



THE ROLE OF YOUTH IN THE DEVELOPMENT OF DOMESTIC TOURISM

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Abstract: This article explains the role and importance of young people in the development of domestic tourism. Modern technologies, young people help promote tourist destinations and support the growth of domestic tourism. The article also describes how young people take part in guiding, reception work, volunteering, and tourism-related projects. This not only helps young people find jobs but also improves the quality of tourism services. In conclusion, supporting and encouraging young people is essential for the development of domestic tourism and the overall economic and regional growth of the country.

Keywords: domestic tourism, youth engagement, tourism development, historical and cultural sites.

Introduction

Today, the tourism sector is considered one of the important branches of the national economy. In particular, the development of domestic tourism plays a significant role in ensuring the social and economic development of regions. Domestic tourism allows people to become more familiar with historical, cultural, and natural sites within their own country and contributes to the preservation of national values.

The role of young people in the development of domestic tourism deserves special attention. Due to their activity, openness to innovation, and effective use of modern technologies, young people have a positive impact on the tourism sector. Their active participation on social media, interest in traveling, and involvement in tourism-related events contribute to the promotion and popularization of domestic tourism. Therefore, studying the role of young people and supporting their participation in the development of domestic tourism is considered a relevant and important issue.

Main Part

Tourism is an important sector for a country's economy and cultural life. It not only generates income but also helps develop regions, create jobs, and preserve cultural and natural heritage. From this perspective, developing domestic tourism is particularly important. In recent years, the Uzbekistan government has launched several programs and projects to promote domestic



tourism. For example, campaigns like “Travel Across Uzbekistan” and “Youth Tourism Week” encourage young people to travel and actively participate in tourism activities. Statistics show that from January to November 2025, about 10.7 million foreign tourists visited Uzbekistan, a significant increase compared to the previous year. In domestic tourism, citizens made a total of 23.7 million trips. Moreover, young people aged 15–29 account for approximately 37% of all domestic tourism trips, meaning that youth make about one-third of all domestic journeys. This confirms that young people play an important role in developing domestic tourism.

Young people are active not only as travelers but also in the tourism service sector. They work as guides, in reception services, as volunteers, and in tourism startups. They also promote tourist destinations through social media, travel videos, blogs, and photos, encouraging others to explore their country. This activity significantly contributes to the growth of domestic tourism.

The active involvement of youth in tourism services increases employment, improves service quality, and creates new opportunities. For example, in 2025, more than 950 new hotels and tourist facilities opened in Uzbekistan, providing better conditions for domestic travel.

At the same time, the export of tourism services reached 4.4 billion USD, strengthening the economic importance of both domestic and international tourism. Domestic tourism also supports the cultural and social development of young people. Traveling broadens their horizons, allows them to learn about different regions and cultures, and encourages them to appreciate their own country. Therefore, supporting young people and providing them with opportunities is essential for the growth of domestic tourism. Additionally, youth-led tourism startups and volunteer projects are increasing every year. These initiatives bring creative ideas to the tourism sector, improve service quality, and promote Uzbekistan’s tourist potential to a wider audience. Travel blogs and videos created by young people attract thousands of visitors to lesser-known destinations, directly contributing to regional economic development. Technology and mobile applications also make tourism services more convenient, helping domestic tourism become more popular. Competition and innovation among young people in tourism improve service quality and develop new routes and activities. Furthermore, the expansion of domestic tourism creates new jobs and income sources for small towns and villages, supporting regional economic growth. It is important to note that domestic tourism not only encourages young people to travel but also motivates them to preserve and promote the historical, cultural, and natural resources of their regions. In the long term, this strengthens the country’s tourism potential, increases youth employment, and contributes to regional economic



development.

Conclusion

Domestic tourism is very important for a country's economy, culture, and social life. As this article shows, young people play a key role in the development of domestic tourism. They are active not only as travelers but also as guides, in reception services, as volunteers, and in tourism startups. In addition, they encourage others to explore their country by sharing travel experiences on social media.

Statistics show that young people make up about one-third of all domestic tourism trips, and their active participation helps improve tourism services, create new opportunities, and support regional economic development. Domestic tourism also contributes to the cultural and social development of youth, broadens their horizons, and encourages them to value their country. Therefore, supporting and encouraging young people, and providing them with suitable opportunities, is very important for the development of domestic tourism. This not only increases youth employment but also strengthens the country's tourism potential and contributes to regional economic growth.

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