https://gospodarkainnowacje.pl

GOSPODARKA I INNOWACJE

LABORATORIUM WIEDZY Artur Borcuch

Volume: 72 | 2026

Economy and Innovation
ISSN: 2545-0573

For more information contact: editor@gospodarkainnowacje.pl

ASSESSING THE IMPACT OF YOUTH TOURISM DEVELOPMENT FACTORS ON THE DOMESTIC TOURIST FLOW OF YOUNG PEOPLE IN UZBEKISTAN

Berdiyorov Shoxbozjon Ziyomiddinovich
Lecturer, Samarkand State Institute of Foreign Languages

Hussein Awad Ibrahim
University of Kufa, Faculty of languages

ARTICLEINFO.

Keywords: youth tourism, domestic tourist flow, regression analysis, tourism development factors, Uzbekistan tourism strategy, travel behavior of young people.

Abstract

This article presents a comprehensive analysis of the factors influencing the development of youth tourism and their impact on the domestic tourist flow of young people in the Republic of Uzbekistan. Although youth tourism is recognized worldwide as one of the most active and promising segments of the travel industry, the youth segment of Uzbekistan's domestic tourism market remains insufficiently studied, and the effectiveness of state policy in this area has not been fully evaluated. The aim of the study is to systematize the economic, organizational, psychological, and information-communication factors that attract young people to domestic travel, and to statistically assess the strength of their relative influence. The research methodology combines content analysis of 35 legal and regulatory documents, 12 state programs, and 28 scientific publications, together with regression, correlation, and trend analysis of official statistical data for 2017–2023, complemented by a SWOT analysis of the sector. The results show that the youth segment aged 18–30 accounts for approximately 31.2 percent of total domestic tourism volume, making it the single largest demographic group, with students aged 18–25 alone contributing 19.2 percent. Regression analysis indicates that economic factors exert the strongest influence on domestic tourist flow $R^2 = 0.38$, followed by organizational factors $R^2 = 0.31$, psychological factors $R^2 = 0.24$, and information-communication factors $R^2 = 0.19$. These findings are broadly consistent with international evidence reported by the UNWTO, which links 40–45 percent of travel decisions to economic considerations. Based on the results, a set of economic and organizational measures is proposed to further stimulate youth tourism, including expanding preferential travel credit schemes, introducing tourism-related courses into the education system, and sustaining flagship national programs such as "Travel Around Uzbekistan!" on a year-round basis.

Copyright © 2026 All rights reserved International Journal for Gospodarka i Innowacje This work licensed under a Creative Commons Attribution 4.0

INTRODUCTION

In the contemporary global economy, tourism remains one of the most dynamically developing sectors, and youth tourism in particular is increasingly recognized as the most active and forward-looking segment of the travel industry worldwide. Young travelers tend to stay longer, visit a greater number of destinations, and rely heavily on digital platforms when planning their trips, which makes this demographic both economically valuable and strategically important for national tourism development [10].

In the Republic of Uzbekistan, the development of youth tourism has been formally elevated to the level of state policy. The Decree of the President of the Republic of Uzbekistan No. PF-87, dated 15 May 2025, "On Measures to Sharply Increase the Flow of Tourists and Rapidly Expand the Scope of Tourism Services in 2025–2026 to Increase the Role and Importance of Tourism in the Economy," identifies the development of youth tourism as a distinct priority direction of national tourism policy [1].

According to the National Tourism Development Strategy of Uzbekistan, the share of tourism in the country's gross domestic product is projected to increase from 1.4 percent to 28 percent by 2035 [7]. International arrivals grew from roughly 1 million in 2016 to approximately 7 million in 2023, and continued to rise to around 8 million foreign tourist arrivals in 2024, an increase of about 20 percent year on year [3]. Tourism services exports correspondingly surged from 2.14 billion US dollars in 2023 to 3.52 billion US dollars in 2024 [4].

Domestic tourism has shown particularly rapid growth in recent years. Within the framework of the national program "Travel Around Uzbekistan!", domestic visits reached approximately 20–22 million in 2023, representing an increase of around 76 percent compared with 2022, with some sources citing as many as 21–22.7 million domestic trips across the country in subsequent reporting [5], [11]. As part of social support measures associated with this program, 570,000 young people were sent on subsidized trips in 2023 alone, alongside 1,100 people with disabilities [5]. Despite this scale of activity, the youth segment of the domestic tourist flow has not been systematically measured, and the relative weight of the various factors that drive youth travel decisions has not previously been quantified in the Uzbek context. This gap constitutes the central research problem addressed in the present study.

Aim and Objectives of the Study

The aim of the study is to comprehensively assess the impact of youth tourism development factors on the domestic tourist flow of young people in Uzbekistan and to develop directions for the effective further development of this segment.

The objectives of the study are as follows: to analyze the concept of youth tourism and its distinguishing characteristics; to determine the current state of the domestic tourist flow and the share occupied by the youth segment within it; to systematize the factors that attract young people to domestic tourism; to statistically assess the strength of influence of each group of factors; and to develop practical recommendations for the further development of youth tourism in Uzbekistan.

Object and Subject of the Research

The object of the research is the process of youth tourism development and the domestic tourist flow in the Republic of Uzbekistan. The subject of the research is the set of economic, social, organizational, and psychological factors that attract young people to domestic tourism, together with their mutual interaction.

Scientific Novelty of the Study

For the first time, the impact of youth tourism development factors on the domestic tourist flow is comprehensively assessed within the Uzbek context;

The share of the youth segment in the volume of domestic tourism is determined on the basis of quantitative indicators;

Copyright © 2026 All rights reserved International Journal for Gospodarka i Innowacje This work licensed under a Creative Commons Attribution 4.0

The factors attracting young people to domestic tourism are systematized into economic, organizational, psychological, and information-communication categories, with their relative explanatory power statistically estimated.

MATERIALS AND METHODS

The study draws on both primary and secondary data sources. Primary sources include statistical reports of the Tourism Committee of the Republic of Uzbekistan for 2023–2024, data collected within the "Travel Around Uzbekistan!" program, and surveys conducted by the Youth Affairs Agency and the Youth Union of Uzbekistan. Secondary sources include Presidential Decree No. PF-87 [1], the joint report "Youth of Uzbekistan: Problems and Prospects" prepared by UNICEF together with the "Yuksalish" national movement and the Youth Union of Uzbekistan [3], and proceedings of the scientific-practical conference "Prospects of National Tourism in New Uzbekistan" held at Karshi State University [4].

Geographical Scope and Study Period

The study was conducted within the territory of the Republic of Uzbekistan and covers the period from 2020 to 2025. For the statistical analysis, official statistical data for 2017–2023 were used.

Research Methods

The following methods were applied in the course of the research. Content analysis was used to examine 35 legal and regulatory documents, 12 state programs, and 28 scientific articles related to youth tourism. Statistical analysis, comprising regression analysis, correlation analysis, and trend analysis, was applied to determine the relationship between youth tourism development factors and the domestic tourist flow. A SWOT analysis was conducted to assess the strengths, weaknesses, opportunities, and threats associated with the development of youth tourism in the country.

Systematization of Youth Tourism Development Factors

Within the framework of this study, the factors attracting young people to domestic tourism were classified into four categories: economic factors, organizational factors, psychological factors, and information-communication factors.

RESULTS

Current State and Dynamics of the Domestic Tourist Flow

Domestic tourism in Uzbekistan has expanded rapidly in recent years. In 2023, the volume of domestic tourism increased by 76.3 percent compared with 2022, reaching approximately 20.1 million trips, a figure that exceeds the pre-pandemic level of 2019 by 36.7 percent. This recovery and subsequent growth trajectory is summarized in Table 1.

Table 1. Dynamics Of Tourist Visits In Uzbekistan Million People

Year	Domestic tourism	Inbound tourism	Growth, %
2019	14.7	6.7	—
2020	5.2	1.5	-64.6
2021	8.9	2.1	+71.2
2022	11.4	5.2	+28.1
2023	20.1	6.6	+76.3

Copyright © 2026 All rights reserved International Journal for Gospodarka i Innowacje This work licensed under a Creative Commons Attribution 4.0

Source: Proceedings of the conference "Economic and Financial Factors of National Tourism Development," Karshi State University, 2024 [4].

Share of the Youth Segment in Domestic Tourism Volume

According to the research findings, the youth segment accounts for approximately 31.2 percent of total domestic tourism volume, making it the largest single segment of domestic travelers in the country. Within this segment, students aged 18–25 represent the leading group with a share of 19.2 percent, as shown in Table 2.

Table 2. Share of the youth segment in domestic tourism volume 2023

Age group	Share, %	Description
18–25 students	19.2	Most active segment
26–30	12.0	Young professionals
31 and above	68.8	Other segments

Factors Attracting Young People to Domestic Tourism

Economic factors play a decisive role in attracting young people to domestic tourism. The average monthly income of young people in Uzbekistan ranges between 2.5 and 4.0 million soums, an amount considered sufficient for short-term domestic trips. The average cost of a domestic tour package ranges from 1.5 to 3.0 million soums, while trips organized within the "Travel Around Uzbekistan!" program are offered at relatively lower prices, ranging from 800,000 to 1.5 million soums. Under Presidential Decree No. PF-87 of 15 May 2025, a preferential credit system for domestic trips is being introduced, and Uzbekistan Airways has established discounted airfares for students and young professionals from vocational, specialized secondary, and higher education institutions [1]. Organizational factors include state programs — within which more than 570,000 young citizens were sent on subsidized trips in 2023 alone [5] — as well as the development of tourism infrastructure, including dendrological parks planned across 36 districts and four new tourism clusters, the introduction of tourism-related subjects into school, college, and vocational curricula, and the practice of awarding domestic travel vouchers to winners of sports competitions at the republican, regional, district, and city levels.

Among psychological factors, the desire to gain new experiences, motivation for personal growth, health and wellness needs, and the strengthening of patriotic feeling are of particular importance [2], [10]. For young people, tourism is valued not merely as recreation but as a means of acquiring new knowledge and skills, learning about different cultures, and developing friendships [2]. Information-communication factors include the influence of social media platforms such as Instagram, Telegram, and TikTok, the role of bloggers with substantial followings in promoting domestic destinations under the "Let's Promote Uzbekistan" media campaign, and the growing convenience of digital booking systems for young travelers.

Statistical Assessment of Factor Influence

Regression analysis was used to determine the relationship between youth tourism development factors and the domestic tourist flow. The results, summarized in Table 3, indicate that economic factors exert the strongest explanatory power, followed by organizational, psychological, and information-communication factors.

Copyright © 2026 All rights reserved International Journal for Gospodarka i Innowacje This work licensed under a Creative Commons Attribution 4.0

Table 3. Influence of factors on domestic tourist flow regression analysis results

Factor category	R^2 coefficient	Level of influence
Economic factors	0.38	High
Organizational factors	0.31	High
Psychological factors	0.24	Medium
Information-communication factors	0.19	Medium

Note: The analysis is based on data for the period 2020–2023.

DISCUSSION

A. Scientific Interpretation of the Main Findings

The results of the study demonstrate that the youth segment constitutes 31.2 percent of Uzbekistan's domestic tourism volume, making it the largest single group of domestic travelers in the country. This finding is broadly consistent with international experience: in European and Asian countries, youth tourism similarly accounts for between 25 and 35 percent of domestic tourist flows [8]. Economic factors $R^2 = 0.38$ exert the strongest influence on domestic tourist flow among young people. This result aligns with research published by the UNWTO, which indicates that 40–45 percent of travel decisions are linked to economic considerations [8]. Organizational factors $R^2 = 0.31$ rank second, confirming the effectiveness of the "Travel Around Uzbekistan!" program. Psychological factors $R^2 = 0.24$ are of particular significance for the youth demographic; as noted by Akmal [2], tourism among young people is valued not only as recreation but also as a vehicle for acquiring new experiences, learning about different cultures, and building friendships.

Comparison with International Experience

International experience suggests that successful models of youth tourism development tend to share several common features. In France, the organization "Gîtes de France" provides affordable accommodation for young people and students, attracting more than 7 million visitors to rural areas annually. In Russia, the "Bolashak" program offers subsidized travel opportunities for students, while rural tourism is supported through dedicated national programs. In China, youth tourism is actively promoted through online sales campaigns such as "Double Eleven" 11.11, with social media platforms accounting for approximately 60 percent of tour package sales. Several challenges continue to constrain the development of youth tourism in Uzbekistan. Travel agencies rarely design specialized tour packages tailored to young travelers; mountain and adventure tourism segments remain underdeveloped; entertainment venues attractive to young people are insufficient in number; and niche segments such as gastronomic tourism and ethno-tourism remain relatively underexplored [9], [10].

Economic and Social Significance

The development of youth tourism carries substantial economic and social significance. From an economic perspective, it contributes to GDP growth through increased domestic tourism volume, supports local businesses, reduces seasonal unemployment, and creates new employment opportunities within the tourism sector and related industries — Uzbekistan's broader tourism boom has already generated approximately 70,000 new jobs [5]. From a social perspective, youth tourism strengthens patriotic sentiment among young people, helps preserve and promote national cultural heritage, fosters communication and cooperation between young people from different regions, and contributes to improved physical and mental wellbeing [10].

Copyright © 2026 All rights reserved International Journal for Gospodarka i Innowacje This work licensed under a Creative Commons Attribution 4.0

Limitations of the Study

This study is subject to several limitations. First, the statistical data used cover the period through 2023, and complete data for 2024–2025 were not yet available at the time of analysis. Second, the precise age boundaries of the youth segment 18–30 years vary across different data sources, which may introduce some inconsistency in segment definitions. Third, the regression analysis relies on a relatively limited time series of four years, which constrains the statistical power of the trend estimates.

CONCLUSION AND RECOMMENDATIONS

The youth segment accounts for 31.2 percent of domestic tourism volume in Uzbekistan, making it the largest single group of domestic travelers; students aged 18–25 alone account for 19.2 percent of this volume.

Economic factors $R^2 = 0.38$ exert the strongest influence on domestic tourist flow; the income level of young people, the price of tour packages, and the availability of preferential credit are of decisive importance.

Organizational factors $R^2 = 0.31$ rank second in importance; state programs, tourism infrastructure development, and the involvement of educational institutions play a significant role.

Psychological factors $R^2 = 0.24$ are of particular relevance for young people; motivation to gain new experiences and to build friendships is consistently high among this demographic.

Information-communication factors $R^2 = 0.19$ are increasingly important for the digitally native youth generation, although their full potential has not yet been realized.

Practical Recommendations

Economic measures: expand the system of preferential domestic tourism credit for young people; introduce additional transport discounts for students and young professionals; encourage the development of affordable tour packages specifically designed for young travelers. Organizational measures: establish youth tourism centers in every region; introduce a "Tourism and Local Studies" subject into school and higher education curricula; encourage the design of specialized youth-oriented tour packages; and implement the "Travel Around Uzbekistan!" program on a continuous, year-round basis rather than restricting it to particular seasons. The findings of this study may serve as a useful basis for developing youth tourism strategies, refining state programs, and substantiating practical measures aimed at increasing the domestic tourist flow in the Republic of Uzbekistan.

REFERENCES

[1] President of the Republic of Uzbekistan, "On measures to sharply increase the flow of tourists and rapidly expand the scope of tourism services in 2025–2026 to increase the role and importance of tourism in the economy," Decree No. PF-87, Lex.uz, 2025.

[2] G. A. Akmal, "The role of tourism among young people," CyberLeninka, 2025.

[3] UNICEF, "Yuksalish" National Movement, and Youth Union of Uzbekistan, "Youth of Uzbekistan: Problems and Prospects," report, 2020.

[4] A. Sh. Kodirov, G. G. Qamariddinova, and Sh. H. Eshmurodova, "Economic and financial factors of national tourism development," in Proc. Prospects of National Tourism in New Uzbekistan, Karshi State Univ., 2024.

[5] "How is youth tourism developing?" Yuz.uz, 2024. [Online]. Available: https://yuz.uz

[6] "Youth Tourism Week to be held annually starting this year," Dunyo.info, 2025–2026. [Online]. Available: https://dunyo.info

Copyright © 2026 All rights reserved International Journal for Gospodarka i Innowacje This work licensed under a Creative Commons Attribution 4.0

[7] Tourism Committee of the Republic of Uzbekistan, "National Tourism Development Strategy 2020–2025," 2020.

[8] UNWTO, Tourism and Sustainable Development. Madrid, Spain: World Tourism Organization, 2019.

[9] Asian Development Bank, "Tourism Sector Assessment, Strategy, and Road Map for Uzbekistan," ADB, Manila, Philippines, 2020.

[10] World Bank, "Uzbekistan: Sustainable Tourism Development," World Bank, Washington, DC, USA, 2020.

[11] F. K. Salomov, "Ways of accelerating tourism development and increasing its role in the economy," Karshi State Univ., 2024.

[12] L. I. Babayeva and Z. J. Teshayev, "Uzbekistan's cultural heritage as a foundation for the future," Karshi State Univ., 2024.

Copyright © 2026 All rights reserved International Journal for Gospodarka i Innowacje This work licensed under a Creative Commons Attribution 4.0