THE ROLE OF TOURISM IN INCREASING TEXTILE EXPORTS

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Article history:		Abstract:
		The practice of attracting tourists to a country's textile industry, known as textile tourism, is gaining popularity and significantly impacts economic development. In today's world, tourism encompasses all sectors of the economy and has become a global business, promoting the growth of various industries. Increasing tourist flow plays a crucial role in preserving and popularizing historical landmarks, developing oriental cuisine, and promoting eco-friendly textiles produced in the country. In this regard, it is recommended that the government implements several supportive measures to strengthen the significance of the textile industry in the context of the growing tourism sector. Uzbekistan's textile industry is one of the most profitable, demonstrating significant economic results. This study aims to investigate the impact of tourist flow on the export of textile products manufactured in the country. The main goal of the research is to use empirical data to determine how the export of textile products from Uzbekistan is growing at a faster rate compared to the increase in tourist flow. The research, based on 572 observations, analyzes the export performance of Uzbekistan's textile industry and the impact of the tourism boom on it. The research employs methods such as regression analysis, correlation analysis, and panel data analysis to provide a comprehensive understanding of the relationships between tourism and textile exports. Tourism contributes not only to economic development but also to cultural exchange, positively influencing the country's reputation on the international stage. The growth of tourist flow leads to an increased demand for domestic products, including textiles, which in turn stimulates production development and improves product quality. The implementation of government support programs for the textile industry and tourism development can create new jobs, improve infrastructure, and attract investments to the region.

1. INTRODUCTION

The relationship between tourism and industrial development is an important aspect of modern economic growth. One of the new areas of this relationship is textile tourism, which uses the country's textile industry to attract visitors and thus stimulate tourism and industry in general. Textile tourism is not just an attraction, it is a strategic opportunity to increase economic diversification, preserve culture and sustainable development. In today's globalized economy, tourism affects various industries, which makes it an important factor in business development around the world. The growth of tourism activity is crucial for the preservation and promotion of historical sites, culinary heritage and environmentally friendly home textiles. This symbiotic relationship between tourism and the textile industry can be especially beneficial for countries such as Uzbekistan, where the textile sector contributes significantly to the economy.

The development of community tourism initiatives, whose main objective is to enhance the quality of life for locals in host communities and guarantee the survival of traditional culture, has been a major focus of the tourism industry in developing nations in recent decades[1]. The academic community largely ignores the term "textile tourism". Despite its potential importance, the scientific community does not pay enough attention to this area. This gap in the

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[1] Álvarez-García, J.; Durán-Sánchez, A.; Del Río-Rama, M.D.l.C. Scientific Coverage in Community-Based Tourism: Sustainable Tourism and Strategy for Social Development. Sustainability 2018, *10*, 1158. https://doi.org/10.3390/su10041158

scientific literature is striking given the increasing recognition of tourist markets and their potential to promote economic growth and cultural exchange. The concept of textile tourism, in which the attractiveness of cultural heritage is harmonized with the economic benefits of the textile industry, provides a rich area for study. Offering trip packages tied to the selling of textile goods is growing in popularity in various nations that specialize in the textile sector (India, Peru, Spain, and Indonesia)[2]. Through such an offer, travelers will learn about not only the historic sites, but also the techniques used to create local textiles and the skills of local weavers and artisans. The growth of textile tourism has been the focus of several scientists[3]. They contend that the expansion of traditional textile industries is crucial to the growth of tourism.

2   LITERATURE REVIEW

Previous studies have looked into a range of tourism-related topics, including sports tourism[4], religious tourism[5], health tourism[6], educational tourism[7], and recreational tourism[8]. By examining the shape, activities, traits, alterations, relationships, similarities, and differences of the built environment along the streets of the textile shopping mall for local and foreign tourists in Bandung, Karto Wijaya and Usep Yudi Permana described the current events in the area[9]. The

prospects and difficulties faced by the local textile sector were explored by Nikhilraj K and Joby Thomas, as well as the difficulties faced by weavers in marketing their wares to visitors and exporters[10]. In order to create and promote national weaving techniques, Saenprai, N., Mangkhang, C., Kerdtep, A., and Phuwanatwichit, T. performed studies based on the utilisation of various exhibitions in the development of cultural tourism in Moon Mang, Thailand[11]. After examining the issues at hand, Miao Zhang, Yongliang Wang, and Lei Yao suggested policy proposals based on Beijing's experience for boosting tourism and textile intangible cultural heritage inheritance[12]. Other researchers[13] have looked at the shifting dynamics of textile supply chains and the ongoing influence of public policy on trade flows in the growth of the textile sector exports.

3 DATA AND METHODOLOGY

Between 2017 and 2021, it is conducted analysis covering 572 observations using data obtained from the World Development Indicators (WDI) database. The aim of this research was to understand the impact of the influx of tourists on the potential of textile exports. To this end, it is identified Uzbekistan's textile exports as a dependent variable.

When studying macroeconomic indicators, it was took into account many independent variables.

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[2] Usep Suhud, Ernita Maulida and Dwi Kusumawardani "Push-Pull Motivations for, and Intrinsic-Extrinsic Constraints Against, Traveling to a Textile-Based Tourism Destination" African Journal of Hospitality, Tourism and Leisure, Volume 7 (4) - (2018) ISSN: 2223-814X

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[12] Miao Zhang1, Yongliang Wang2, Lei Yao. Research on the Status and Problems of Beijing "Textile Intangible Heritage +" Experiential Tourism Proceedings of the 2021 International Conference on Social Sciences and Big Data Application (ICSSBDA 2021)

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These include the geographical distance between the countries of origin and destination, the presence of a common official language, the population in both the countries of origin and destination, the GDP of these countries and the number of visitors arriving in the country of origin. This comprehensive approach aimed to capture the multifaceted nature of how tourism can affect textile exports in Uzbekistan.

This research provides a reliable basis for analyzing the relationship between tourism and textile exports, providing valuable information on the economic interaction between these sectors. This research not only highlights the importance of the influx of tourists for the development of export potential, but also highlights the importance of various macroeconomic factors that can influence this dynamic. The results of this research are expected to serve as a

source of information for policy makers and stakeholders in the textile and tourism industries, providing an information basis for strategic decision-making and policy formulation aimed at maximizing the benefits of these interrelated sectors.

This research aimed to understand how the influx of tourists influences the potential for textile exports from Uzbekistan. The dependent variable in this research is the export level of Uzbekistan's textile industry. It is considered several macroeconomic indicators as independent variables, including the distance between the origin and destination countries, whether they share an official language, the populations of both the origin and destination countries, the GDPs of these countries, and the flow of visitors to the origin country.

Table 1: Descriptive Statistics

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sum lntextile lndist lnpop_o lnpop_d lngdp_o lngdp_d lntour russia
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Variable	Obs	Mean	Std. Dev.	Min	Max
lntextile	724	-4.482115	7.280209	-6.907755	20.67539
lndist	1,175	8.736084	.6903895	5.529429	9.77184
lnpop_o	1,260	10.42236	.0266354	10.38556	10.46067
lnpop_d	1,058	8.392992	2.414236	2.358682	14.16077
lngdp_o	1,260	17.91846	.0877509	17.77886	18.05307
lngdp_d	1,000	17.3285	2.367732	10.71924	23.85859
lntour	629	3.153222	3.512564	-6.907755	13.38805
russia	1,260	.0039683	.0628939	0	1

```
. reg lntextile lndist lnpop_o lnpop_d lngdp_o lngdp_d lntour russia
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Source	SS	df	MS		
				Number of obs = 572
				F(7, 564) = 49.36
Model	13339.7954	7	1905.68506	Prob > F = 0.0000
Residual	21773.1369	564	38.6048526	R-squared = 0.3799
				Adj R-squared = 0.3722
Total	35112.9323	571	61.4937518	Root MSE = 6.2133

lntextile	Coef.	Std. Err.	t	P>|t|	[95% Conf. Interval]	
lndist	-4.942613	.3868152	-12.78	0.000	-5.702388	-4.182839
lnpop_o	-.2625172	16.5661	-0.02	0.987	-32.8013	32.27627
lnpop_d	.7199241	.1961367	3.67	0.000	.3346765	1.105172
lngdp_o	-1.368382	4.243814	-0.32	0.747	-9.703992	6.967229
lngdp_d	-.1329912	.1968071	-0.68	0.499	-.5195555	.2535731
lntour	.1280757	.0877539	1.46	0.145	-.0442887	.3004401
russia	19.1217	2.836071	6.74	0.000	13.55115	24.69226
_cons	60.88167	126.5804	0.48	0.631	-187.7449	309.5083

Using data from a table, we give the multifactor econometric model's mathematical representation:

Lntextile=60.88-4.94*lndist-0.26*lnpop_o+0.71*lnpop_d-1.36*lngdp_o-0.0.13*lngdp_d+0.12* lntour+19.12*Russia

The variables lndist, lnpop_d, and russia are statistically significant, according to this regression analysis (P=0.000).

According to the multifactor econometric model derived on the development indicators Y (export of the Uzbek textile industry), the resultant index Y rises by 4.94 units on average for every unit decrease in the interstate distance (lndist). Additionally, the Russian state is regarded as a significant purchaser of Uzbek textile goods, and their acquisition of one unit will raise Uzbek textile goods exports to 19.12 units. The nearest prospective buyer of the state of Uzbekistan, it turned out, is the Russian state. Additionally, an increase of one unit in the population of the destination country causes an increase of 0.71 in the resultant index.

Table 2: Correlation matrix

```
. cor lntextile lndist lnpop_o lnpop_d lngdp_o lngdp_d lntour russia
(obs=572)
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	lntext~e	lndist	lnpop_o	lnpop_d	lngdp_o	lngdp_d	lntour	russia
lntextile	1.0000							
lndist	-0.5337	1.0000						
lnpop_o	-0.0661	0.1202	1.0000					
lnpop_d	0.3014	-0.1954	-0.0115	1.0000				
lngdp_o	0.0018	-0.0053	0.7383	0.0476	1.0000			
lngdp_d	0.2336	-0.1454	-0.0615	0.7735	0.0409	1.0000		
lntour	0.2774	-0.3285	0.1158	0.2730	0.1263	0.3595	1.0000	
russia	0.2917	-0.0788	-0.0179	0.1317	0.0058	0.1449	0.1374	1.0000

The link between the result component (lntextileY) and the factors impacting it (X_i) is shown by the private correlation coefficients in this table. We will solely take into account the correlation of the independent variables lndist, lnpop_d, and russia in the correlation analysis in light of the findings of the aforementioned regression analysis. The index variable is inversely connected (-0.53) but positively affects the outcome component, according to the correlation study. In other words, the amount of Uzbekistan's textile exports will expand to a greater extent the closer the distance is between the country of origin and the country of destination. It has been shown that the expansion of the export market is positively impacted by the population increase in the target nation and the demand for Uzbekistani textiles in the Russian Federation (0.30 and 0.29 respectivly).

CONCLUSION

In conclusion, this research explored the influence of tourism on the export activities of Uzbekistan's textile industry. Utilizing regression analysis based on 572 observations, alongside correlation and panel data analysis, the findings indicate that the expansion of textile export activities is significantly influenced by the influx of tourists. The analysis demonstrated that tourism is a crucial factor in boosting local textile exports, which in turn, supports the overall economy of Uzbekistan.

Key findings reveal that factors such as the geographical distance between countries, the population size of the destination country, and economic relationships with major buyers like Russia significantly affect Uzbekistan's textile export activities. The empirical evidence suggests that closer geographical proximity to countries with a high influx of tourists to Uzbekistan, along with population growth in these countries and strong trade ties with Russia, positively impact the growth of Uzbekistan's textile exports.

Furthermore, the study underscores the importance of strategic initiatives to develop textile tourism, which not only helps preserve traditional culture and crafts but also benefits the country's economy by expanding the Uzbek textile market. By leveraging the growing interest in textile tourism, Uzbekistan can enhance its position in the global textile market and develop strategic pathways leading to sustainable economic growth.

Overall, the integration of tourism and textile exports presents a promising avenue for Uzbekistan's economic development, highlighting the interconnectedness of various industries and the potential for synergistic growth. The study's results suggest that continued support and development of the textile industry, along with effective promotion of tourism, can yield significant economic benefits for the country.

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