

POSSIBILITIES AND MARKETING STRATEGIES OF DOMESTIC TOURISM IN UZBEKISTAN**Shodikulova Mokhigul Ulugbekovna**

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Abstract: This article gives information about progress period of domestic tourism in Uzbekistan and how it is raising after adopting several resolutions with exact increasing numbers. It shows the importancy of marketing strategies and following them, which can boost internal travel and tourist flow, implementing foreign experience and using different offers relied on developing strategy, to grow visit of residents around country by using its potential, throughout offering cultural, natural, historical places.

Key words: Domestic tourism, cultural heritage, tourism development, tourism infrastructure, sustainable tourism, social impact.

Introduction. The rich cultural and historical resources of Uzbekistan considered the main driver power of tourism industry and there are sufficient opportunities to grow it rapidly through different types of tourism. However, boosting domestic tourism and enhance visit of residents around country plays important role as a initial stage. It encourages local residents to study the history of their place of residence and become interested in the live of their ancestors.

Tourism plays an important role in generating additional economic activity of the population, integration into the internal space and maintaining national pride in society.

Domestic tourism is big business in some countries, bringing in a significant revenue for the economy of the local area and nationwide. Government is paying special attention to the development of tourism and is carrying out large-scale reforms in this area.

Domestic tourism, as defined by the United Nations World Tourism Organization (UNWTO), involves citizens traveling within their own country without the need for passports or visas, using their native language and currency (Pierret, 2010). Domestic travelers pursue various activities, including leisure and relaxation (Smith, 1991).

Domestic tourism is not just travel, but a means of strengthening the internal unity, cultural and economic harmony of a country. The focus should be shifted to immersive cultural journeys, including rural stays and culinary tours, blending tangible sites with living traditions.

The dynamics of domestic tourism helps identify synergies where domestic and international tourism efforts can reinforce each other. For instance, if certain factors are motivating for domestic tourists, they might also attract international tourists, creating opportunities for cross-promotional strategies and integrated marketing campaigns. It also includes improving infrastructure to cater to both domestic and international visitors. Our understanding of domestic motivations helps tailor strategies that align with international needs, ensuring that growth in tourism is sustainable and beneficial across both segments.

There are big potential of domestic tourism by promoting marketing strategies in Uzbekistan.

At the same time, ensuring the infrastructure of domestic tourism, the quality of use and the development of marketing strategies also remain an issue.

The following are important in developing domestic tourism:

- Creating comfortable accommodation conditions for tourists by encouraging the construction of hotels in tourist areas
- Facilitating access to domestic tourist destinations through road reconstruction
- Strengthen local and online promotion to increase participation in the domestic tourism market

- To further increase tourist arrivals, create opportunities for the development of more ecotourism, agrotourism, and wellness tourism
- To improve the skills of personnel and improve the quality of service by organizing special courses and trainings in the tourism sector
- Develop sustainable tourism programs, use and preserve natural resources.

Uzbekistan, a country steeped in history and rich in culture, is a treasure trove for cultural tourism. From the ancient cities of Samarkand and Bukhara to the bustling bazaars of Tashkent, Uzbekistan offers a unique blend of old and new, tradition and innovation.

The ancient historical monuments of Tashkent, Samarkand, Bukhara, Shakhrisabz, Khiva, Urgench, Termez, and Karakalpakstan form the foundation of historical and educational tourism in Uzbekistan. These cities, with their unique architecture and cultural heritage, are a testament to the country's rich history.

Apart from historical and cultural masterpieces located in aforementioned areas, authentic villages located in these cities only complement opulent cultural diversity and uniqueness of each region and the whole country. Cultural tourism in Uzbekistan not only allows visitors to immerse themselves in the country's rich cultural heritage but gives an opportunity to enjoy and take part in rural life.

One of the important factors for the deeper development of domestic tourism is the creation of touristic products based on regional specialization. Each region, district or even village can offer unique tourist services, taking into account its unique natural, cultural or historical aspects.

Several documents were adopted in tourism sector, especially on measures accelerating development of domestic tourism in Uzbekistan and determined main targets as a important direction of tourism sphere.

According to experienced countries - Turkey, South Korea, Japan, domestic tourism considered as part of economic stability. By introducing this approach in our country, every citizen can travel at least once a year, and economic turnover can be created through the domestic market.

Uzbekistan's tourism has been developing at an unprecedented pace in recent years. According to the Tourism Committee, over 8.6 million foreign tourists visited the country during 9 months in 2025. This figure is 12.5 % higher than the same period last year, marking an absolute record in the history of national tourism. Starting from April 2025, Uzbekistan has been receiving more than 1 million tourists per month. This figure indicates that the country's prestige on the international tourist map is growing.

Another further statistic total of 9.7 million foreign citizens visited Uzbekistan between January and October 2025. (stat.uz)

It is planned to organize trips to the regions for 40 million local tourists and launch an additional 378 tour operators to develop domestic tourism.(Uza.uz).

At the same time, the export of tourism services also grew at a record high, bringing in more than \$3.6 billion in revenue. This indicates that the strategic importance of tourism in the country's economy has further increased.

These results were due to Uzbekistan's active position in the international arena. In particular, cooperation with leading global media platforms, roadshows held in foreign countries, participation in international exhibitions, and articles published in foreign publications have significantly strengthened the country's brand.

According to tourism experts, this growth is associated not only with the influx of guests, but also with the improvement of the quality of infrastructure, transport, and hotel services in the country. New destinations, cultural festivals, and local events are making Uzbekistan an even more attractive destination for tourists.

Thus, Uzbekistan will take a firm place among the leading countries in Central Asia in terms of tourism in 2025, further strengthening its brand in the international arena.

The development of domestic tourism in Uzbekistan is strategic important for the country's economy. In this direction, it is necessary to develop infrastructure, expand marketing activities,

and use international experience. At the same time, the introduction of innovative technologies in the tourism sector will increase the competitiveness of domestic tourism. In turn, the activation of the participation of the local population will ensure the sustainable development of domestic tourism.

For the successful development of domestic tourism, it is important to strengthen cooperation between the public and private sectors, develop regional tourism programs, and increase financial support. It is also necessary to pay attention to education and training programs to increase the contribution of domestic tourism to the national economy.

Social factors also play an important role in domestic tourism. Firstly, the income level of the population, secondly, the culture of recreation, and thirdly, the attitude towards tourism determine whether domestic travel will be active or inactive. The growing middle class in the country, the shortening of the working week, and the increase in vacation days are having a positive impact on domestic tourism (Boltayev T 2025).

In order to develop domestic tourism, promote it widely, and create additional amenities for the population, a number of discounts are introduced every year on the occasion of holidays, and 20 billion soums have been allocated from the state budget. This is also an important part of the efforts being made to develop domestic tourism in Uzbekistan.

Another aspect that requires special attention is environmental sustainability. Along with the increase in the number of tourists, problems such as overuse of natural resources, increased waste, and pollution of water sources arise. In order to ensure environmental sustainability in domestic tourism, the concepts of "green tourism" and "ecotourism" should be deeply embedded in practice. This, in turn, means organizing tourism activities based on the principles of nature conservation and not harming the local population.

Sustainable tourism in Uzbekistan for domestic travelers emphasizes environmental preservation, cultural immersion, and economic benefits for local communities through activities like ecotourism and visits to community-based tourism (CBT) projects. This approach aims to ensure that tourism growth is balanced with ecological responsibility and the preservation of national heritage

The use of digital technologies in the development of domestic tourism is one of the most pressing issues. Today, domestic tourism in many countries is managed via the Internet: online maps, digital guides, booking systems, virtual tours, mobile applications allow users to quickly and conveniently access services. Although Uzbekistan provides services to foreign tourists through the "Uzbekistan.travel" portal, there are not enough applications that are convenient for domestic users, have a mobile-friendly interface, and provide information in local languages. Therefore, the creation of national tourism platforms based on information technologies and the development of digital content are a strategic necessity for the development of the industry.

Overall, the current state of Uzbekistan's tourism sector and its development trends show positive results. The analysis of measures taken for further tourism development and future prospects confirms the strategic importance of this sector. Additionally, the objectives set for tourism development in the "Uzbekistan – 2030" strategy contribute to increasing the income of the population, creating new jobs, and ensuring the welfare of the people.(strategy.uz)

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