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eoconf.com - from 2024



INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY STUDIES AND EDUCATION: a collection scientific works of the International scientific conference – London, England, 2026. Issue 3

Languages of publication: Uzbek, English, Russian, German, Italian, Spanish

The collection consists of scientific research of scientists, graduate students and students who took part in the International Scientific online conference «**INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY STUDIES AND EDUCATION**». Which took place in London 2026.

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Ways to Develop Domestic Tourism

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Abstract. Domestic tourism plays a vital role in the economic and social development of a country. It helps strengthen national identity, supports local businesses, and ensures stable income even during global crises. This article explores effective ways to develop domestic tourism and highlights its importance in sustainable development.

Keywords: domestic tourism, economic growth, local development, sustainability, tourism strategies

Introduction. Domestic tourism refers to travel activities of residents within their own country. In recent years, it has gained increasing importance due to global uncertainties such as economic crises and pandemics. Unlike international tourism, domestic tourism is more stable and less affected by external factors.

Developing domestic tourism is essential for boosting local economies, creating jobs, and promoting cultural heritage. Governments and private sectors must work together to improve tourism infrastructure and attract local travelers.

Importance of Domestic Tourism

1. **Economic Stability.** Domestic tourism provides a steady source of income for local businesses such as hotels, restaurants, and transport services. It reduces dependence on international tourists.

2. **Job Creation.** It creates employment opportunities in rural and urban areas. Many people benefit directly and indirectly from tourism-related activities.

3. **Cultural Awareness**

Domestic tourism encourages people to explore their own country, traditions, and historical sites. It strengthens national identity and pride.

4. **Regional Development**

It helps develop less popular regions by attracting visitors and increasing investment in infrastructure.

Ways to Develop Domestic Tourism

1. **Improving Infrastructure**

Developing roads, transportation systems, accommodation facilities, and communication networks is essential. Comfortable travel conditions encourage more people to explore their country.

2. **Promoting Tourism Destinations**

Effective marketing through social media, television, and online platforms can attract domestic tourists. Highlighting hidden and less-known destinations is also important.

3. **Affordable Pricing and Discounts.** Providing discounts, travel packages, and seasonal offers can make tourism more accessible to local people.

4. **Developing Tourism Services.** Improving the quality of services in hotels, restaurants, and tour agencies is necessary. Training staff and ensuring customer satisfaction play a key role.





5. Organizing Cultural Events and Festivals

Festivals, exhibitions, and cultural programs can attract tourists and showcase local traditions.

6. Supporting Small Businesses

Encouraging local entrepreneurs to participate in tourism activities helps create unique experiences for visitors.

7. Ensuring Safety and Security

Safe travel conditions increase trust among tourists. Governments must ensure proper regulations and emergency services.

Challenges in Developing Domestic Tourism

Despite its benefits, domestic tourism faces challenges such as lack of infrastructure, limited awareness, and low service quality. In some regions, transportation difficulties and insufficient investment may slow down tourism development.

Conclusion. Domestic tourism is a powerful tool for economic growth, cultural development, and social stability. By improving infrastructure, promoting destinations, and ensuring high-quality services, countries can successfully develop their domestic tourism sector. Sustainable and well-planned strategies are essential for long-term success.

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