



## **THE ROLE OF STUDENTS IN DOMESTIC TOURISM IN UZBEKISTAN**

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<b>ABSTRACT</b>	<b>KEY WORDS</b>
This article discusses the role and importance of students in domestic tourism in Uzbekistan, especially their contribution to the economic, social and cultural development of the country, and the role of students in the development of domestic tourism.	Domestic tourism, travel, festivals, ecotourism, historical monuments, cultural heritage, innovative technology.

### **Introduction**

Uzbekistan's domestic tourism has significant potential for development based on the country's rich history, culture, and natural resources. Tourism, as one of the crucial sectors of economic development, plays a key role in attracting students to its most vital aspects. The role and importance of students in domestic tourism are particularly significant from the perspective of their contributions to the country's economic, social, and cultural advancement. This article analyzes the role of students in the development of domestic tourism and explores their active participation in this field.

**Students have a vital role in the development of domestic tourism in Uzbekistan.** Their active involvement helps elevate the tourism sector to a new level. Students' interest in domestic tourism is closely linked to their enthusiasm for education, research, and implementing innovative ideas in the tourism field. Below are some key areas highlighting the role of students in domestic tourism:

#### **• Enhancing Interest in Tourism through Educational Programs**

Students play a crucial role in increasing interest in tourism by participating in educational courses in the field. They acquire knowledge on topics such as cultural heritage, historical monuments, and ecotourism. This knowledge equips students to positively influence the development of national tourism. As a vital sector for economies worldwide, tourism is particularly expansive in Uzbekistan. Its growth requires the preparation and education of qualified professionals.

#### **• Promoting Tourism-Related Specializations**

Popularizing tourism-related specializations at educational institutions is essential. Introducing new courses, certification programs, and specialized fields in tourism increases students' interest and expands their understanding of opportunities within the industry.

## • **Practical Application of Theoretical Knowledge**

Students wish to apply theoretical knowledge in practice. Therefore, educational institutions should collaborate with tourism organizations to provide opportunities for internships and practical training. Placements in travel agencies, guiding, hospitality services, and ecotourism sectors give students comprehensive insight into the tourism industry.

## • **Engaging in Tourism Research**

Scientific research in tourism significantly boosts students' interest. Involving them in studies on new tourism directions, strategy development, and innovation fosters deeper engagement. To this end, institutions should encourage participation in academic conferences, seminars, and research projects.

## • **Organizing Awareness-Raising Events**

Educational institutions should organize awareness events such as tourism festivals, eco-tourism programs, exhibitions, and presentations related to the country's history and culture. These initiatives inspire interest in tourism and provide valuable knowledge about its importance.

## • **Leveraging Innovative Technologies**

Innovative technologies play a significant role in enhancing knowledge in tourism. Educational institutions can offer online courses, webinars, and virtual research platforms to students. This enables them to gain modern, up-to-date knowledge and increases their interest in tourism.

## • **Promoting Local Tourism**

Helping students promote tourism in their local areas fosters interest and understanding of tourism's socio-economic impact. They can organize events related to local history, culture, and nature, thereby expanding their understanding of tourism's role in various regions.

## • **Skills Development and Certification Programs**

Educational institutions should offer skill development and certification programs in tourism. These initiatives enhance students' abilities and prepare them for effective employment in the sector.

## **Conclusion**

To promote interest in tourism among students, it is essential to popularize tourism-related fields, organize internships, increase research opportunities, and host awareness events. These factors inspire students, improve their knowledge, and significantly influence the development of domestic tourism. By providing students with opportunities to expand and apply their knowledge, they can actively participate in scientific research and create new tourism services and destinations. Students' efforts in analyzing new directions and services in cultural and ecological tourism can lead to valuable recommendations for developing Uzbekistan's tourism industry.

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