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The role of tourism in poverty reduction

Resume

In this study, has been tried to investigate how tourism can be effective in reducing poverty in the context of sustainable development. Considering the fact that tourism can be used as a means to combat poverty in poor regions where tourism resources are available and new tourism products can be created for changing tourism trends, the ine poor focused tourism ve approach has been examined in this context. Poor tourism; tourism, which provides clear benefits for the poor. These benefits can be economically, socially, environmentally and culturally. Poorly focused tourism is not a specific product or sector. Poverty reduction is generally not the main problem of tourism. The importance of such a tourism approach in many poor countries is yet to be understood. In this study, it is examined how the participation of people in tourism activities in poor regions, what kind of precautions should be taken for this and what the consequences will be.

Keywords: poverty reduction, tourism potential, unemployment level, environmental destruction, sustainable development, purchasing power parity, national welfare

Introduction

The concept of poverty has become one of the issues discussed both nationally and internationally since the beginning of the 1990s. Until the 1970s, the concept of development has been associated with the economic growth target, which has been tried to be measured by its economic aspect and the concept of GNP. Developing countries thought they could fulfill the need to be developed by realizing the goal of rapid and stable growth. Developing countries, which have received the support of the current economic theory and the industrialized countries, believed that the problems such as unemployment, inequality in income distribution, poverty, environmental destruction will be solved as they achieve their economic growth target. It was understood that there could be alternative costs such as destruction of the environment and natural resources and the disruption of social peace. Putting together the concepts of poverty and sustainable development at the United Nations Humanitarian Environment Conference in Stockholm in 1972 started with the process of finding solutions at the state and state level, accelerated by the establishment of the World Commission on Environment and Development by the UN in 1983 and with the adoption of 21, it reached an important turning point [4].

The concept of poverty

The first priority given by the sustainable development summit is the destruction of poverty. When the social aspects of sustainability are emphasized at the summit, it is necessary to naturally accept that the destruction of poverty is the first priority. In the prepared texts, it is stated that poverty eradication and socio-economic development are of central importance for sustainable development, and in the recent years, the meetings that have been agreed upon by the UN in order to eliminate poverty are listed. Immediately, the measures listed against a very ambitious target, such as poverty eradication, are inadequate. While the eradication of poverty in all UN platforms is being negotiated, it never comes into

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the agenda in the world governance system to establish serious funds for the fight against poverty or to establish redistribution mechanisms on a global scale.

When the general definitions of poverty, which constitute an important place in the world's agenda, are examined, it is seen that it is examined as absolute, relative and subjective poverty [1].

Absolute Poverty is defined as the ability of a person to maintain a minimum level of life, that is, the nutrition that will provide the calories and other nutrients required to reproduce itself biologically. In the World Bank's 1990 study, this definition is as follows. It has been defined as ”absolute poor Dünya by the World Bank. in mind the diversity of poverty universality and purchasing power parity, an average method of calculating the absolute poverty line, while accepting the $ 1 a day per person for the least developed countries, for Latin America and the Caribbean this limit, $ 2, Turkey in particular, found that the countries of Eastern Europe 4 dollars for the group covering was determined as USD 14.40 for developed industrial countries.

Relative Poverty arises from being a social being and emerges when the social and cultural demands of the shelter, education, health and so on are not met to a minimum in order to reproduce itself socially, except for the minimum calorie requirement. Consumption level or income level can be selected as a measure of well-being. However, in most researches in poverty-related developed countries, total income is taken instead of consumption in determining poverty. The individual or household whose total income is below a certain amount (poverty line) is defined as poor. In the concept of relative poverty, taking a percentage of the average income level (median or arithmetic mean), the standard 50%, is done at the stage of determining the poverty line. In poverty surveys, the median is generally preferred instead of the arithmetic mean (when the income is ranked from the smallest to the largest, the value of the middle income is preferred).

Subjective Poverty is quite different from the other two approaches. According to this approach, one way to determine the poverty line is to make a large-scale survey and to determine the view of society on this issue. In the surveys, subjects are asked the amount of income that they think is sufficient to achieve some specific goals, such as not being poor or having a good income. This method is known as Leyden Approach. A critical level of welfare is selected and the corresponding income level is considered as the poverty line by linking the welfare levels and incomes with the results of the survey [3].

Being poor means being hungry, having a shelter, not having anything to wear, being sick but not being able to be treated, not being able to read or write, but not going to school. But for poor people poverty is more than that. Poor people are particularly vulnerable to adverse effects that develop outside their control. They have not been considered well by the state and community institutions and they have been excluded from the word and power in these institutions.

Dimensions of Poverty in the World

The 500 richest people in the world generate more than 416 million people. In other words, 2.5 billion people (40% of the world's population) live with less than 2 dollars a day and 5% of the world income. Almost all of them earn 54% of the richest 10% world income in high-income countries. With the use of a global revenue distribution database, it can be estimated that the cost of 300 bucks dollars to attract people living with less than one dollar a day on the extreme poverty line. This amount corresponds to 1.6% of the income of the richest 10% of the world's population. Of course, this indicator is a statistical transfer only [2]. These people are deprived of education, health and modern energy services with adequate

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food and clean drinking water in hunger, disease, ignorance, unemployment and despair. Although the number of poor people living in developed countries is not underestimated, poverty is predominantly concentrated in developing countries. Approximately 4.6 billion people living in developing countries:

- ✓ 800 million people cannot get enough food to live a normal, healthy and active life;
- ✓ 850 million are not literate;
- ✓ one billion lacks clean water;
- ✓ 2.4 billion are deprived of basic health care;
- ✓ 325 million children do not attend school;
- ✓ every year, 11 million children under the age of five die from preventable diseases;
- ✓ 36 million people were infected with HIV / AIDS;
- ✓ 120 million couples who want to take advantage of contraception.

Socio-Economic Importance of Tourism

Tourism is one of the most dynamic and biggest industries in the world with its multiplier effect in economic activities. . Tourism; Due to its effect on the balance of payments, employment and income generation, high added value, positive effects on infrastructure and superstructure and other sectors, it becomes an important sector especially for developing countries. Tourism is an attractive development and development option for many developing countries, although it has difficulties in developing tourism industries and providing efficiency in the international market. Many countries make investments to improve tourism due to reasons such as tourist types and resources, redistribution of income, independence from trade restrictions, demand continuity, development costs, employment and prestige.

Tourism is the economic locomotive for developed and developing countries in the world. The tourism industry provides 11% of global GNP with 200 million jobs and 8% of total employment. In 2010, the contribution of tourism to the economy; It is estimated that it will provide 9% of total employment and 12% of global GDP by creating 250 million jobs [5]. Despite the global economic stagnation, the tourism sector continued its rapid growth by increasing the number of international tourist arrivals by 763 million in 2004, with an increase of 11% compared to 2003. Growth was seen in all regions, but the largest increase was in the Pacific and Asia with 28% and in the Middle East with 18% [6]. In the 2020 vision of the World Tourism Organization, in 2020 international tourist arrivals are estimated to be 1.56 billion, 717 million in Europe, 397 million in Far Asia and Pacific, 282 million in America, and Africa, Middle East and South. Asia is expected to follow.

Advanced western economies; determines what the developing countries will produce, production areas and export products. When capital and technology are transferred from the developed economy, foreign firms are active in the developing country. The dependency relationship benefits foreign firms and the development priorities of the country are not taken into consideration. The dependent structure between the developing country and the developed country affects every industry in the developing country's economy. Tourism is considered to be the industry with the least dependency on the resources it uses and the supply potential of the developing countries. Countries with this view invest in tourism industries. But tourism) is not a manna from a paradise: [4]. The positive economic effects of tourism are important in the development of a country, but the development of a country or region's resources with a sustainable tourism approach is important in determining whether these effects will be positive or negative. It is obvious that the effects of tourism in developing countries are important. However, what is important is whether these effects are important in countries with a very high proportion of poor people. When the tourism data is analyzed, it

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shows that tourism is important and developing in most countries where poverty is high. For this reason, tourism can be transformed into a source of life for most of the world's poor.

Poor Focused Tourism Approach for Poverty Alleviation

Reducing income inequalities across countries and in individual countries, and eradicating poverty, are among the top priorities of the development agenda. The main precondition for mobilizing various layers of society around development goals and for achieving political and even short-term economic stability is to reduce income / welfare gap between these layers. Tourism, which is thought to have many drawbacks, has many advantages for poorly focused growth. These advantages:

- ✓ Accommodation, food & beverage, travel, leisure, health, education etc. It consists of many sectors. It creates an area of activity with wide participation and creates opportunities where hand-made products can be easily produced and sold, which do not require large capitals.
- ✓ The consumer comes to the place where the product is located, therefore it provides the opportunity to sell different goods and services and provides important opportunities for the connections.
- ✓ Tourism is a very important opportunity for local economies to diversify. It can be developed in marginal and poor regions with some export and diversification options. Such regions attract tourists because of their high cultural values and values such as wild life and landscape [3]. Tourism is largely based on natural resources (wildlife and natural beauties) and culture. Although they do not have financial resources, they are the assets of some poor countries or regions.
- ✓ Tourism is labor-intensive compared to other non-agricultural activities and allows for small-scale enterprises, employing a higher proportion of women.

In the first years of tourism in a region, they do not abandon the local people 's possessions, but most often sell these places to outside speculators and they themselves have to work as workers in the tourism industry [1]. For this reason, arrangements should be made to prevent the purchase of the local people's possession by speculators, in other words, to ensure that the people use the assets they possess in tourism with their own property. The fact that the poor have land or natural resources in the regions where they are located will increase the economic benefits of tourism. Tourism will have positive effects on local people as well as negative impacts. Poorly focused strategies should therefore focus on reducing potential negative impacts while increasing potential benefits.

It can be said that tourism can be effective in poverty reduction especially in rural areas. In order to achieve success, some conditions required by tourism must be fulfilled in these rural areas. There must be a product or a potential product for the development of tourism. While some poor rural areas are an attractive destination, there are very few products to offer, which will need to be diversified. The difficulty of access to poor rural areas can be considered as another problem for tourism activities. However, the development of tourism varieties that will not perceive transportation as an obstacle can eliminate the problem. Low quality of tourism services in poor rural areas, undeveloped commercial production, distance from markets and market networks and not being seen and supported by the state priorities are obstacles to the reduction of poverty due to the development of tourism in these poor regions. The development of rural tourism for many rural areas will require the development of an attractive product and overcoming other barriers. Many of these barriers are commercial, economic and logistics. These obstacles can be overcome by investments in time and resources.

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There are many similarities in the Czech Republic and Uganda, as well as differences in the efforts to develop rural tourism. Both countries tried to develop a rural tourism product through marketing as attracting, attracting and collecting charms in a package. In both countries, they concentrated all efforts at the local level and sought to establish a unity in order to coordinate different segments of the community or service providers.

Evaluation and conclusion

Tourism in developing countries, especially in underdeveloped countries and regions; economic growth can be seen as a major source of foreign exchange, investment, income and employment. Tourism in these countries or regions is one of the few areas that will provide competitive advantage. Because a significant portion of tourist resources are available in these regions as natural resources. Potential sources in poor regions have unique potential to create direct trade and investment at the local level. Many developing countries have the potential to benefit from natural and cultural heritage tourism. In order to achieve this benefit, transport, infrastructure and sustainability criteria need to be met. In less developed countries, where poverty is more concentrated, especially in rural areas, the evaluation of potential and the participation of deprived people in tourism can be an important alternative in the fight against poverty in these rural areas. In order for the poor to benefit from the economic benefits of tourism, measures should be taken to eliminate the barriers to the poor. The poor are significantly limiting them; lack of capital, lack of organization, lack of education, lack of a say in policies and plans, the danger of losing existing resources, etc. Such factors need to be eliminated. Recommendations for eliminating these barriers are listed below:

Many governments see tourism as a source of foreign exchange rather than focusing on the fight against poverty. First of all, it should be ensured that a sustainable tourism approach with a poor focus should be provided by changing the view of governments towards tourism. The state will see tourism as a means of sustainable development and the development of poverty reduction will only be possible with the correct use of resources in poor regions.

- ⇨ Poorly focused tourism requires organization of all activities from micro level to macro level, including product development, marketing, planning, policy and investment.
- ⇨ Poorly focused tourism involves the development of new products based on local culture. However, if these new products are to be marketed, they should often be combined with preferred products.
- ⇨ Consider commercial success of the developed tourism product; emphasis should be placed on investing in demand, product quality, marketing and professional skills.
- ⇨ Participation of the poor in all stages of tourism activities to reduce poverty is a necessary condition. The establishment of policy, reform and planning mechanisms and the participation of local people in these mechanisms are of great importance. Planning mechanisms should be established to ensure that local people have a say in changes in their region.
- ⇨ Tourism education should be initiated in order to improve the human capital which prevents the poor participation in tourism. It would be correct to start with a simple (tourist) study to understand the tourist who has a very foreign experience.
- ⇨ Increasing the opportunities for employment in order to ensure the participation of the poor in the process of the production of local products, especially the creation of a sensitivity on the employment of the local population will be effective in reducing poverty in the region.

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- ⇨ Taking legal measures to prevent people from losing their assets in the regions where tourism is beginning to develop will prevent tourism from becoming a sector that can deepen poverty further.
- ⇨ The ownership of land or natural resources will ensure that the poor will provide power and ensure that they will benefit from tourism. This property may be the property of anything to be used in tourism and from which income shall be derived.
- ⇨ In order to increase the participation of the poor in tourism management, it is necessary to provide loans and assistance, especially in rural areas and in the regions where tourism is newly developed, financing opportunities should be provided to enable the local people to participate in tourism activities. Financial capital should be provided for the poor to develop their business, particularly in unorganized, daily and manual labor.
- ⇨ The development of skills and training opportunities, and the development of hospitality skills will enable the poor to benefit from the employment creation impact, which is one of the important economic impacts created by tourism.
- ⇨ The creation of opportunities for the poor people in the development of the sectors that provide input to the tourism sector (such as agriculture) will both reduce the danger of dependency on tourism and create an alternative to generating income for the poor.

Looking at the dimensions of poverty in the world, it is clear that the problem cannot be solved by bringing a different approach to tourism. However, in some countries or regions that have tourism potential and cannot be evaluated, poverty-reducing developments will be achieved through poorly focused sustainable tourism approach. Turkey may also sustainable development of tourism resources, especially in poor areas with tourism potential as a country's strategy for reducing poverty through this approach examined in another study subject.

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Yoxsulluğun azaldılmasında turizmin rolu

Xülasə

Məqalədə yoxsulluğun və gəlir bərabərsizliyin getdikcə daha da artdığı bir dövrdə, turizmin dayanıqlı inkişafı şəraitində yoxsulluğu azaltma yolunda hansı iqtisadi şərtlərdə daha effektiv olacağı məsələsi müzakirə obyektinə çıxarılır. Müasir dövrdə turizm iqtisadiyyatın bir sahəsi kimi özünə möhkəm yer tutmuşdur. O, bir çox ölkələrin ümumi daxili məhsulunda geniş bir paya sahib olub, neft hasilatı və avtomobilqayırma sənayesi ilə rəqabətə girmişdir. Turizm əhalinin məşğulluğuna da güclü təsir etməkdədir. Dünya üzrə hər səkkiz işçidən birinin turizm sektorunda işlə təmin olunması turizmin çox əmək tutumlu, eyni zamanda yüksək əmək haqqı səviyyəsi ilə seçilməsi də onun üstün cəhətlərindən sayılır. Bu baxımdan turizm sektoru yoxsulluq səviyyəsinin azaldılmasında, əhali köçlərinin, xüsusən ucqar kəndlərin boşalmasının qarşısının alınmasında güclü bir alət kimi istifadə oluna bilər.

Açar sözlər: *yoxsulluğun azaldılması, turizm potensialı, işsizliyin səviyyəsi, ətraf mühitin məhv edilməsi, davamlı inkişaf, alıcılıq qabiliyyətinin pariteti, milli rifah*

Акбар Саттар оглы Гусейнов
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Роль туризма в сокращении бедности

Резюме

В этом исследовании рассматривается вопрос о том, как туризм может быть эффективным для сокращения масштабов нищеты в контексте устойчивого развития. Учитывая тот факт, что туризм может использоваться в качестве средства борьбы с бедностью в бедных регионах, где имеются туристические ресурсы, и можно создать новые туристические продукты для изменения тенденций в сфере туризма, в этом контексте был рассмотрен подход, ориентированный на низкий уровень туризма. Бедных туризм; туризм, который дает явные выгоды для бедных. Эти выгоды могут быть экономически, социально, экологически и культурно. Бедных ориентированный туризм - это не определенный продукт или сектор. Сокращение бедности, как правило, не является основной проблемой туризма. Важность такого подхода к туризму во многих бедных странах еще предстоит понять. В этом исследовании рассматривается вопрос о том, как участие людей в туристической деятельности в бедных регионах, какие меры предосторожности следует принимать для этого и каковы будут последствия.

Ключевые слова: *сокращение бедности, потенциал туризма, уровень безработицы, разрушение окружающей среды, устойчивое развитие, паритет покупательной способности, национальное благосостояние*

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