

MARKETING



ILMIY, AMALIY VA OMMABOP JURNAL

MARKETING
INNOVATSIYA
BRENDING
SAVDO
RAQAMLI
TADQIQOT
BIZNES



№ 6 - SON

2025-YIL, IYUN

9710 xalqaro daraja



№240874

ISSN: 3060-4621



OPEN ACCESS





JURNALNING MAQSADI

Tadbirkorlik-biznes faoliyatini tashkil etishning marketing asoslarini, yo'nalishlari, echimlari, vositalarini yaratish va rivojlantirish

ALOQA UCHUN MA'LUMOTLAR

TEL: (97) 783-84-64

VEB-SAYT

www.marketingjournal.uz

ELEKTRON POCHTA:

info@marketingjournal.uz

TELEGRAM BOT:

[@marketinjournalbot](https://t.me/marketinjournalbot)

TELEGRAM KANAL:

<https://t.me/tdiumarketingjournal>

MUASSIS

“Tadbirkor va ishbilarmon” MCHJ

JURNALNING ILMIYLIGI

Marketing jurnali O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi Oliy attestatsiya komissiyasi rayosatining **2024-yil 04-oktabrdagi 332/5 sonli qarori** bilan milliy ilmiy nashrlar ro'yxatiga kiritilgan

INDEKSATSIYA



BOSH MUHARRIR

Xakimov Ziyodulla Axmadovich, iqtisodiyot fanlari doktori, dotsent;

BOSH MUHARRIR O'RINBOSARI:

Yusupov Muxamadamin, iqtisodiyot fanlari nomzodi, professor;

TAHRIR HAY'ATI:

Abduraxmanova Gulnora Kalandarovna, i.f.d., prof., TDIU Ilmiy ishlar va innovatsiyalar bo'yicha prorektori;

Ergashxodjayeva Shaxnoza Djasurovna, i.f.d., prof., TDIU Marketing kafedrasini mudiri;

Soliyev Axmadjon Soliyevich, i.f.d., NaMTI Marketing kafedrasini professori;

Ikramov Murad Akramovich, i.f.d., TDIU Marketing kafedrasini professori;

Tursunov Boburjon Ortiqmirzayevich, i.f.d., prof., TDIU Iqtisodiy xavfsizlik kafedrasini mudiri, Xalqaro statistika instituti kengashi doimiy a'zosi;

Zarova Elena Viktorovna, i.f.d., G.V.Plexanov nomidagi Rossiya iqtisodiyot universiteti professori, Xalqaro statistika instituti kengashi doimiy a'zosi

Akramov Tohir Abdirahmonovich, i.f.d., TDIU Marketing kafedrasini professori;

Ostonaqulova Gulsaraxon Muhammadyoqub qizi, i.f.d., TDIU Marketing kafedrasini professori;

Samadov Asqarjon Mishomovich, i.f.n., TDIU Marketing kafedrasini professori;

Shamshiyeva Nargizaxon Nosirxo'ja qizi, i.f.n., dots., TDIU Kengash kotibi;

Sobirov Azizbek Avazbekovich, PhD., TDIU Marketing kafedrasini dotsenti;

Sadikov Shoxrux Shuxratovich, PhD, dots., TIU Departament boshlig'i;

Musyeva Shoirazolimovna, i.f.n., SamISI Marketing kafedrasini professori;

Kaxramonov Xurshidjon Shuxrat o'g'li, PhD., TDIU Marketing kafedrasini dotsenti;

Djurabayev Otabek Djurabayevich, i.f.d., TDIU Innovatsion menejment kafedrasini dotsenti;

Karimova Shirin Zoxid qizi, PhD, TDIU Axborot texnologiyalari kafedrasini katta o'qituvchisi;

Mullabayev Baxtiyarjon Bulturbaevich, DSc., Namangan muhandislik-qurilish instituti dotsenti;

Fayzullayev Javlonbek Sultonovich, DSc., TDIU, Yashil iqtisodiyot kafedrasini dotsenti;

Aliyev Yashnarjon Egamberdiyevich, DSc., TDIU, “Iqtisodiy va moliyaviy xavfsizlik” kafedrasini professori

Bobojonov Azizjon Babaxanovich, DSc, TDIU, “Raqamli iqtisodiyot” kafedrasini dotsenti

Allayarov Shamsiddin Amanullayevich, DSc, prof., TDIU, “Savdo ishi” kafedrasini mudiri

Jumaev Olimjon Sadulloevich, DSc, Raqobat siyosati va iste'molchilar huquqlari tadqiqotlari markazi direktori

Maxamadjanov Akbar Maxamadaliyevich, PhD., TDIU Raqamli iqtisodiyot va axborot texnologiyalari fakulteti dekan muovini

Eshov Mansur Po'latovich, i.f.d., prof., Alfraganus universiteti “Menejment va marketing” kafedrasini mudiri

Kucharov Abrorjon Sobirjanovich, TDIU biznes boshqaruvi va logistika kafedrasini professori

Nazarova Ra'no Rustamovna, TDIU “Yashil” iqtisodiyot kafedrasini mudiri, Iqtisodiyot fanlari doktori, professor

Usmonov Bunyod Aktam o'g'li, PhD, TDIU Moliyaviy tahlil kafedrasini v.b.dotsenti;

Dehqonov Burxon Rustamovich, PhD., TDIU Ilmiy tadqiqot faoliyatini tashkil etish bo'limi bosh mutaxassisi;

Turobova Hulkar Rustamovna, PhD., BuxDU, Yashil iqtisodiyot va agrobiznes kafedrasini dotsenti;

Elektron nashr 316 sahifa. E'lon qilishga 2025-yil 30-iyunda ruxsat etildi

MUNDARIJA

| | |
|---|------------|
| LOYIHALASHTIRISH TASHKILOTLARIDA SIFATNI BOSHQARISH TIZIMINI TAKOMILLASHTIRISHNING ILMIY-USLUBIY ASOSLARI..... | 6 |
| Buriyev Xakim Toshimovich, Usmonov Ilxom Achilovich, Murodov Rustam Toxir o‘g‘li | |
| XARIDORLAR QAROR QABUL QILISH JARAYONIDA NAFLILIK OMILINING ROLI: SMARTFONLAR BOZORI MISOLIDA MARKETING TADQIQOTI..... | 14 |
| Ergashxodjaeva Shaxnoza Djasurovna, Ro‘zmamatov Abbos Tolibjon o‘g‘li | |
| O‘ZBEKISTONDA IQTISODIY O‘SISHNI TA‘MINLASHDA QISHLOQ XO‘JALIGI TARMOQLARIGA INVESTITSIYALARNI JALB ETISH BO‘YICHA XORIJIY TAJRIBALARINING SAMARADORLIGINI BAHOLASH..... | 21 |
| Sirojiddin Yangiboev Juramurodovich | |
| AKSIYADORLIK JAMIYATLARINI QIMMATLI QOG‘OZLAR BOZORI ORQALI MOLIALASHTIRISH..... | 31 |
| Berdaliyev Javohir Jahongir o‘g‘li | |
| XORIJIY MAMLAKATLAR TAJRIBASIDA HUDUDIY MARKETINGNING RIVOJLANISH MODELI..... | 42 |
| Boltayev Jasurbek G‘ulomovich | |
| OLIJ TA‘LIM MUASSASALARIDA KADRLARNI TANLASH VA SARALASH MEXANIZMLARINING SAMARADORLIGINI TAHLIL QILISH VA UNING TA‘LIM SIFATIGA TA‘SIRI..... | 51 |
| Ibragimova Sevara Kabildjanovna | |
| KICHIK TADBIRKORLIK SUBYEKTLARIDA INVESTITSIYA FAOLIYATI SHAKLLANISH JARAYONLARI TAHLILI..... | 58 |
| Jurayev Elyorbek Sobirjon o‘g‘li | |
| IJTIMOY-IQTISODIY RIVOJLANTIRISHDA HUDUDIY BOSHQARUV TIZIMINI SHAKLLANTIRISHNING TASHKILIIY-IQTISODIY OMILLARI..... | 65 |
| Mahmudov Bahriddin Jo‘rayevich | |
| O‘ZBEKISTON MINTAQALARINING IJTIMOY-IQTISODIY RIVOJLANISHINI BAHOLASHGA ILMIY VA NAZARIY YONDASHUVLAR..... | 74 |
| Mullabayev Baxtiyarjon Bulturboyevich | |
| IQTISODIY RIVOJLANISHNING IKKI OMILI: YASHIL IQTISODIYOT VA MAKROIQTISODIY BARQARORLIK..... | 84 |
| Ergashxodjayeva Shaxnoza Djasurovna, Qurbonova Aziza Shavkatovna | |
| SERVIS LOGISTIKASI TASNIFI VA UNI BAHOLASHGA YONDASHUVLAR ... | 90 |
| Rajabov Orzujon Mamasoliyevich | |
| TEMIR YO‘L TRANSPORTINING IQTISODIY KO‘RSATKICHLARI: TAHLIL VA BAHOLASH..... | 100 |
| Raximov Xasan Shukurjonovich | |
| RAQAMLI TRANSFORMATSIYAGA YO‘NALTIRILGAN ERP TIZIMLARINI JORIY ETISH ORQALI RAQAMLI IMKONIYATLARNI KENGAYTIRISH..... | 109 |
| Azizov Abdulla Abdisalamovich | |

| | |
|--|------------|
| DEVELOPMENT TRENDS OF YOUTH TOURISM IN UZBEKISTAN: PROBLEMS AND PROSPECTS..... | 116 |
| Samiyev Siroj Saitovich, Umurzoqova Shakhnoza Shukhrat kizi | |
| MINTAQA RAQOBATBARDOSHLIGINI TA'MINLASHDA INVESTITSIYA SAMARADORLIGINI OSHIRISH YO'LLARI | 122 |
| Sapayeva Fazilat Norbayevna | |
| AVTOMOBILSOZLIKDA MAHALLIYLASHTIRISH: YAGONA RIVOJLANISH YO'LI | 128 |
| Qobilov Rustam Shuhrat o'g'li | |
| MADANIYAT SOHASI MUASSASALARINI BUXGALTERIYA HISOBINING O'ZIGA XOS JIHATLARI..... | 138 |
| Annayev Abdurasul Abdurashidovich | |
| YASHIL IQTISODIYOTNI RIVOJLANTIRISHDA MOLIYAVIY HISOBOTNING XALQARO STANDARTLARINING XORIY TAJRIBALARI..... | 144 |
| Narzullayeva Ozoda Qahramon qizi | |
| ONLAYN SAVDO MAYDONCHALARIDA TOVARLAR SAVDOSINI OSHIRISHDA MARKETING STRATEGIYALARIDAN FOYDALANISH..... | 150 |
| Baxromov Xudoyor Xabibullo o'g'li | |
| АНАЛИЗ РЫНКА ГОСТИНИЧНЫХ УСЛУГ В РЕСПУБЛИКЕ УЗБЕКИСТАН | 156 |
| Икрамов Акбар Фарход угли | |
| TIJORAT BANKLARIDA REBRENDING VOSITASIDA MARKETING INNOVATSIYALARINI RIVOJLANTIRISH STRATEGIYALARI | 165 |
| Mirzajonova Maftunaxon Jaxongir qizi | |
| ИННОВАЦИОННЫЕ ЭКОСИСТЕМЫ НА ОСНОВЕ КЛАСТЕРОВ: ИНТЕГРАЦИЯ ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ В ГЛОБАЛЬНУЮ ИННОВАЦИОННУЮ СЕТЬ | 172 |
| Усманова Нозимахон Икрам кизи | |
| NAMANGAN VILOYATIDA TADBIRKORLIK SUBYEKTLARI RIVOJLANISHI YO'LLARI..... | 178 |
| Alimatova Shoxsanam Abdumalik qizi | |
| АНАЛИЗ РАЗВИТИЯ ПРЕДПРИЯТИЙ, ПРЕДОСТАВЛЯЮЩИХ ОЗДОРОВИТЕЛЬНЫЕ УСЛУГИ В УЗБЕКИСТАНЕ | 184 |
| Алимова Шахноза Октямовна | |
| HUDUDLARNING TURIZM SOHASINI RIVOJLANTIRISHDA XORIJIY TAJRIBALARDAN FOYDALANISH..... | 194 |
| Maksumov Azizxon Nodir o'g'li | |
| ПОВЕДЕНЧЕСКИЕ АСПЕКТЫ ФИНАНСОВОГО ПОВЕДЕНИЯ НАСЕЛЕНИЯ УЗБЕКИСТАНА: ЭМПИРИЧЕСКИЙ АНАЛИЗ И МЕЖДУНАРОДНЫЙ КОНТЕКСТ | 203 |
| Захарова Ирина Борисовна, Непейвода Андрей Николаевич | |

| | |
|--|------------|
| MOYLI EKINLAR YETISHTIRUVCHI FERMER XO‘JALIKLARIDA MARKETING TADQIQOTLARIDAN FOYDALANISHNING USLUBIY JIHATLARI..... | 211 |
| Valiyeva Aziza Anvar qizi | |
| MINTAQALARDA SANOAT TARMOG‘I SAMARADORLIGINI BAHOLASHNING O‘ZIGA XOS XUSUSIYATLARI..... | 219 |
| Mirzayeva Intizor Ergashevna | |
| STRATEGIK MARKETING YONDASHUVLARI ASOSIDA MATBAA KORXONALARINING RAQOBATBARDOSHLIGINI OSHIRISH | 228 |
| Xolmirzaeva Feruza Abdullaevna | |
| XUSUSIY TA‘LIM MUASSASALARINING IJOBIY IMIJINI BELGILOVCHI ASOSIY OMILLAR | 235 |
| Odilova Sitora Sayfitdin qizi | |
| SOLIQ MA‘MURCHILIGINI YANADA TAKOMILLASHTIRISH VA RAQAMLASHTIRISH YUZASIDAN 2026-YILDA SOLIQ SIYOSATINI TAKOMILLASHTIRISH YUZASIDAN ISHLAB CHIQLGAN TAHLIL VA TAKLIFLAR | 243 |
| Normurzayev Umid Xolmurzayevich | |
| QORAQALPOG‘ISTON RESPUBLIKASIDAGI QURILISH MATERIALLARI SANOATI KORXONALARIDA BOSHQARUVNING ZAMONAVIY HOLATI..... | 257 |
| Fayzullayev Jonibek Mambetsaliy o‘g‘li, Ollayorov Behruzbek Sardor o‘g‘li | |
| ОПРЕДЕЛЕНИЕ ВОЗМОЖНОСТЕЙ МАРКЕТИНГОВЫХ СТРАТЕГИЙ ДЛЯ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ ПРЕДПРИЯТИЙ..... | 264 |
| Акрамов Бурибек Фахриддин угли | |
| OLIY TA‘LIM MUASSASALARI UCHUN DUAL TA‘LIMNING AFZALLIKLARI | 272 |
| Karimov Muzaffar Abdumalik o‘g‘li | |
| SANOAT ISHLAB CHIQRISHIDA SUN‘IY INTELLEKT ASOSIDA JARAYONLARNI OPTIMALLASHTIRISH | 278 |
| Rixsiboyev Nozimbek Abdurasul o‘g‘li | |
| KICHIK BIZNES EKSPORT SALOHIYATINI RIVOJLANTIRISH BAHOLASH MODELINING ILMIY ASOSLARI VA HUDUDIY AMALIYOTI..... | 287 |
| Mamadjanova Tuyg‘unoy Axmadjanovna | |
| MINTAQADA INVESTITSION SALOHIYATNI OSHIRISHNING XORIJIY MAMLAKATLAR TAJRIBASI | 297 |
| Qobilov Anvar Eshpo‘lotovich | |
| HUDUDIY INNOVATSION SIYOSATNI TAKOMILLASHTIRISHDA XORIJ TAJRIBALARINI INSTITUTSIONAL ADAPTATSIYA QILISH IMKONIYATLARI | 305 |
| G‘aniyev Sanjar Poziljon o‘g‘li | |

DEVELOPMENT TRENDS OF YOUTH TOURISM IN UZBEKISTAN: PROBLEMS AND PROSPECTS

Samiyev Siroj Saitovich

PhD, Teacher at the Department of Tourism,
The Silk Road International University
of Tourism and Cultural Heritage

Umurzoqova Shakhnoza Shukhrat kizi

Master's student,
The Silk Road International University
of Tourism and Cultural Heritage

Abstract

This article examines the current state and key development drivers of youth tourism in Uzbekistan. Particular attention is given to the evolving preferences of young travelers, the growing impact of digital platforms such as Airbnb, and the rising popularity of adventure tourism. The study is supported by the results of a survey conducted among 128 respondents, providing a basis for practical recommendations aimed at enhancing the youth tourism sector.

Keywords: Youth tourism, adventure tourism, digital platforms, tourism, tourism innovators.

Annotatsiya

Ushbu maqolada O'zbekistonda yoshlar turizmining hozirgi holati va rivojlanish omillari tahlil qilingan. Tadqiqot davomida yosh sayyohlarning o'zgarib borayotgan ehtiyojlari, Airbnb kabi raqamli platformalarning ta'siri hamda sarguzasht turizmining ortib borayotgan ommaviyligiga alohida e'tibor qaratilgan. 128 nafar respondent ishtirokida o'tkazilgan so'rovnoma natijalari asosida yoshlar turizmini rivojlantirish bo'yicha amaliy tavsiyalar ishlab chiqilgan.

Kalit so'zlar: Yoshlar turizmi, sarguzasht turizmi, raqamli platformalar, turizm, sayyohlik innovatsiyalari.

Аннотация

В статье рассматривается текущее состояние и ключевые факторы развития молодёжного туризма в Узбекистане. Особое внимание уделяется меняющимся предпочтениям молодых туристов, растущему влиянию цифровых платформ, таких как Airbnb, и популярности приключенческого туризма. На основе опроса, проведённого среди 128 респондентов, представлены практические рекомендации по дальнейшему развитию молодёжного туризма.

Ключевые слова: молодёжный туризм, приключенческий туризм, цифровые платформы, туризм, инновации туризма.

INTRODUCTION

In recent years, tourism in Uzbekistan has experienced rapid growth, with youth tourism emerging as one of the most dynamic and fast-growing segments. Globally, youth tourism is recognized as a key contributor to socio-economic development (UNWTO, 2022). This article seeks to identify the main factors influencing the

development of youth tourism in Uzbekistan, analyze current challenges, and explore future opportunities. The findings are expected to hold both scientific and practical value in establishing a stable and innovative youth tourism framework.

According to recent statistics from the World Travel & Tourism Council (WTTC, 2022), youth travelers account for more than 270 million international trips annually. This segment is characterized by a growing demand for cultural immersion, adventure experiences, and sustainable travel options. Uzbekistan, with its rich Silk Road heritage, diverse natural landscapes, and increasing digital connectivity, possesses considerable untapped potential to attract both domestic and international youth tourists.

Furthermore, the global post-COVID-19 recovery has shifted travel preferences among young people. A strong inclination toward eco-conscious travel, digital nomadism, and personalized experiences has emerged, and Uzbekistan is beginning to respond through new initiatives such as the Digital Nomad Visa, the promotion of youth hostels, and the development of regional ecotourism clusters.

In addition, the government has recognized youth tourism as a tool for enhancing youth engagement, entrepreneurship, and regional economic development. Through collaborations with international organizations such as UNDP and UNESCO, several pilot projects have been launched to support local youth-led tourism startups and promote cross-border cultural exchanges.

Building on these promising developments, Uzbekistan is well-positioned to further elevate its global presence by enhancing international branding, advancing dynamic digital marketing strategies, and expanding transport infrastructure in rural areas. Proactively addressing these aspects through innovative measures will enable youth tourism to flourish as a powerful engine of inclusive growth and a bridge for cultural diplomacy.

1. Theoretical Foundations of Youth Tourism

Youth tourism refers to travel activities carried out primarily by individuals aged 15 to 30. It is characterized by low-cost, independent, and experience-based travel. Typical forms include adventure, educational, volunteer, and environmental tourism (Kazakov, 2021). Globally, youth tourism comprises more than 20% of the total tourism market and continues to grow annually (WTTC, 2022).

Youth tourism plays a crucial role in personal development and socialization. It is not only an economic activity but also intersects with education, culture, and health (Sharipova, 2023). According to UNWTO (2022), young travelers often stay longer and visit more destinations. This demographic increasingly relies on modern technologies and digital platforms to plan their trips, leading to growing demand for mobile and internet-based services.

2. The State of Youth Tourism in Uzbekistan

In Uzbekistan, youth tourism has recently received significant public attention. Programs like the Youth Travel Program have increased participation among students, young professionals, and teachers (Ministry of Tourism, 2023). However, challenges remain in marketing, infrastructure, and international youth exchanges.

Domestic youth interest is rising, aided by presidential initiatives such as “Youth Tourism Week” and “Student Tourist” programs. These projects have facilitated educational and cultural trips to Samarkand, Bukhara, and Khiva (Bobojonov, 2022). Higher education institutions are also supporting travel startups and innovative projects, such as the Tourism Leaders initiative at the Tashkent University of Tourism.

Regionally, destinations like Fergana, Kashkadarya, Surkhandarya, and Karakalpakstan offer emerging opportunities for adventure and eco-tourism (Kadyrov, 2020).

3. Inquiry Methodology and Results

An online survey was conducted among 18–30-year-old respondents, mainly students and young professionals. Key findings include:

- 75% travel at least once a year.
- 62% prefer adventure tourism.
- 55% use platforms like Airbnb and Booking.com.

Important travel factors: price (64%), safety (58%), and adventure (47%). Many plan their trips independently, often influenced by blogs and Instagram pages. Notably, 70% of respondents described travel as a “new experiential tool” (Statays.com, 2023).

Survey questions covered areas such as:

- Travel frequency
- Most visited destinations
- Key factors in destination choice
- Use of online platforms and social media

4. Case Study: Adventure Tourism and Airbnb Services

Adventure tourism includes physical activities, exploration of natural environments, and cultural exchanges — making it popular among Uzbek youth (Tourism Economics Journal, 2022). Destinations such as Chatkal, Gissar, Zarafshan, the Aral Sea, and the Ferghana Valley are well-suited for such tourism.

Youth activities include cycling, mountain hiking, camping, rafting, and quad-biking in areas like Beldersoy, Karatanta, Nuratau, and Zaamin (Kazakov, 2021). Airbnb is also gaining popularity among youth tourists. It offers affordable, culturally immersive experiences, especially in Bukhara, Khiva, and Tashkent (Airbnb, 2023).

These services enable deeper cultural engagement and promote budget-friendly travel for both local and international youth.

5. Problems and Prospects

The development of youth tourism in Uzbekistan faces a variety of structural and systemic challenges that limit its full potential, despite a growing interest among young travelers and the government's supportive policies. The research identified several key barriers:

Financial constraints remain one of the most critical obstacles. A large portion of the youth population, especially students and early-career professionals, lacks sufficient disposable income to travel frequently. While some state-subsidized

programs exist, they are limited in scale and coverage, often not reaching youth in rural or marginalized areas.

Limited information dissemination and marketing strategies further exacerbate the problem. Tourism promotion in Uzbekistan still largely focuses on general or historical tourism, with minimal targeted content specifically designed for youth. Many youth travelers rely on social media, influencers, and peer-to-peer recommendations, yet there is a lack of coordinated digital campaigns to engage them directly (Sharipova, 2023).

Digital infrastructure, especially in rural and mountainous regions where adventure and eco-tourism are most viable, remains underdeveloped. Weak internet access and outdated booking systems limit the use of modern platforms such as mobile travel apps, virtual tours, and digital itineraries, which are especially important for tech-savvy youth travelers.

Enhancing tourism-related infrastructure and expanding public transportation networks can make many promising destinations even more accessible and attractive. For instance, improving road conditions, adding clear signage, and developing affordable, quality accommodations in remote areas rich in natural and cultural assets can significantly boost interest among both domestic and international youth travelers. Furthermore, investing in the professional development of local guides and tourism service providers—such as training in foreign languages, digital tools, and youth-focused communication—will strengthen service quality. Aligning budget-friendly hospitality offerings with global standards will also create a more appealing environment for younger tourists seeking memorable and high-quality experiences.

Cultural and environmental awareness among local youth is relatively low, especially outside urban centers. Tourism education is not systematically integrated into school or university curricula, which results in a lack of understanding of the value of tourism, sustainability, and heritage preservation (Tourism Journal, 2023).

Despite these challenges, there are considerable prospects and untapped potential for youth tourism development in Uzbekistan. Several strategic opportunities have emerged: creating specialized tourism packages tailored to the preferences of youth — including adventure travel, volunteer experiences, festival tourism, and digital detox camps — can significantly increase engagement. These packages can be offered at discounted rates in partnership with universities and youth organizations.

Developing digital platforms that aggregate youth travel options, integrate AI-powered itinerary planning, and facilitate peer reviews can attract younger demographics accustomed to self-planning and mobile-first experiences.

Expanding territories for adventure and eco-tourism, particularly in regions such as Surkhandarya, Ferghana Valley, and Karakalpakstan, would diversify the tourism map and generate local employment. Infrastructure investment in these areas would benefit not only tourism but also regional development.

Promoting tourism education among youth is essential. Introducing elective courses on travel planning, sustainable tourism, and cultural heritage into high school

and university curricula could foster long-term awareness and professional engagement.

Encouraging international exchanges, student travel forums, and youth volunteering programs would strengthen intercultural ties and global exposure. Government-backed scholarships for tourism internships abroad could also cultivate future industry leaders.

Applying digital marketing strategies, including influencer partnerships, immersive VR experiences, and interactive mobile apps, can modernize Uzbekistan's tourism image and make it more relatable to Gen Z and millennial travelers (UNWTO, 2022).

Hosting annual Youth Tourism Forums would provide a platform for idea-sharing, policy discussion, and showcasing innovative projects. This initiative can bring together stakeholders from government, academia, business, and youth networks.

Launching cultural immersion tours for international students offers dual benefits: enhancing the visibility of Uzbekistan's soft power and encouraging deeper engagement with the country's traditions, hospitality, and language (Kadyrov, 2020).

By addressing these challenges with proactive strategies and youth-inclusive policies, Uzbekistan can transform youth tourism into a driving force of sustainable development, innovation, and international cultural exchange.

CONCLUSION AND SUGGESTIONS

Youth tourism is emerging as a vital component of Uzbekistan's tourism industry. It holds not only economic, but also cultural and social importance. Findings from this research underscore that adventure tourism and digital services are key development drivers.

Proper state policy and private sector engagement can significantly expand youth tourism and transform Uzbekistan into a youth-friendly tourism destination. Youth tourism enhances internal and external tourism potential, supports economic growth, strengthens international relationships, promotes national identity, and empowers youth. Recommendations from this article may guide the improvement of tourism policies and help shape youth as active, culturally aware participants in global tourism.

REFERENCES

1. Airbnb. (2023). Official reports and insights. <https://www.airbnb.com>
2. Bobojonov, A. (2022). Ways to Develop Domestic Tourism in Uzbekistan. Tashkent: Tourism Publishing.
3. Kadyrov, B. (2020). Youth and Cultural Exchange. Samarkand: Samarkand University Press.
4. Kazakov, M. (2021). Youth and Adventure Tourism in the CIS. Moscow: Tourism Press.
5. Ministry of Tourism and Cultural Heritage of the Republic of Uzbekistan. (2023). Educational Materials on Youth Tourism. Tashkent.
6. Sharipova, G. (2023). Digital Tourism in Central Asia. Tashkent: Innovation Tourism Press.

7. Statays.com. (2023). Youth Travel Trends Report. <https://www.statays.com>
8. Tourism Economics Journal. (2022). Youth Tourism in Central Asia, 28(1), 55–70.
9. Tourism: Scientific-Methodical Journal. (2023). Youth Engagement in Local Tourism, (2), 34–40.
10. UNWTO. (2022). Youth Tourism and Its Socio-Economic Impact. Madrid: UNWTO Publications.
11. WTTC. (2022). Global Youth Travel Report. London: World Travel & Tourism Council.
12. Google Scholar. (2023). Analytical Sources on Youth Tourism. <https://scholar.google.com>



Marketing

ilmiy, amaliy va ommabop jurnali

Muharrir: Xakimov Ziyodulla Axmadovich
Ingliz tili muharriri: Tursunov Boburjon Ortiqmirzayevich
Rus tili muharriri: Kaxramonov Xurshidjon Shuxrat o'g'li
Musahhah: Karimova Shirin Zoxid qizi
Sahifalovchi va dizaynerlar: Sadikov Shoxrux Shuxratovich
Abidjonov Nodirbek Odijon o'g'li

2025-yil, iyun, 6-son

© Materiallar ko'chirib bosilganda "Marketing" ilmiy, amaliy va ommabop jurnali manba sifatida ko'rsatilishi shart. Jurnalda bosilgan material va reklamalardagi dalillarning aniqligiga mualliflar mas'ul. Tahririyat fikri har vaqt ham mualliflar fikriga mos kelavermasligi mumkin. Tahririyatga yuborilgan materiallar qaytarilmaydi.

Mazkur jurnalda maqolalar chop etish uchun quyidagi havolalarga murojaat qilish mumkin. Ilmiy maqola, ommabop maqola, reklama, hikoya va boshqa ilmiy-ijodiy materiallar yuborishingiz mumkin.

Materiallar va reklamalar pullik asosda chop etiladi.

Elektron pochta: info@marketingjournal.uz
Bot: [@marketinjournalbot](https://t.me/@marketinjournalbot)
Tel.: +998977838464, +998939266610

Jurnalning rasmiy sayti: <https://marketingjournal.uz>

Marketing jurnali O'zbekiston Respublikasi Oliy ta'lim, fan va innovatsiyalar vazirligi huzuridagi **Oliy attestatsiya komissiyasi rayosatining 2024-yil 04-oktabrdagi 332/5 sonli qarori** bilan milliy ilmiy nashrlar ro'yxatiga kiritilgan



"Marketing" ilmiy, amaliy va ommabop jurnali 2024-yil 15-martdan O'zbekiston Respublikasi Prezidenti Administratsiyasi huzuridagi Axborot va ommaviy kommunikatsiyalar agentligi tomonidan **C-5669517** reyestr raqami tartibi bo'yicha ro'yxatdan o'tkazilgan. **Litsenziya raqami: №240874**



"Marketing" ilmiy, amaliy va ommabop jurnalining xalqaro darajasi: **9710. GOCT 7.56-2002** " Seriyali nashrlarning xalqaro standart raqamlanishi" davlatlataro standartlari talablari. **Berilgan ISSN tartib raqami: 3060-4621**