



THE IMPACTS OF CULTURAL HERITAGE AND COMMUNITY SUPPORT FOR FUTURE INBOUND TOURISM DEVELOPMENT IN RURAL AREA

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Abstract

This study explores the impact of cultural heritage (CH) on inbound tourist development (ITDI) in economic, social, and environmental domains, as well as how inhabitants perceive tourism development. This study utilized a quantitative cross-sectional research approach with random sampling. The study found that the TDI components (economic and social) positively improve CH, whereas environmental effect is not a significant predictor. CH has a crucial role in mediating the interaction between ITDI (economic and social effect). This is similar to the negligible direct impact.

Keywords: Tourism, cultural heritage, inbound tourism, tourism development, community support, tourist.

Introduction

Tourism development requires collaboration and networking among many stakeholders, including public, private, and hybrid entities. Local communities were identified as the major actors in tourist development because their attitudes and behaviors influence the destination's success and sustainability. Their support for future tourist growth includes a wide range of variables. This encompasses community affiliation, place image, perceived worth and influence, cultural attitudes, resident identity and satisfaction. Given the role of residents as key beneficiaries of future tourist projects, their perspectives should serve as the foundation for long-term strategies aimed at maximizing potential advantages while minimizing negative consequences. Understanding tourist development implications is a critical component [1].

Understanding the implications of tourist growth is an essential aspect of sustainable development. In reality, it is well acknowledged in the literature that tourism has economic, socio-cultural, and environmental consequences for the host location and its residents. However, the tourism literature mostly ignored the role of the community's cultural heritage (CH), despite its capacity to considerably predict their support for tourist growth. Previous research suggests that commercialization and visitor consumption damage local culture through economic, socio-cultural, and environmental factors. This postulation focuses on tourism as a cultural industry, with the natural environment, built environment, icons, and tourist attractions all contributing to its distinctive cultural package [2].

Given the positive character of TDI, we believe that residents will actively embrace CH because the predicted results will help them rather than hurt them. Higher CH levels improve tourists' perceptions



of a destination's functional attributes and provide socio-economic advantages for residents. Theoretically, CH might be viewed as a possible mediator between TI and ITD within communities. This demonstrates how the CH may be viewed as a vital component in modeling the process of TDI's effect on the ITD among localities [3].

The purpose of this study is twofold, taking into account the significance of CH and the information gap associated with the variable in the community context: First, a conceptual model that examines the mediating function of CH on the dynamics between TDI and ITD was put out and evaluated in this work. Second, the multifaceted nature of TDI allows for additional research into the ways in which CH might mediate the effects of social, economic, and environmental factors on the community's ITD in diverse ways. In order to accomplish this goal, the current study incorporates Social Exchange Theory (SET) to support the link between the variables under investigation [4]. One of the first empirical works to extend the theory through the investigation of CH's mediating effects on TDI's tripartite dimensions of economy, social and environmental, and ITD within the local community is SET, which serves as its foundation. This method goes beyond SET and offers a more thorough comprehension of the intricate relationships between the variables. This study also emphasizes how crucial it is to take into account the multifaceted nature of TDI on community satisfaction and how CH mediates this relationship.

Literature Review

Community reactions to the development of Inbound tourism have been investigated in the literature since the initial works of. For this reason, tourism impact is considered one of the core areas of sustainable development that must be addressed. Prior research has determined that tourism development's impacts can be regarded as positive or negative. However, numerous studies found that the gap between positive and negative impact generates friction between host residents and tourists and indirectly endangers the local community's way of life. Accordingly, the economic impacts of tourism development include positive elements such as new investment, easing the pressure of rural decline, employment opportunities, fostered regional economic growth, support for small businesses in the area, and higher tax revenue [5].

Conversely, the drawbacks include disparities in resource distribution, more taxes, currency inflation, and rising living expenses. While the negative aspects include increasing crime rates, delinquency and vandalism, strain on local infrastructure, and a shortage of social services, the positive social consequences include the restoration of traditional customs and more leisure time for the local population. Lastly, the detrimental effects on the environment include littering, traffic, vegetation degradation, pollution, and disturbance of wildlife. Regarding the beneficial effects on the environment, there is factual proof that tourism improves environmental quality by using ecologically conscious and sustainable practices. This happens because people understand how important it is to preserve a destination's natural resources and quality, which will ultimately influence how tourism develops in the future [6].

In general, local communities can view tourism development unfavorably, which would have a harmful effect on the environment, local culture, and legacy. However, they might also view it as a driver of



positive outcomes (greater employment prospects, more tax revenue, foreign exchange profits, the establishment of local businesses, and higher income). Throughout the tourist life-cycle, communities' support levels can quickly change from initial enthusiasm to anti-tourism due to the long-term dynamic character and range of tourism consequences. Four stages of the destination lifespan capture this dynamic. The community is willing to support the growth of tourism in the early stages. However, when tourism development is poorly thought out, the community becomes irritated later on because tourists are held responsible for all social and personal problems [7].

This unfavorable opinion predominates during the stages of decline and stagnation in a tourist destination's life cycle. If locals have an unfavorable opinion of the effects of tourism, they will be less supportive of its growth. Residents will probably favor tourism if it has a good impact on their lives. At this point, it is essential to take into account the concerns of the local population and develop solutions in order to guarantee that tourism can be sustained by eradicating unfavorable impressions and turning the positive economic value into a more abstract value. In this regard, input from a range of stakeholders particularly the local community is essential for formulating decisions and carrying out tourism policy. Additionally, it is thought that their involvement is essential for creating processes and power structures in the field of tourism governance [8,9].

Base on literature review these hypothesizes were highlighted.

H1a: Residents' cultural heritage has a good correlation with economic consequences.

H1b: Residents' cultural heritage has a good correlation with social repercussions.

H1c: Residents' cultural heritage has a favorable correlation with environmental consequences.

H2: Among locals, cultural heritage has a positive correlation with inbound tourists.

H3a: The relationship between economic benefits and the growth of inbound tourism among the local population is considerably mediated by cultural assets.

H3b: The relationship between social repercussions and the growth of inbound tourism among the locals is largely mediated by cultural assets.

H3c: The relationship between environmental damages and the growth of inbound tourism among the local population is largely mediated by cultural heritage.

Based on the abovementioned hypotheses, Figure 1 illustrates the research framework. It analyses the mediating role of CH in the relationship between TDI and ITD among the residents.

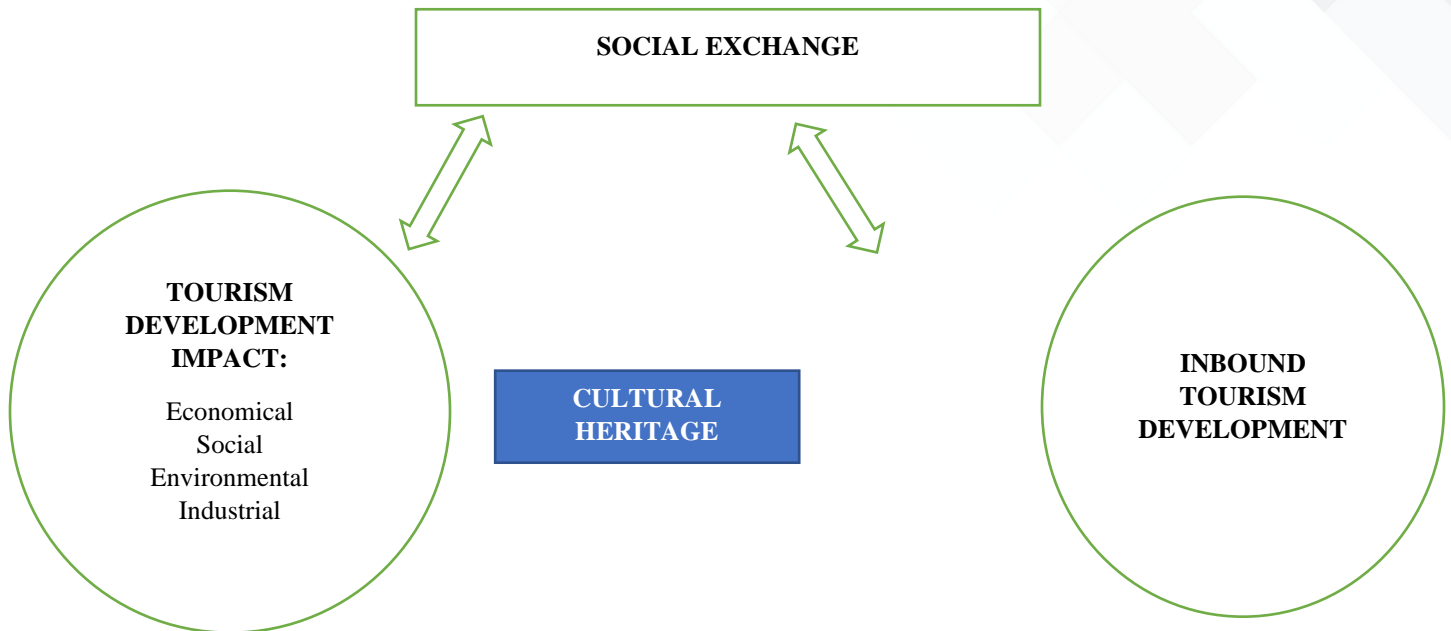


Figure -1. Modul of Inbound tourism development in rural areas

Methodology

This study explores the inter-relationship between TDI, CQ, and SFTD amongst the local community. This study adopts quantitative and cross-sectional approaches through questionnaire distribution to collect the data. The study population comprises the rural area community. Each household was represented by its head or caretaker aged 20 years or older and resided for more than five years. These criteria are established to ensure the eligibility of the respondents through purposive sampling to collect the data. As such, the minimum sample size was calculated through the software, which suggests 100 respondents. The collected data were coded, cleaned, and analyzed using the SPSS version 19.0 software. The Partial-least Square - Structural Equation Modeling (PLS-SEM) through the Smart PLS 3.1.1 software was used to assess the study hypotheses. Utilized to evaluate the relationships among numerous latent constructs, PLS-SEM is considered appropriate for theoretical, causal model verification, and predictive ability. Furthermore, PLS-SEM has been well-established within the realm of tourism and hospitality management studies [10].

Result

The values of outer loadings and CH should be greater than 0.50, and AVE should be greater than 0.30, in order to demonstrate the constructs' convergent validity and reliability in the measuring model. There are outside loadings and AVE for some items below the necessary minimum level, even when Ch values were higher than the minimal criterion (>0.60). Certain social and environmental effect items must be eliminated in order to guarantee that the measurement model assessment yields accurate and trustworthy results. Because of this, even though certain outer loadings were less than 0.60, all AVEs



were greater than the minimal value of 0.30. If the CR and AVE are greater than 0.30, then loadings as low as 0.4 are permissible.

The results showed values greater than 0.10 for Cronbach's Alpha, proving the measuring model's dependability. In order to verify the discriminant validity of the scales, their heterotrait-monotrait values were inspected and found to be below 0.20.

Conclusion

Support from residents is essential for inclusive planning and strategy in the growth of the economy and tourism. Residents' perceptions of the effects of tourism have been a major focus of previous studies on support for tourist development. The literature has, however, drawn attention to the paucity of research on the significant contribution that locals' CH makes to the growth of tourism. The current study has confirmed certain important links not previously confirmed in tourism literature, acknowledging the limited nature of empirical evidence on citizens' CH when it comes to tourism. Therefore, by developing a research model that takes into account TDI, CH, and ITD among the rural area community, this study explores the support of the communities in the future growth of tourism destinations. It centers on the theoretical adoption of SET and examines how CH mediates the link between TDI and ITD.

Despite the results of numerous studies on the community's perception of the impacts of tourism and support for tourism development, this research provides fresh insights into the community's ITD in the tourism literature. By highlighting the critical role that residents' CH plays as a function of TDI (social and economic impacts) in expanding the community's ITD, the current study validates mediation models in comparison to earlier research. This emphasizes the significance of CH as a vital component in prolonging the community's ITD. Additionally, the study offers fresh perspectives on the mechanics behind how tourist development affects the community's ITD by illustrating the mediation models.

This is demonstrated by the fact that the environmental effects have little effect on the CH and ITD. It is assumed that the study setting may contribute to this dynamic given the recent emphasis on tourist development. As a result, the negative effects of tourism on the ecosystem are less severe than in other established and developed locations. In addition, the study was carried out as the travel and tourism sector was recuperating from the pandemic. Therefore, the study's period and location may help to explain why communities' CH were initially insensitive to the less significant environmental changes brought about by tourism.

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