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Development of Youth Tourism: The Experience of Samarkand

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Abstract: *This article talks about measures for the development of youth tourism, the results of a social survey conducted among the population, and economic problems associated with the organization of youth tourism.*

Key words: *tourism, guide, tourist area, excursion*

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Our unique country has always attracted tourists with its historical and cultural monuments, beautiful nature and climate. In recent years, large-scale work has been carried out in our country to develop the tourism industry, turn it into a strategic sector of the economy, and widely use the opportunities of the tourism potential that has not yet been fully used. From this point of view, the Decree of the President Shavkat Mirziyoyev "On measures for the further development of the tourism sector in the Republic of Uzbekistan" pays special attention to the development of youth tourism in Uzbekistan, and based on the relevance, the question is raised, to clearly define the priority measures that should be implemented in connection with this, and the task of their consistent implementation is defined.

Uzbekistan has sufficient potential for the development of youth tourism. The development of a concept for the development of youth tourism in our country ensures further diversification of the types of tourism in our country, setting priority goals and objectives for actively attracting young tourists to our country, further increasing the flow of young tourists, and improving the quality of tourism services. provided, and ensuring the creation of tourism infrastructure for young tourists.

In particular, in the Decree of the President "On additional measures to diversify domestic tourism services", adopted on April 30 this year, to diversify and sharply increase the volume of domestic tourism

services, to familiarize citizens with the tourism potential of our country, a number of tasks are reflected, aimed at creating the necessary conditions, improving the quality of tourism services provided and increasing their competitiveness in world markets, creating additional opportunities for business entities operating in the field of tourism. In particular, "Travel around Uzbekistan!" Within the framework of the program, many goals and objectives were defined. According to this decision, starting from 2023, the "Youth Tourism Week" will be held in the first decade of January and the third decade of March. It should be noted that these efforts are of great importance in the development of domestic tourism and the organization of meaningful trips for young people, familiarizing them with the tourist destinations and opportunities of our country.

When young people visit cultural heritage sites and museums, entertaining and musical performances, theatrical performances are organized that vividly show our history, form a sense of patriotism among students, and help in the development of youth tourism.

Samarkand is one of the oldest and most developed tourist cities in Uzbekistan. Tourists who come here mainly come to see the ancient monuments and museums of Samarkand, monuments around the city. The temperate climate of Samarkand, hospitable people, historical monuments have always been in the center of attention and recognition of the peoples of the world. For this reason, the number of tourists coming to Samarkand is increasing every year. A lot of work is also being done to develop youth tourism in Samarkand. In particular, the city of Samarkand is one of the most visited tourist cities in the "Traveling around Uzbekistan" program, which is included in the Decree of the President of the Republic of Uzbekistan "On measures to ensure the rapid development of domestic tourism." occupies a high place. If we consider the indicators of attendance of Samarkand by tourists by years, then the total number of tourists in 2007 amounted to 903,000 people, in 2008 it was 903,000.

1,069,000, 1,215,000 in 2009, 975,000 in 2010. By 2022, this figure will increase to almost 5.2 million. It follows that as a result of reforms aimed at developing tourism in Uzbekistan, the number of tourists visiting our country is increasing every year. Youth tourism also plays a significant role in these figures.

In order to develop youth tourism, the work carried out in this regard, as well as to study and systematically address existing shortcomings in the field, a survey was conducted among young people on the topic "Improving the organizational and economic mechanism for the effective development of youth tourism in the regions". More than 100 participants took part in the anonymous survey, their average age was 19-25 years. The survey participants were asked how developed tourism is in their area of residence and how conditions are created for the recreation of local residents, how many times a year they travel and how much they can spend on travel, how much. Many tourist areas traveling in the area where they live were asked questions about whether they knew about it. The participants left their proposals for the development of youth tourism. Most of the proposals are devoted to the announcement of discounts in tourist areas for young people aged 15 to 30 years old and young families for trips, increasing green areas, organizing libraries in the bosom of nature.

75% of the participants said they would like to travel with their family, but it would be difficult financially. 15% of the participants said they would like to travel with friends and colleagues, while 10% of the participants said they would rather travel alone.

“What do you need to pay attention to in order to be interested in traveling?” to the question, 73% of participants noted that it is acceptable to pay attention to quality, 12% to price, 10% to time and 5% to other aspects.

From this it follows that in order to increase youth tourism in the regions, it is important to reduce travel prices in tourist facilities and improve the quality of public recreation facilities, announce discounts in the spring and summer, the best time to organize a trip, and organize libraries in tourist areas. It also serves as a factor contributing to the development of youth tourism.

Youth tourism is a way of life of a developed social society. As for the development of youth tourism, special attention should be paid not only to domestic, but also to international tourism. International tourism is very important for improving the language skills of young people, for them to see with their own eyes interesting places in the world, as well as for making foreign friends. There is an idea among the youth of the world that they should travel the world, learn life lessons, study the lifestyle of people in other countries up to 25 years old, have a family, give birth to children. She helps them choose the right path in life, form their own personal opinion. Several international youth organizations are working to create preferential treatment for young people and their caregivers during their travels. For example, the organization of trips for young people is included in the tasks of the International Federation "Organization of young travelers".

This federation was established in 1951, its headquarters is in Copenhagen, and it operates under the leadership of UNESCO. In 1967, a Youth Tourism Manifesto was adopted at a special BITS congress held in Fiutti, Italy. The manifesto, updated in 1981, speaks of the main elements of youth festivals, the role of institutions supporting them as the main component of social tourism. Considering the specifics of youth tourism, the following requirements can be included in its scope: activity: the ability to quickly adapt to changing day by day the needs of young people (entertainment programs, music, etc.); be able to reduce prices without changing quality; ensuring the safety of mixed groups (women and men); sanitary and hygienic rules must be strictly observed; it should be borne in mind that the presence of mutual trust among all members of the group allows you to avoid various problems.

A unique aspect of youth tourism is that, like other types of tourism, it has places for young people to live, namely hostels. Hostel (Hostel) - a cheap hostel-type hotel for young people. The presence of a blue spruce or "HI" sign at the hotel entrance is used to distinguish hostels from other hotels.

In 1909, the first special hostel in Germany was the idea of the German teacher Richard Schirrmann. It offered travelers overnight stays in classrooms at a low cost. After the lesson, all the tables and chairs were taken out of the classroom into the corridor, straw bags were placed on the floor, and in the morning the travelers helped to put all the things in their places.

In 1930, the first hostel association was formed in England. In 1932, the International Federation of Youth Hostels was founded, special catalogs and reservation services were created.

As we mentioned above, accommodation facilities also have a role to play in the development of youth tourism, that is, hotels that are convenient for students in terms of price, comfort and climate are needed, and it is necessary to adapt them to this flow. From this point of view, it is permissible to invite young people, that is, students who study in this field, to this program, that is, what they need for young people, what prices are suitable for them, and what level of salon they are interested in. you can find the weight. Thus, we arrive at the following effective solutions:

1. Youth tourism, as one of the special types of tourism, is important in solving issues of upbringing, education, culture and physical development of the younger generation, helps in creating conditions for the manifestation of the abilities of young children, promotes the instillation of national values based on patriotism in their minds will come.

2. In addition to meeting the interest of young people, an important social function of youth tourism should be considered that youth tourism provides vital material for early professional orientation and the choice of a future profession. Youth tourism opens up a wide range of opportunities, helps to solve such important tasks as the socialization of a person, the creation of social values and feelings of patriotism.

3. In social planning and implementation of the national tourism policy, to single out the interests of youth and youth tourism as a separate priority, provide for investments in youth tourism facilities, patriotic education of the younger generation, improve the nation, develop the material and technical base of youth tourism and strengthen infrastructure, develop general exhibition programs in special universities, to increase the effectiveness of tourism knowledge, to propose supplementing the tasks of training personnel on the basis of youth tourism.

4. The state and level of youth tourism is determined using a scientific approach, that is, the level of knowledge, methodology and established practice. The research process is developing due to the participation of Russian and foreign scientists in various scientific forums, practical conferences, symposiums, seminars, and working meetings. In this case, there is a need and logic in attracting young people. As the main manifestation of the scientific creativity of young people, it could be the Student Scientific Association, which is known to everyone and has been used for several decades. All this could form a common scientific cooperation in the field of youth tourism. It can unite representatives of universities, students, art schools, scientific institutions, temporary youth creative teams and individual researchers into a single social module.

5. It is necessary to study the experience in terms of convenience and development in terms of social planning of youth tourism. A real interest in this direction can be offered by such a youth tourism organization as the United Nations Sputnik, which has become one of the world's leading centers for youth tourism. The main activities are domestic, inbound tourism and excursions. Today, due to the growing role of youth tourism, it is difficult to imagine tourism without this center. Such centers should exist as an institution and build their activities on the basis of a non-profit organization.

6. There is no doubt that the development of international tourism will increase the demand for domestic products. Tour operators need to diversify their traditional activities, focusing on the joint production of youth tourism products together with scientific organizations and educational institutions to create thematic bases, camps, targeted expeditions for youth.

7. It is necessary to consider the possibility of creating a special Internet portal that will track information about youth tourism, advertise their consumer characteristics and show the movement of innovative products. This Internet portal can contribute to the development of international, including accessible and youth tourism.

8. It is possible to explore and use the rich potential of incentive tourism, which is widely used in world experience and creates a new incentive for the development of youth tourism, for example, by encouraging good producers, excellent students, activists, schoolchildren to get up This measure has great potential and is of great importance in the educational process in higher educational institutions and other educational institutions of the country.

9. The development of youth tourism in Uzbekistan depends on the level of use of scientific achievements, a look at the problems of tourism in a new direction, first of all, on the field of activity of tour operators and travel agents, on the legal structure and legal regulation. within the framework of tourism activities, as well as from research work, owning interactive technologies and possessing high professionalism, the training of specialists for the tourism industry depends.

As indicated above, half of the total number of tourists are tourists, while the rest came for work and other purposes and used tourism infrastructure and services.

Most tourists visiting Uzbekistan come from France (25%), Germany, Japan, Spain, Italy, Russia, South Korea and developed Asian countries.

Many tourists coming to Uzbekistan use the services of tour operators, which is 90% of the total number of tourists. Most of these tourists are pensioners and supporters of cultural tourism. This, in turn, shows that the country still has great potential among young people and individual tourists.

Above, we examined the shortcomings of youth tourism and the sphere, the work carried out in Uzbekistan to develop youth tourism, signed resolutions, decrees and orders. In conclusion, we can say that Samarkand can become an example for other regions in the development of youth tourism.

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