

## **PROSPECTS FOR THE USE OF INNOVATIVE METHODS IN THE DEVELOPMENT OF DOMESTIC TOURISM IN UZBEKISTAN**

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**Annotatsiya:** O'zbekistonda ichki turizmni rivojlantirishda innovatsion usullarni qo'llash istiqbollari haqida so'z yuritganda, avvalo mamlakatning turizm salohiyati va uning ichki turizmga bo'lgan ehtiyojini chuqur tahlil qilish zarur. O'zbekiston o'zining boy tarixiy merosi, madaniyati, tabiiy go'zalliklari va mehmondo'stligi bilan ichki va tashqi sayyohlarni o'ziga jalb qiluvchi noyob mamlakatlardan biridir. Ichki turizmni rivojlantirish esa nafaqat iqtisodiy o'sishga, balki milliy madaniyatni saqlash va yanada kengaytirishga ham xizmat qiladi. Shu nuqtai nazardan, innovatsion usullarni qo'llash ichki turizmni yangi bosqichga olib chiqishda muhim omil hisoblanadi.

**Kalit so'zlar:** ichki turizm, innovatsion texnologiyalar, iqtisodiy barqarorlik, iqtisodiyot, sayohat, madaniyat, turizm.

**Аннотация:** Говоря о перспективах использования инновационных методов в развитии внутреннего туризма в Узбекистане, необходимо в первую очередь провести тщательный анализ туристического потенциала страны и ее потребности во внутреннем туризме. Узбекистан является одной из уникальных стран, которая привлекает отечественных и иностранных туристов своим богатым историческим наследием, культурой, природными красотами и гостеприимством. Развитие внутреннего туризма служит не только экономическому росту, но и сохранению и дальнейшему расширению национальной культуры. С этой точки зрения использование инновационных методов является важным фактором вывода внутреннего туризма на новый уровень.

**Ключевые слова:** внутренний туризм, инновационные технологии, экономическая стабильность, экономика, путешествия, культура, туризм.

**Abstract:** When talking about the prospects for using innovative methods in the development of domestic tourism in Uzbekistan, it is first necessary to conduct a thorough analysis of the country's tourism potential and its need for domestic tourism. Uzbekistan is one of the unique countries that attracts domestic and foreign tourists with its rich historical heritage, culture, natural beauties and hospitality. The development of domestic tourism serves not only economic growth, but also the preservation and further expansion of national culture. From this point of view, the use of innovative methods is an important factor in bringing domestic tourism to a new level.

**Keywords:** domestic tourism, innovative technologies, economic stability, economy, travel, culture, tourism.

## INTRODUCTION

The development of the domestic tourism sector in Uzbekistan is important for the economy and cultural life of the country. Uzbekistan is rich in unique resorts that attract tourists with its rich historical heritage, culture and natural beauty. Through the development of domestic tourism, it is possible not only to further increase the tourist potential in the country, but also to improve the standard of living of local residents, create new jobs and ensure economic stability. At the same time, domestic tourism plays an important role in preserving national cultures and traditions, bringing them to a new generation. Today, in the era of global technological progress and the digital revolution, the need to apply innovative approaches to tourism is also growing. Innovations allow not only to improve the quality of service, but also to enrich the experience of tourists, diversify tourism products and reach new markets. The prospects for the introduction of innovative methods in the development of domestic tourism in Uzbekistan are broad and promising, and the actions carried out in this direction will serve the sustainable growth of the country's tourism sector. Therefore, an in-depth analysis of the importance and prospects for the development of domestic tourism on the basis of innovative approaches is an urgent task.[1]

## **MATERIALS AND METHODS**

The first direction of innovative approaches is the widespread introduction of digital technologies. With the help of information and communication technologies, it is possible to improve the quality of service in the tourism sector, to create facilities for tourists. For example, providing detailed information about local attractions, hotels, restaurants through mobile applications and web platforms, providing online booking opportunities will significantly stimulate domestic tourism. It is also possible to introduce historical sites and cultural sites in an interactive way, increasing the interest of tourists with the help of virtual and augmented reality technologies. In this place, it is also important to develop innovative marketing strategies, since through digital marketing it is possible to effectively promote domestic tourism products. As a second important direction, it is possible to show the development of ecological and sustainable tourism. As a country rich in natural resources, Uzbekistan pays great attention to environmental protection and sustainable development. The use of environmentally friendly and sustainable methods in domestic tourism increases tourists' respect for nature, and also helps to protect the interests of local residents. For example, by creating ecological corridors, promoting local traditional crafts and agricultural products, tourists can be closely identified with local culture and nature. This enriches domestic tourism not only in entertainment, but also in educational and cultural aspects.[2]

## **RESULTS AND DISCUSSIONS**

Another important aspect of innovative approaches is the modernization of tourism infrastructure. Improving the transportation system, building new hotels and resorts, introducing modern standards of service will have a huge impact on the development of domestic tourism. Innovative solutions include automated services, intelligent transportation systems, and energy efficient devices. It is also important to prepare the local population as a qualified cadre in the field of Tourism and to support their innovative ideas. The application of innovative methods in the

development of domestic tourism has a positive effect on various sectors of the country's economy. Growth in the tourism sector allows for the creation of new jobs, the development of local businesses and the attraction of investments. By promoting tourism, especially in rural areas, it is possible to increase the income sources of the population and improve their living conditions. With innovative approaches, it is possible to make domestic tourism more attractive, to encourage the movement of tourists around the country, which will strengthen cooperation between sectors in the tourism sector.[3]

It is also necessary to take into account social and cultural aspects in the development of domestic tourism. Along with the use of innovative technologies and service methods, it is important to respect the local population and culture, to preserve and promote their traditions. This creates a unique and memorable experience for tourists, strengthening the country's tourism brand. At the same time, in the introduction of innovations in the field of tourism, it is necessary to develop cooperation between the public and private sectors, improve the system of legislative and financial support.[4]

## **CONCLUSION**

In conclusion, the prospects for the application of innovative methods in the development of domestic tourism in Uzbekistan are very broad and promising. Innovations in areas such as digital technology, environmental and sustainable tourism, infrastructure modernization, preservation and promotion of local culture take domestic tourism to a new level. It serves not only economic growth, but also social and cultural development. Therefore, the widespread introduction of innovative approaches to the development of domestic tourism in our country and their continuous improvement are an important task. By establishing effective cooperation between the public, private sector and local communities along the way, supporting new ideas and further enhancing tourism potential, Uzbekistan can take one of the leading positions in the domestic tourism sector.

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