At the same time, tourism is associated with the risk of placing pressure on environment, increasing crowds, creating temporary job opportunities, and inequity in distributing economic benefits. All these problems are the reason for the need of proper planning and active involvement of community.

It is necessary to consider that the local population plays an important role not only in providing services for the visitors but also in planning and managing the process of tourism development. The knowledge, traditions, demands and attitudes of the local population will be necessary for maintaining the authenticity and attractiveness of Samarkand.

Conclusion

Thus, it is possible to state that community-based tourism may be helpful for developing Samarkand as an international tourist destination and promoting welfare of its communities through investments in education, small business, culture, electronic communication, and environment.

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THE ROLE OF DOMESTIC TOURISM IN PROMOTING SUSTAINABLE TOURISM DEVELOPMENT IN UZBEKISTAN

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Abstract: This study examines the role of domestic tourism in the development of the tourism sector in Uzbekistan. Domestic tourism is significant for fostering national economic growth, creating new jobs, generating income for the population, and preserving national cultural heritage. The primary objective of the research is to analyze the economic, social, cultural, and environmental impacts of domestic tourism and to develop recommendations for its advancement. The study explores issues related to tourism development—specifically in locations such as Samarkand, Bukhara, and Khiva—as well as business growth, the support of entrepreneurship, and the utilization of natural resources. It also addresses challenges such as transportation, transport infrastructure, food pricing, seasonality, and other tourism-specific factors. To further develop these destinations, the study recommends focusing on regional tourism routes, ensuring environmental responsibility, and leveraging available resources to elevate domestic tourism. The research aims to contribute to the long-term, sustainable economic development of Uzbekistan.

Keywords: domestic tourism, organization, Uzbekistan, economy, cultural heritage, culture.

Introduction

In recent years, tourism has become a significant sector of the global economy, playing a vital role in fostering economic growth, employment, and cultural exchange. Within this context, domestic tourism contributes to the development of sustainable tourism by enabling the population to discover their own country, supporting local entrepreneurship, and helping to preserve national cultural heritage. With its rich historical monuments, diverse cultural traditions, natural landscapes, and various regional tourist destinations, Uzbekistan possesses great potential for the development of domestic tourism. Historical cities such as Samarkand, Bukhara, and Khiva hold special significance due to their architectural monuments and cultural heritage. However, the development of sustainable tourism is not limited merely to increasing the number of tourists. This process also requires safeguarding the interests of the local population, protecting the environment, and preserving historical and cultural treasures for future generations. Domestic tourism contributes to the creation of new jobs, the development of regional economies, and the enhancement of public knowledge regarding national heritage. At the same time, domestic tourism in Uzbekistan faces challenges such as issues with transport infrastructure, the quality of services, travel costs, and disparities in opportunities between different regions. The primary objective of this study is to examine the impact of domestic tourism on the development of sustainable tourism in Uzbekistan, identify existing problems, and develop practical recommendations to address them. The research encompasses economic, social, cultural, and environmental aspects.

Economic, social, cultural impacts of domestic tourism.

Domestic tourism is a key avenue for developing sustainable tourism, directly influencing a country’s economic, social, and cultural progress. According to the definition provided by UN Tourism, sustainable tourism must account for the

economic, social, and environmental impacts of tourism activities, while ensuring a balance between the needs of the local population and those of tourists (UN Tourism, n.d.). Consequently, the development of domestic tourism entails not only increasing the number of trips but also ensuring the rational use of existing tourism resources.

Domestic tourism in Uzbekistan holds significant potential for boosting economic activity and fostering regional entrepreneurship. According to data from the National Statistical Committee, total domestic tourism expenditure in the country reached 41.33 trillion soums in 2024 (National Statistical Committee of the Republic of Uzbekistan, 2025). This expenditure encompasses dining services, passenger transport, accommodation, and other consumer services. For instance, in 2024, domestic tourism spending on dining services amounted to approximately 6.39 trillion soums, while expenditure on road transport services reached 3.28 trillion soums (National Statistical Committee of the Republic of Uzbekistan, 2025). These figures illustrate the intrinsic link between tourism and other economic sectors.

Another important aspect of domestic tourism is the preservation and promotion of national cultural heritage. Trips to historical cities such as Samarkand, Bukhara, and Khiva help increase public knowledge about historical monuments, national handicrafts, and traditions. Uzbekistan's official tourism portal identifies cultural, ecological, gastronomic, and youth tourism as types of tourism that can be developed within the country (Tourism Committee of the Republic of Uzbekistan, n.d.). Such forms of tourism can support the activities of local artisans, family-run guesthouses, and small businesses.

At the same time, the rapid development of tourism can give rise to challenges such as pressure on natural resources, an increase in waste, and the overcrowding of historical sites. Therefore, it is essential to manage waste, ensure the efficient use of water, and achieve a balanced distribution of visitor flows in tourist areas. Furthermore, the positive impact of tourism can be expanded by developing tourist destinations in lesser-known regions, improving transport accessibility, and supporting local entrepreneurs. Ultimately, domestic tourism can become a tool for sustainable development that harmonizes economic benefits, the preservation of cultural heritage, and environmental responsibility.

Challenges in Developing Domestic Tourism and Their Solutions

Although there is significant potential for the development of domestic tourism in Uzbekistan, certain challenges persist in this sector. Disparities in infrastructure between regions, the accessibility of transport services, and the cost of tourism services all affect the population's ability to travel. The World Tourism Organization emphasizes that, in developing sustainable tourism, it is essential to consider the needs of the local population and environmental protection, alongside economic interests (UN Tourism, n.d.).

The development of domestic tourism creates new opportunities for small businesses and local entrepreneurs. However, the unequal distribution of tourism-related revenue across different regions may prevent some communities from fully benefiting from these opportunities. In line with the sustainable tourism principles of the World Tourism Organization (UN Tourism), it is essential to support local

economic interests and preserve natural and cultural resources when planning for tourism (UN Tourism, n.d.).

To mitigate these issues, it is necessary to improve interregional transport connectivity, develop affordable tourism packages, and provide support for family-run guesthouses and local artisans. Furthermore, promoting lesser-known areas through digital platforms can help expand tourist flows. Data on domestic tourism expenditures from the National Statistical Committee of the Republic of Uzbekistan serve as a vital resource for assessing economic activities related to tourism (National Statistical Committee of the Republic of Uzbekistan, 2025).

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Conclusion

In conclusion, domestic tourism plays a significant role in developing sustainable tourism, strengthening local economies, and preserving national cultural heritage in Uzbekistan. The growth of domestic travel contributes to the creation of new jobs, the support of small businesses, and the effective utilization of the tourism potential of various regions. At the same time, the long-term development of tourism requires improvements to transport infrastructure, the optimization of service costs, and the mitigation of environmental issues. As noted by UN Tourism (n.d.), sustainable tourism must be based on a balance between economic, social, and environmental interests. Therefore, it is essential to strengthen measures aimed at promoting lesser-known regions in Uzbekistan, supporting local entrepreneurs, and protecting natural resources. Ultimately, domestic tourism can make a substantial contribution to the country’s sustainable development and the improvement of the population's well-being.

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FACTORS AFFECTING TOURIST SATISFACTION IN SAMARKAND

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Abstract. The level of tourist satisfaction is one of the main drivers of the competitiveness and sustainable development of tourism destinations. The city of Samarkand, being an important historical site in Uzbekistan, attracts tourists both from abroad and from within the country due to architectural landmarks, culture, cuisine, and hospitality. However, the level of tourist satisfaction is determined by many factors such as the level of attractiveness of the historical sites, the quality of services provided, the type of accommodation, transportation, prices, safety, cleanliness, interaction with locals. This paper studies the major factors of tourist satisfaction in Samarkand. In particular, this research is based on the author's previous works on the topic of gastronomic tourism and electronic word-of-mouth communication and scholarly literature on the issues of tourism satisfaction, destination image, and service quality. Special attention will be paid to the cultural aspects, local food experience, hospitality, infrastructure, and information in the digital sphere as determinants of tourists' perceptions. The paper also identifies the potential problems affecting tourists' visits to Samarkand and provides some recommendations about the ways of improving the tourism services. It is argued that high-quality services and positive experience in cultural tourism can help in creating good tourists' perception of Samarkand.

Keywords: tourist satisfaction, Samarkand, destination image, service quality, cultural heritage, gastronomic tourism, hospitality, e-WOM, sustainable tourism.

Introduction

The sphere of tourism is one of the major components of the service sector of the world. It generates a number of opportunities for employment, investment, cultural exchange, and region development in general. On the other hand, the effectiveness of a tourist destination depends not only on the amount of tourists, but