

TRENDS IN THE DEVELOPMENT OF YOUTH TOURISM: FACTORS CONTRIBUTING TO THE PROMOTION OF DOMESTIC TOURISM

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Abstract: This thesis examines the current trends in the development of youth tourism and the key factors contributing to the promotion of domestic tourism. Youth tourism plays a significant role in increasing travel demand, supporting regional economic growth, and promoting cultural exchange. The study highlights the importance of affordable tourism services, digital technologies, government support, tourism infrastructure, and educational programs in encouraging young people to travel within their own country. Furthermore, the paper discusses how innovative marketing strategies, social media platforms, and sustainable tourism practices can enhance the attractiveness of domestic destinations for young travelers. The findings indicate that strengthening youth tourism contributes to the sustainable development of the tourism industry and improves the competitiveness of domestic tourism.

Keywords: youth tourism, domestic tourism, tourism development, tourism trends, digital technologies, tourism infrastructure, sustainable tourism, youth travel, tourism marketing, regional development.

Youth tourism has become one of the fastest-growing segments of the global tourism industry. It plays a vital role in promoting cultural exchange, enhancing educational opportunities, and supporting the socio-economic development of regions. Young travelers are generally more interested in discovering new destinations, participating in cultural events, and engaging in nature-based and adventure tourism. Therefore, many countries consider youth tourism a strategic tool for strengthening domestic tourism and achieving sustainable economic growth. Domestic tourism is particularly important because it stimulates local economies, creates employment opportunities, and supports small and medium-sized businesses. Encouraging young people to travel within their own country not only increases tourism revenues but also helps preserve national traditions, historical heritage, and cultural identity. Moreover, youth tourism contributes to strengthening national unity by allowing young citizens to explore different regions, traditions, and lifestyles. Several factors influence the development of youth tourism. One of the most significant factors is the affordability of tourism services. Students and young professionals often have limited financial resources; therefore, affordable transportation, accommodation, and tourism packages

encourage them to travel more frequently. Governments and private tourism organizations can support youth tourism by providing discounts, special travel programs, and financial incentives for domestic travel. Digital technologies have also transformed the tourism industry. Mobile applications, online booking platforms, digital payment systems, and social media have made travel planning easier and more accessible. Young travelers actively use social networking platforms to search for destinations, read reviews, share experiences, and recommend tourist attractions. Consequently, tourism organizations should develop effective digital marketing strategies to attract young domestic tourists and improve customer engagement. Another important factor is the improvement of tourism infrastructure. Well-developed transportation systems, quality accommodation facilities, information centers, tourist signage, and reliable internet access significantly enhance visitors' travel experiences. In addition, ensuring safety, environmental cleanliness, and high-quality tourism services increases the satisfaction of young travelers and encourages repeat visits. Educational institutions also play an essential role in promoting youth tourism. Universities and schools can organize educational excursions, cultural exchange programs, ecological tours, and historical site visits. Such activities improve students' practical knowledge while fostering patriotism and respect for national heritage. Cooperation between educational institutions, tourism companies, and government agencies can create new opportunities for developing youth tourism. In Uzbekistan, youth tourism has considerable potential due to the country's rich historical heritage, unique cultural traditions, and diverse natural attractions. Cities such as Samarkand, Bukhara, Khiva, and Termez, together with eco-tourism destinations in mountainous and rural areas, provide attractive opportunities for domestic travel. National programs aimed at improving tourism infrastructure, supporting digital tourism services, and promoting youth participation have created favorable conditions for increasing domestic tourism activities. Furthermore, sustainable tourism principles should be integrated into youth tourism development. Young travelers are becoming more environmentally conscious and increasingly prefer eco-friendly tourism products and responsible travel practices. Promoting environmental awareness, protecting natural resources, and encouraging community-based tourism will ensure the long-term sustainability of domestic tourism while benefiting local communities.

Conclusion

Youth tourism has become an important driver of domestic tourism development and regional economic growth. The study shows that affordable tourism services, modern infrastructure, digital technologies, educational programs, and government support are among the key factors that encourage young people to travel within their own country.

The integration of innovative marketing strategies and digital platforms has significantly improved access to tourism information and increased the attractiveness of domestic destinations. Furthermore, youth tourism promotes cultural awareness, strengthens national identity, and contributes to the sustainable development of local communities. Investing in transportation infrastructure, digital tourism services, environmentally responsible tourism, and customer-oriented tourism products will further increase the participation of young travelers. Therefore, effective cooperation among government institutions, tourism enterprises, educational organizations, and local communities is essential for ensuring the long-term development and competitiveness of domestic tourism.

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