

THE ROLE OF DOMESTIC TOURISM IN THE DEVELOPMENT OF THE DIGITAL ECONOMY.

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Abstract: This article talks about the role and importance of domestic tourism which is considered one of the most important aspects of the tourism industry in the economy of our country. Domestic tourism can contribute to the growth of the gross domestic product, job creation, development of infrastructure and services of the local population, and preservation and promotion of cultural heritage and traditions. There are also proposals for the development of domestic tourism in Uzbekistan.

Keywords: Domestic tourism, travel and tourism, pilgrimage, tour operator, cultural heritage, new jobs, hospitality, infrastructure, marketing, local products.

In order to develop the country's tourism, first of all, attention should be paid to the development of domestic tourism. For example, Great Britain, which is among the top ten countries with developed international tourism, has more domestic tourists than international tourists. The decision of April 30, 2023 "On additional measures to diversify domestic tourism services", and on January 9, 2023, the Cabinet of Ministers of the Republic of Uzbekistan "Development of domestic air travel and domestic tourism, regional air transportation" The decision of the Cabinet of Ministers on amendments and additions to the decision No. 100 of February 24, 2021 was signed.

Domestic tourism refers to travel and tourism activities within one's own country. It covers a wide range of activities including leisure travel, business travel, visiting friends and relatives, and day trips to local attractions. Domestic tourism contributes significantly to the overall tourism industry and has a significant impact on the economy, society and environment. In addition, domestic tourism contributes to the economic growth of a country by generating income for local businesses, creating employment opportunities and stimulating investment in infrastructure and services. It also helps balance the seasonality of tourism by ensuring a constant flow of visitors throughout the year.

This type of tourism is important because it makes a significant contribution to the general economy, creates employment opportunities, stimulates local business and

industry. One of the main roles of domestic tourism in the development of the economy is its contribution to the growth of the gross domestic product. When people travel within their country, they spend money on transportation, accommodation, dining, entertainment and shopping. These expenses generate income for various businesses and industries, including hotels, restaurants, transportation companies, tour operators, and souvenir shops . As a result, domestic tourism contributes directly to the growth of the national economy by increasing consumer spending and stimulating demand for goods and services .

In addition, domestic tourism also plays an important role in creating new jobs . The tourism industry is labor intensive and requires a diverse workforce to meet the needs of travelers. When domestic tourism develops, it creates employment opportunities for local communities in various sectors such as hospitality, transport, retail and entertainment. This will not only reduce the unemployment rate, but also improve the standard of living of many individuals and families.

Creating jobs and generating income, domestic tourism also has a positive impact on the development of infrastructure and services for the local population . As the number of domestic tourists increases, there is a growing demand for improved transport networks, better accommodation options and improved leisure facilities. This leads to investments in infrastructure development such as upgrading roads , expanding airports, building hotels and tourist attractions. These developments not only benefit tourists, but also improve the overall quality of life of residents in the destination areas. In addition, domestic tourism can contribute to the preservation and promotion of cultural heritage and traditions. Many local tourists seek authentic cultural experiences and are interested in learning about their country's history, art, cuisine and traditions. As a result, local communities are motivated to preserve their cultural heritage and promote traditional practices, which can lead to the revival of cultural assets and the growth of cultural tourism.

Another important aspect of domestic tourism in economic development is its role in reducing regional economic disparity. By encouraging travel to different regions of the country, domestic tourism helps distribute economic benefits more evenly across different regions. This can lead to the development of secondary tourist destinations and diversification of the local economy, reducing dependence on large urban centers for economic growth.

There are regions in our country that differ from each other in terms of geographical structure, which certainly increases the choice of tourists. Therefore, when it comes to the development of domestic tourism in our country, it is possible to attract tourists to ecological tourism and medical tourism, not limited to pilgrimage tourism or historical monuments. The reason is that our country has not only historical

buildings, but also recreation centers that provide cheap and high-quality medical services equipped with modern technologies of ecological importance.

Domestic tourism is socially important because it encourages cultural exchange, fosters national pride and strengthens social cohesion. It also provides opportunities for communities to showcase their cultural heritage, traditions and local products, which can contribute to the preservation of cultural diversity.

In addition, while domestic tourism can have positive environmental impacts such as encouraging conservation efforts and raising awareness of environmental issues, it can also increase waste, can cause environmental degradation through pollution and habitat destruction. Sustainable domestic tourism practices aim to minimize these negative impacts and promote environmental protection is an important component of the tourism industry and, if managed responsibly, has the potential to contribute to sustainable development. By solving problems related to domestic tourism and using opportunities, countries can maximize its positive impact and reduce its negative impact on society and the environment can be:

Infrastructure development: Investing in infrastructure such as transport, accommodation and tourist facilities to improve the accessibility and quality of services.

Promotion and Marketing: Implement effective marketing strategies to increase awareness and promote domestic tourism destinations and attractions.

Community participation: involving local communities in the development and management of tourism activities, ensuring their participation and benefit from the industry.

Sustainable practices: Encourage sustainable tourism practices such as promoting eco-friendly accommodations, reducing waste, and conserving natural resources.

Education and training: providing education and training programs for tourism industry professionals to increase their skills and knowledge in sustainable tourism practices.

Diversification of offerings: developing a variety of tourism products and experiences to meet the diverse interests and preferences of local tourists.

Partnerships and Partnerships: Building partnerships between government, the private sector and local communities to work together in the development and management of domestic tourism destinations.

Regulatory framework: implementing regulations and policies to ensure responsible tourism practices, protect natural and cultural heritage, and manage the impacts of tourism activities.

Research and Monitoring: Research and monitor the impact of domestic tourism to identify problems and opportunities for improvement.

Promotion and support: Encourage and support businesses and communities to invest in sustainable tourism practices and initiatives.

In conclusion, domestic tourism is an important factor of economic development in any country. It contributes to GDP growth, job creation, infrastructure development, cultural preservation and regional economic balance. Therefore, governments and industry stakeholders must prioritize the promotion and support of domestic tourism to harness its full potential for economic prosperity. By investing in marketing campaigns, infrastructure improvements and industry training, countries can maximize the economic benefits of domestic tourism and create sustainable growth opportunities for local communities.

List of used literature:

1. Decision of the President of the Republic of Uzbekistan dated April 30, 2022 "On additional measures to diversify domestic tourism services".
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