

## NEW DIRECTIONS AND OPPORTUNITIES IN THE DOMESTIC TOURISM OF BEAUTIFUL UZBEKISTAN

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**Abstract:** This article describes the domestic tourism potential of Uzbekistan, new directions and development opportunities. It provides information about the country's natural beauty, historical monuments, cultural heritage and modern tourist infrastructure. Also, the state policy aimed at the development of domestic tourism, innovative approaches and popularization methods of local tourism products are analyzed. The article includes ideas aimed at contributing to economic growth and improving the living standards of local residents through the development of domestic tourism.

**Key words:** Uzbekistan, domestic tourism, tourism potential, historical monuments, natural beauty, cultural heritage, tourism infrastructure, innovative approaches, local tourism products, economic development.

Uzbekistan is one of the most ancient and rich historical and cultural heritage countries of Central Asia. Each region has its own charm, ancient monuments and natural wonders, creating great opportunities for the development of domestic tourism. In recent years, significant efforts have been made by the state and private sector to support domestic tourism, develop infrastructure and offer new tourist services. This article aims to provide detailed information about the role of domestic tourism in economic and social development, new directions and opportunities. The development of local regions and their economic stability can be ensured by attracting citizens of the country to domestic tourism.

With its rich historical heritage, colorful culture and natural beauty, Uzbekistan has a huge potential for the development of domestic tourism. Each region of the country is distinguished by its own culture, traditions and attractions. In recent years,

a number of initiatives have been implemented to support domestic tourism and improve its infrastructure. This article analyzes the directions of domestic tourism of Uzbekistan, existing opportunities and measures aimed at the development of this sector. At the same time, the economic and social importance of domestic tourism is also considered.

Uzbekistan attracts attention not only as the heart of Central Asia, but also as one of the regions with many historical and natural resources. The country's unique culture, centuries-old traditions and colorful landscape create great opportunities for domestic tourism. Today, domestic tourism has become one of the important sectors of the country's economy, and it is also of great importance in uniting society and promoting local culture. This article analyzes the development of domestic tourism, existing directions, new initiatives and opportunities in this regard. Also, promising projects aimed at improving the economic growth of the regions and the living standards of the population through the development of domestic tourism are discussed.

Domestic tourism potential of Uzbekistan. Uzbekistan has great opportunities for the development of domestic tourism with its rich historical and cultural heritage and natural resources. From historical cities like Samarkand, Bukhara, Khiva to natural areas like Chotkal, Zarafshan and Boysun attract tourists. The unique gastronomic and cultural aspects of each region make domestic tourism more attractive.

Public policy and infrastructure development. In recent years, a number of state programs aimed at the development of domestic tourism have been implemented in Uzbekistan. The opening of new routes, the modernization of tourist infrastructure - hotels, road transport and recreation facilities serve to increase the flow of domestic tourists. Also, projects like "Uzbekistan Pass" are creating favorable conditions for local residents.

Problems and opportunities in the development of domestic tourism. There are also some difficulties in the development of domestic tourism. In particular, insufficient development of infrastructure, low quality of services and slow marketing in some regions are obstacles to this. Nevertheless, there are opportunities for the development of domestic tourism, such as the implementation of digital technologies, the support of local entrepreneurs and the organization of regional events.

Social and economic importance of domestic tourism. Domestic tourism plays an important role in the development of the local economy. The creation of new jobs in the regions, the development of entrepreneurship and the increase in the income of the population will increase the economic importance of this sector. Also, domestic tourism serves to preserve cultural heritage, preserve national traditions and unite local communities.

New directions and innovative approaches. Today, eco-tourism, agro-tourism and gastronomic tourism are gaining importance in domestic travel. Interest in tent recreation, mountain tourism, and extreme sports is increasing. The use of modern technologies, creation of mobile applications and digitization of local tourist services will allow further development of these directions.

The importance of regional tourism development. Each region of Uzbekistan has its own natural and cultural resources. Mountainous regions of Tashkent region, handicraft traditions of Fergana Valley, ecological tourism of Karakalpakstan's Arolboi are of great interest to domestic tourists. The development of regional tourism not only increases the flow of domestic tourists, but also ensures the sustainable growth of the local economy and social infrastructure.

Diversification of tourism products. Diversification of tourist products is important for the development of domestic tourism. Along with ordinary excursions, eco-tourism, historical and cultural routes, family and children's recreation centers

should be expanded. Also, it is necessary to develop cheap tourism packages that provide services for the local population at reasonable prices.

Quality of personnel training and service in tourism. For the sustainable development of domestic tourism, attention should be paid to training qualified personnel and improving the quality of services. It is important to organize trainings, workshops and internship programs for employees working in the tourism sector. The higher the quality of services, the higher the level of satisfaction of tourists and the higher the demand for domestic tourism.

Strategies for promoting domestic tourism. In order to popularize domestic tourism, it is necessary to carry out effective advertising and promotional activities. Social networks, local media and digital platforms can provide a wide range of information about tourism destinations. In addition, tourism fairs, exhibitions and other events play an important role in attracting domestic tourists.

Participation of local communities. Local communities play an important role in the development of domestic tourism. They are not only service providers, but also direct participants in tourism activities. By attracting the local population, it is possible to create additional sources of income and create a culture of tourism among them. Thus, tourism benefits not only economically but also socially.

### **Summary**

The development of domestic tourism creates great opportunities for all regions of Uzbekistan. Many positive results can be achieved, such as preserving natural and cultural resources, developing the local economy, and strengthening national pride in society. By supporting domestic tourism, the citizens of Uzbekistan understand and appreciate the wealth and opportunities of their country more deeply. At the same time, the competitiveness of the country in the domestic tourism market will be increased.



Uzbekistan's domestic tourism potential is enormous, and its development plays an important role in strengthening the country's economy and cultural potential. The development of domestic tourism requires cooperation between the public and private sectors, improvement of marketing strategies and development of infrastructure. In this way, the citizens of Uzbekistan will discover their country more deeply and contribute to the local economy.

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