

ECO-TOURISM AND SOCIO-ECONOMIC DEVELOPMENT OF RURAL AREAS

ЭКОЛОГИЯЛЫҚ ТУРИЗМ ЖӘНЕ АУЫЛДЫҚ АУМАҚТАРДЫҢ
ӨЛЕУМЕТТИК-ЭКОНОМИКАЛЫҚ ДАМУЫ

ЭКОЛОГИЧЕСКИЙ ТУРИЗМ И СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЕ РАЗВИТИЕ
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Abstract. The authors presented a theoretical review of research by foreign scientists on the topic of ecotourism, aimed at clarifying the theoretical aspects of its impact on the economy of rural areas and the social sphere. *The goal* is to form the author's vision of the socio-economic impact of agritourism on the sustainability of rural areas. To achieve the goal, *methods* of dialectical, abstract-logical, comparative and content analysis were used. *Results* – scientific discussions and exchange of opinions of scientists made it possible to identify the following positive economic features of the development of ecotourism: the formation of the country's GDP, growth in gross added value, increase in foreign exchange earnings, diversification of the rural economy, strengthening of relationships between industries, expansion of markets for local goods and services, modernization of infrastructure, increase employment. Among the social characteristics,

one can note the creation of jobs, an increase in the income and well-being of rural residents, the development of social infrastructure and the improvement of rural settlements, improving the quality of labor resources, improving the health of the population of the republic, reconciling the interests of the local community with the interests of the state and business structures, reducing gender inequality, preventing the outflow of people living in rural areas and guaranteeing social stability. In addition, the authors supplemented the effects of rural tourism with an impact on the environment, expressed in changing the situation of villagers, protecting and renewing natural resources and biodiversity, preserving and restoring cultural and historical monuments, observing national traditions, customs, folklore, as well as maintaining traditional forms of economic management. *Conclusions* – based on the detailed indicators of each component of ecotourism, its impact on the living standard in rural areas is substantiated.

Аңдатпа. Авторлар экологиялық туризм тақырыбына арналған шетелдік ғалымдардың зерттеулеріне теориялық шолу жасады, оның ауылдық экономикаға және әлеуметтік салаға әсерінің теориялық аспектілерін нақтылауға бағытталған. *Мақсаты* – агротуризмнің ауылдық аумақтардың тұрақтылығына әлеуметтік-экономикалық әсері туралы авторлық көзқарасты қалыптастыру. Мақсатқа жету үшін диалектикалық, дерексіз-логикалық, салыстырмалы және мазмұнды талдау әдістері қолданылды. *Нәтижелері* – ғылыми пікірталастар мен ғалымдардың пікір алмасуы экотуризм дамуының мынадай оң экономикалық ерекшеліктерін анықтауға мүмкіндік берді: елдің ЖІӨ қалыптастыру, жалпы қосылған құнның өсуі, валюталық түсімдердің ұлғаюы, ауыл экономикасын ертарандыру, салалар арасындағы өзара байланысты нығайту, жергілікті тауарлар мен қызметтер нарығын кеңейту, инфрақұрылымды жаңғырту, жұмыспен қамтуды арттыру. Әлеуметтік сипаттамалардың ішінен жұмыс орындарын құруды, ауыл тұрғындарының табысы мен әл-ауқатының өсуін, әлеуметтік инфрақұрылымды дамытуды және ауылдық елді мекендерді абаттандыруды, еңбек ресурстарының сапасын жақсартуды, республика тұрғындарын сауықтыруды, жергілікті қоғамдастықтың мүдделерін мемлекет пен бизнес-құрылымдардың мүдделерімен үйлестіруді, гендерлік теңсіздікті төмендетуді, ауылдық жерлерде тұратындардың кетуін болдырмауды және әлеуметтік тұрақтылыққа кепілдік беруді атап өтуге болады. Сонымен қатар, авторлар ауыл туризмінің әсерлерін ауыл тұрғындарының жағдайын өзгерту, табиғи ресурстар мен биоәртүрлілікті қорғау және қалпына келтіру, мәдени-тарихи ескерткіштерді сақтау және қалпына келтіру, ұлттық дәстүрлерді, әдет-ғұрыптарды, фольклорды сақтау, сондай-ақ дәстүрлі шаруашылық нысандарын сақтау арқылы көрінетін қоршаған ортаға әсерімен толықтырады. *Қорытындылар* – экологиялық туризмнің әрбір құрамдас бөлігінің көрсеткіштерін нақтылау негізінде оның ауылдық аумақтардағы өмір сүру деңгейіне әсері негізделген.

Аннотация. Авторы представили теоретический обзор исследований зарубежных ученых, посвященных теме экологического туризма, направленный на уточнение теоретических аспектов его воздействия на экономику сельских районов и социальную сферу. *Цель* – формирование авторского видения социально-экономического воздействия агротуризма на устойчивость сельских территорий. Для достижения цели использованы *методы* диалектического, абстрактно-логического, сравнительного и контент-анализа. *Результаты* – научные дискуссии и обмен мнениями ученых позволили выявить следующие позитивные экономические особенности развития экотуризма: формирование ВВП страны, рост валовой добавленной стоимости, увеличение валютных поступлений, диверсификация сельской экономики, укрепление взаимосвязей между отраслями, расширение рынков местных товаров и услуг, модернизация инфраструктуры, повышение занятости. Из числа социальных характеристик можно отметить создание рабочих мест, возрастание доходов и благосостояния сельских жителей, развитие социальной инфраструктуры и благоустройство сельских поселений, улучшение качества трудовых ресурсов, оздоровление населения республики, согласование интересов местного сообщества с интересами государства и бизнес-структур, снижение гендерного неравенства, предотвращение оттока проживающих в сельской местности и гарантия социальной стабильности. Кроме того, авторами дополнены эффекты сельского туризма влиянием на окружающую среду, выражающуюся в изменении положения сельчан, защите и возобновлении природных ресурсов и биоразнообразия, сохранении и реставрации культурно-исторических памятников, соблюдении национальных традиций, обычаях, фольклора, а также поддержании традиционных форм хозяйствования. *Выводы* – на основе детализации показателей каждой компоненты экологического туризма обосновано его воздействие на уровень жизни в сельских территориях.

Түйінді сөздер: ауылдық жерлер, экологиялық туризм, әлеуметтік-экономикалық даму, экономиканы әртараптандыру, жұмыс орындарын құру, кірістер, тұрғындардың әл-ауқаты, мультипликативті әсер.

Key words: rural areas, ecotourism, socio-economic development, economic diversification, job creation, income, welfare of residents, multiplier effect.

Ключевые слова: сельская местность, экологический туризм, социально-экономическое развитие, диверсификация экономики, создание рабочих мест, доходы, благосостояние жителей, мультипликационный эффект.

Introduction. The priority of the development of the tourism industry, which guarantees the rise of the economy with all the consequences resulting from it (ensuring employment, income growth, improving the standard and quality of life of the population), has been determined by many countries. Today, the leisure industry accounts for approximately 10% of the gross global product; and, at the labour force level - 9.6% of all created jobs [1].

The global tourism market of recent years has been characterized by a number of sustainable trends, one of which is the saturation of mass tourism and the growing need for the development of services based on heritage, both cultural and natural, with the subsequent expansion of the industry. This form of tourism is ecological tourism, which has a low financial threshold for starting a business and a fairly quick payback period.

Now the local population living in places visited by tourists has become an important element in the process of creating and promoting destinations. Locals are no longer the passive backdrop of environments adding "local colour" to tourists but have become one of the attractions [2]. Thus, the benefits gained from tourism activities directly contribute to the wide sections of society.

The socio-economic role of ecological tourism is justified and its advantages in ensuring the inflow of foreign currency into the regional economy, solving the issue of eliminating poverty by providing opportunities to be employed by the most vulnerable segments of the population.

This aspect determines the need to understand the principles of its functioning and the realization of those opportunities that can be ensured by the diversification of the rural economy through the development of ecotourism.

Material and methods of research. The study is based on the results of theoretical and empirical studies of foreign scientists on the development of tourism in general and the environment, as well as reports of the World Tourism Organization (UNWTO).

The methodological basis for the implementation of the study is the theoretical methods of the study. The study is based on a review of theoretical concepts on the topic reflected in the works of foreign scientists, an analysis of the successful practice of foreign countries in the development of ecological tourism, and the definition of its role as a factor affecting the level of socio-economic development of territories. Based on the dialectical method, theoretical conclusions are formulated with the determination of the influence of ecotourism, which allows using the results obtained for practical purposes. The use of the abstract-logical method made it possible to clarify the basic concepts and categories that reveal the process of development of ecological tourism, and its main components, to establish cause-and-effect relations of its influence on the level of development of the area.

When studying foreign methodological approaches to assessing the impact of ecological tourism to identify the most frequent effects, the content analysis method was used. Based on the method of comparative analysis of approaches and the results of theoretical and empirical studies of scientists, two types of tourism impact (direct and indirect) were identified, the economic, and social consequences of ecotourism development, as well as the impact on the environment, were identified, the relationships and inter-conditionality of the indicators were determined.

The hypothesis of the study is expressed in the following: the identification of the effects of ecological tourism that affect the development of the economy, the social sphere, and the environment will contribute to a better understanding of its content and will make it possible to justify the need for its development in rural areas of the country in order to ensure their economic growth, diversify the economy and improve the well-being of the villagers.

Results and their discussion. In modern conditions, tourism is recognized as a unique socio-economic phenomenon that can have a significant impact on the development of the country and regions through the development of infrastructure, increasing the profit-

ability of not only the tourism industry but also related sectors of the economy (transport, services, trade, communications, construction, etc.). A similar impact of tourism has long been studied and remains an important area of research for many authors.

Tourism is an evolving and dynamic activity that adapts easily to social, political and economic change. His influence on the development of countries is obvious, so he became one of the pillars of the global economy [3].

As a rule, most studies emphasizing the socio-economic importance of the tourism industry are aimed at assessing the direct and indirect impact of tourism activities [4].

International experience shows the high interest of countries in the development of tourism in rural regions, especially when the industry is considered decisive. Dependence on tourism is increasing in the context of a weak industrial structure. The relevance of tourism becomes extremely high to ensure a balanced resettlement of the population, providing people with the opportunity to stay in their usual living conditions, and developing social and engineering infrastructure. By creating jobs, tourism provides an opportunity to preserve communities.

Numerous empirical studies prove the direct impact of tourist spending on sales growth associated with positive annual growth in tourist numbers and spending in destinations [5].

Scientists-economists note that the multiplicative effect on employment is stronger at the initial stage of the development of tourism activities and decreases as skills and productivity increase [6, 7]. Recognized that industry is becoming more efficient in terms of labor use, as fewer employees are able to increase sales over time.

Based on the results of the review of the conceptual foundations of ecological tourism, we have formulated our own vision of its socio-economic role in the development of rural settlements (figure). We complement the areas of impact of tourism by noting that tourism has a positive impact on the economy, society, culture, and the environment, as its development is usually aimed at minimizing the impact on the environment, preserving the culture, and improving the economy through community participation.

An important aspect of ecological tourism is its minimal negative impact on the environment, its environmental and cultural components. For example, C. M. Hall argues that the sustainable tourism industry requires the achievement of long-term integration of social and economic goals, which leads to an

awareness of the close relationship between these indicators in the development of tourism in the region [8].

The economic importance of ecotourism is determined primarily by its participation in the formation of income of territorial formations, ensuring foreign exchange earnings, attracting investments, and also has a significant impact on the balance of payments of the country. The social importance of tourism is determined by its contribution to reducing unemployment, an important role in improving the country's population and promoting the reproduction of labor resources.

Tourism promotes employment not only in its own sector but in other related sectors, to increase the income and living standards of people. In addition, the role of tourism development is also manifested in stimulating the development of economically weak regions.

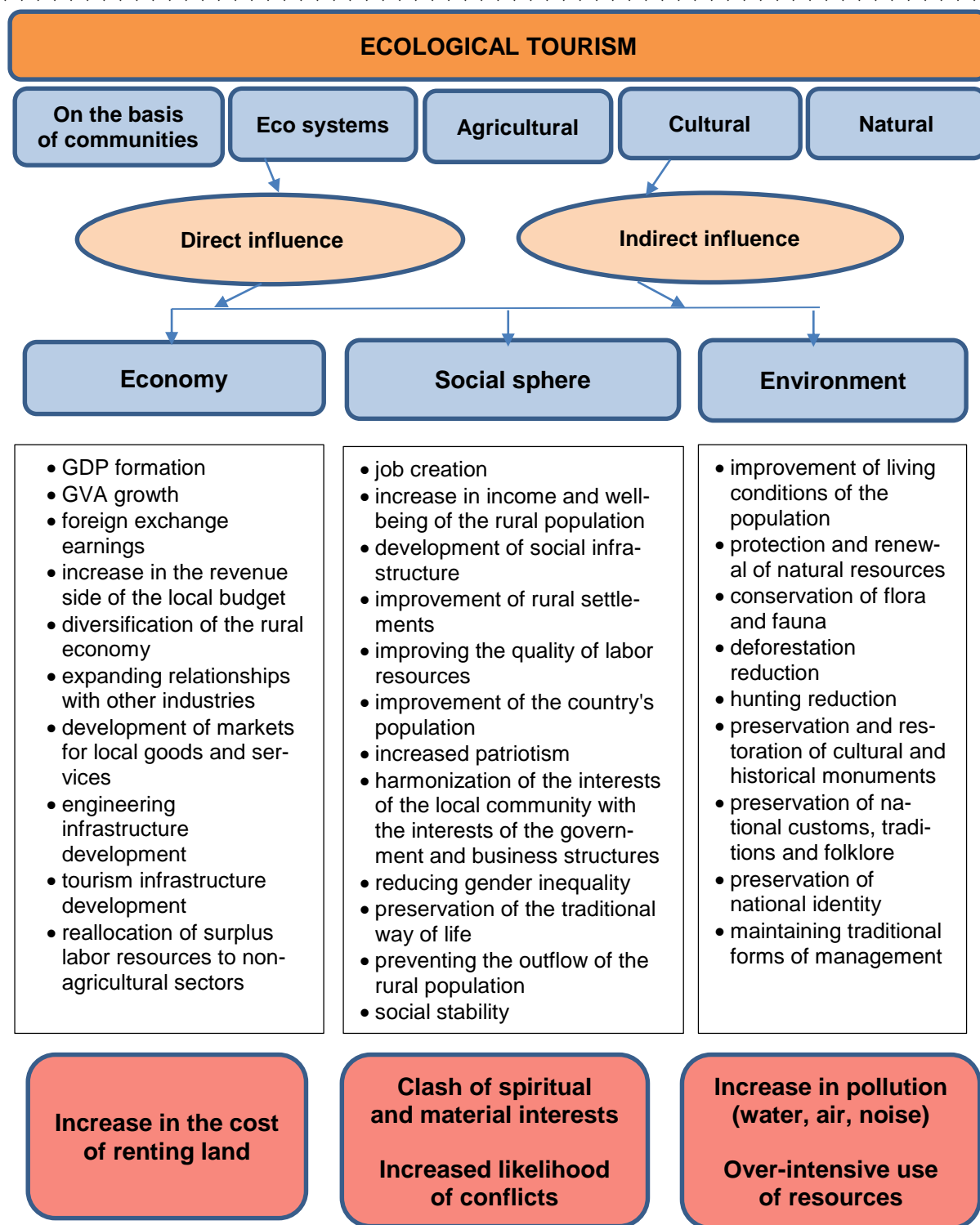
Tourism has a great influence on the fight against poverty by increasing the income of people involved in tourism activities, as well as in various types of business, such as trade (grocery stores, restaurants, souvenir shops), transport services, financial services, etc., providing a large multiplier effect. It has a fairly low level of barriers to opening a business and creating opportunities for small business development. After all, tourism contributes to increased domestic household consumption, infrastructure development, and information networks. It can help optimize resource consumption.

Nevertheless, despite the advantages of the positive socio-economic impact of tourism, it is impossible to ignore the possible increase in negative consequences in the implementation of tourist activities of political and natural factors.

We also attribute all the listed effects of tourism to the impact of ecological tourism on the socio-economic development of the area. The results of modern research by foreign authors prove the stimulating impact of ecological tourism on the development of the economy as a whole and its individual industries.

Ecotourism is recognized as a segment of sustainable tourism, as its main mission is to protect the environment, promote wildlife conservation, economic growth of areas and improve the well-being of local communities.

Ecotourism as a component of the green economy contributes greatly to the gross domestic product (GDP), and revenues of public and private organizations.



Note: compiled by [9, 10].

Figure - Impact of Ecological Tourism on Rural Development

For locals, ecotourism provides social benefits in the form of direct employment in the tourism industry, shifting excess labor to non-agricultural industries, changing traditional rural lifestyles, and increasing incomes. This contributes to the economic development of villages and the improvement of living conditions [11].

The benefit of ecotourism is the possibility of generating income during its implemen-

tation from almost all traditional forms of daily life of the local population: maintenance and improvement of housing, cooking, traditional crafts, local folklore and leisure activities, etc. In addition, income can be provided by subsidiary farm products. Therefore, residents are very interested in preserving and developing a variety of forms of activity that guarantee them economic benefits.

Nevertheless, it is necessary to keep in mind the expediency of competent management and planning of events in specially protected areas, which will ensure not only their preservation, but also guarantees objective benefits to all participants in ecotourism [12]. Ecological tourism plays a role in a balanced approach to achieving the conflicting goals of sustainable economic development and biodiversity conservation. It is therefore particularly important that local residents recognize the importance of conservation and environmental protection and maintain national standards for air, sound, drinking water and wastewater quality, as well as follow regulations in carrying out all activities. This will help minimize the negative impact of ecotourism on nature and ensure the sustainability of this industry.

In addition to direct tourism, it also has an indirect impact on the development of the region/country. As V.G. Gulyaev notes, "the indirect impact of tourism is much wider in its socio-economic nature, and its cumulative impact far exceeds the direct economic and social effect, which is explained by the impact of the multiplier effect, i.e. the indirect impact of tourism on related sectors of the economy and the social sphere. The indirect attitude to tourism of industries without which the production of tourist services cannot take place is also recognized by the World Tourism Organization [13].

The result of the multiplication is the development of related industries that complement the tourist product with the necessary benefits for the consumer. As a result of the consumption of the entire complex of goods and services provided, the tourist spends much more than just staying in the desired destination. Thus, economic benefits are provided to all participants in the production process, increasing the level of not only the economic development of a particular area, but also the national economy as a whole.

It is known that the level of multiplicative effect directly depends on the level of tourism development in the region, and to increase it, it is necessary to increase the tourism potential through the development of infrastructure, expansion of tourism and resource potential, staffing, ensuring the competitiveness of the services offered, and the formation of a favourable image of the destination.

Community benefits may vary depending on existing forms of ecotourism: ecotourism based on communities; eco-scientist; rural tourism; cultural tourism; natural tourism. The popularity of community-based ecotourism is due to the significant opportunities provided to them to ensure an increase in living standards for the local population, as it allows you to

provide income with insignificant investments in the production of basic services [14].

Ecosystem tourism guarantees the integrity of the ecosystem, although it implies the possibility of its commercial use.

Rural tourism is a form carried out based on rural resources reflecting the countryside, traditional folk customs, and agricultural products. Such tourism increases agricultural profits and provides the peasantry with increasing incomes, reducing unemployment, improving the quality of life through the integration of rural production and tourism, contributing to the popularization of the rural lifestyle [15].

Cultural tourism contributes to the preservation of cultural traditions and the improvement of the standard of living of the population, which provides for the need to organize ecotourism training to promote local culture.

Natural tourism depends on the environment, the natural potential of the area and has become a very popular type of tourism in recent years [16].

Ecological tourism can serve as an effective means of stimulating the socio-economic growth of rural areas. Its functions are manifested in various regions, depend on development opportunities and natural resource potential. It is important to use ecotourism as a tool for socio-economic development at the regional level. To increase its positive impact on regional conditions, it is necessary to solve a number of tasks, including assessing the socio-economic impact, developing effective management methods and identifying development directions that contribute to the achievement of desired socio-economic results.

Conclusion

1. A review of studies determining the impact of tourism on the development of countries and regions, an analysis of the successful experience of foreign countries confirmed its significant positive impact on the economy, social sphere and the environment. Significant potential in the sustainable development of rural areas is based on the formation of ecological tourism, which allows you to start your own business with limited financial opportunities, which is very important in the context of weak diversification of the structure of the rural economy and a low standard of living for rural residents of Kazakhstan.

2. The generalization of the results of scientific works on the topic under study made it possible to form an author's view of the effects of ecological tourism, to supplement the spheres of influence of ecological tourism with the inclusion of a complex of economic and social, natural, cultural and historical resources, as well as an environment in which the living conditions of the local population are

understood. It is determined that the development of ecotourism in rural areas contributes to the diversification and strengthening of the interaction of economic sectors, their further development, infrastructure provision, job creation, and an increase in the standard of living of rural residents.

In addition, it makes a significant contribution to the preservation and improvement of the ecology of rural settlements of the country through the development of living conditions and infrastructure. Ecotourism has a significant impact on the conservation of natural and cultural resources, changing the mentality of local residents.

3. The dual nature of the impact of ecological tourism has been clarified: direct and indirect. An increase in the influence of its development was established due to the inclusion in the process of providing services of mixed industries, where all forms of positive effects that contribute to economic growth are additionally replaced. In addition, it was established that the effectiveness of the development of ecological tourism is determined by its applied form.

4. Of course, like any other economic activity, ecotourism can have negative consequences. But their smallness and insignificance allow you to take into account the benefits that they guarantee.

5. Thus, the study once again proves the need to pay more attention to the development of ecological tourism in rural areas of the country, to stimulate the entrepreneurial activity of rural residents in this area, as a result of which the rural economy will revive and improve the well-being of rural residents, which in turn will stop the migration of rural residents from the village and the Kazakh village, will contribute to the revival.

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