

## SOCIAL DISTANCE BETWEEN RESIDENTS AND INTERNATIONAL TOURISTS: IMPLICATIONS FOR INTERNATIONAL BUSINESS

**Xoliqberdiyeva Z.M**

Master student, Department of Tourism, Tashkent State University of Oriental  
Studies, Uzbekistan

**Summera Khalid**

Associate Professor, Department of Department of Tourism, Tashkent State University of  
Oriental Studies, Uzbekistan

**Abstract:** The main purpose of this study is determine the social distance between local people and international tourists, their behaviour to each other. This paper uses the social distance concept and employs a revised version of Bogardus' (Bogardus, E, S.(1933b). The social distance between local residents and international tourists significantly influences the dynamics of international business, especially within the tourism sector. This article examines how differences in culture, language barriers, and perceptions of economic inequality shape residents' attitudes toward tourists and their willingness to participate in tourism-related business activities. By applying sociocultural and business theories, the study reveals that a greater social distance often results in limited interaction and lower service quality, negatively affecting tourist satisfaction and overall business performance. In contrast, reducing social distance encourages positive interactions, improving tourist experiences and creating more opportunities for local businesses. The findings emphasize the importance of policies that promote cultural understanding, community engagement, and inclusive tourism to bridge these social gaps. This research provides valuable insights for policymakers, business owners, and other stakeholders aiming to enhance international tourism outcomes by fostering better resident-tourist relationships. Moreover, this study includes how to avoid resident- tourist conflicts and providing information about their better interactions and set up business together at the end of the reaserch paper.

**Key words:** International tourists, residents, social distance, business in tourism.

**Introduction:** Tourism has a great role in the modern business world ( [Apostolopoulos, Leivadi, Yiannakis, 1996](#)). Tourism is not just about leisure but also about how people perceive and consume places ( [John Urry,1990](#)). Tourism is important not just for economic benefits, but also for social and environmental balance ( [D.Weaver & L.Lawton](#)). It generates about 7% of global GDP in 2019 before the pandemic ( [UNWTO,2023](#)). The global tourism industry contributed \$7.7 trillion to global GDP in 2022, about 7.6% of the world's economy ( [WTTC, 2023](#)). The number of foreign visitors in 2024 improved by 10% on the mark set in 2023, when 83.5 million people visited to Spain,( [Industry and Tourism Minister Jordi Hereu](#)).

But because of world problems which affects tourism was the Covid-19 pandemic and there were declines in international tourism. It was a 65 % drop in international tourist arrivals in the first half of 2020 compared to 2019 ( [UNWTO](#)). However, tourism is getting increase and managers, policy makers taking action that tourism is of the strategic importance for business and economy. As tourism stating positively, it is impossible to have sustainable tourism without supportive residents ( [Choi & Murray, 2010](#); [Nunkoo & Ramkisson, 2012](#)). Positive views of residents towards tourists, good relationships between residents and tourists are very important (e.g. [Pizam, Uriely,& Reichel , 2000](#); [Reisenger & Turner, 2002a, 2002b](#)).

“ Social distance and Residents Support for Tourism”, how the perceived social distance between residents and tourists affects local support for tourism development ( [Maree Thyne,2001](#) ). Reducing social distance through community engagement and tourism planning can increase resident support and leading to more effective interactions between locals and visitors.

Research in tourism has extensively examined prestige as a key motivator for travel ( [Riley,1995](#); [Sorenson,2003](#); [O'Reiley,2006](#)). According to Correia and Moital ( [2009,p.18](#)) prestige

motivation refers to individuals seeking to enhance their social standing or honor through tourism experiences that symbolize prestige both personally and to others. This drive can lead people to engage in travel as a means of boosting their self-esteem over the medium term (Minnaret et al.,2009). Mathieson and Wall (1982) have identified prestige as a significant factor influencing travel motivations. In addition to this, further studies indicate that social status and prestige are crucial considerations in destination selection, with travelers often seeking to elevate their status by associating with particular people,

places, or events (Correa and Kozak,2012). Enhancing social status is very significant and common reason for travel and tourists accomplish this status by fostering associations with people, places, and events. Such status enhancement may involve pursuing hobbies, continuing education, ego enhancement, or even indulgence in certain activities (Tiefenbacher et al., 2000).

Resident-tourist interaction is of transitory nature, there may not always be an opportunity to change shallow relationships into deeper. It was argued that, in culturally different workgroups , relational difficulties have been a function of psychological and physiological space (Ayoko & Hartel,2003).

We worked on this by surveying in journals relating to our topic, in marketing tourism, economics, psychology and sociology for work with "resident-tourist" interactions and relationships. Tourist -resident impacts belong to the amount and sophistication of reaserch (Pearce,1994). In prior studies, psychological and sociological dimensions and important approaches suggesting coping strategies for malfunctioning resident-tourist interactions have been lacking (Przeclawski,1993).

**Social-psychological perspectives- relationships between residents and tourist:** The Social Exchange Theory (SET) explains that residents evaluate tourism by weighing its advantages and disadvantages. When tourism generates economic benefits such as employment opportunities and enhances cultural experiences, residents generally develop a positive outlook toward visitors. However, if tourism leads to issues like overcrowding, cultural erosion, or financial inequalities, their attitudes may turn negative.

For instance, research published in the Journal of Travel Research indicates that communities heavily dependent on tourism tend to view tourists more favorably. However, when tourism-related drawbacks - such as rising housing costs or excessive noise - begin to overshadow the benefits, local resentment and social distance between residents and visitors can increase.

Daisy X.F. Fan's conceptual study in the Journal of Sustainable

Tourism emphasizes the importance of social contact in shaping tourist-resident relationships. Fan proposes a "social contact axis" to categorize different interaction scenarios, highlighting how varying levels of contact can lead to either value co-creation or co-destruction. The study underscores the need for future research to delve deeper into the antecedents and impacts of these interactions to foster sustainable relationships between tourists and residents.

Psychological resilience is a key area in positive psychology. According to the American Psychological Association (2016), it involves the thoughts and behaviors individuals develop to recover from and adapt to adversity, threats, or stress .

In terms of the relationship between perceived community support and psychological resilience, Liang (2022) established that social support has a positive direct effect on psychological resilience . Xu et al. (2022) found that psychological resilience significantly mediates the relationship between social support and coping strategies among medical residents . Kong et al. (2021) further demonstrated that psychological resilience partially mediates the link between social support and health-related quality of life in a study of older adult immigrants . Additionally, Park et al. (2022), through an analysis of survey data, found that psychological resilience serves as a critical coping resource for communities facing crises, aiding disaster victims in their recovery . Regarding the link between psychological resilience and psychological well-being, research generally agrees that individuals with higher psychological resilience tend to experience fewer psychological well-being issues .

**Conflicts as a consequence of social categorization:** “ Social identity, inequality, and conflict” builds on traditional rational choice models by exploring how societal conflicts are influenced by group formations, especially those based on ethnicity and social class said in study of (James A. Robinson). Naike Bochatay and colleagues examined how healthcare professionals classify themselves into separate groups and its impact on conflicts between these groups in clinical settings. Their findings suggest that this grouping process reinforces divisions, making collaboration in healthcare more challenging. How the content of social identity influences persistent social conflict in Northern Ireland. Their research highlights the significance of understanding the specific meanings and characteristics of social identities when managing intergroup relations and formulating conflict resolution strategies investigated by (Andrew Livingstone and S. Alexander Haslam ).

Ufkes et al. studied the impact of ingroup and outgroup categorization, along with stereotypes, on residents' responses to neighborhood conflicts. Their research found that people tend to feel more frustrated with antagonists from their own group than those from outside groups, underscoring the intricate role of social categorization in local disputes. Multicultural distributed teams revealed that having a common global identity helps lessen relational conflicts, suggests that adopting a global cultural perspective and promoting a shared identity can minimize the adverse effects of social categorization in diverse teams reaserched by(Harush, Lisak, and Glikson).

**Social distance:** The concept of social distance was introduced in sociology in the early 20th century by Park (1924), who defined it as the varying levels of understanding and intimacy that shape personal and social relationships. Park linked social distance to prejudice (Yilmaz & Tasci, 2015), making it a widely recognized measure of prejudice (Kidwell & Booth, 1977; Triandis & Triandis, 1960). Bogardus (1929, 1933) later focused on the emotional aspect of social distance, developing a scale to assess individuals' willingness to interact with others (Karakayali, 2009). This scale categorizes social interactions into seven levels, ranging from full acceptance (e.g., considering someone a close relative by marriage) to complete exclusion (e.g., denying entry to one's country). Although other methods exist for measuring social distance - such as the frequency and duration of interactions or the degree of imitation - Bogardus' scale remains widely used in sociology (Parillo & Donoghue, 2005) and psychology (Koulack & Tuthill, 1972; Lambert, Hodgson, Gardner, & Fillenbaum, 1960; Weaver, 2008).

Research on measuring social distance in tourism is limited. One of the earliest studies in this area was conducted by Thyne and Lawson (2001), who developed a social distance scale using focus group interviews and a ranking system. Later, Thyne and Zins (2004) expanded this research by applying it to multiple locations in New Zealand and Austria. Building on the work of Bogardus (1929, 1933), Tasci (2009) adapted a social distance scale to examine how undergraduate students in the U.S. perceived Turkish individuals. Through a quasi-experimental design, she found that social distance was minimized when visual information was available, while the greatest distance was observed when only the country name was shown.

Using an alternative scale that incorporates "affinity" and "avoidance," Yilmaz and Tasci (2013, 2015) studied social distance between European tourists and Turkish residents, as well as its influencing factors. They investigated whether the internet, as an information source, could reduce European tourists' social distance toward Turkish people. Employing 12 items originally developed by Reisinger and Turner (2002), their findings indicated that both tourists and residents rated social interactions above average on a 7-point Likert scale.

**Conclusion:** The field of International Business is rich with theories on identifying cultural differences, with scholars like Hall (1959) and Hofstede (1994) highlighting their significance. This paper aims to go beyond merely recognizing cultural differences and instead focuses on how they can be effectively managed to benefit economic interactions. Building on the work of Chapman et al. (2008), it is argued that understanding differences allows for better management.

This study examines social distance in the relationships between residents and tourists, which emerges from various exchange situations.

To explore this, the research applies a social distance framework initially introduced by Bogardus (1933a) and later refined by Thyne and Zins (2004). Previous studies have mainly investigated national attitudes towards tourism (Thyne & Lawson, 2001; Thyne & Zins, 2004; Williams & Lawson, 2001) and ethnic minorities' experiences with spatial distance (Hill, 1984). This paper focuses on two key groups relevant to international business and economic interactions, identifying possible conflicts and examining interpersonal distance regulation. For tourism managers, international business professionals, and policymakers, understanding social distance is crucial for improving economic outcomes. Social distance is a subjective, strategic mechanism residents use to manage conflict, particularly when physical separation is not possible. Instead of relying on spatial distance, residents may regulate social distance, which aligns with the study's conceptual framework. The study presents social distance as a multidimensional phenomenon. One approach to minimizing conflict and fostering positive interactions is through spatial separation, where tourists are grouped based on nationality. While this may reduce misunderstandings and conflicts, it can also lead to more superficial interactions, reinforce stereotypes, and limit cultural learning opportunities. This means that while increasing spatial distance may reduce immediate tensions, it can negatively impact tourism development by limiting deeper cultural engagement and reducing long-term commitment to tourism.

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#### THE IMPACT OF HUMAN RESOURCE MANAGEMENT ON EMPLOYEES AND ORGANIZATIONAL PERFORMANCE: A REVIEW ARTICLE

##### 1 Muhammad Ramzan Ali

PhD scholar at RISEBA University of Applied Sciences, Riga, Latvia

Assistant Professor at TSUOS, Uzbekistan

Email: [Ramzan\\_bwp@yahoo.com](mailto:Ramzan_bwp@yahoo.com)

##### 2 Ibtahaj Ali

Research scholar at The Islamia University of Bahawalpur, Pakistan

Assistant Professor at TSUOS, Uzbekistan

Email: [ibtahajali620@gmail.com](mailto:ibtahajali620@gmail.com)

**Abstract:** Employee and organizational outcomes are significantly influenced by human resource management (HRM) strategies. The purpose of this study is to look into how HRM affects both organizational and personnel performance. The article identifies the key HRM practices such as hiring and selection, training and development, performance management, pay and benefits, and labor relations that have a positive or negative impact on employee and organizational performance through a thorough literature review. As a result, the study comes to the conclusion