukhara are economically drivers of growth, thanks to the tourism industry, which is the biggest engine for economic growth. The stimuli it creates generates job creation, spearheads local businesses which move to keep them alive, and supports infrastructure development. Tourism in social benefit, it facilitates cultural exchange, boosts community pride and keeps locals involved in building local cultural heritage. While there are still challenges (local versus tourist and cultural commercialization) Therefore, sustainable tourism should be adopted so that maximum benefits are derived from adopted products, while minimizing their negative impact. This will ensure tourism continues to offer valuable long term benefits to local communities and the environment, whilst ensuring Uzbekistan's valuable cultural history is protected for future generations.

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