

THE DEFINITION OF LOCAL TOURISM AND ITS ROLE IN THE COUNTRY'S ECONOMY

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Abstract

This article analyzes the concept of domestic tourism, its main features, and its role in the country's economy. The economic and social impact of domestic tourism, its contribution to the development of regional infrastructure, and its role in job creation are highlighted. Strategies for the development of domestic tourism, ways to attract investments, and ways to promote cultural and ecological tourism are also proposed. This article contains scientific and practical recommendations for ensuring the sustainable development of domestic tourism and can be useful for specialists conducting research in this field.

Keywords: Domestic tourism, economy, tourism infrastructure, jobs, investments, ecological tourism, interregional integration, tourism marketing.

Introduction

In the context of the modern global economy, the tourism sector holds significant importance. Tourism activities are highly developed worldwide and serve as the primary source of economic income for numerous countries. Various forms of tourism exist, one of which is domestic tourism. Domestic tourism refers to the tourism activities carried out by citizens within their own country's borders. In this case, people travel to different cities, regions, territories, and natural sites within the country for purposes such as leisure, health improvement, education, and other objectives. This article delves deeper into the concept of domestic tourism, examining its characteristics, significance, and impact on the country's economy.

MATERIALS AND METHODS

Today, tourism is considered one of the fastest-growing sectors of the global economy. Domestic tourism is associated with travel within a country and encompasses trips undertaken by the local population. On a global scale, domestic tourism holds an important position alongside international tourism and significantly influences the development of a country's economy.

Many countries view the tourism sector as one of the important factors of economic growth. Uzbekistan is no exception to this. Solutions developed for the advancement of domestic tourism, adaptation to the strong influence of external factors, and ensuring competitiveness not only in the national market but also in the international market determine the long-term development trends of the tourism industry.

First, let's define the concept of tourism. Tourism is a special type of human activity based on the temporary departure of people from their permanent place of residence and is carried out



for recreation, health improvement, education, or other purposes¹. According to the **UNWTO** definition: Tourism is any movement associated with people moving away from their permanent place of residence, that is, a set of trips carried out for leisure, business, religious pilgrimage, or other purposes². Tourism is a complex of economic, social, and cultural relations arising as a result of the temporary movement of people from one region to another. According to the definition of N. Tukhliev: "Tourism is a complex system that penetrates all social and economic spheres, representing a complex of various interconnected activities and services from the regional level to the global level"³. These definitions provide a broader overview of the economic and social role of tourism, highlighting its complex and systemic nature. As the definitions above make clear, each author addressed tourism from a unique perspective, highlighting its complexity and diversity.

DISCUSSION

Travel by citizens of one nation within their own borders is known as local tourism. This kind of tourism is significant from a social, cultural, and ecological perspective in addition to an economic one.

Local tourism refers to any type of travel undertaken by citizens of a single country within their borders for leisure, business, religious pilgrimage, or other personal reasons⁴. Local tourism is a series of trips taken by citizens of one country within the territory of their state, during which tourists temporarily leave their permanent residence and work to achieve various goals⁵. Any travel involving the utilization of tourism resources found within a single nation is referred to as local tourism. Such tourism contributes significantly to the growth of interregional integration and the local economy⁶.

As previously stated, several scientific sources provide diverse definitions of local travel. In general, local travel refers to tourism activities carried out by inhabitants of a single country on their own territory. In this situation, individuals visit various cities, regions, territories, and natural areas across the country for recreation, health improvement, education, and other reasons. The primary characteristics of local tourism are:

1. **Stimulating local consumption** - local tourism serves to increase the income of local entrepreneurs.
2. **Development of regional infrastructure** - improvement of roads, hotels, recreation areas, and other services.
3. **Creation of jobs** - new jobs are created through the tourism sector.
4. **Promoting cultural heritage** contributes to the popularization of national traditions and historical sites.

1 Krapivenskiy V. "Основы туризма" (Turizm asoslari). – Moskva: Академия, 2007.

2 UNWTO Official Website. Tourism Definitions. <https://www.unwto.org>

3 Тухлиев Н., Абдуллаева Т. Менеджмент и организация бизнеса в туризме Узбекистана. — Т.:Гос.науч.изд-во Ўзбекистон миллий энциклопедияси, 2006. – 367 с.

4 UNWTO Official Website. Tourism Definitions. <https://www.unwto.org>

5 Krapivenskiy V. "Основы туризма" (Turizm asoslari). – Moskva: Академия, 2007.

6 Ziffer A. "Tourism Development and Planning". – Budapest: Central European University Press, 1989.

5. **Ensuring environmental sustainability** creates opportunities for the preservation of natural resources and the development of ecotourism.

Local tourism has a significant impact on the country's economic growth. The following factors indicate the role of local tourism in the economy:

1) Support for the local economy.

- Local tourism will boost the service sector and open up new prospects for entrepreneurs.
- The demand for local products will grow.

2) Reduced unemployment

- New work opportunities in hospitality, transportation, and other service sectors.
- Promotes the growth of small and medium-sized businesses.

3) Increased state revenue

- Local tourism generates more tax revenue.
- Increased economic activity as tourist zones provide more services.

4) Territorial development:

- Improve infrastructure in tourist-friendly locations.
- New markets will emerge for local manufacturers.

5) Advancement of innovations and technologies

- Digital technologies like online booking systems and virtual tourism have a significant impact on the growth of local tourism.

There are a number of problems in the development of local tourism. Some of them are:

Infrastructure problems. In many regions, tourism infrastructure is underdeveloped. The scarcity of hotels, transport problems, and the vulnerability of communication networks limit tourism. To prevent this, it is necessary for the state to invest in infrastructure projects.

Advertising and marketing shortcomings. Information about domestic tourism facilities is not widely marketed. This diminishes the population's desire to travel to other locations. It is vital to employ modern marketing techniques and boost tourism potential.

Price policy. In some regions, the cost of tourist services is very high and inconvenient for ordinary citizens. This problem can be solved by regulating pricing policy and providing subsidies by the state.

Environmental problems. The development of tourism can also cause environmental problems. To avoid harming nature, it is necessary to develop ecotourism and establish strict control.



The following strategic measures should be implemented for the development of local tourism in the country:

A. Modernization of tourism infrastructure

- a) Development of the transport system.
- b) Improving the quality of hotels and recreation areas.

B. Strengthening local and international advertising campaigns

- a) Advertising and information promotion to promote local tourism.
- b) Creation of a national tourism brand.

C. Diversification of tourist products

- a) Development of cultural and ecological tourism.
- b) Support for sports and recreational tourism.

D. Stimulation of entrepreneurship and investments

- a) Expansion of cooperation between the private sector and the state.
- b) Supporting the tourism sector through loans and subsidies.

E. Ecotourism and Sustainable Development Support

- a) Implementation of ecotourism projects aimed at preserving natural resources.
- b) Ensuring the active participation of the local population in the tourism process.

CONCLUSION

Local tourism is an important component of the country's economy, contributing to economic growth, job creation, preservation of cultural heritage, and regional development. Local tourism development strategies require strengthening cooperation between the public and private sectors. In this regard, the development of infrastructure, attracting investments, and diversifying tourism services are of great importance. By supporting local travel, local tourism will become an important tool for sustainable development.

In conclusion, local tourism is an important component of the country's economy. It stimulates domestic production, creates jobs, increases economic incomes, and strengthens interregional integration. At the same time, there are a number of problems in the development of local tourism, the solution of which requires the implementation of effective measures. By further developing local tourism, the country's economy can become stronger and more stable.

References

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